



## PRESS RELEASE

August 2018

### EUROGUSS Mexico on track for success

- **Premiere of EUROGUSS Mexico already fully booked**
- **Pavilion features more than 30 exhibitors**

**From 24 to 26 October 2018, EUROGUSS Mexico will make its debut at Mexico's largest foundry exhibition, the Fundiexpo in Guadalajara. The extensive interest and keen participation in the pavilion are very welcome and mean that the entire exhibition area has already been allocated. EUROGUSS Mexico is interesting for all players in the die casting market that want to establish or expand their business in the Mexican market. The large number of registrations received show that Mexico is a highly lucrative and promising market for international companies.**

As the fourth largest exporter of automobiles, Mexico is one of the world's leading markets for cars and automotive parts. Many renowned manufacturers, not just from the automotive sector, have production facilities in Mexico. The recently extended free trade agreement between the European Union and Mexico encourages and simplifies trade, as there are virtually no duties to pay any longer. The Mexican government's economic and trade delegation ProMéxico is also driving economic relations between Mexico and Europe.

#### **EUROGUSS Mexico opens doors to the Mexican market**

Through EUROGUSS Mexico, NürnbergMesse is paving the way for companies to enter the Mexican market, and is also facilitating contacts to relevant firms from the Mexican economic area at the matchmaking event supported by ProMéxico. "Mexico and North America are very important for the foundry sector. So it's all the more pleasing that the stands at EUROGUSS Mexico were booked out so quickly. An especially positive aspect is that our longstanding EUROGUSS exhibitors KUKA Industries GmbH & Co. KG, AWEBA Werkzeugbau GmbH and Oskar Frech GmbH & Co. KG didn't hesitate for a second and registered for EUROGUSS Mexico

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immediately. I am absolutely delighted by that, and it shows us that this was absolutely the right move. Companies have a definite need for a trade fair in this segment,” says Christopher Boss, International Product Manager and Exhibition Director EUROGUSS at NürnbergMesse.

### **Delegation for interested exhibitors and visitors**

However, it's not just exhibitors that can get involved in EUROGUSS Mexico. Interested visitors can also benefit from the services of NürnbergMesse, which is offering a customisable travel and business package. As well as a simplified registration procedure for the Fundiexpo, participants will also have a partner from NürnbergMesse at the venue and can take advantage of various offers. These include, for example, a guided tour of the Fundiexpo, participation in the conference programme, various evening events and the opportunity to take part in the matchmaking event organised by ProMéxico. This trade and investment agency facilitates contacts between international and Mexican companies based on company profiles. Participants will also have access to the communal areas of the exhibitor pavilion for dialogue and networking.

Over and beyond the trade fair programme, NürnbergMesse offers participants in EUROGUSS Mexico other opportunities to expand their Mexican network. One such option is to visit the Mexican subsidiary of a renowned automobile manufacturer. “It really matters to us to give our exhibitors and visitors the best possible support in getting to know the Mexican market and its players and in forging or intensifying profitable contacts,” says Christopher Boss.

### **Wide-ranging conference programme at EUROGUSS Mexico**

For the second day of the fair, 25 October, NürnbergMesse has organised a conference programme with about 15 presentations. Exhibitors from the EUROGUSS Mexico pavilion will also be among the speakers. The very diverse range of products offered by the exhibitors is also reflected in the presentation topics, which cover the entire supply chain for light metal casting. For example, experts will inform participants about tool-making, robotics and Industry 4.0, but also quite generally about the increasing significance of the Mexican foundry market.



“The foundry market and issues associated with it, from R&D to suppliers and customers, are becoming increasingly more global. This is why international research-sharing is also gaining in importance. We would like to use NürnbergMesse’s international die casting events to create a new opportunity for networking between various stakeholders in the research field,” says Franz-Josef Wöstmann, Head of the Foundry Technology Department at the Fraunhofer Institute for Manufacturing Technology and Advanced Materials (IFAM) in Bremen. As part of the conference programme for EUROGUSS Mexico on 25 October, Wöstmann will therefore be presenting the German research priorities in foundry technology for the first time. “We are hoping for lively discussions with Mexican research establishments and companies with a view to initiating joint mutual projects.”

### **The Fundiexpo is Mexico's No. 1 trade fair for the foundry industry**

EUROGUSS Mexico will take place as part of the Fundiexpo, which is being held for the 21st time in 2018. The trade fair and congress, which is organised at alternating venues by the foundry association Sociedad Mexicana de Fundidores (SMF), has enjoyed steady growth. This year, for example, around 170 international exhibitors from more than 10 countries will showcase their casting solutions to an expected 5,000 or so trade visitors on a display area measuring 7,000 square metres. The Fundiexpo covers a wide range of aspects. Over three days at the Expo Guadalajara exhibition centre, visitors can obtain comprehensive information about new innovations and trends, including raw materials, casting equipment, moulds, technical services and other technologies.

The trade fair is accompanied by an extensive conference programme with more than 45 presentations on various aspects of the foundry industry by North American and international speakers. A special conference segment on light metal casting is being organised by NürnbergMesse and supported by various partners like the two associations CEMAFON - the European Foundry Equipment Suppliers Association and IMEDAL, the Mexican aluminium association.



Internationale Fachmesse für Druckguss: Technik, Prozesse, Produkte  
International Trade Fair for Die Casting: Technology, Processes, Products

## **About the EUROGUSS trade fair family:**

In even years, the European die-casting industry meets in Germany at the EUROGUSS trade fair at Exhibition Centre Nuremberg. For three days, some 640 exhibitors and 15,000 trade visitors learn about the latest technology, processes and products. EUROGUSS is the only event covering the entire die casting process chain, from high-tech machines through new materials to efficient services. In the area of die-casting, the NürnbergMesse Group is also active at CHINA DIECASTING (held annually in Shanghai) and ALUCAST, held at different locations in India in even years. This year, NürnbergMesse is organising for the first time the pavilions EUROGUSS Mexico at the Fundiexpo and EUROGUSS ASIA PACIFIC as part of METAL AP in Bangkok, Thailand.

For more information please visit: [www.euroguss.de/international](http://www.euroguss.de/international)

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