Industry Night

“The night when the country's leading industrialists gathered at the Bicentenario theater to celebrate technological innovation.”

Prominent attendees included the Governor of Guanajuato, Diego Sinhue Rodriguez Vallejo; the CEO of Deutsche Messe, Jochen Köckler; the Mayoress of León, Alejandra Gutiérrez; the Italian Ambassador to Mexico, His Excellency Luigi De Chiara; CONCAMIN President José Abugaber and CANIETI President Enrique Yamuni, among other prominent figures.
ICT INDUSTRY AND ITZAMNÁ PRIZES

Second edition of the ICT Industry and Itzamná prizes in partnership with CANIETI.

6 AWARDS

- ICT Inclusion
- Startup of the Year
- Global Positioning
- Digital Transformation
- Cybersecurity
- Itzamná Innovation
ITM FIGURES

+ 200 Exhibitors from Mexico and ten other countries

$633 million pesos in on-site business

12,000m² of exhibition space

2 International pavilions

$90 million pesos in estimated revenues for León related to ITM and RAI 2022

Deutsche Messe

ITALIAN EXHIBITION GROUP
Providing the future
OUR VISITORS

15,000 Professional buyers

7,500 Students
GEOGRAPHICAL DISTRIBUTION OF VISITORS

Professional buyers from

+ 30 countries

Students from

+ 20 states

Primarily: Guanajuato, Aguascalientes, CDMX, Jalisco, Nuevo León, Querétaro, San Luis Potosí, Tlaxcala and Veracruz among others
BREAKDOWN OF VISITORS BY INDUSTRY

- Aerospace: 19%
- Automotive: 14%
- Electric and electronics: 9%
- Systems integration: 7%
- Machining and tooling: 4%
- Government: 3%
- Logistics and supply chain: 3%
- Industrial processes (steel, oil & chemical): 3%
- Other: 26%
- R&D: 12%
- Government: 3%

Deutsche Messe
ITALIAN EXHIBITION GROUP
Providing the future
HANNOVER MESSE
MEXICO
DEcision-Makers

- Assesses or recommends products: 33%
- Approves purchases: 15%
- Selects suppliers: 19%
- Makes no purchase decisions: 33%
PRODUCTS OF INTEREST

- Machining and tooling
- Aerospace
- Automation
- Digital / additive manufacturing
- Smart logistics
- Energy solutions
- Electromobility
- Digital Factory
- Research institutions
- Government

Deutsche Messe
ITALIAN EXHIBITION GROUP
Providing the future
The 2022 Annual Industrialists Meeting was organized by CONCAMIN in León, Guanajuato on the same dates as ITM 2022, resulting in the most important week of the year for Mexican industry.  

Business leaders from Mexico’s industrial sector 

Attended by state governors Diego Sinhue Rodríguez Vallejo (Guanajuato); Mauricio Vila Dosal (Yucatán); and Samuel García Sepúlveda (Nuevo León).
The Aerospace Summit 4.0 addressed Industry 4.0-related challenges, opportunities and trends in the aerospace and aeronautical sector, including drones, design and simulation, additive manufacturing, the Internet of Things, etc.

A series of workshops, conferences, exhibitions and business meetings were held.

Halcón 1- Made in Guanajuato
The fourth edition of ITMujeres sought to encourage women to assume positions of leadership in industry.

- **3 conferences and 1 panel** where topics such as energy integration systems, digital factories and the circular economy were discussed.
The third edition of the “Futuristic Minds” educational program took place at the Explora science center in partnership with Idea GTO.

- **7,500 Students**
- **3 Days of activities**
- **35 Conferences, seminars and workshops**
- **21 Prototypes in exhibition, designed by high-achieving students**
The first edition of the R&D project “Storm Science for Innovation” was held in partnership with CINVESTAV to link educational institutes with companies in the development of 4.0 innovations and technologies.

+ 90 researchers

Links with more than 60 companies
The second edition of the Pacific Alliance Sustainable Development Summit **focused on promoting digital transformation and sustainability in Latin America.**

In attendance were the Partnership for Sustainable Industrial Development Germany – Pacific Alliance (PAGSID), the Federation of German Industries (BDI) and the Konrad Adenauer Stiftung Foundation (KAS).
The first Ambassadors' Forum for the sharing of better Industry 4.0 practices in Europe took place at ITM 2022. Participating were His Excellency Wolfgang Dold, Ambassador of Germany to Mexico, His Excellency Luigi De Chiara, Ambassador of Italy to Mexico, and the Minister-Counsellor and Head of the Economic and Trade Section of the European Union in Mexico, Jorge Peydro Aznar.
M-TECH

ITM 2022 featured the first robotics competition for secondary and high school students from Guanajuato.

- Competitions were held in 19 municipalities in Guanajuato
- 301 students and 110 teams participated
- 60 educational institutions
- 3 award categories:
  Sumo Radio Control, Sumo Autónomo, M-Tech Innovations

The grand finale was held at the Explora science center

The winners:
- Sumo Radio Control: Sapito RC
- Sumo Autónomo: ROBOTECH60 TRES
- M-Tech Innovations: VELEZ – NEW BOTS
The second edition of our “Startup Pitch” was held in collaboration with Idea GTO and JETRO to promote entrepreneurship.

6 startups participated

The winner was Karen Yareth Flores Navarro with her “App for monitoring physical ergonomic conditions.”
The objective of the first Zukunft Awards, held in partnership with the government of Guanajuato, is to help close the digital gap between the state's companies, government agencies and academic institutions.

Winners

- **Institutions and Government**: Miguel Caudillo with his “Stay at Home with TV4” project
- **Academia**: Ricardo Narváez with his “Techno-pedagogical Model”
- **Companies**: Joel Anguiano with his “Robotics Club for Children in Romita Guanajuato”
DIGITAL SKILLS FORUM

This forum was organized by Hannover Fairs México and the state government of Guanajuato to encourage secondary and high school students to acquire digital skills.

799 Students
68 Educational institutions
30 Municipalities in León
ROBOTICS WORKSHOP

This theoretical-practical workshop aimed at STEM students and organized by A3 and ITM aims to share specialized knowledge in the use of collaborative robots and automation, and advances in industrial security applied to the automotive, automotive parts and aerospace sector.

Participants: 50
Panelists: 2
(1 from Universal Robots and 1 from EUCHNER)
TRADE MISSIONS

Two national missions and one international mission were organized.

• **VIP trade mission:** 12 high-level representatives of the Mexican aeronautical, automotive and automotive parts sectors.

• **Specialized trade mission:** 30 representatives of the automotive, energy and food and beverages sectors.

• **International trade mission:** A delegation of 15 entrepreneurs from Singapore representing the smart manufacturing, precision tooling and engineering, plastics injection and electronics industries, among others.
MEDIA COVERAGE

738
Total mentions in media: printed, digital (radio and TV) and electronic about ITM 2022.

$181, 268, 198
Estimated value of media coverage for ITM 2022 in local currency (Mexican pesos).

206
Number of media platforms: printed, digital or electronic that published information about ITM 2022.

1, 589
Minutes broadcasted in radio and TV.

16
Covers in national and local newspapers and magazines.
MEDIA COVERAGE

Mentions of ITM 2022 in the media per day
(March to October 2022)
MEDIA COVERAGE

Mentions about ITM 2022 by month

<table>
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<tr>
<th>Month</th>
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<tr>
<td>Mar</td>
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<td>Sep</td>
<td>223</td>
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<td>Oct</td>
<td>382</td>
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Mentions of ITM 2022 by media outlets
MEDIA COVERAGE

Mentions by media about ITM 2022 (in proportion)
MEDIA COVERAGE

Mentions by circulation of the media

Nacional: 402
Local: 309
Internacional: 27
MEDIA COVERAGE

Mentions by circulation of the media
ITM 2022 is the perfect platform to showcase developments and innovations for forward-looking companies. The boost for innovation comes from new ideas that are found in spaces such as the ITM”.
H. E. Wolfgang Dold, Ambassador of the Federal Republic of Germany

“We were excited to participate in Industrial Transformation Mexico, where we were able to showcase the technologies that are changing the face of industry and the world alongside our colleagues in the sector.”
Caroline Hoarau, Director of Industrial Automation at Schneider Electric México

“Mitsubishi Electric is proud to say it has been a strategic partner of Industrial Transformation México since its first edition. The digital transformation and the transformation of thought are definitely the main topics of conversation among exhibitors and visitors to this huge forum.”
Felipe Rivera, Director General of Mitsubishi Electric Automation México

“Congratulations to Hannover Messe Mexico and CONCAMIN on ITM and RAI 2022. The industry of the future is a joint effort.”
Francisco Cervantes, President of the CCE

“I'm from Guanajuato and I lived here for most of my life, up until this year, so I was delighted to come home and see the digitalization and talent-grooming initiatives promoted at ITM 2022.”
Raúl Parra, DPL Group
Industrial Transformation MEXICO

LET’S CREATE THE INDUSTRY OF TOMORROW

October 6 – 8, 2023
Poliforum León • Guanajuato