wire Mexico: New satellite exhibition in the industrial sector of the global wire and cable industry

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International Wire and Cable Trade Fair
Internationale Fachmesse Draht & Kabel
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Mexico is becoming increasingly important and is a key growth market for the wire and cable industry. Demand for these products is increasing, particularly strong from the Mexican automotive, electronics and energy industries. Where investment, planning and new construction is taking place, key technologies such as cables and wires are needed. This demand forms the decisive reason for Messe Düsseldorf to enter the Mexican market in 2024, initially as a special pavilion of wire Mexico as part of the established Mexican trade fair Expo Manufactura.

This will be held from January 30 to February 01, 2024, at the CINTERMEX Centro Internacional de Negocios, Monterrey. The city is in the northeast of Mexico and is the capital of the Mexican state of Nuevo León.

The International Trade Fair for Manufacturing Technology, Automation and Robotics - Expo Manufactura - has been held annually in Mexico since 1996. It is organized by the international organizer Tarsus Mexico. It is Mexico's leading trade show for multiple manufacturing industries.

The last Expo Manufactura in February 2023 attracted 330 exhibitors, who presented more than 600 brands over three days of the fair. More than 15,500 visitors from 26 countries traveled to Mexico, primarily machinery manufacturers, suppliers, metal fabricators and experts from the electrical and automotive industries.

With a population of over 130 million citizens, large oil and gas reserves, and rich mineral resources such as gold, silver, lead, zinc and copper, Mexico is an interesting environment for

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U78, U79: Messe Ost/Stockumer Kirchstr.
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European and German investors in particular, and is regarded as the extended workbench of the USA.

Economic policy agreements such as the EU-Mexico Agreement have also facilitated trade with Mexico for several years. This enables duty-free trade in goods between the EU and Mexico.

"Mexico is a growing international location that holds enormous growth potential, especially for the wire and cable industries," says a delighted Daniel Ryfisch, Director of Messe Düsseldorf's largest portfolio, wire, Tube & Flow Technologies.

Paul St. Amour, VP of Latin America for Tarsus Group says that " we are delighted to add another industry sector to Expo Manufactura so that it will continue to be the most important manufacturing trade show in Northern Mexico. The wire pavilion with Messe Dusseldorf´s vast experience are a perfect for Expo Manufactura."

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Expressions of interest in **wire Mexico** as a participation business at Expo Manufactura from 30.1. to 01.02. 2024 are being accepted by Sarah Liehsem at: LiehsemS@messe-duesseldorf.de. Further information and application forms will be available at July 2023.

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