Fully booked: premiere of wire Mexico 2024 in Monterrey

A new satellite has emerged on the global trade fair horizon of the wire, Tube & Flow Technologies trade fairs *made by* Messe Düsseldorf: 30 January to 1 February 2024 will see **wire Mexico** celebrate its premiere as part of the well-established Mexican trade fair Expo Manufactura at the CINTERMEX Centro Internacional de Negocios Monterrey.

And this debut promises to be grand. wire Mexico is already fully booked with 50 exhibitors from 12 countries occupying 579 square metres.

Mexico is considered a growth market for the wire and cable industries.

The demand for machinery, equipment and products for the Mexican automotive, electronics and energy industries is rising constantly. Especially for European and German investors Mexico offers an attractive environment and is perceived as the extended workbench of the USA.

In 2024 wire Mexico will still be held as a special pavilion at Expo Manufactura; this international trade fair for production engineering, automation and robotics has been organised in Mexico every year since 1996 by Tarsus Mexico, a organiser with global connections.

It targets machine manufacturers, metal processing companies, upstream suppliers, the electrical industry and the automotive sector.

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Agreements existing between the EU and Mexico have already eased the duty-free trade of goods between the EU and Mexico for several years now.

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