



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



**Audience Profile**

**Exhibitor Testimonials**

**Buyer Behavior**

## 2017 POST SHOW REPORT

MAY 2 – 4, 2017  
MONTERREY, MEXICO  
[fabtechmexico.com](http://fabtechmexico.com)



MONTERREY ATTENDANCE  
**10,714**

EXHIBITORS  
**498**

SQUARE FOOTAGE SOLD  
**139,575 net**

TOTAL LEADS COLLECTED  
**37,988**

AVERAGE LEADS  
PER EXHIBITOR  
**158**



## AUDIENCE PROFILE

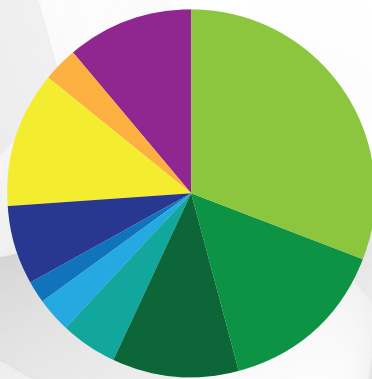
### FIRST TIME ATTENDEES

**61%** attended **FABTECH Mexico** for the first time

### TOP THREE REASONS AN ATTENDEE VISITS THE SHOW

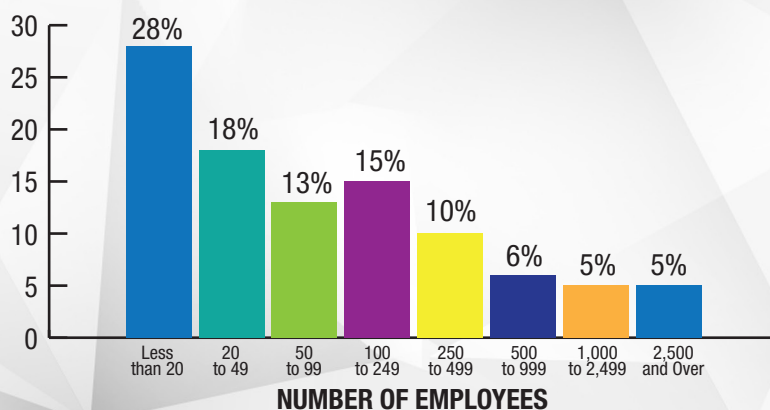
1. Looking for new suppliers
2. Looking to purchase products
3. Interested in joint ventures

### JOB FUNCTION



Owner/Corp. Executive.....	31%
Mfg. - Production .....	15%
Mfg. - Engineering .....	11%
Product Design - R&D .....	5%
Quality Assurance .....	3%
Factory Automation .....	2%
Purchasing .....	7%
Distributor/Sales .....	12%
Welders/Safety/Inspectors .....	3%
Other .....	11%

### COMPANY SIZE



Source for all Audience Statistics: 2017 FABTECH Mexico Audience Survey and Registration Data.

“This event has grown very successfully over the years, expanding into the international markets and bringing new opportunities to local industrial vendors.”

Guillermo Enriquez  
Nacional Sales Director  
Lincoln Electric

“COATech 2017 was an outstanding show to do business; visitors had the opportunity to learn about current innovations and technologies. FABTECH Mexico is growing each year, with excellent organization which is the key factor for a successful exhibit.”

Elias Leal  
Marketing Manager  
AkzoNobel



“We have exhibited at the Metalform Mexico show for the past 6 years and every year the show gets better, with more qualified attendees and increased traffic year on year.. The show give us the opportunity to meet with our current customers, and to meet with new prospects, as well as analyzing the current business climate for US products in Mexico. Part of Tower’s success in Mexico has been Metalform. It has afforded numerous opportunities that we might not have gotten otherwise. We are looking forward to the show in Mexico City in 2018.”

Steve Lowery  
Tower Metalworking Fluids

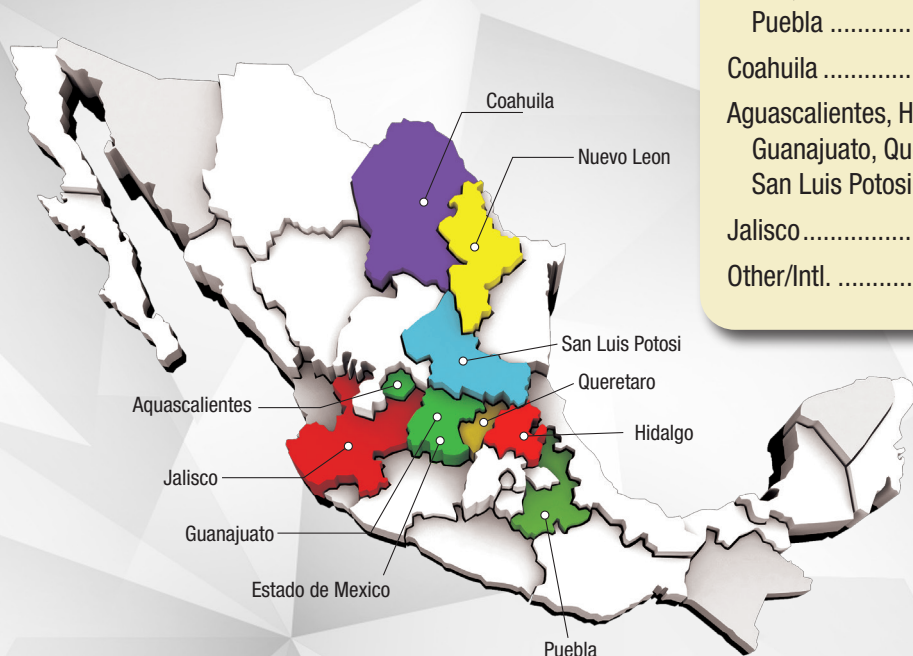
## PRIMARY TYPE OF BUSINESS

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

## TOP ATTENDING COMPANIES

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

## ATTENDANCE BY REGION



Nuevo Leon .....	67%
CDMX, Estado de Mexico, Puebla .....	10%
Coahuila .....	8%
Aguascalientes, Hidalgo, Guanajuato, Queretaro, San Luis Potosi .....	7%
Jalisco .....	2%
Other/Intl. ....	6%

“For Disma, this show is the most important show of the year. We have exhibited with FABTECH Mexico since the beginning and consider it the premier annual industry event. Encompassing metalforming, fabricating, welding and coating, as an integral solution, this show is the best representation of the industry as a whole in Mexico.”

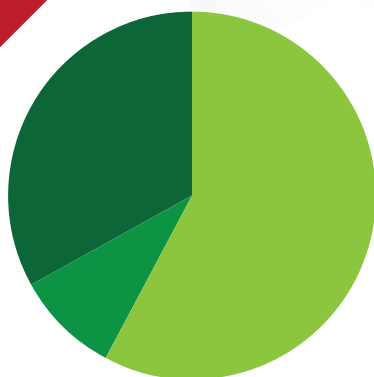
Lara Soto  
General Manager  
Disma Metalmeccanica

“As a first time exhibitor, we were very pleased with the FABTECH Mexico 2017 attendees. The leads we obtained were well qualified and we have several prospects bringing us new business this year.”

Igor Pinto  
Director  
Bystronic México



## BUYING POWER



### ROLE IN BUYING

**84%** Influence or approve purchase decisions in their companies.

- Evaluate ..... 50%
- Specify ..... 7%
- Approve..... 27%

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

Marcela Ordaz  
Trade Show Consulting  
Tel: +52(81) 8191-0444  
marcela.ordaz@tradeshowconsult.com

### FUTURE SHOW DATES

#### FABTECH Chicago

November 6 – 9, 2017

#### FABTECH Canada

June 12 – 14, 2018

#### FABTECH Mexico

Mexico City, Mexico  
May 2 – 4, 2018

## TECHNOLOGIES EVALUATED

Cutting.....	35%
Welding Machines/Equipment.....	31%
Finishing.....	28%
Tool & Die.....	24%
Brazing & Soldering.....	23%
Bending/Forming.....	22%
Welding Consumables.....	22%
Stamping.....	20%
Lasers.....	20%
Tooling.....	20%
Robotics.....	19%
Arc Welding.....	17%
Assembly.....	17%
Punching.....	16%
Other Machinery/Equipment/ Parts/Products.....	16%
Maintenance & Repair.....	16%
Plate & Structural Fabricating.....	15%
Saws & Cut-off Machines.....	15%
Resistance Welding.....	14%
Tube & Pipe Fabricating or Welding.....	14%
Waterjet.....	13%
Lubrication.....	12%
Fastening & Joining.....	12%
Software & Machine Controls.....	12%
Material Handling/Marking.....	12%
Machining/EDM.....	11%
Safety & Environmental.....	11%
Gases & Gas Equipment.....	11%

Inspection & Testing.....	11%
Job Shop/Contract Manufacturing.....	11%
Additive Manufacturing/3D Printing/ Rapid Prototyping.....	10%
Coil Processing.....	10%
Tube & Pipe Producing.....	9%
Press Brakes.....	7%
Hydroforming.....	6%
Business Services.....	6%
Thermal Spraying.....	4%

