

# #ITM2023



# AFTERSHOW REPORT



Deutsche Messe



# INDUSTRIAL NIGHT



# 1,500 VIP GUESTS

Members of the industrial sector, exhibitors, academics, politicians and the media.

*This year we had the outstanding participation of journalist **Joaquín López Dóriga** as master of ceremonies, with a great reception from the public. We also had the presence of the Governor of the State of Guanajuato, **Diego Sinhue Rodríguez Vallejo**; the Chairman of the Board of Directors of Deutsche Messe, **Jochen Köckler**; the Mayor of León, **Alejandra Gutiérrez Campos**; the Ambassador of the European Union in Mexico, **Gautier Mignot**; the National President of CONCAMIN, **José Abugaber Andonie**; the Senior Vice President of Mitsubishi Electric Automation, **Milton Coleman**, and **Felipe Rivera**, General Director of Mitsubishi Electric Automation de México; the President and CEO of Siemens Mexico, Central America and the Caribbean, **Alejandro Preinfalk**; the Director of Industrial Automation North America Operations of Schneider Electric, **Caroline Hoarau**; the President of CANIETI, **Enrique Yamuni**, and the President of the Bajío Aerospace Cluster, **Óscar Rodríguez**.*

# TIC and Itzamná 2023 award winners

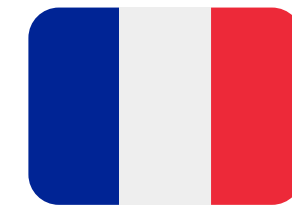
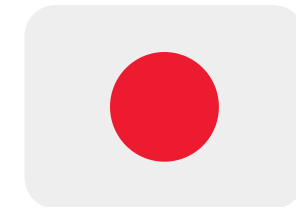


- **ICT Inclusion Award, "Digital Communities"**.
  - Ana Claudina García Allende, Vice President of Latin America for Public Affairs, Communication and Sustainability of American Tower.
- **Start Up of the Year Award, "Sistemas de Investigación Hidropónica"**.
  - Patricia Edith Pérez González, CEO of ICMA Automation.
- **Cybersecurity Award, "Ciberseguridad para TI"**
  - Javier Santana Aguayo, Process and IT Manager, Metrocarrier.
- **Global Positioning Award, "TMKonnnect"**
  - Elia Sampayo Meza, Chief Operating Officer of TMKonnnect INC.
- **Digital Transformation Award, "eNovadoras AT&T México"**,
  - Daniel Ríos Villa, Assistant Vice President, External Affairs and Sustainability, AT&T Mexico.
- **Itzamná Innovation Award, "Mi Negocio - Anastasia"**
  - Ermilo Vázquez Lizárraga, Growth Director of Anastasia Inteligencia Artificial Mexico.

# AT ITM 2023 WE HAD..

# + 265

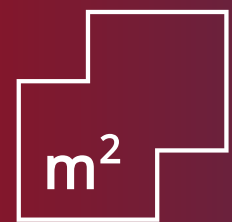
national and international exhibitors from 10 countries



Among others...

# \$1,370

million pesos of on-site business



# 13,700 sqm

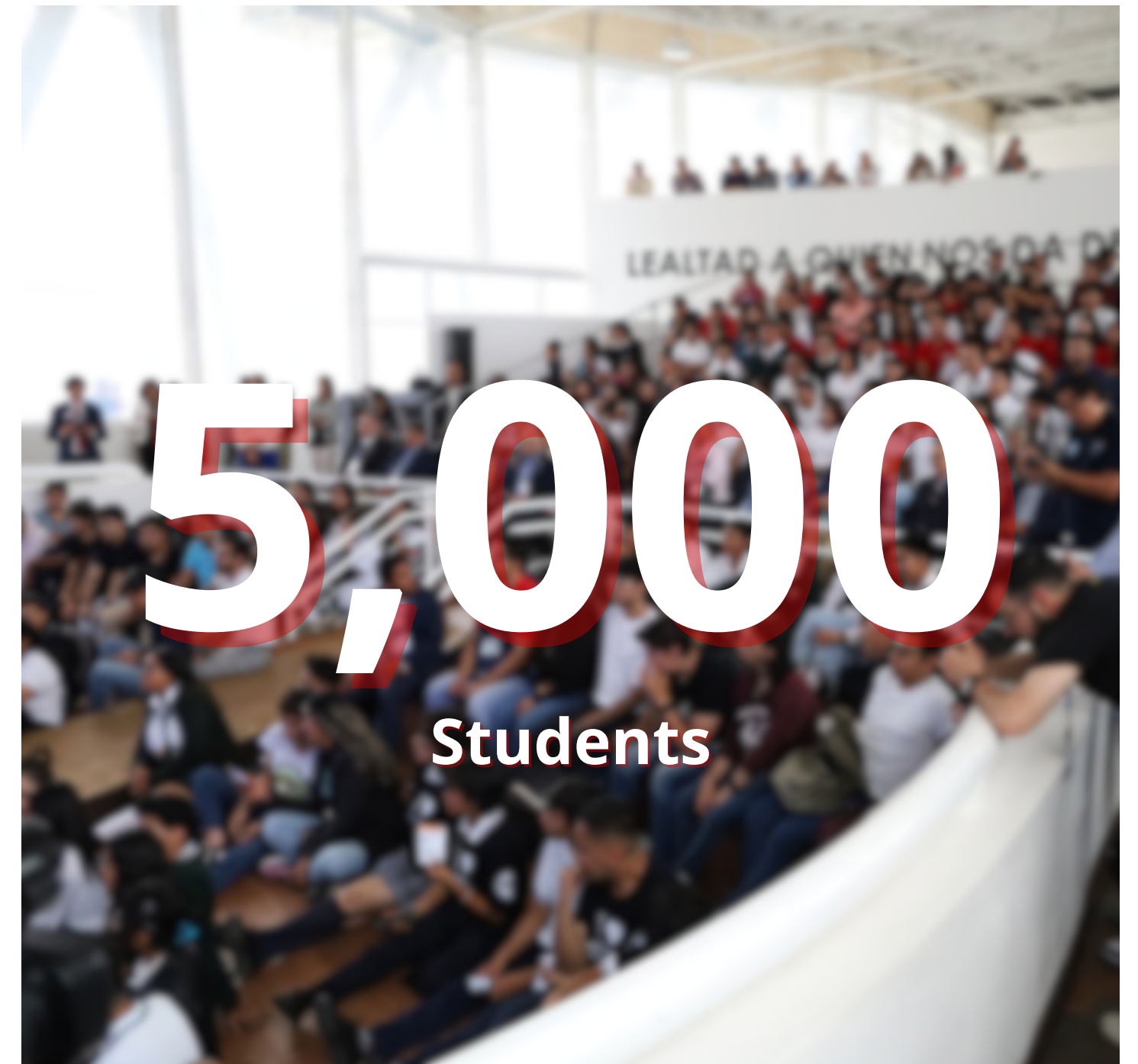
of exhibition floor

# 3

## International Pavilions



# OUR VISITORS



# GEOGRAPHIC DISTRIBUTION OF VISITORS



Professional buyers from  
**+ 30 countries**

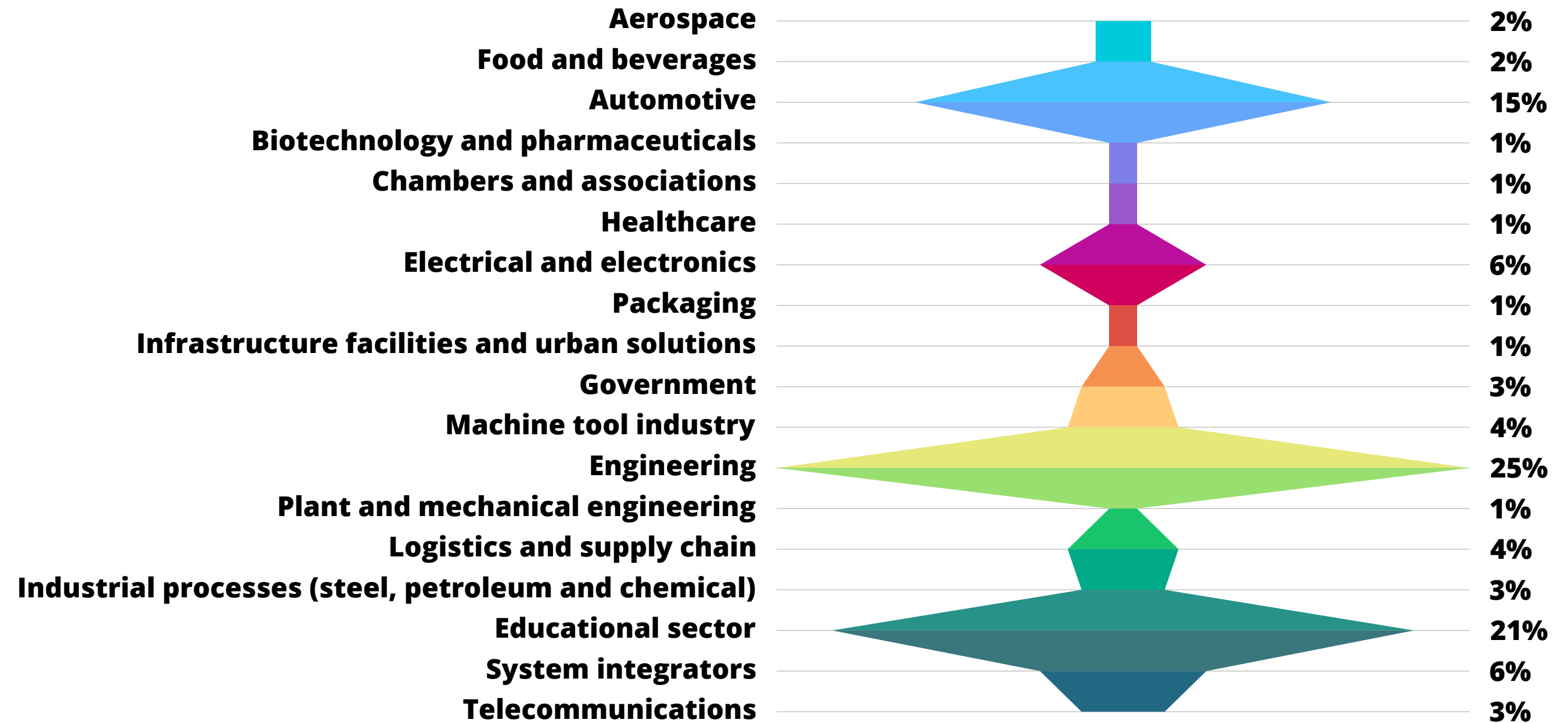
Top 10



Students from  
**+ 30 states**

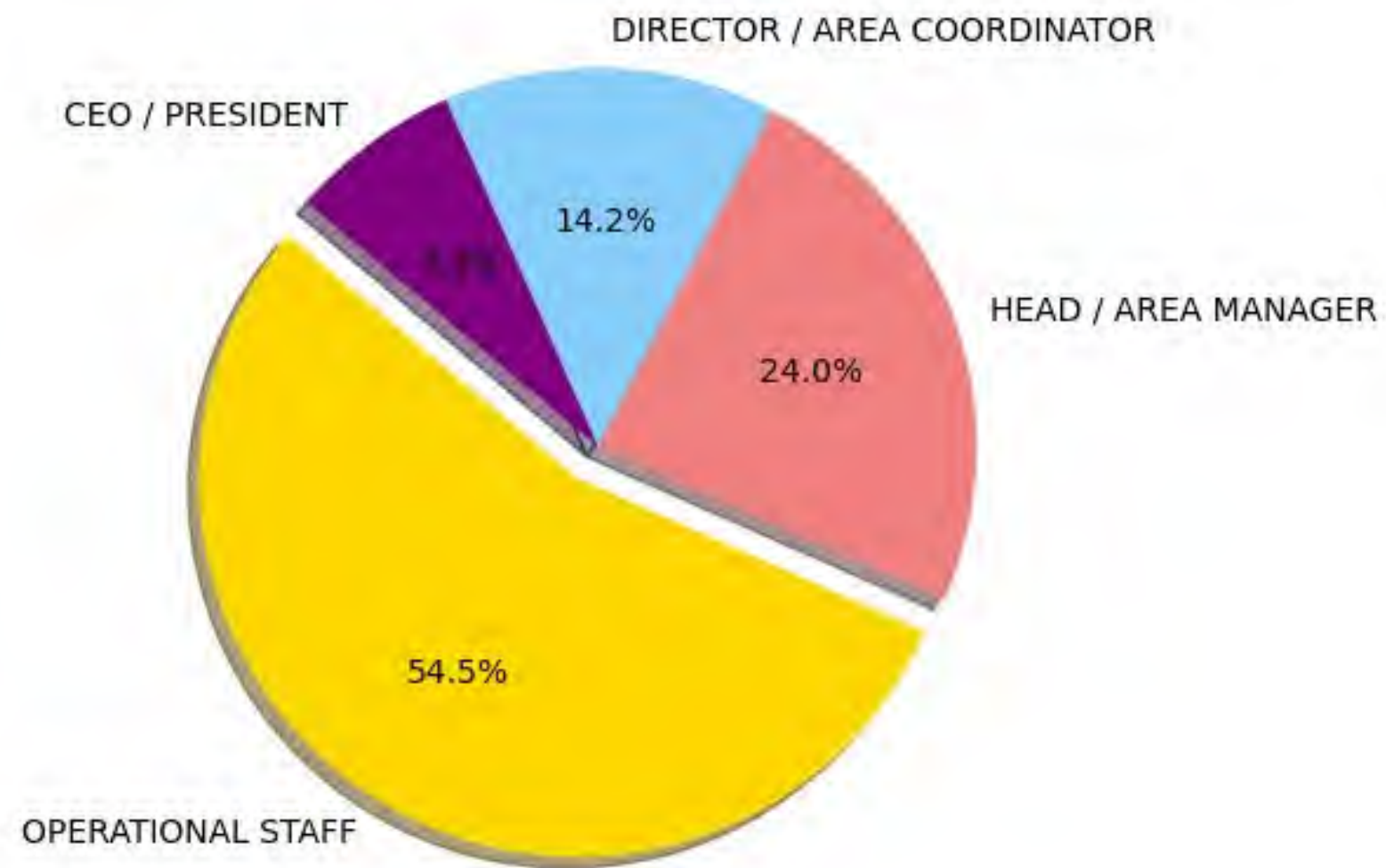
*Highlighting: CDMX, Jalisco, Querétaro, Edo Mex, Nuevo León, Aguascalientes, Michoacán, San Luis Potosí, Veracruz y Zacatecas, entre otros*

# VISITORS BY INDUSTRY

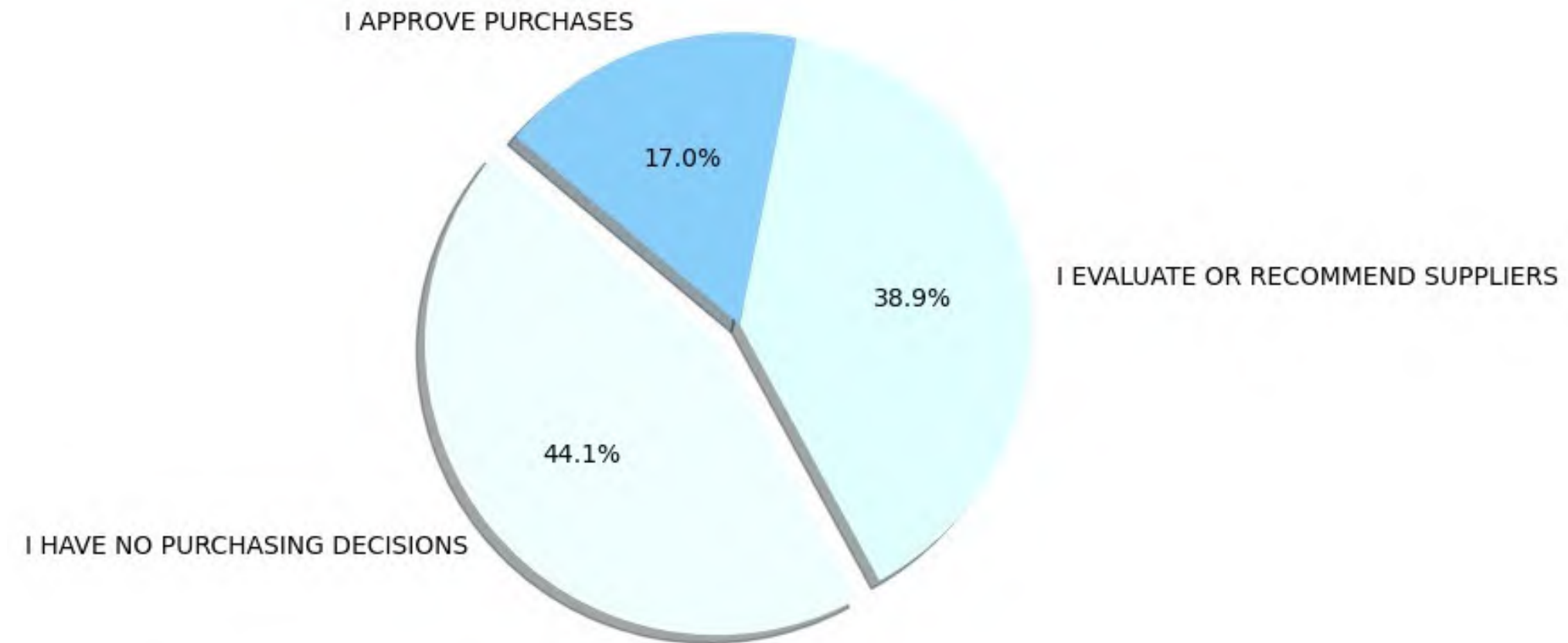


# INFLUENCE ON THE PURCHASE

## Distribution of Attendees by Position

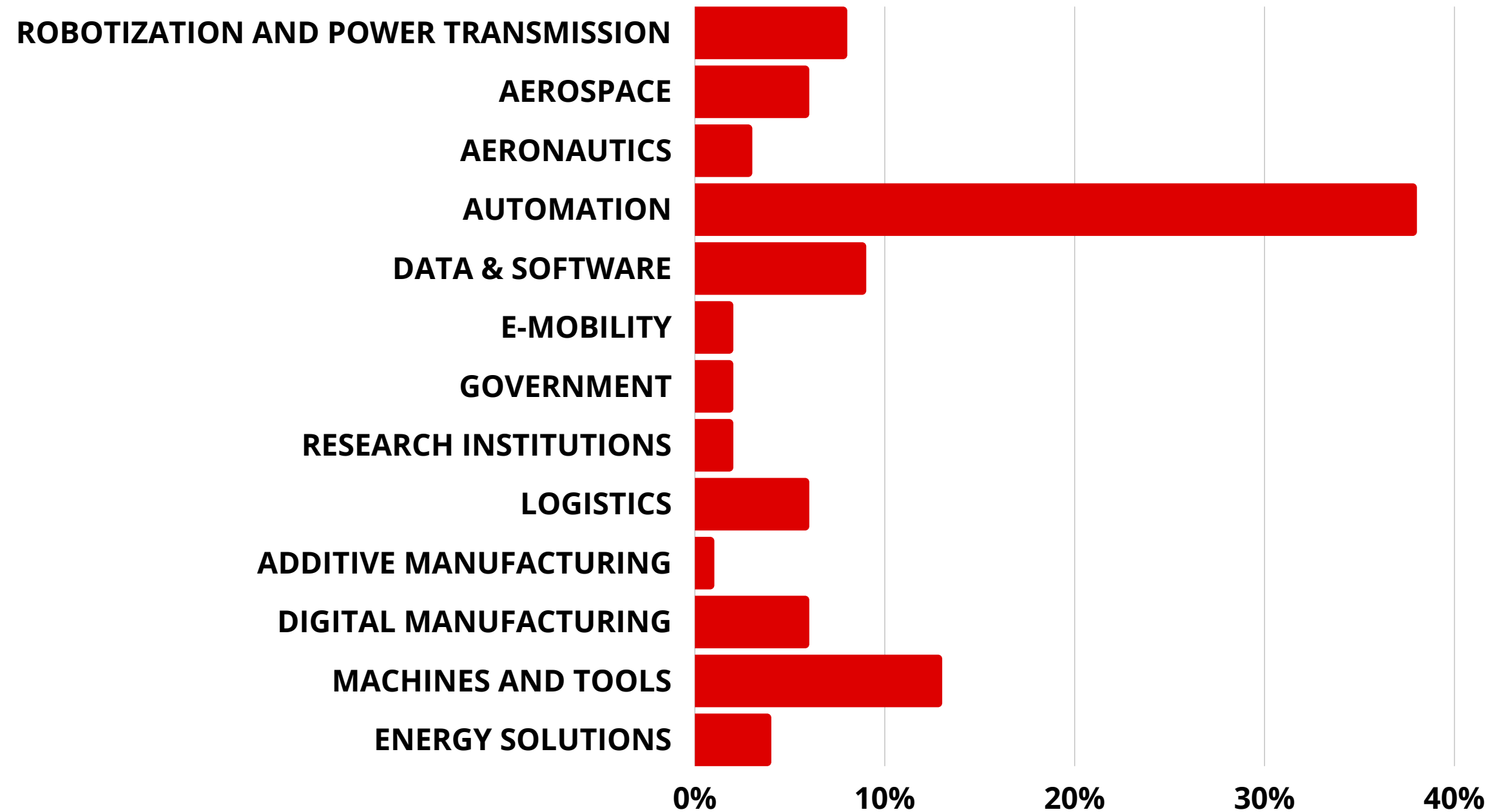


## Distribution of Attendees by Level of Influence





# PRODUCTS OF INTEREST



# ANNUAL INDUSTRIALISTS MEETING 2023

**CONCAMIN's Annual Meeting of Industrialists** 2023 was held simultaneously with ITM 2023 to make up the most important week for industry in Mexico.



# 800

**Business leaders from the country's industrial sector**

Participation of the governors of Guanajuato, Diego Sinhue Rodríguez Vallejo; Nuevo León, Samuel García Sepúlveda; and Yucatán, Mauricio Vila Dosal.

# AEROSPACE SUMMIT 4.0



The Aerospace Summit 4.0 presented the challenges, opportunities and trends of the aerospace and aeronautics sector in terms of Industry 4.0.

He also highlighted the opportunity provided by this sector to promote MSMEs within the production chain.

*During the event, workshops, conferences and business meetings were held. There was also an exhibition area.*

# CONFERENCE PROGRAM



**+75**

Conferences

**+145**

Speakers

# ITMUJERES

The fifth edition of ITMujeres reaffirmed our commitment to promoting gender equity in the industry and highlighting the leadership roles of women in the sector.



- **5 conferences with the participation of 18 panelists.** Topics addressed included: Talent has no gender; Best practices for the inclusion of women in companies; Manufacturing with female leadership, Industry 4.0: from a sustainable and human perspective; and Equity and innovation: the vital role of women in industry.



# FUTURISTIC MINDS



The fourth edition of the educational program "Futuristic Minds" was held in partnership with the Explora Science Center.

**5,000** Students

**3** Days of activities

**72** Conferences, seminars and workshops

**26** Technological prototypes from partner institutions

# SUSTAINABLE INDUSTRIAL DEVELOPMENT SUMMIT

For the third time we held the Sustainable Industrial Development Summit, where business associations, government and civil society dialogued to explore ways of cooperation. "Nearshoring in Mexico: Global Competitiveness and Local Opportunities"; "The Next Level of Industry 4.0: Resilient Digital Ecosystems"; "Globalization 2.0: The New Era in Global Value Chains", were the topics addressed in this edition.



The Association for Sustainable Industrial Development Germany - Pacific Alliance (PAGSID), the Federation of German Industries (BDI) and the Konrad Adenauer Stiftung (KAS) participated.



# NEARSHORING FORUM

In parallel to ITM, the Nearshoring Forum was held for the first time, where, before a forum of more than **70 people**, experts and key players in this topic worldwide addressed the challenges and opportunities for Guanajuato in this global trend that will prevail in the industry.



**Wolfgang Dold**, Ambassador of the Federal Republic of Germany in Mexico; **Jorge Peydro Aznar**, Minister Counselor and Head of the Economic and Commercial Section of the European Union in Mexico; and **Ramón Alfaro**, Secretary of Sustainable Economic Development of Guanajuato, were some of the prominent figures who participated in the first edition of this forum.



# ELECTROMOBILITY AND SEMICONDUCTOR FORUM

As part of the activities parallel to Industrial Transformation MEXICO 2023, the first edition of the Electromobility and Semiconductor Forum was held to promote technological development and address key strategies for achieving sustainable mobility at the regional and national levels. A capacity of **+100 attendees** was registered.

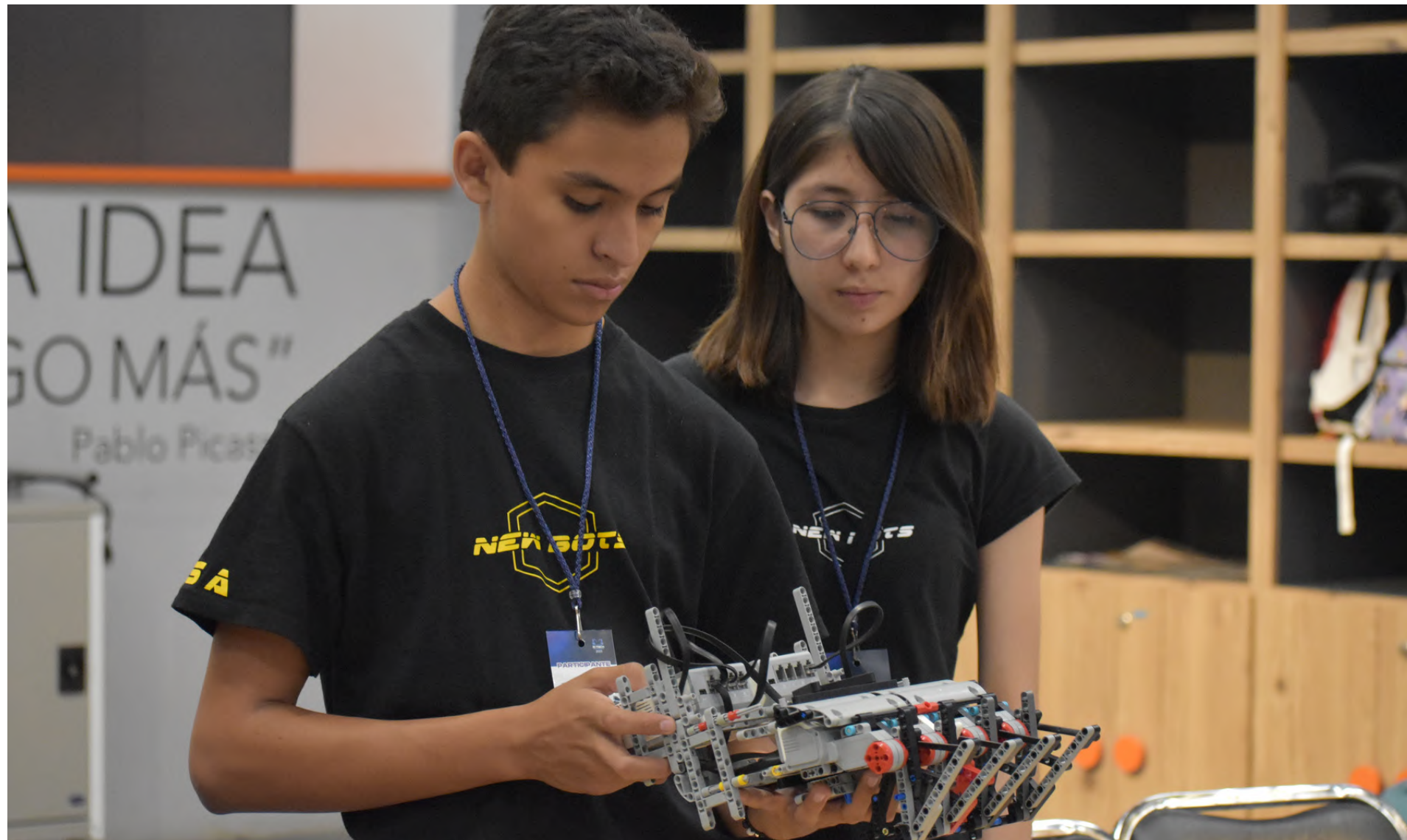


**5** Conferences

**15** Speakers

# M-TECH

**We celebrated the second edition of the robotics competition** for high school and middle school students in Guanajuato.



- **Competitions in 18 municipalities of Guanajuato.**
- **317 participants and 108 teams.**
- **46 educational institutions.**
- **50 coaches**
- **19 judges**
- **3 award-winning categories:**  
Roboinsect Rally, Autonomous Sumo and M-Tech Innovations.

**The grand final was held at the Explora Science Center and the awards ceremony was held as part of the ITMujeres activities.**

#### **The winners were:**

- Roboinsects Rally: El Coffe.
- Autonomous Sumo: Kamikaze Team.
- M-Tech Innovations: Venados Tec1.

# STARTUP PITCH

We held the third edition of the "Startup Pitch", in collaboration with Idea GTO, to promote young national talent.



This year, the winner was Francisco Hidalgo, with his venture MonitorApp, a platform that automates data extraction through the use of intelligent sensors.



# MEDIA COVERAGE

**1,209**

Total mentions in print, digital (radio and TV) and electronic media about ITM 2023

**\$260 MDP**

Estimated value of media coverage to ITM 2023 in local currency (MXN)

**268**

Number of print, digital or electronic media that published information about ITM 2023

**3,195**

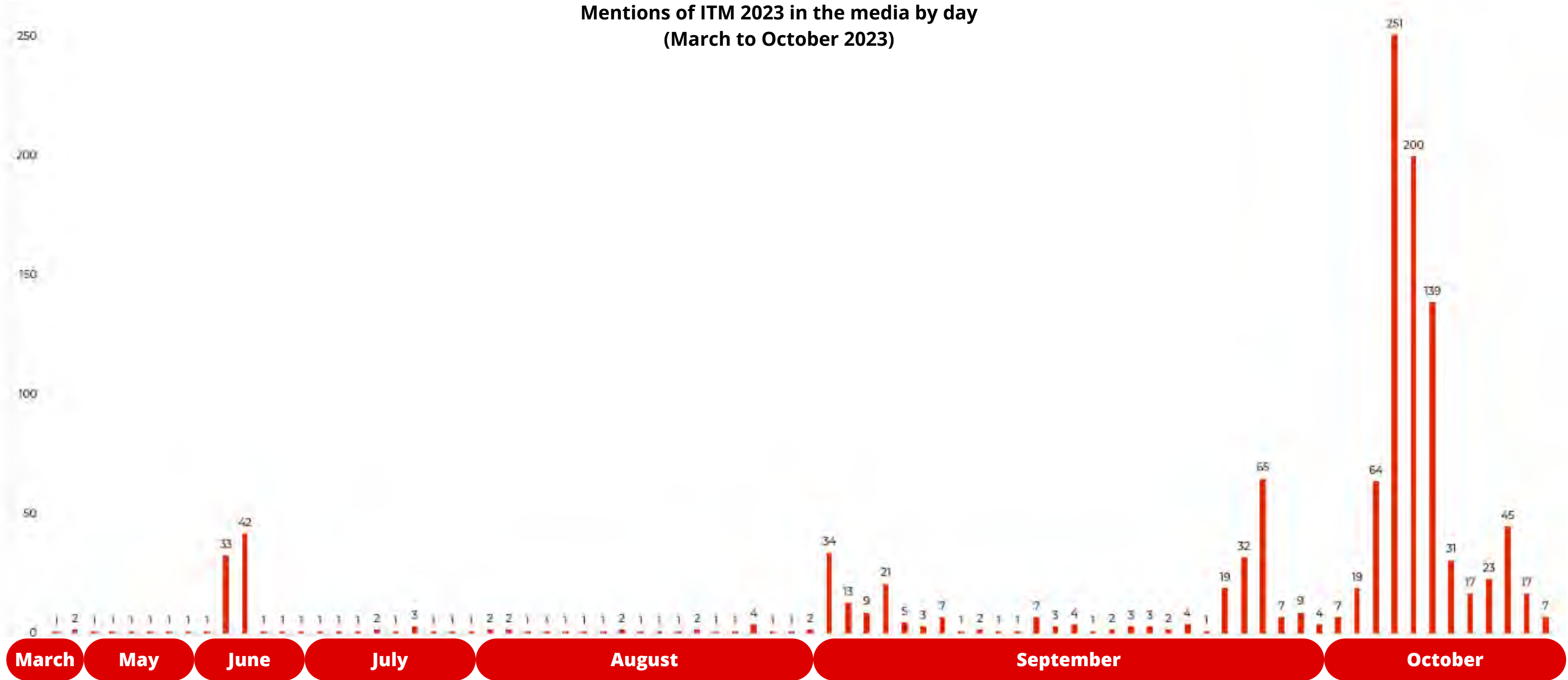
Minutes on radio and television

**26**

Covers in newspapers or magazines of national or local circulation

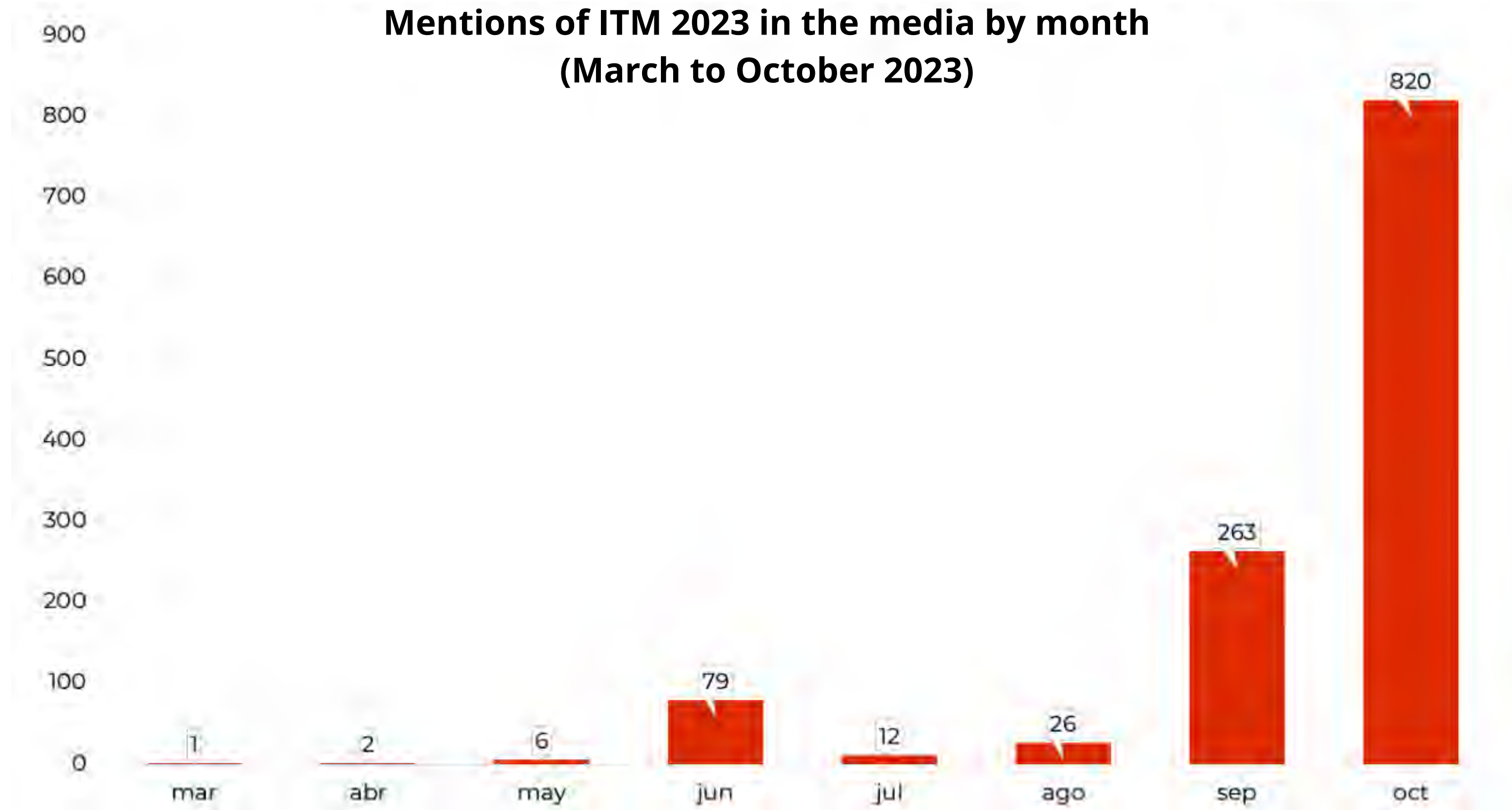
# MEDIA COVERAGE

Mentions of ITM 2023 in the media by day  
(March to October 2023)



# MEDIA COVERAGE

Mentions of ITM 2023 in the media by month  
(March to October 2023)



# MEDIA COVERAGE



## Reunión. Celebra ITM cinco años de impulsar a la industria

Con la presencia del periodista Joaquín López-Dóriga como maestro de ceremonias, ayer arrancaron en León la Industrial Transformation Mexico y la Reunión Anual de Industriales, mismas que cumplen su primer lustro de celebrarse en la ciudad. ESPECIAL PAG. 3

### DESTACAN EN FORO EMBAJADORES una visión global del Nearshoring

» La Hannover Messe presentó una serie de foros de interés entre ellos el de Nearshoring que estuvo a cargo de destacados especialistas

Como parte de las actividades de la feria Hannover Messe, que se lleva a cabo en el Poliforum León, se realizó el Foro Nearshoring: Retos y oportunidades para Guanajuato.

Como parte del programa se presentó el Foro Embajadores, una visión global del Nearshoring, en el que participaron Jorge Paydro Aznar, ministro consejero de la Unión Europea; Wolfgang Dold, embajador de la República de Alemania en México; y Ramón Alfaro, Secretario de Desarrollo Económico Sustentable de Guanajuato, quien fungió como moderador.

El moderador mencionó que el Nearshoring no es lo mismo para todos ya que cada país tiene una dinámica y particularidad distinta.

La participación inició con Jorge Paydro quien habló acerca de la oportunidad que tiene México, sus regiones y sectores en el tema.

"México tiene varias ventajas para la Relocalización que es lo que significa Nearshoring: la geográfica, un acuerdo de libre comercio con América del Norte, estabilidad, mano de obra cualificada, talento, juventud, un ecosistema presente, costos y una ventaja cultural social".

Ramón Alfaro destacó que Alemania es el tercer socio estratégico de Guanajuato y preguntó al embajador alemán cómo ven las empresas alemanas las ventajas y desafíos que tiene México en la relocalización económica.

Wolfgang Dold respondió que el gran desafío es atraer a empresas que busquen alternativas a sus lugares tradicionales y que están emigrando a México.

"No se trata sólo de atraer nuevas inversiones, también de cuidar a las que ya están aquí a quienes decidieron invertir busca cantidad de sus recursos en México en donde el factor clave para entrar son las puertas abiertas del gobierno".

Resultó que otro punto importante para invertir es la seguridad física y jurídica, que se tenga la infraestructura adecuada y el compromiso medioambiental.

"Esas son unas de las grandes condiciones para establecerse en el país a largo plazo", Jorge Paydro mencionó que es importante traer nuevas inversiones pero también aprovechar las que ya están aquí.

"México ha tenido éxito en traer inversiones pero se pueden poner en peligro si se cambian las reglas del juego como la seguridad jurídica y la sustentabilidad, en Europa hoy en día no hay economía si no hay sustentabilidad, porque todo va junto, no puedes mirar una cosa separada de la otra".

Ramón Alfaro respondió que el tema de la seguridad seguirá siendo uno de los grandes desafíos para todo lo que tiene que ver con la competitividad y el aprovechamiento de la relocalización en Guanajuato.

"Tomamos nota de los que ya llegaron, de los que ya decidieron arriesgarse a invertir para poder seguir creciendo en cada una de nuestras entidades y regiones".

**Retos y escenarios que enfrentará el Bajío ante la relocalización**

Wéll destacó que las empresas europeas ven a México, El Bajío y Guanajuato como tierra de oportunidad, que cuenta con una larga lista de ventajas.

"También vemos retos que se pueden tratar con políticas decididas para resolverlas, la relocalización no llega de un día para otro, hay mucho potencial en México, hay iniciativas buenas e infraestructura y cuentan con el ecosistema necesario".

Ramón Alfaro agradeció a los participantes el estar y compartir la visión del exterior que enriquece el análisis del Bajío, en donde se está dando el paso para regionalizarse.



EL ECONOMISTA REPORTE ESPECIAL

Hannover Messe 2023

Industrial Transformation MEXICO

MIÉRCOLES 4 de octubre del 2023

**Gobierno de Guanajuato**

ITM propicia el intercambio de buenas prácticas entre empresas locales e internacionales, promueve el intercambio de conocimientos para facilitar networking, conduciendo a acuerdos de colaboración o joint ventures

## Consolidación digital para atraer inversiones

**DISTRITO DE INNOVACIÓN**  
Espacio diseñado para incrementar las capacidades de creación y toma de decisiones **P10**

**AGENDA DIGITAL**  
Durante tres días el Poliforum de León será testigo de las grandes tendencias en materia de inteligencia artificial, gemelos digitales y más **P6**

**EN ENTREVISTA**  
Alejandro Preinfalk de Siemens México, Centroamérica y el Caribe nos platica sobre los retos de la industria ante el nearshoring **P14**



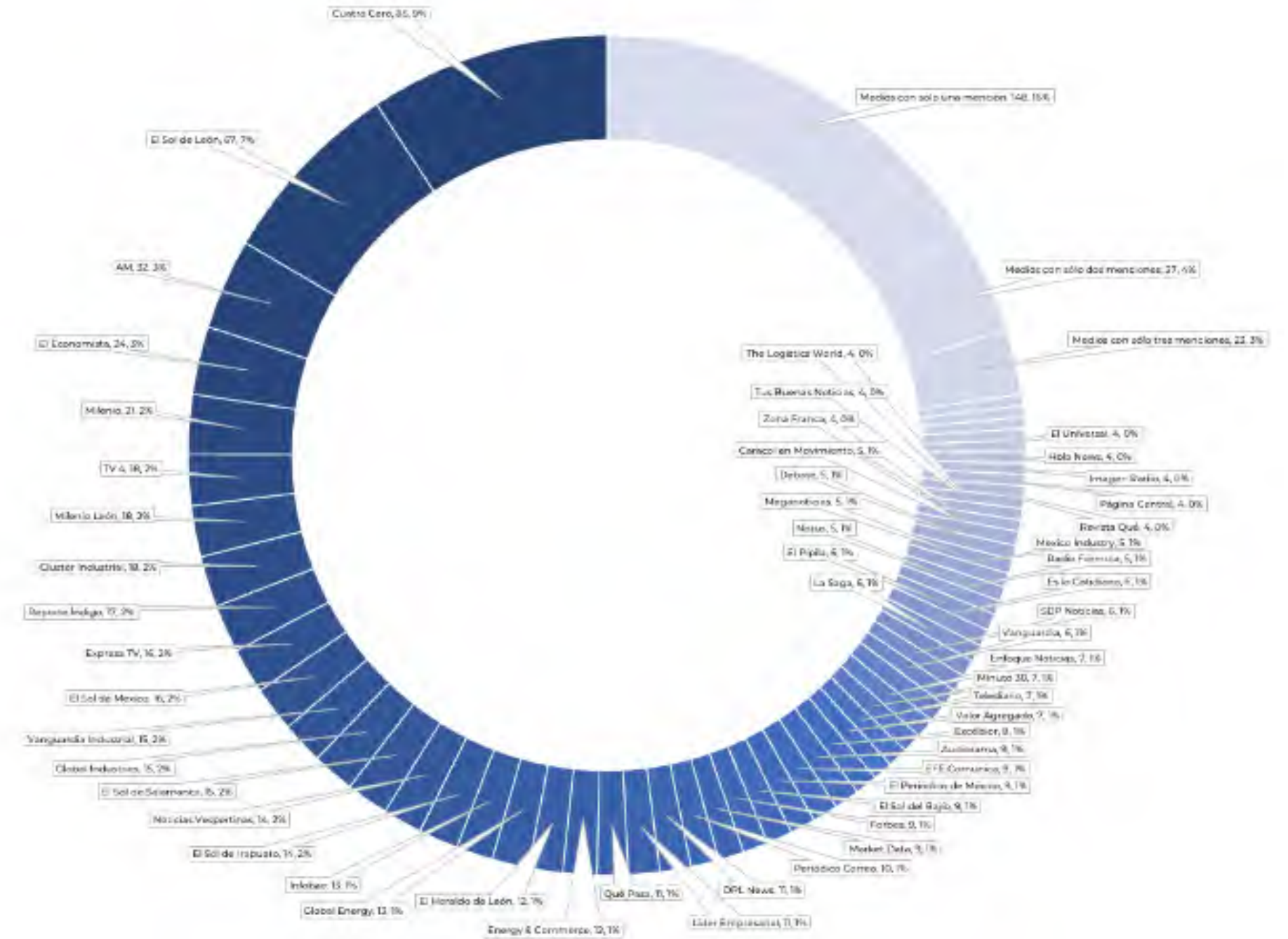




# MEDIA COVERAGE

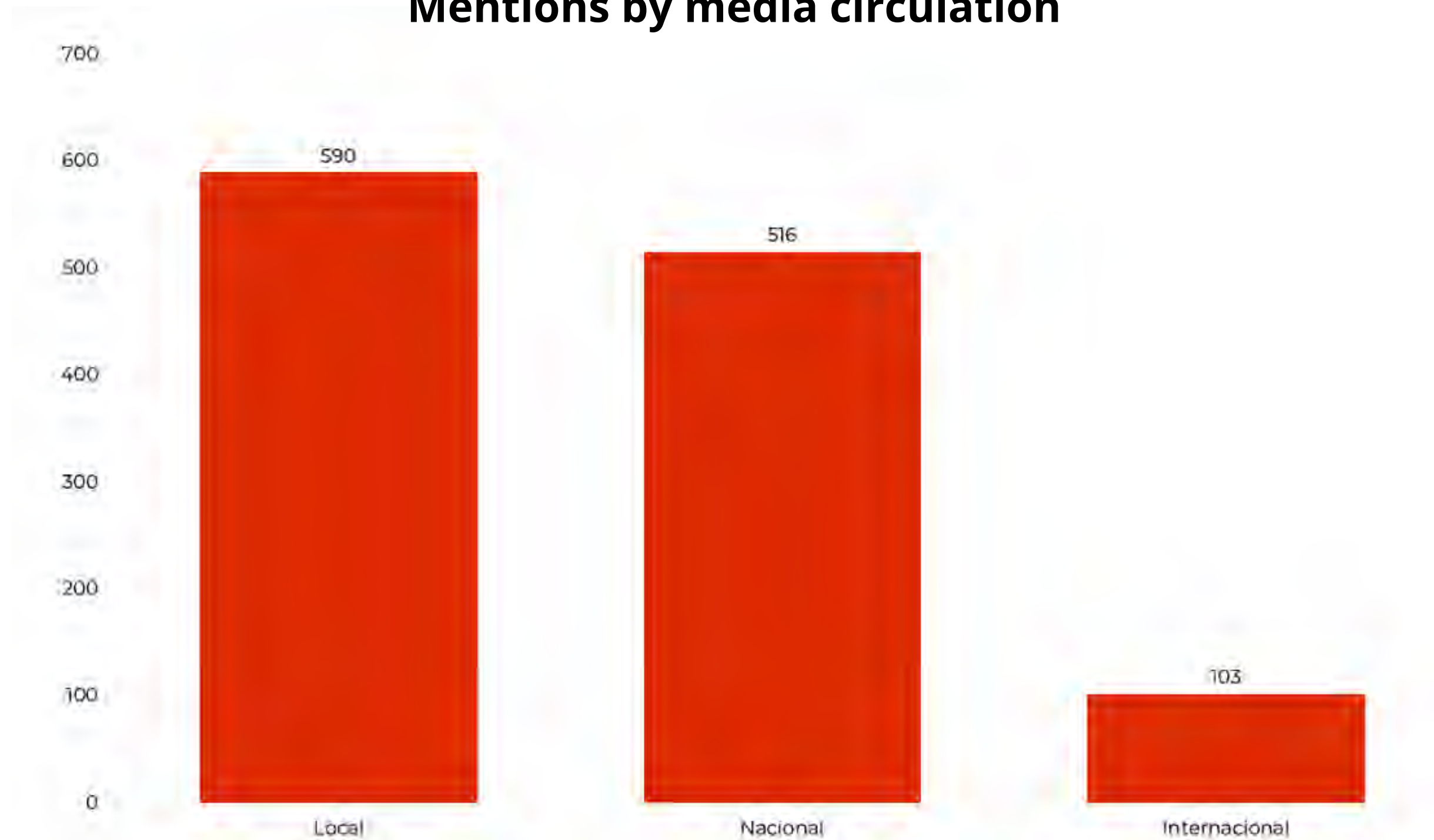
## Mentions by media about ITM 2023 (Proportion)

- America Retail
- Dinero en Imagen
- El Comentario
- El Sol de Toluca
- El Universal
- Hola News
- Imagen Radio
- Página Central
- Revista Qué
- The Logistics World
- Tus Buenas Noticias
- Zona Franca
- Caracol en Movimiento
- Debate
- Meganoticias
- Mexico Industry
- Notus
- Radio Fórmula
- El Pípila
- Es lo Cotidiano
- La Saga
- Mining México
- SDP Noticias
- Vanguardia
- 5G Automatika
- Enfoque Noticias
- Minuto 30
- Telediario
- Valor Agregado
- Excélsior
- Audiorama
- EFE Comunica
- El Periódico de México
- El Sol del Bajío
- Forbes
- Market Data
- Periódico Correo
- DPL News
- Líder Empresarial
- Qué Pasa
- Energy & Commerce
- El Heraldo de León
- Global Energy
- Infobae
- El Sol de Irapuato
- Noticias Vespertinas
- El Sol de Salamanca
- Global Industries
- Vanguardia Industrial
- El Sol de México
- Expresa TV
- Reporte Índigo
- Cluster Industrial
- Milenio León
- TV 4
- Milenio
- El Economista
- AM
- El Sol de León
- Cuatro Cero



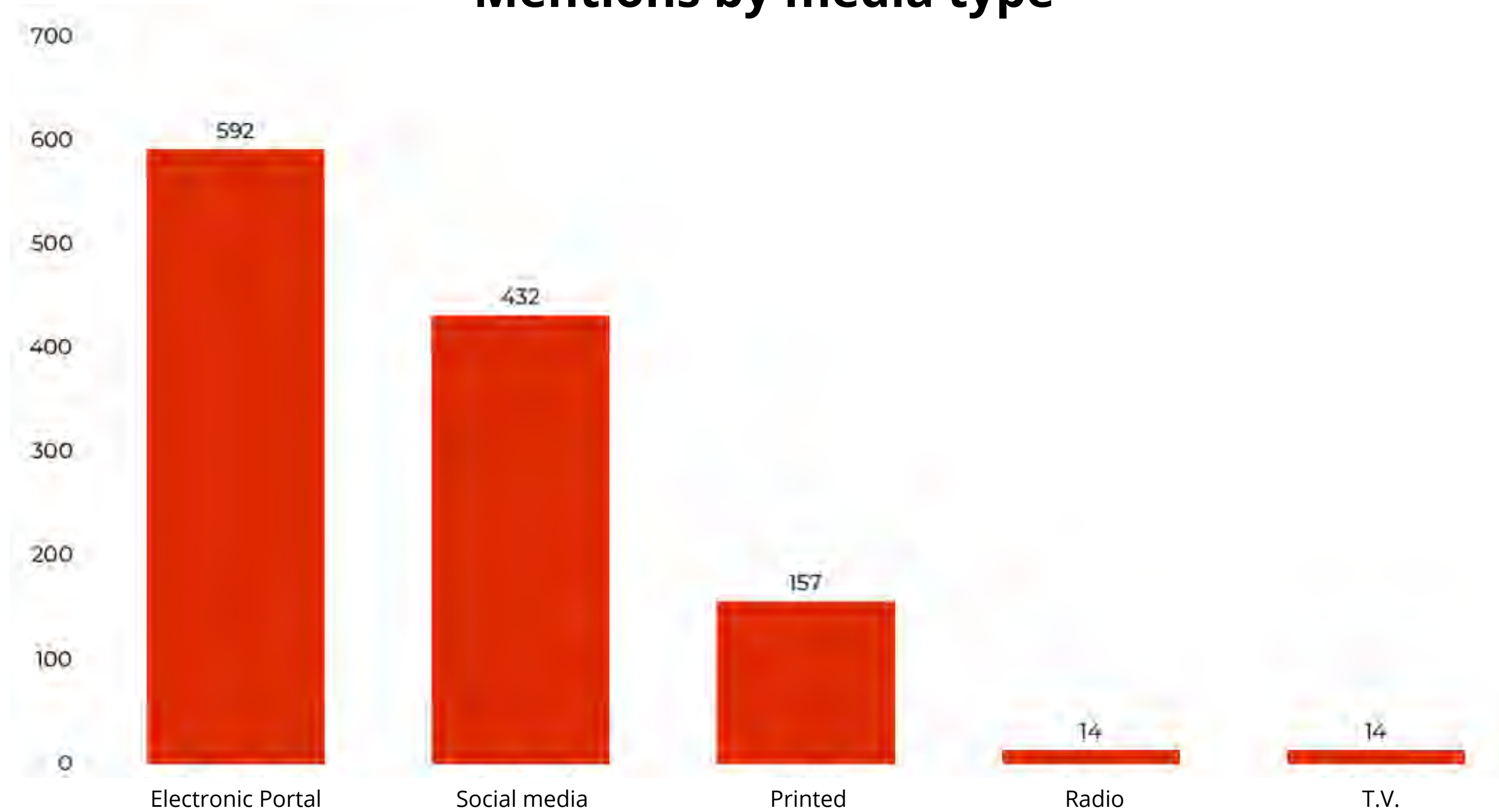
# MEDIA COVERAGE

## Mentions by media circulation



# MEDIA COVERAGE

## Mentions by media type



# Testimonials 2023 | Exhibitors



**Filiberto Cruz Morales** | Beckhoff México

**Chief Executive Officer**

"For Beckhoff it is very important to participate in this event because it is a platform where we can make ourselves known in the Mexican market, to show the technological advances we have, and to contribute with the development of new automation projects."



**Caroline Hoarau** | Schneider Electric Mexico and Central America

**Director of Automation**

"It is important for Schneider Electric to participate in Industrial Transformation Mexico 2023 because the geographical location is beneficial to get closer to the industries and bring them our latest innovations and technologies."

ITM 2023 is a platform where we can show the entire industry the benefits of automation and digitization to optimize business processes."



**Santiago Escalona Vázquez** | Nokia Networks Mexico

**Strategic Marketing Director**

"It is essential to be here at Industrial Transformation Mexico because we showcase the global expertise that this company has and to catalyze our market presence in Mexico, ITM 2023 is the main channel to do so."

The 2023 edition of Industrial Transformation Mexico has been spectacular, the truth is that we have had a great audience, compared to the previous year and a greater interest in the topic of evolution 4.0 and digitalization."



**Javier Cardenas** | Mitsubishi Electric Mexico

**Digital solutions business line**

"It is important to participate in Industrial Transformation Mexico 2023, because it is a communication and exhibition forum within the industrial corridor of Mexico, so it is very good to present our technology."

ITM has been a very interesting forum, where we find very innovative brands and technologies."

I thank Industrial Transformation Mexico for allowing us to participate in this very important event for the industry."

# Testimonials 2023 | Visitors



**Mauricio Rubio** | Global Automation Bogota

It caught our attention that it was the same fair of Hannover Messe. Our company is dedicated to the automation of industrial processes and for that reason we are here.

We attended to see the new trends in automation and to make many contacts, it has been very interesting to see how all these leading companies in the industry are gathered in one place.



**Directora comercial** | Airmat Del Caribe from Barraquilla, Colombia

"I just arrived and I could see that there are a lot of industrial automation and industrial equipment companies. It's great to be able to connect with suppliers, meet the exhibitors and their great ideas."



**Miguel Ángel Lara** | Machinery business entrepreneur

"It is an excellent idea to attend this expo to see the new technology that is on the market. I have met many very good exhibitors who provide the right support and service. I really enjoyed it and had a great experience."



**Jorge Estrada** | Investment Director of the Government of Tabasco

"A very complete fair because of the exhibitors, the conferences and the forums it has, it fulfills all expectations, since I have also attended the one in Germany".

INDUSTRIAL TRANSFORMATION MEXICO

# LET'S BUILD THE INDUSTRY OF TOMORROW

Products and solutions for digital factory #ITM24

October 9 - 11, 2024  
[industrialtransformation.mx](http://industrialtransformation.mx)

# 2024



**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future



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Transformation  
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