

# FABTECH MEXICO



2015

## POST SHOW REPORT

THE LEADING METAL FORMING, FABRICATING, WELDING AND FINISHING EVENT IN MEXICO



AUDIENCE  
PROFILE

EXHIBITOR  
TESTIMONIALS

BUYER  
BEHAVIOR



**MAY 5 - 7, 2015**

CINTERMEX, MONTERREY | MEXICO  
[fabtechmexico.com](http://fabtechmexico.com)



# AUDIENCE PROFILE

## MONTERREY ATTENDANCE

11,117

## EXHIBITORS

541

## SQUARE FOOTAGE SOLD

123,000 net

## TOTAL LEADS COLLECTED

61,000

## AVERAGE LEADS PER EXHIBITOR

132

"Mexico continues to be an important and growing market for TRUMPF. FABTECH Mexico, offers us an excellent opportunity to reach that market. In fact, TRUMPF sold equipment right off the show floor. We will be with FABTECH Mexico again next year in Mexico City and will be increasing our booth size and investment into the event,"

—Sheila LaMothe,  
Marketing Manager,  
TRUMPF

"We were pleasantly surprised at the turn out for the show and our exhibit. Virtually every visitor had a keen interest in new welding technologies and automation,"

—Bill Guest,  
V.P. Sales & Marketing,  
OTC DAIHEN Inc.

## FIRST TIME ATTENDEES

63% attended FABTECH Mexico for the first time

## TOP THREE REASONS AN ATTENDEE VISITS THE SHOW

1. Looking for new suppliers
2. Looking to purchase products
3. Interested in joint ventures

## JOB FUNCTION

Owner/Corp. Executive.....	26%
Mfg.— Production .....	14%
Mfg.— Engineering .....	11%
Product Design — R&D .....	8%
Quality Assurance .....	3%
Factory Automation.....	2%
Purchasing .....	9%
Distributors/Sales .....	13%
Welders/Safety/Inspectors .....	8%
Other .....	6%

## COMPANY SIZE

Attendees came from a variety of manufacturing and construction facility sizes — connecting you with the largest OEM's to the hard-to-reach job shops.

## NUMBER OF EMPLOYEES

Less than 20.....	24%
20 - 49 .....	14%
50 - 99 .....	8%
100 - 249 .....	10%
250 - 499 .....	7%
500 - 999 .....	5%
1,000 - 2,499 .....	4%
2,500 and Over.....	5%





## PRIMARY TYPE OF BUSINESS

Aerospace	Construction	Heavy Equipment
Agriculture	Contract Mfg.	Military
Appliance	Energy	Transportation
Automotive	Infrastructure	

## TOP ATTENDING COMPANIES

ALFA Group	EZI Metales	Navistar
ALTOS HORNOS DE MEXICO	FORD Motor	New Process Steel
Autoliv	GE	Nissan
Babcock & Wilcox	GM	Parker Hannifin
Benteler de Mexico	Guntner de Mexico	PEMEX
BMW	Halliburton	POLARIS
Bombardier	Hussmann	PPG Industries
Callaway Golf	John Deere	Quaker Chemical
Caterpillar	Johnson Controls	Siemens
Carrier	Kenworth	Schneider Electric
Cooper Standard Automotive	KIA Motors	Takata
CUPRUM	Koblenz	Ternium
Daimler Chrysler	Kohler	Thomas & Betts
Danfoss	Lear Corporation	Torrey
DINA	MABE	TRINITY
Deacero	Magna	TUBACERO
Delphi	Martinrea	Villacero
EATON	Maxion INMAGUSA	VITRO
Emerson	MD Helicopters	Volvo
	Metalsa	Whirlpool

"Amada de Mexico is pleased to display our technologically advanced laser and press brake products at **FABTECH Mexico**. We find the environment productive and are receiving strong interest on these machines. As a result of our participation, we are confident the Amada brand will continue to expand its Latin America customer base."

—Mike Weber,  
COO,  
Amada de Mexico

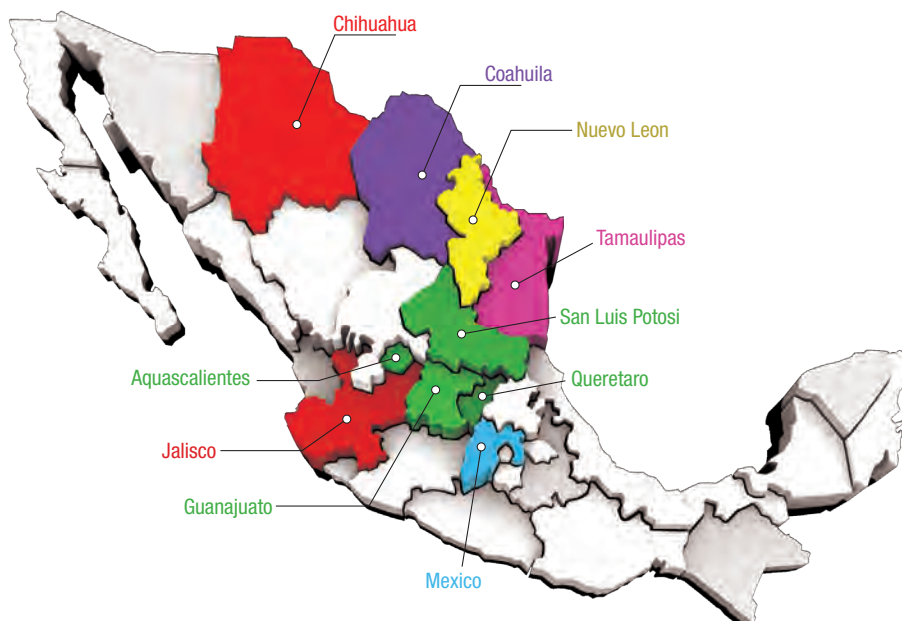
"For **Lincoln Electric** it was a great forum to exhibit our new products and new applications. As always, it was well organized and we got high-level prospects. We even think that the **FABTECH Show** and facilities are being outgrown by the amount of exhibitors. Congratulations to all the organizers."

—Pedro Inchaustegui,  
Marketing Manager,  
Lincoln Electric Mexicana

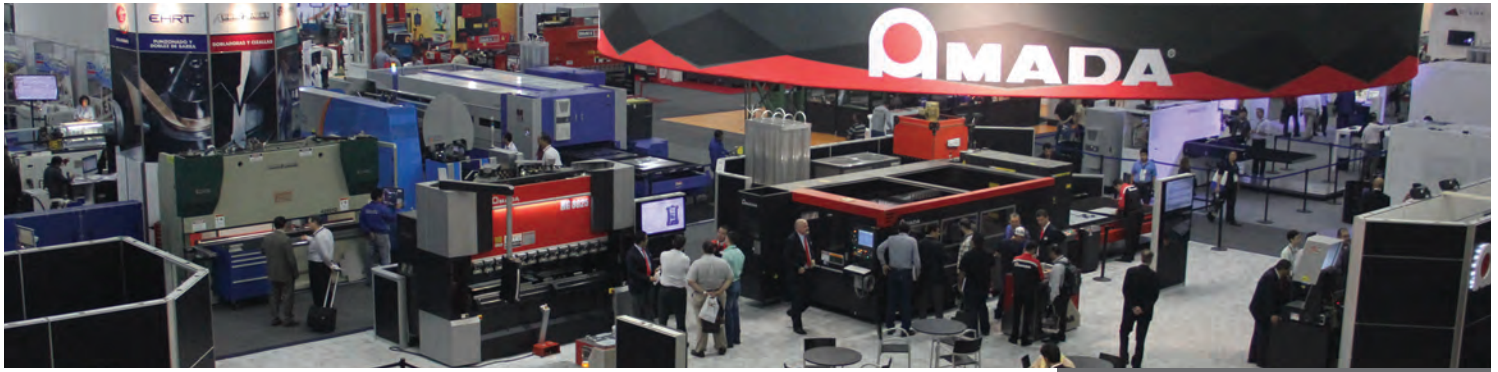
"The Mexico manufacturing industry is on fire. The **FABTECH Mexico** is a testimonial that manufacturing in Mexico is booming."

—Jill Sutherland,  
Sales Manager,  
Sutherland Press Company

## ATTENDANCE BY REGION



Nuevo Leon	67%
Mexico	9%
Coahuila	8%
San Luis Potosi, Queretaro, Guanajuato, Aguascalientes	7%
Jalisco	3%
Tamaulipas	2%
Chihuahua	1%
Other/Intl.	3%

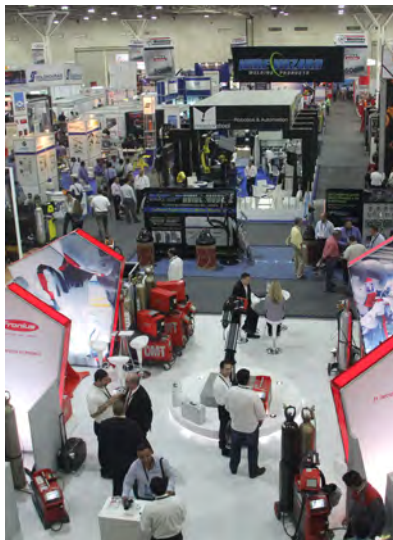


# BUYING POWER

## ROLE IN BUYING

**87%** Influence or approve purchase decisions in their companies.

Evaluate ..... 49%  
Specify ..... 11%  
Approve ..... 27%



## TECHNOLOGIES EVALUATED

Attendees indicated they came to the show to evaluate the following technologies (multiple responses):

Bending & Forming .....	42%
Cutting.....	41%
Welding Machines .....	39%
Arc Welding .....	38%
Lasers .....	34%
Robotics .....	32%
Press Brakes .....	30%
Assembly.....	29%
Material Handling .....	28%
Welding Consumables .....	27%
Punching .....	27%
Tooling.....	25%
Tube & Pipe Fabricating .....	25%
Finishing/Paint & Powder Coating .....	24%
Metal Suppliers.....	23%
Fastening & Joining .....	21%
Saws .....	21%
Plate & Structural Fabricating .....	20%
Water jet.....	20%
Inspection & Testing.....	20%
Stamping.....	20%
Machine Tools/CNC .....	19%
Safety & Environmental.....	15%
Software, Machine Controls .....	16%
Brazing & Soldering .....	14%
Finishing/Plating .....	14%
Gases & Gas Equipment.....	13%
Tube & Pipe Producing.....	13%
Coil Processing.....	12%

For questions regarding this report or to book exhibit space, please contact:

## EXHIBIT SPACE SALES – U.S.

### FABTECH MEXICO

(Exhibitors A-L),  
Phil Arndt (FMA)  
(800) 432-2832 ext. 267  
phila@thefabricator.com

(Exhibitors M-Z),  
Cara Collins (SME)  
(800) 733-3976 ext. 3126  
ccollins@sme.org

### AWS WELDMEX

Joe Krall (AWS)  
(800) 443-9353 ext. 297  
jkrall@aws.org

### METALFORM MÉXICO

Doug Trout (PMA)  
(800) 541-5336  
dtrout@pma.org

### COATECH

Andy Goyer (CCAI)  
(941) 373-1830  
andy@goyermgmt.com

## EXHIBIT SPACE SALES – MEXICO

### FABTECH, WELDMEX Y METALFORM

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## FUTURE SHOW DATES

**FABTECH Chicago**  
November 9-12, 2015

**FABTECH Canada**  
March, 22-24, 2016

**FABTECH Mexico**  
May 4-6, 2016

**FABTECH Las Vegas**  
November 16-18, 2016

