

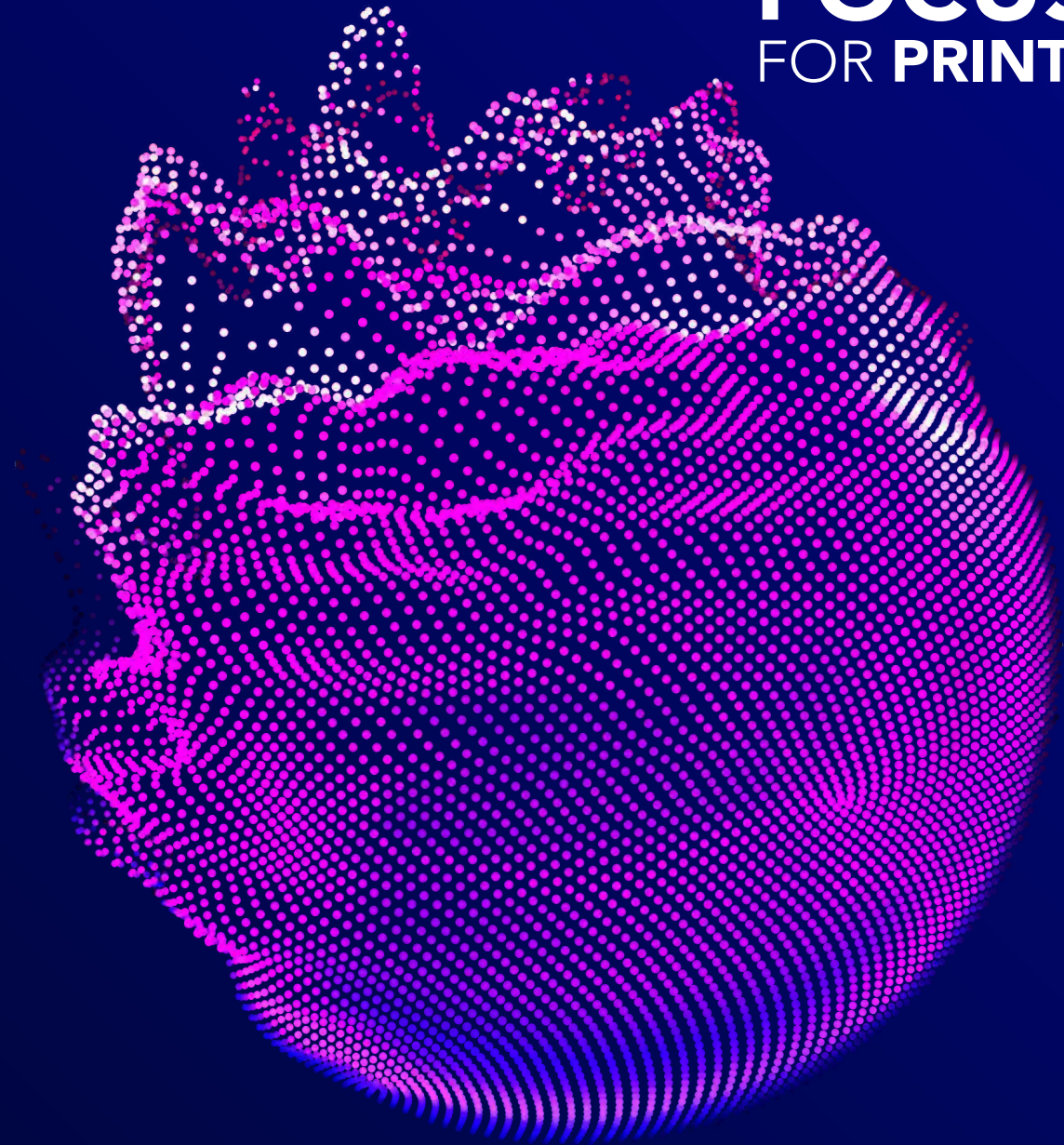


+ NEW
FOCUSES
FOR PRINTING

POST SHOW **REPORT**

15TH EDITION

17-19 AUGUST, 2023 || MEXICO CITY



fespamexico.com

Organized by:  **FESPA**
profit for purpose



17-19
AUGUST 2023
Centro
citibanamex

+ **NEW FOCUSES FOR PRINTING**



FESPA Mexico is the most important business exhibition for the printing industry in Mexico and Latin America for wide format printing, 3D printing, signage, cutting and engravement, garment decoration, screen printing, sublimation and labelling.

+130

Exhibitors representing over

300

leading brands.

16,000 sqm
of exhibition area.*



*Including FESPA areas and activities.

Digital channels:



+34,000 users



fespamexico.com

104,000 sessions

Some key exhibitors:



9 out of 10

exhibitors recommend FESPA Mexico.

"For AGFA, it is very valuable to participate in a leading event such as FESPA Mexico. We are reference for the Mexican and Latina America markets; that is why we participate in this great event that allows us to demonstrate our portfolio for inkjet technology and remind the printing industry that we are still present and stronger than ever."

Ximena Linares, Marketing Specialist, Agfa México.

THE LEADING INDUSTRY EVENT.



International attendance

24 countries

- Argentina
- Australia
- Barbados
- Belize
- Canada
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- El Salvador
- France
- Germany
- Guatemala
- Honduras
- India
- Korea
- Nicaragua
- Panama
- Paraguay
- Peru
- Portugal
- Spain
- U.S.A.
- Uruguay

8,940
2021 attendees

10,712
2022 attendees

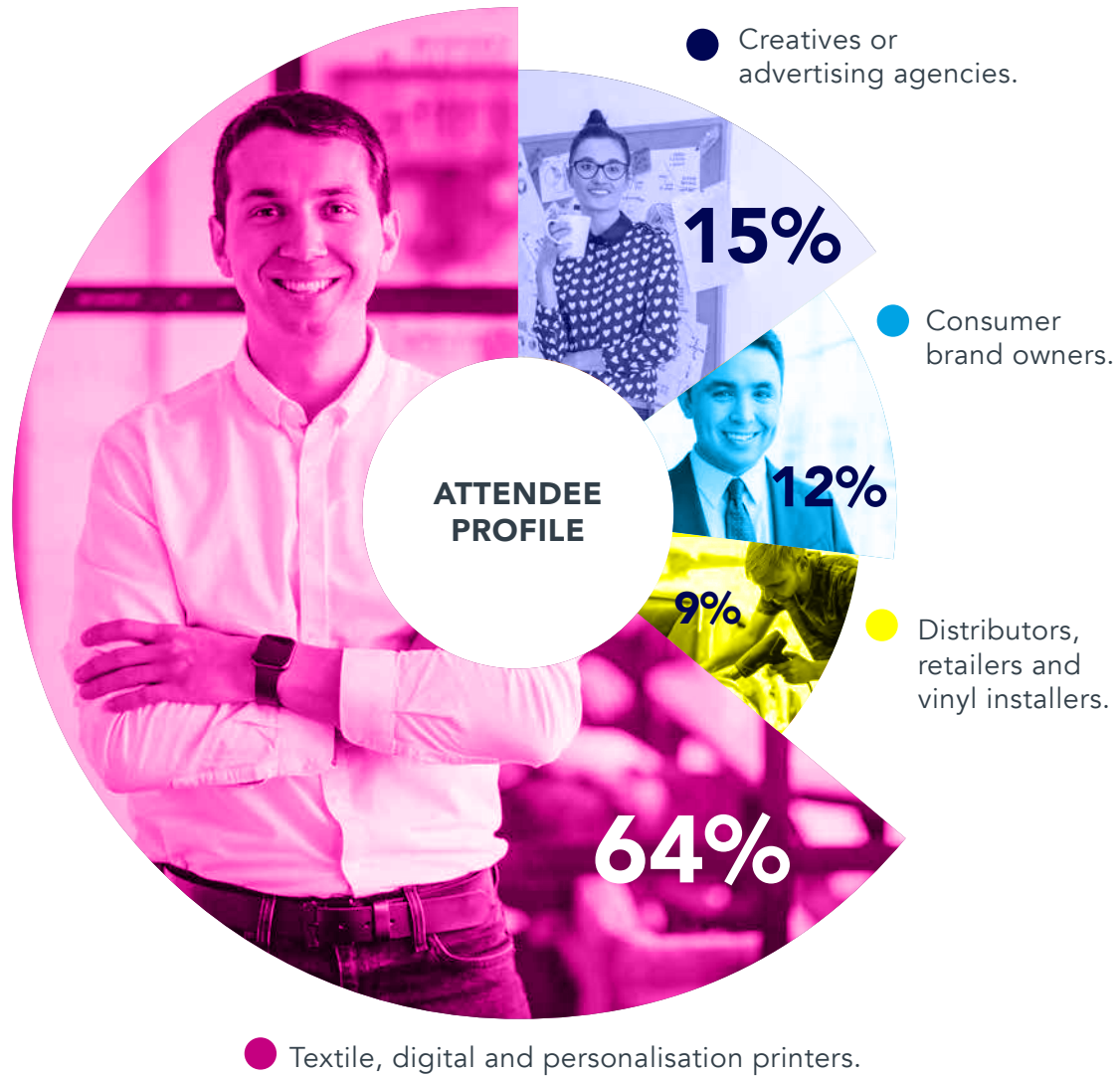
11,782*
2023 attendees

*including re-visits



87%
Attendee
satisfaction.

ATTENDANCE



70%
of attendees are Directors, Owners or Managers.

70%
of attendees are decision makers.

68%
of attendees plan to purchase during the event or 6 months after the show.



Main visiting objectives are:



View equipment.



Plan to purchase equipment.



Update industry knowledge.

Most interested products:



Digital printing machinery.



Textile and garment decoration.



Inks and supplies.



Screen printing machinery.



3D Printing.

MARKETING AND PR OVERVIEW

8 interviews



Press releases and advertising delivering more than **380** publications in both regional and international media.

- Bazar Gráfico
- Directorio Textil
- El Impresor
- Grafilia
- iWay
- Somos Industria
- Textiles Panamericanos
- Visión Digital
- El Universal
- Reforma
- Mexico Gráfico
- Milenio
- Mexico Industry
- El Universal
- and more.

24 media attended the press conference including the following Companies and Associations



Advertising strategy including billboards, radio, buses and more.



CREATIVITY IN PRINT & PERSONALISATION.



900

unique participants

1,110

t-shirts personalised

9

live modules

3

one-hour sessions per day

250

personalised items

Print Make Wear sponsored by:



Personalisation Experience sponsored by:



"By showcasing our cutting-edge printing solutions, innovative and advanced technologies, we can demonstrate our commitment to delivering the highest print to quality, productivity and exceptional efficiency. FESPA Mexico serves as the meeting point for industry experts."

Michelle Schott, Roland DGA



Sponsored by:



EDUCATIONAL CONTENT



Trends & Print Sessions is a program of seminars and conferences that allow printers to learn about industry trends, technological innovations and commercial prospects for their businesses.

Three days of conferences and seminars focused on personalisation, trends and entrepreneurship.

Most attended conferences:



My hobby that turn out to be my job.
Jan Cardenas, JMX Foto Founder



Artificial Intelligence in graphic arts.
Dra. Lourdes Yañez, CEO, CIRSS



How to choose the best stamping technique according to volume and how to charge for it?
David Ramirez, CEO Hazlo GEEK

850

Attendees

12

Speakers

14

Conference sessions

10

Brands represented

840

minutes of content

Official sponsor:



SPEAKERS 2023:



Oscar Velazquez
Product Manager



Ada Jolly



Enrique Gutiérrez



Elizabeth Peralta
Product and Commercial LFP Manager



Directorio Nacional
Ing. Miguel Barrios
Founder/Director



Juan Mayoral,
Regional Business Manager Industrial



Ricardo Puga
Founder



Carlos Macario
Director España

Are you interested in speaking at FESPA Mexico 2024?

Share your interest with us via mercadotecnia@fespa.com, and we will get in touch with you once we research tracks and topics for the next event.*

*Please note that we cannot guarantee a speaking slot.

WORLD WRAP MASTERS MEXICO

Sponsored by:



ARLON



WORLD WRAP MASTERS MEXICO

A tournament for printed vinyl installers competing for the title of "Wrap Champion."

16

competitors
from Mexico
and Colombia

9

creative
rounds
(vehicles, motorcycle
and other objects)

1

national
representative
taking part in the world
competition in Amsterdam



2023
CHAMPION

Luis Carlos Ramirez



JUDGES



CARLOS RUÍZ / PENÉLOPE GARRIDO

Responsible for ALTA WRAPPING ACADEMY,
a reference centre for training
sign makers and applicators in Spain.

WORLD WRAP MASTERS SCHOOL

Sponsored by:



WORLD WRAP MASTERS SCHOOL

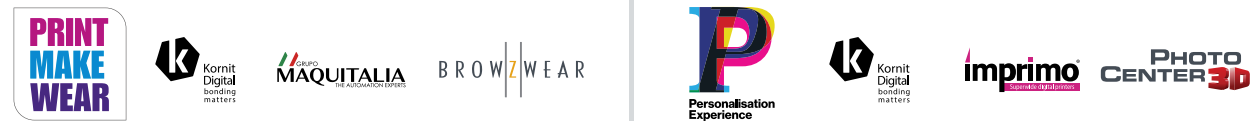
A school that offers wrapping technique courses at basic and intermediate levels, with the aim of training new professionals in the art of self-adhesive vinyl installation.

280
attendees

9
modules



A BIG THANKS TO ALL OUR SPONSORS:



SUPPORTING ORGANISATIONS:





**BE PART OF OUR NEXT EDITION
SEE YOU NEXT YEAR!**



**26-28
SEPT. 2024**
Centro
citibanamex

CONTACT YOUR SALES EXECUTIVE AND BOOK YOUR SPACE NOW!

PART OF FESPA'S PORTFOLIO OF LEADING EVENTS IN THE GRAPHICS INDUSTRY

