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

MAY 5 - 7, 2015
CINTERMEX, MONTERREY | MEXICO
fabtechmexico.com

AUDIENCE PROFILE
EXHIBITOR TESTIMONIALS
BUYER BEHAVIOR
MONTERREY ATTENDANCE
11,117

EXHIBITORS
541

SQUARE FOOTAGE SOLD
123,000 net

TOTAL LEADS COLLECTED
61,000

AVERAGE LEADS PER EXHIBITOR
132

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%

“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.
PRIMARY TYPE OF BUSINESS

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

TOP ATTENDING COMPANIES

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

ATTENDANCE BY REGION

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

“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
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
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Joe Krall (AWS)
(800) 443-9353 ext. 297
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METALFORM MEXICO
Doug Trout (PMA)
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COATECH
Andy Goyer (CCAI)
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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