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## **EXPO MANUFACTURA CONCLUDES 21ST EDITION AS MEXICO'S LEADING EVENT FOR THE MANUFACTURING INDUSTRY**

**BETHESDA, MD (March 3 2017) – EXPO MANUFACTURA 2017** celebrated a successful 21st edition as the leading event for the manufacturing and processing industry in Mexico. **EXPO MANUFACTURA** took place February 7-9 and drew over 12,500 professionals to Monterrey, Nuevo Leon, Mexico. The three day event, under the theme “*Manufacturing 4.0: Maximum productivity and competitiveness*”, brought together more than 600 brands and technology solutions from 311 exhibiting companies. **EXPO MANUFACTURA's** footprint grew 9%, assembling the largest event to date and had an 18% increase in attendance.

*“Mexico is a very attractive market, our experience in the automotive, aeronautical and medical devices sectors, besides the privileged geographical location of our country opens possibilities of reach international markets, a new world order invites us to diversification and it is time to update, to make our processes more efficient, and to be even more competitive. This edition showed high interest with the active participation of international pavilions and the 311 exhibitors that position **EXPO MANUFACTURA™** within its international marketing strategies. Participating exhibitors stated that favorable business contacts have been established in this edition which will increase sales in the short and medium term”* said Jose Navarro, General Director of E.J. Krause de Mexico.

**EXPO MANUFACTURA** is recognized as the most important exhibition in the region and has become the ideal venue for the private sector to access the most prominent training, technology, and operational solutions designed to generate profitability as well as sustainability. **EXPO MANUFACTURA** presented over 450 operating machines and equipment that allowed attendees to experience Manufacturing 4.0 in action.

*“The Association for Advancing Automation (A3) was excited to launch our A3 Mexico group at **EXPO MANUFACTURA** this year. It was the perfect place to introduce ourselves, talk with many interested individuals in the automation industry and share our future plans for Mexico. We look forward to participating again next year”* noted Bob Doyle, Director of Communications, A3.

Running parallel to the exhibition was a full three day educational program with general sessions, keynotes, and workshops. The conference program had over 470 participants learning about the latest trends, successful practices, and case studies. Additionally, Chamber of Manufacturing Industry of Nuevo Leon (CAINTRA), hosted **EXPO MANUFACTURA's** matchmaking program which conducted over 343 business meetings.

*“This program has proven to be an active tool for rapprochement between buyers and suppliers in the industry and as each year **EXPO MANUFACTURA™** provides us with the ideal environment for these meetings”* said Guillermo Dillon, CEO of CAINTRA.

Latin America's manufacturing market continues to see dynamic growth. The 22nd edition will be held February 6-8, 2018 and currently 75% of exhibit space is already sold out.

**For additional information please visit: [www.expomanufactura.com.mx](http://www.expomanufactura.com.mx)**

**About E.J. Krause & Associates:**

*For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)*

**About Tarsus Group:**

*Tarsus Group plc (LSE:TRS) is an international business-to-business media group with interests in exhibitions, publishing and online media. The Group operates globally in key verticals including aviation, medical, labels and packaging, discount clothing (Off-Price), housewares and automotive. Tarsus runs more than 80 events and websites and its flagship brands include the Labelexpo exhibitions in Europe, the Americas, India and Asia and the Dubai Airshow. The Group operates across a worldwide network of offices in Dublin, London, Paris, Milwaukee, Boca Raton (Florida), Dubai, Shanghai, New Delhi and Istanbul. Tarsus is building on its strong presence in the emerging markets of the Middle East, China, Turkey, India and South America. For more information visit [www.tarsus.com](http://www.tarsus.com)*