



THE LEADING DIE CASTING SHOWS

PRESS RELEASE

April 2021

EUROGUSS MEXICO Virtual Weeks: Attractive networking event in Latin America for the die casting sector

- **Online event: 4-18 May 2021**
- **Focus on entire non-ferrous die casting value chain**

EUROGUSS MEXICO Virtual Weeks is the meeting place for experts, providers and users in all areas of non-ferrous die casting. Given the major importance of Mexico to the die casting industry, and considering the ongoing restrictions on travel, NürnbergMesse has decided to hold this event in virtual form. To make it easy to develop and cultivate contacts across national boundaries, all participants in the Virtual Weeks will have access to a networking platform offering extensive functions and contact opportunities. Streamed “live action events” such as presentations, seminars and discussion rounds will be held on 4, 11 and 18 May 2021, and will subsequently be available for viewing on demand.

Establishing and cultivating contacts, presenting products and solutions, learning about new developments, expanding knowledge and tackling current challenges together: EUROGUSS MEXICO Virtual Weeks offers businesses and individual participants a wealth of digital communication channels, virtual conferences, innovative online presentations, and attractive opportunities to network. Prominent exhibitors will display their products and solutions on the platform, and prospective customers can identify their needs, objectives and interests. The smart “matchmaking” tool will then filter this information to identify precisely matched contacts and make it easier to connect with the most appropriate entities at the event.

euroguss.de/international

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Every Tuesday: Industry knowledge to take away

The flexible design underlying EUROGUSS MEXICO Virtual Weeks makes participating in the event especially compatible with day-to-day business: once each week, every Tuesday, a fascinating live programme of discussions and presentations attracts participants to the platform. On the other weekdays, participants can continue to make flexible use of all the networking and contact functions to arrange discussions to suit their own appointment schedule, identify new contacts or compare products.

Easy access to virtual event

EUROGUSS MEXICO has a particularly international flavour this year with its virtual format, bringing together experts and businesses from all parts of the world. The focus, however, is still clearly directed toward the Latin American market and its special requirements. A participation package is available to help exhibitors to present themselves in the most appropriate way for this market: it includes a detailed profile containing text, documents and videos, involvement in the matchmaking process, lectures, and dedicated round tables. All the contacts on the platform will remain available after the event as leads. The organizers of EUROGUSS MEXICO Virtual Weeks, NürnbergMesse and B&N Exposiciones, help participating businesses to prepare for the virtual trade show, and provide webinars and tutorials on the Virtual Weeks.

For further information on EUROGUSS MEXICO Virtual Weeks, the available exhibitor package and registration as a visitor, please go to:

www.euroguss-mexico.com

About the EUROGUSS trade fair family:

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In all even years, the European die casting sector comes together at the EUROGUSS trade fair in Exhibition Centre Nuremberg in Germany. Over a three-day period, some 750 exhibitors and 15,000 visitors find out about the latest technology, processes, and products. EUROGUSS is the only event covering the entire die casting process chain, from high-tech machines to new materials and efficient services. In the die casting segment,



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NürnbergMesse Group is also active at CHINA DIECASTING (every year in Shanghai), ALUCAST, which takes place at different locations in India in all even years, and EUROGUSS Mexico, which will be held in Guadalajara.

For more information please go to: www.euroguss.de/international

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