wire MEXICO 2025 DATES ANNOUNCED – DEBUT OF TUBE MEXICO

The second staging of wire Mexico as part of the established Mexican trade fair Expo Manufactura will be held from February 11 – 13, 2025, at the CINTERMEX Centro Internacional de Negocios in Monterrey. New next year: the debut of Tube Mexico. After introducing wire Mexico in 2024, Messe Düsseldorf will add Tube Mexico 2025 as a new satellite event of its worldwide Metalflow Alliance trade fair portfolio. Expo Manufactura, the International Trade Fair for Manufacturing Technology, Automation and Robotics, has been held annually in Mexico since 1996 and is managed by the international organizer Informa Markets.

Expo Manufactura is geared towards machinery manufacturers, metal processing companies, upstream suppliers, the electrical industry and the automotive sector. Messe Düsseldorf is renowned as the organizer of the world's No. 1 trade fairs wire and Tube, taking place every two years in Düsseldorf, Germany.

The wire & Tube Mexico 2025 trade fairs will offer international companies an important platform to enter the Latin American wire/cable and tube/pipe market. Especially Mexico is becoming increasingly important and is a key growth market for these industries. Growing investment in Mexican infrastructure, particularly from the automotive, electronics and energy sectors, is driving national demand for wire, cables, tubes, pipes and accessories. "At wire and Tube Mexico you will see global market leaders and trendsetters from the entire process chain. Meet at decision-making level for new impulses, networking, knowledge exchange and big business", stated Daniel Ryfisch, Director of Messe Düsseldorf's Metalflow Alliance portfolio.

Exhibit categories at wire Mexico include machinery for wire/cable manufacturing and processing, tools and auxiliary materials as well as

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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center/Verwaltung

wire/cable products, testing technology and software. Tube Mexico focuses on metallic tube and pipe manufacturing and processing machinery, tools, resource efficiency and OCTG.

To date, over 1,600 square meters of booth space have been reserved for wire and Tube Mexico 2025. Both trade fairs will feature country pavilions from Germany, Italy and Brazil. In addition, wire Mexico will include country group exhibits from Austria and France as well as a group stand organized by the International Wire and Machinery Association (IWMA).

The last Expo Manufactura in February 2024 attracted 503 exhibitors, presenting more than 1,000 brands during the three trade fair days. More than 19,500 visitors from 35 countries traveled to Mexico, primarily machinery manufacturers, suppliers, metal fabricators and experts from the electrical and automotive industries.

At the premiere of wire Mexico this year, 51 exhibitors from 12 countries presented their latest technologies and innovations on 580 square meters of exhibit space.

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For further information and exhibitor registrations for wire and Tube Mexico 2025, please contact Sarah Liehsem, Messe Düsseldorf GmbH, phone: +49 4560 7760, e-mail: LiehsemS@messe-duesseldorf.de.

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