



PRESS RELEASE

September 2022

Finally: Next family reunion for the first time at EUROGUSS Mexico 2023

- 28. February to 2 March at Guadalajara Exhibition Centre
- Entire value chain of diecasting
- Perfect access to the Mexican market

It's finally getting personal at EUROGUSS Mexico from 28 February to 2 March 2023: After the postponement in 2020 due to the pandemic and the digital EUROGUSS MEXICO Virtual Weeks 2021, the diecasting industry will finally come together face-to-face at the Expo Guadalajara Exhibition Centre. Mexico is well-known for its large number of plants of important manufacturers, suppliers as well as R&D centres from the automotive industry and is the focus of the entire value chain of light metal casting. The exhibition, which is part of the EUROGUSS Family, thus creates the ideal access to the growing Mexican market. Interested companies can register now for EUROGUSS Mexico 2023. For German companies, the German joint stand creates an ideal participation opportunity.

Mexico is one of the largest exporters of automobiles, with almost 80 percent of production going abroad. The economic region is home to production plants of renowned car manufacturers, suppliers and R&D centres, including Audi, BMW, VW Toyota, Honda and Nissan. Here, the die-casting industry and especially light metal casting have taken on decisive roles in order to meet the required production standards in the manufacturing plants. The Mexican die-casting market has been growing for years - an unbroken upward trend.

In addition to the aerospace and electronics sectors, market research companies forecast an annual growth rate of 6 per cent until 2027 for the die-casting industry, which is very attractive in Mexico, especially for automotive.

Ideelle Träger

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Diecasting meets automotive

In 2018, EUROGUSS Mexico celebrated its successful premiere with an exhibitor pavilion. The expectations of all exhibitors were far exceeded, confirming Mexico as an important strategic market for the diecasting industry. The positive response and interest were and continues to be exceptionally high, so NürnbergMesse developed the pavilion idea into an independent trade fair, adapted to the market needs in Mexico. In May 2021, EUROGUSS Mexico gave way to the EUROGUSS MEXICO Virtual Weeks due to the pandemic. Experts from the diecasting industry networked on the digital platform and filled the virtual conference rooms of the comprehensive lecture programme.

"The demand for foundry machinery, equipment, expertise and personal knowledge exchange in the light metal casting sector cannot be underestimated," says Christopher Boss, Executive Director, NürnbergMesse. "With EUROGUSS Mexico, we create access points to the market and bring the diecasting industry together with designers, developers, buyers and decision-makers from the automotive industry, mechanical and plant engineering, aerospace and medical technology in Mexico."

German joint stand at EUROGUSS MEXICO

The great importance of the trade fair and the Mexican market for German industry is underlined by the offer of a German joint stand. The foreign trade fair programme of the Federal Republic of Germany offers German companies the opportunity to present themselves on the joint stand at favourable conditions. Interested companies should hurry: the number of places is limited, and the registration deadline is already 14 October 2022. Further information on the offer and the eligibility requirements can be found on the EUROGUSS MEXICO website.

Interested companies can register now for EUROGUSS Mexico 2023 at www.euroguss-mexico.com/



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

About the EUROGUSS trade fair family:

THE LEADING DIE CASTING SHOWS

In all even-numbered years, the European die casting industry meets at the EUROGUSS trade fair in the Exhibition Centre Nuremberg, Germany. EUROGUSS is the only event that covers the entire die-casting process chain: from high-tech machinery and new materials to efficient services. In addition, the NürnbergMesse Group is active in die casting at CHINA DIECASTING (held annually in Shanghai), ALUCAST, which takes place in India at alternating locations in all even years. This year, for the first time, NürnbergMesse is organizing the pavilions EUROGUSS Mexico as part of Fundiexpo and EUROGUSS ASIA PACIFIC as part of Metal AP in Bangkok, Thailand.

More information: www.euroguss.de/en/all-about-the-exhibition/euroguss-international

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