2016 POST SHOW REPORT
THE LEADING METAL FORMING, FABRICATING, WELDING AND FINISHING EVENT IN MEXICO

AUDIENCE PROFILE
EXHIBITOR TESTIMONIALS
BUYER BEHAVIOR

MAY 4 – 6, 2016
CENTRO BANAMEX | MEXICO CITY
fabtechmexico.com
**MEXICO CITY ATTENDANCE**
12,211

**EXHIBITORS**
546

**SIZE**
146,040 sq. ft.

**TOTAL LEADS COLLECTED**
39,864

**AVERAGE LEADS PER EXHIBITOR**
173

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**AUDIENCE PROFILE**

**FIRST TIME ATTENDEES**
65% 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: 29%
- Mfg.– Production: 16%
- Mfg.– Engineering: 7%
- Product Design – R&D: 10%
- Quality Assurance: 3%
- Factory Automation: 2%
- Welders/Safety/Inspectors: 3%
- Other Operations: 9%
- Distributor/Sales: 7%
- Other: 14%

**COMPANY SIZE**

- Less than 20: 33%
- 20 to 49: 16%
- 50 to 99: 11%
- 100 to 249: 10%
- 250 to 499: 6%
- 500 to 999: 4%
- 1,000 to 2,449: 3%
- 2,500 and Over: 3%

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“In 2015, MC Machinery, a subsidiary of Mitsubishi, opened an independent office in Queretaro, MX, to handle existing growth, as well as the huge potential Mexican manufacturing has to offer. FABTECH Mexico, has played a key role in helping MC Machinery promote its business and products throughout Mexico. FABTECH Mexico, this past week in Mexico City, was a tremendous success. We sold multiple pieces of equipment off the show floor, with many high quality leads yet to follow up on.”

–Shane Herendeen, North American Sales Manager, Fabrication Division

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*Source for all Audience Statistics: 2016 FABTECH Mexico Audience Survey and Registration Data.*
PRIMARY TYPE OF BUSINESS
Aerospace, Construction, Heavy Equipment
Agriculture, Contract Mfg., Military
Appliance, Energy, Transportation
Automotive, Infrastructure

TOP ATTENDING COMPANIES
ACEROMEX, AIRBUS HELICOPTERS, ALKA USA INC., ALKON PRODUCTS, ANDAMIOS ATLAS, ASSA ABLOY MEXICO, AUDI MÉXICO, AUTOTEC MÉXICO, B.F. STEEL DE MÉXICO, BANCO DE MÉXICO/FÁBRICA DE BILLETES, BENTELER AUTOMOTIVE, BIC NO SABE FALLAR, BOCAR GROUP, BOMBARDIER, CALOREX, CARRIER MÉXICO, CATERPILLAR, CHRYSLER, CLAVOS NACIONALES DE MÉXICO, CLEVELAND DIE QUERÉTARO, CNH DE MÉXICO, COCA COLA FEMSA, COMAU MÉXICO, COMETAL, CONTINENTAL TIRE MÉXICO, CROWN ENVASES MÉXICO, CUMMINS, CUPRUM, DAIMLER, DINA CAMIONES, EATON CORPORATION, EMERSON, FEDERAL MOGUL, FLEX & GATE, FOR MOTOR COMPANY, FRITEC, GREEENBIER INDUSTRIES, GENERAL MOTORS, GESTAMP, GRUPO JUMEX, GROUPO VASCONIA, HAMSA, HELLA AUTOMOTIVE, HELVEX, HYUNDAI, INDUSTRIA MILITAR, INDUSTRIAS ACROS WHIRLPOOL, INSTITUTO MEXICANO DEL PETROLEO, JAGUAR DE MÉXICO, JOHN DEERE, KENWORTH MEXICANA, KOBLENZ ELECTRICA, KOSTAL MEXICANA, MABE, MAGNA, MARTIN SPROCKET & GEAR, MAXION WHEELS, MAZDA, METALFORTE, PANASONIC, PARKER HANNIFIN DE MÉXICO, PEPSICO, PRINSEL, PROCTER & GAMBLE, PW DE MÉXICO, RAMCO STAMPING DE MÉXICO, RASSINI FRENOS, ROBERT BOSCH MÉXICO, SANDVIK DE MÉXICO, SCHNEIDER ELECTRIC, SIEMENS, SUMICORP DE MÉXICO, TALLERES NAVALES DEL GOLFO, TEMPEL DE MÉXICO, TERNIUM, TF VICTOR, THYSSENKRUPP MEXICO, TOSHIBA, TRINITY INDUSTRIES DE MEXICO, TRUPER HERRAMIENTAS, TUBACERO, UNICAR MEXICANA, VITRO, VOLKSWAGEN DE MÉXICO, VOLVO, WEG MÉXICO, YAMAHA MOTORS, YOROZU MEXICANA.

ATTENDANCE BY REGION
Mexico City......................................62%
San Luis Potosi, Queretaro, Guanajuato, Aguascalientes ......13%
Nuevo Leon, Coahuila .........................9%
Jalisco ............................................3%
Hidalgo ..........................................3%
Veracruz-Tlaxcala ..............................2%
Other/Intl. ......................................2%

“As usual, the FMA and its show partners put on another flawless event in Mexico City. The attendance was up from prior years and the enthusiasm for new fabrication technology was incredible.”
–Burke Doar, Senior Vice President, TRUMPF

“FABTECH Mexico 2016 in Mexico City gave AIDA-America the opportunity to show our advanced Servo Press technology to the expanding and increasingly important metalforming market in Mexico. Taking machinery to a tradeshow provides a unique opportunity to showcase, in-person, our solutions to industry professionals who may otherwise only have exposure to our products through websites, brochures, etc. We look forward to exhibiting again in Monterrey in 2017”
–Matt Shetler, Marketing Manager, AIDA-America

“Exhibiting in FABTECH Mexico has allowed Amada de Mexico to increase brand awareness, expand market share and connect our industry-leading laser and bending technologies with more customers.”
–Mike Webber, COO
Amada de Mexico
BUYING POWER

ROLE IN BUYING

88% Influence or approve purchase decisions in their companies.

- Evaluate ...................... 51%
- Specify ....................... 8%
- Approve ...................... 29%

TECHNOLOGIES EVALUATED

- Machine Tools/CNC ......................................................... 32%
- Automation ..................................................................... 31%
- Bending & Forming ..................................................... 30%
- Tool & Die ....................................................................... 28%
- Welding Machines ....................................................... 27%
- Arc Welding ................................................................. 24%
- Abrasives ....................................................................... 23%
- Robotics ......................................................................... 21%
- Lasers .............................................................................. 20%
- Press Brakes .................................................................. 20%
- Resistance Welding ..................................................... 20%
- Tooling ............................................................................ 20%
- Tube & Pipe Fabricating ................................................. 20%
- Finishing/Paint & Powder Coating .................................. 19%
- Finishing/Plating .......................................................... 19%
- Maintenance & Repair .................................................. 19%
- Tube & Pipe Producing .................................................. 19%
- Safety & Environmental ................................................ 17%
- Punching ......................................................................... 15%
- Welding Consumables ................................................... 14%
- Inspection & Testing ..................................................... 13%
- Plate & Structural Fabricating ........................................ 13%
- Software, Machine Controls ......................................... 13%
- Thermal Spray ............................................................... 12%
- Contract Mfg./Job Shops ............................................... 11%
- Material Handling .......................................................... 11%
- Assembly ........................................................................ 10%
- Fastening & Joining ....................................................... 10%
- Gases & Gas Equipment ................................................ 10%
- Saws .............................................................................. 10%
- Stamping ....................................................................... 10%

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

EXHIBIT SPACE SALES – U.S.

FABTECH MEXICO
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Phil Arndt (FMA)
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METALFORM MEXICO
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EXHIBIT SPACE SALES – MEXICO

FABTECH, WELDMEX Y METALFORM
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FUTURE SHOW DATES

FABTECH Las Vegas
November 16 – 18, 2016

FABTECH Mexico
Monterrey, Mexico
May 2 – 4, 2017

FABTECH Chicago
November 6 – 9, 2017

FABTECH Canada
March 20 – 22, 2018