



**The B2B exhibition specialized in  
Industry 4.0 for agriculture.**

May 15 - 17 | Expo Guadalajara  
**2024** Jalisco



Deutsche Messe

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

In order to explore and facilitate the latest trends and advances in technology applied to the field, AgroTech Mexico is the leading exhibition that brings together professionals, companies, and experts from the agricultural and industrial sectors.

**Industry 4.0**, with its pillars of automation, digitalization, connectivity, and data analysis, is not only changing the face of agricultural production but also accelerating the construction of a more sustainable, efficient, and productive future. At Agrotech Mexico, we will dive into the heart of this revolution, exploring how technology is shaping the field and the agro-industry.

## WHY VISIT?



Expand your business network in the country's most important agricultural region



Visit the most important expo in the agroindustrial sector



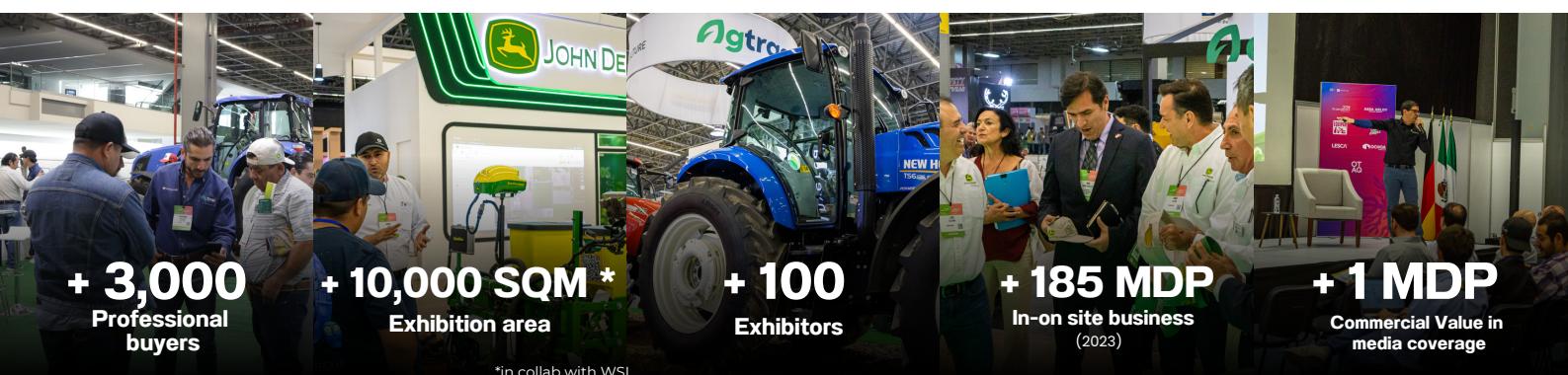
Discover the latest trends and innovations in Agroindustry



Generate strategic alliances and expand your business network



Access to the most specialized knowledge about Agroindustry 4.0



## EXPERIENCE OF OUR EXHIBITORS AND VISITORS



**Agtrac**  
Jorge Bernal  
Agtrac Guadalajara

"This Expo with great innovation and enormous growth potential, where we were able to connect with the best technology innovations in Agribusiness".



**JOHN DEERE**  
**Maximiliano Bonadeo**  
Gerente de Marketing John Deere de Hispanoamérica

"It is very important to participate in this fair because when we have a company with the objective of 'Connected systems', we allow us to connect with different participants in the expo. We had a lot of expectation in this event and when we discovered the trend is focused on technology and digitalization, we were able to connect with all of the participants of the agribusiness".



**Daniel Crespo**

"It is very interesting. There is innovation and technology in the Agribusiness field. We were able to make contact with key suppliers that can serve to better develop our market and take a big step towards innovation, because it is the time to venture into new technologies. It was a great experience".



**Marcela Pérez**

"It is an innovative fair, where you can find everything from raw materials to new customer prospects. It is an excellent fair and a great experience".

## KEY SEGMENTS OF INTEREST OF OUR VISITORS



Agricultural equipment and technologies



Agriculture supplies



Distribution and logistics



Transformation and processing



Financial support



Consulting and certifications



Customs services and international trade

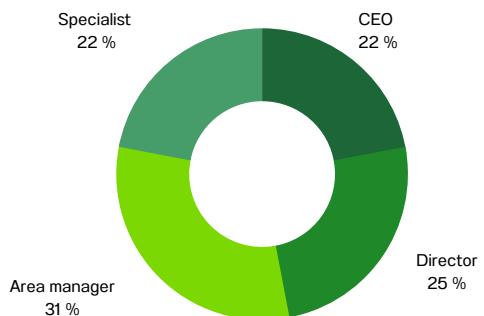


Security equipment

## VISITOR'S PROFILE

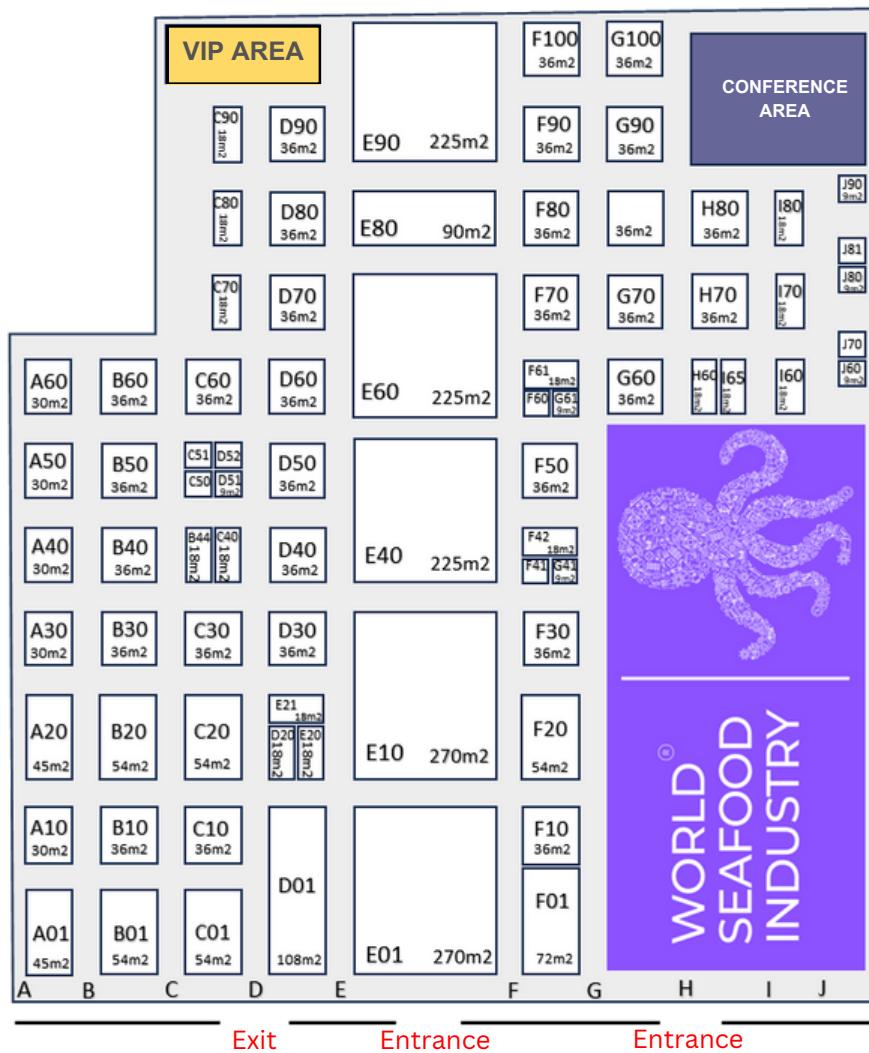
- Producers.
- Technology and machinery.
- Logistics, transport and packaging.
- Greenhouses and irrigation system.
- Governments and departments.
- Backyard and self-consumption agriculture.
- Supply centers and associations.
- Food and beverage processors.
- Agriculture supplies.
- And more ...

## Decision-makers



## FLOOR PLAN

More than 10,000 square meters dedicated to Industry 4.0 technologies.



## Categories of exhibition area



Agricultural equipment and technologies



Agriculture supplies



Food transformation and processing



Distribution and logistics



Specialized Services



Water treatment

# AGROTECH MEXICO STANDS 2024

Participation fees

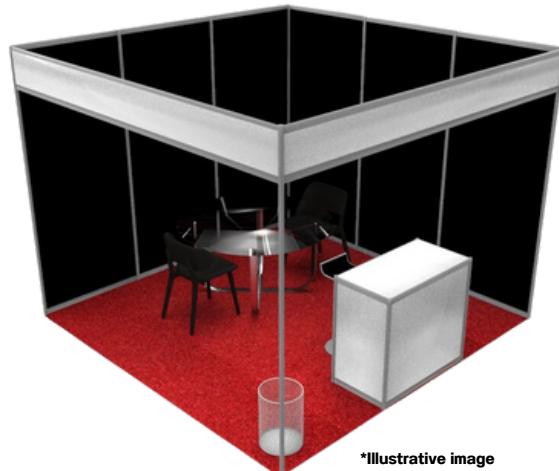
**Shell scheme 9 sqm:**  
**\$ 31,500 mxn + VAT**

Includes:

Badges, visitor's badges, mention in Exhibitor's Directory, carpeting, partition screens, vinyl labeling, standard furnishing and electrical outlets 110v.

**Raw Space.**

**Minimum 18 sqm:**  
**\$ 3,150 mxn/m2 + VAT**



\*Illustrative image



## SOCIAL MEDIA PRESENCE



**+ 3,000 FOLLOWERS**  
IN OUR SOCIAL MEDIA

**+2,260,000 PEOPLE REACHED**

**COVERAGE**  
IN ALL OF OUR PLATFORMS

## Sales contact

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