



wire Mexico debuts in Monterrey in January 2024

For the first time now wire Mexico was staged as part of the well-established Mexican trade fair Expo Manufactura at the CINTERMEX Centro Internacional de Negocios in Monterrey. 51 exhibitors from 12 countries came to Monterrey for three days to experience the debut of the new Mexican trade fair for wire and cable live. 580 square metres were occupied in total.

“A great result confirming our decision to bring a wire Mexico to life on the growth market Mexico,” delights Daniel Ryfisch, Director wire, Tube & Flow Technologies at Messe Düsseldorf.

Economic policy agreements such as the EU-Mexico Agreement ease trade between the EU and Mexico. This makes duty-free trade in goods possible.

Increasing investment in Mexican infrastructure is driving national demand for wire, cables and accessories.

Machinery, plants and products for the Mexican automotive, electronics and energy industries are also in demand in the neighbouring countries of Central and South America.

The next wire Mexico will again be held in Monterrey in 2025.

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