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NürnbergMesse launches capital goods exhibitions in Mexico

- **Bavarian Business Delegation in Mexico: NürnbergMesse announces market launch**
- **Beviale Mexico in Mexico City expands the successful Beviale Family in July 2020**
- **EUROGUSS Mexico in Guadalajara in November 2020**

Mexico has become Bavaria's most important trade partner on the American continent after the Free Trade Agreements with the American States and with the European Union made Mexico a market with tremendous potential for the future. The automotive sector and the food and beverage industry in particular are constantly growing. NürnbergMesse has recognized this trend and is now entering the Mexican market with two new trade fairs. Beviale Mexico, the newest member of the international Beviale Family, will open its doors for the first time in July 2020 in Mexico City. In addition, EUROGUSS Mexico will have its official opening in November 2020 in Guadalajara. "The Mexican market offers attractive framework conditions for our areas of growth. We're happy to be entering the Mexican market with two capital goods exhibitions at once," announced CEO Peter Ottmann, who is currently in Mexico with the Bavarian Business Delegation. Items on the agenda include environmental, automotive, and medical engineering. Roland Weigert, Bavaria's State Secretary for Economic Affairs, welcomed this step by NürnbergMesse and added, "We see tremendous opportunities in collaboration with Mexico as a trade partner, as a production site and, to a growing extent, as a technology partner."

With its entrance into the Mexican market, NürnbergMesse is penetrating another international market with positive framework conditions. The development of the automotive industry and the rapidly growing food and beverage industry in Mexico offer optimal conditions for the two new trade

NürnbergMesse GmbH
Unternehmenskommunikation
Corporate Communications
Messezentrum
90471 Nürnberg
Germany

T +49 9 11 86 06-82 48
F +49 9 11 86 06-12 82 48

presse@nuernbergmesse.de
www.nuernbergmesse.de

Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board
Albert Füracker, MdL
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

Geschäftsführer
CEOs
Dr. Roland Fleck
Peter Ottmann

Registergericht
Registration Number
HRB 761 Nürnberg

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fairs in NürnbergMesse's portfolio. Beviale Mexico and EUROGUSS Mexico will open new sales channels for exhibitors and also provide an opportunity to establish a foothold in the Mexican market.

Beviale Mexico: The youngest member of the Beviale Family

Beviale Mexico is the first beverage trade fair in Latin America to cover the entire process chain. It will take place from 29 to 31 July 2020 in Centro Citibanamex. All segments will be represented: alcohol-free and alcoholic beverages as well as liquid dairy products, water, soft drinks, juice, beer, and wine and spirits like the Mexican specialties tequila and mescal. Mexico's positive domestic economy and rapidly growing beverage industry make the Mexican market especially attractive for beverage manufacturers. "Craft" is currently one of the hottest trends in Mexico. More and more small breweries and distilleries are being founded. According to the Mexican Association of Microbrewers ACERMEX (Asociación Cervecera de la República Mexicana) – which supports Beviale Mexico along with other partners from beverage production – Mexico had a total of 1,400 breweries in 2018. After China, the U.S., and Brazil, Mexico is the world's fourth-largest beer producer, at 110 million hectolitres. And according to the International Bottled Water Association, Mexico is also the international leader in the per capita consumption of bottled water (about 254 litres), followed by Thailand and Italy.

The role model for Beviale Mexico is BrauBeviale in Nuremberg. For more than four decades, BrauBeviale has been the central platform of the international beverage industry. In addition to BrauBeviale, the Beviale Family counts as members Beviale Mexico, Beviale Moscow in Russia, CRAFT BEER Events in China and Italy, and CRAFT DRINKS in India along with partnerships with BeerX in Great Britain, Expo Wine + Beer in Chile, Feira Brasileira da Cerveja in Brazil, KIBEX in South Korea, and SEA Brew in Southeast Asia. Beviale events cover the entire beverage production process chain, from raw materials, technologies, and components to logistics and marketing concepts.

For more information on Beviale Mexico and the Beviale Family, visit www.beviale-mexico.com and www.beviale-family.com.

EUROGUSS Mexico opens doors to the Mexican market

As follow-up to the EUROGUSS Mexico exhibitors' pavilion implemented at Fundiexpo in 2018, EUROGUSS Mexico will be launched as a standalone trade fair at the Expo Guadalajara exhibition venue from 10 to 12 November 2020. For years, the Mexican market for die-casting and light metal casting has been on the rise. Projections for 2020 predict a total sales volume of about US\$1.8 billion. One cause of this positive outlook is the growing demand from the automotive industry. Guadalajara has become

home to subsidiaries of major manufacturers like Audi, VW, Honda, and Toyota and major suppliers and research and development centres. According to the German Foreign Office, Mexico is the seventh-largest car manufacturer and fourth-largest car exporter in the world. In addition to the automotive industry, other industry sectors like aeronautics and electricity are also important customers of the die-casting industry. That's why many Mexican and especially international foundries have recently expanded and started up new factories. It's also why the demand for foundry machines and equipment is steadily increasing. These machines and equipment are mainly imported, with the U.S., China, Italy, and Germany as the most important supplying countries.

EUROGUSS is held every even year at the Nuremberg Exhibition Centre. The trade fair covers the entire die-casting process chain, from high-tech machines and new materials to efficient services, making it the central information and networking platform of the European die-casting industry. In addition to EUROGUSS in Nuremberg and EUROGUSS Mexico, the EUROGUSS trade fair family also includes CHINA DIECASTING in Shanghai, ALUCAST in India, and the EUROGUSS ASIA PACIFIC Pavilion that NürnbergMesse organised for the first time in 2018 at Metal AP in Bangkok.

For more information on the EUROGUSS trade fair family and EUROGUSS Mexico, visit www.euroguss.de/international and www.euroguss-mexico.com.

About NürnbergMesse Group

NürnbergMesse Group is one of the 15 largest trade fair companies in the world. It comprises NürnbergMesse GmbH and its 14 subsidiaries and affiliates. The company employs more than 1,000 people at ten locations in Germany, Brazil, China, India, Italy, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. Its portfolio includes around 120 German and international trade fairs and congresses. Every year, up to 35,000 exhibitors (international contingent: 44%) and up to 1.5 million visitors (26% from outside Germany) take part in the Group's own, partner and guest events.

Contacts for press & media

Dr. Thomas Koch, Maximilian Hensel
Beate Blum, Franziska Weißbrodt, Sabrina Huck
T +49 9 11 86 06-82 48, -83 53, -84 73
F +49 9 11 86 06-12 83 53

presse@nuernbergmesse.de

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