



- "Mexico is a paradise for renewable energies. Guanajuato has very high levels of solar irradiation and wind. The starting point for this to happen is to fast-track the transition to renewable energies".

### Luigi De Chiara

Italian Ambassador to Mexico.

- "There are several factors that led us to create the first edition of Ecomondo Mexico in Guanajuato, the main one being the state's global context that establishes the environmental issues of Latin America among its priorities. The second is that Mexico has demonstrated its desire to invest in sustainability, environmental protection and renewable energies, particularly the state of Guanajuato, which is home to a large industrial district and aims to support a more decisive sustainability strategy".

### Alessandra Astolfi,

Director of Ecomondo Rimini.

## THE FIRST EDITION OF ECOMONDO MEXICO IN NORTH AMERICA ACHIEVED ITS GOAL OF PROMOTING GREEN, SUSTAINABLE BUSINESS IN THE BAJÍO REGION.



**5,000**  
visitors  
(SPM +  
Ecomondo)



**60**  
exhibitors  
from Mexico,  
Italy and Canada



**3,100**  
square meter  
of exhibition  
space



**+30**  
specialized  
conferences



**+82**  
million pesos  
in on-site  
business



**\$899,573**  
pesos media  
coverage valued



ITALIAN TRADE AGENCY  
ICE - Agenzia Italiana per il Commercio Estero  
Ufficio di la Embajada de Italia  
para la promoción del intercambio comercial

"The Italian Foreign Trade Agency is the organization that works together with the Italian embassy and Mexico to promote the export of Italian services and products, and attract investment to Italy by organizing trade shows and pavilions. Made in Italy plays an important role in the development of water recycling technologies and the manufacturing of sustainable products."

### Alberto Mori Greco

Italian Foreign Trade Agency



"We were very interested in the invitation we received (to attend Ecomondo), because we have a new technology that generates atmospheric water: we take the humidity from the atmosphere and turn it into drinking water. The technical services our engineers provide are a plus and we are constantly seeking out the best technologies from other countries. We are the only ones to bring this technology to Mexico and have received an excellent response."

### Ing. José Manuel Rodríguez

Inventec Sales Director



Deutsche Messe

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