



#ITM2024

#AMOF2024



Aftershow Report





mobility[®]

of the future

AMERICAS'

2024

summit & expo

a
**HANNOVER
MESSE**
event

Industrial
Transformation
—
MEXICO[®]

October 9–11, 2024

Poliforum León, Guanajuato.

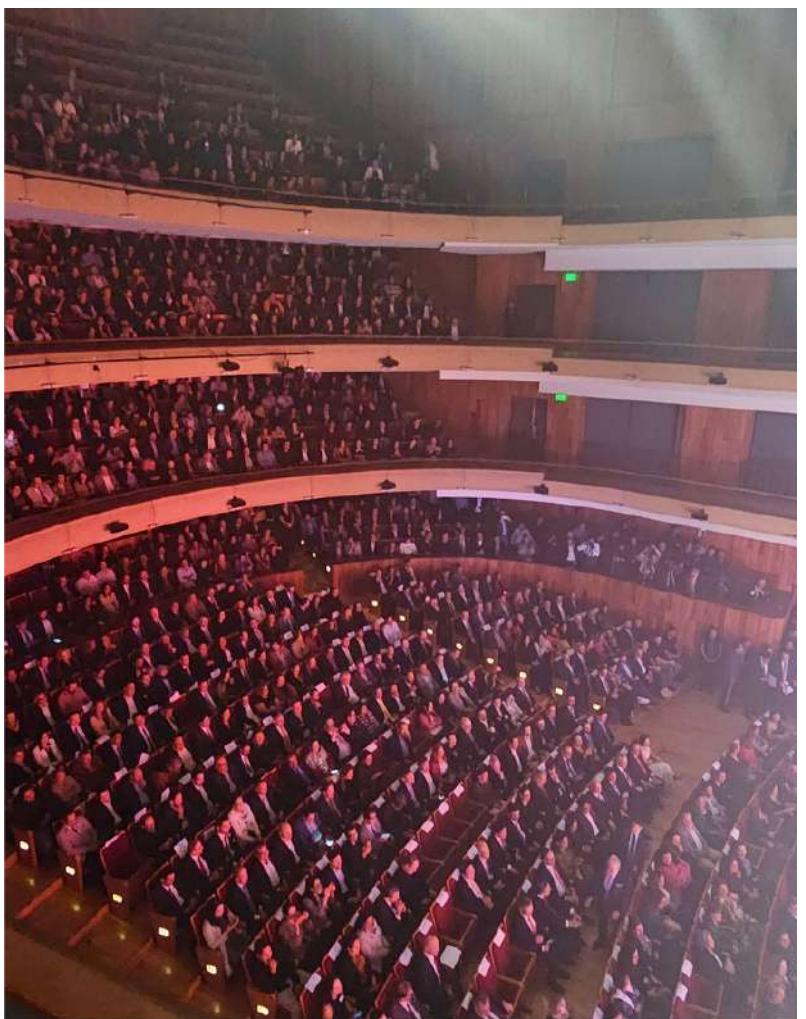
ITALIAN
EXHIBITION
GROUP
Providing the future



Deutsche Messe

INDUSTRIALISTS' NIGHT

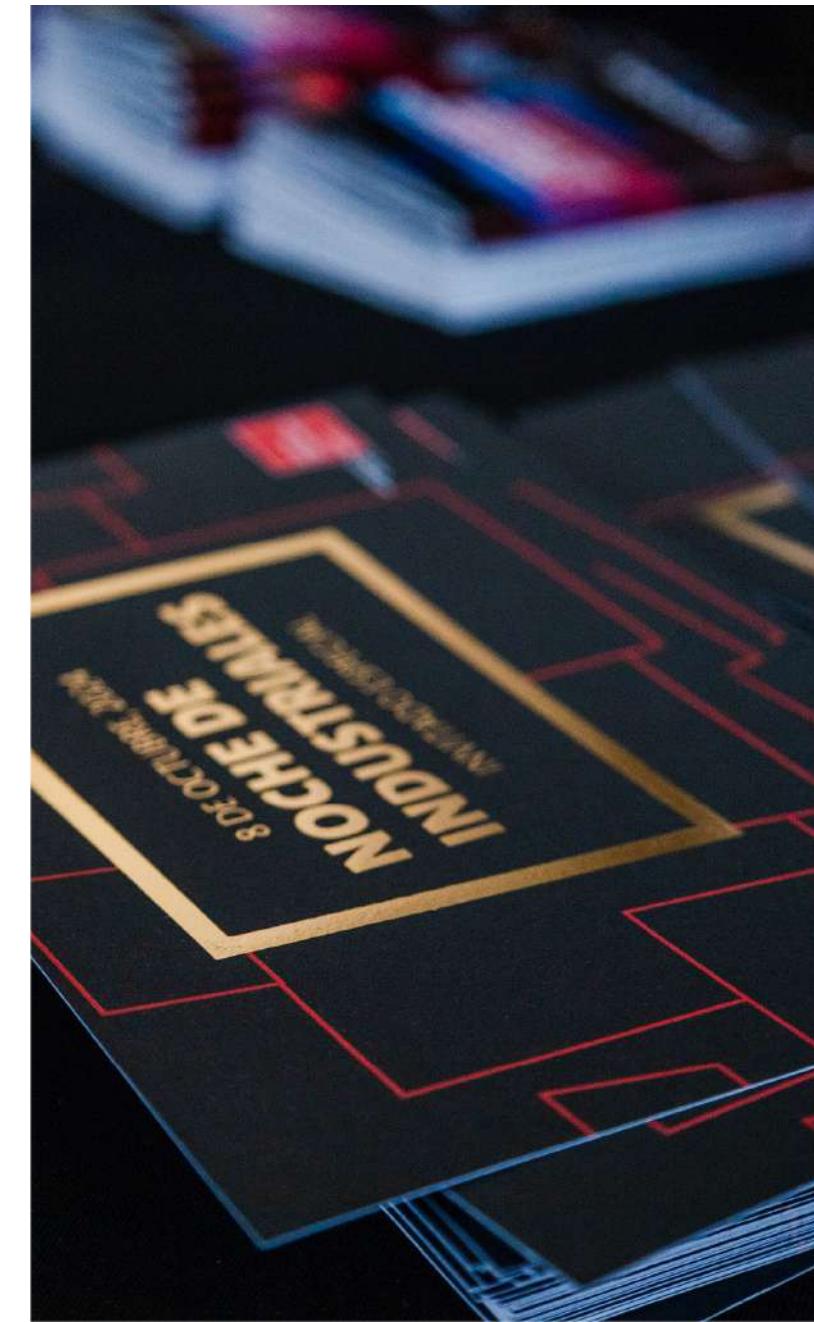
1,500



National and international industrial leaders, exhibitors, influencers, sponsors, scholars, diplomats, political figures, and media representatives.



This year, we welcomed: **Dr. Jochen Köckler**, Chairman of the Board of Directors of Deutsche Messe; **Dr. Clemens von Goetze**, Ambassador of the Federal Republic of Germany to Mexico; **Francisco André**, Ambassador of the European Union to Mexico; **Johannes Dobinger**, Representative of the United Nations Industrial Development Organization for Mexico, Central America, and the Caribbean; **Francisco Cervantes**, President of the Business Coordinating Council (CCE); **Alejandro Malagón**, President of the Confederation of Industrial Chambers of the United Mexican States (CONCAMIN); **Wolfgang Niedermark**, Member of the Board of Directors of the Federation of German Industries (BDI).



David Epstein, Executive Committee Member of the National Society of Industries (SNI) of Peru; **José Medina Mora**, National President of Coparmex; **Francisco González**, President of the National Auto Parts Industry (INA); **Enrique Yamuni**, President of the National Chamber of the Electronics, Telecommunications and Information Technology Industry (CANIETI); **Scott Summerville**, President and CEO of Mitsubishi Electric Automation; **Caroline Hoarau**, Director of the Automation Division at Schneider Electric; **Akitake Kato**, President of Misumi Mexico; **Alejandro Preinfalk**, President and CEO of Siemens Mexico, Central America, and the Caribbean; **Lucien Pinto**, President and CEO of Ford Mexico, Central America, and the Caribbean; and **Luis Lozano**, President of Toyota Motor de Mexico, among others.

ICT Innovation and Itzamná Awards



ICT Inclusion Award, "Connecting Roots" Initiative

- Miguel Ángel Casas Pérez, Director of External Affairs and Sustainability at AT&T Digital Communications.

Startup of the Year Award, "Doko AI Initiative"

- Juan José Cázares Gastelum, Chief Technology Officer at Doko AI.

Cybersecurity Award, "Cybersecurity 360"

- Carolina Michelle Ruiz González, Chief Executive Officer of Brier & Thorn Mexico.

Global Positioning Award, "Lean App: Revolutionizing Industry 4.0"

- Francisco Javier Hidalgo García, General Manager of Lean App.

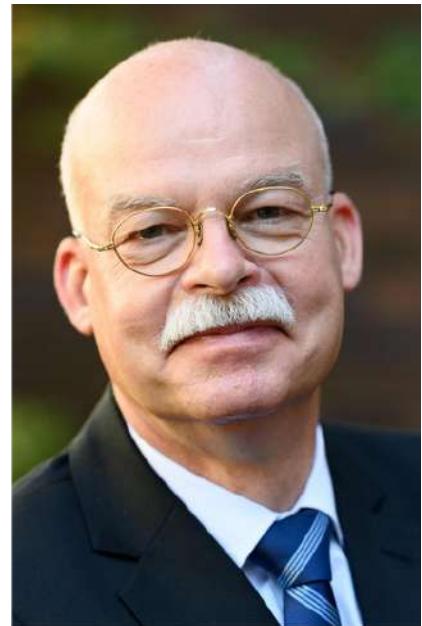
Digital Transformation Award, "TuriBot,"

- Arnulfo Olvera Novoa, Coordinator of Information Technology for the Guanajuato State Tourism Secretariat.

Itzamná Innovation Award, "Frida: A Framework for Intelligent Digital Automation"

- Ricardo Garza Garza, Vice President of Innovation and Emerging Technologies.

The most significant week in the industry



Clemens von Goetze, Ambassador of the Federal Republic of Germany in Mexico.

"This fair symbolizes the strong bilateral relations between our nations and serves as a platform for technological collaboration between Mexico and Germany. Mexico has emerged as an appealing destination for German investment, particularly in sectors such as renewable energy and electromobility."



Francisco Cervantes, President of the Business Coordinating Council (CCE).

"After five editions, ITM has gained momentum and continues to be a pivotal event for industrial advancement in the digital era. The event has solidified its position as a significant catalyst for enhancing our economy by facilitating the integration of Mexican companies into global supply chains, providing access to cutting-edge technologies, and fostering the development of human talent equipped with technological skills."



Jochen Köckler, Chairman of the Board of Management at Deutsche Messe.

"ITM has functioned not only as a platform for emerging technologies but also as a catalyst for the advancement of sophisticated industrial solutions within the North American region."



Alejandro Malagón, President of the Confederation of Industrial Chambers of Mexico (CONCAMIN).

This event serves as a pivotal platform for connecting essential stakeholders within both the national and international industries. Through ITM, we observe tangible instances of how our companies, in collaboration with global entities, are revolutionizing local and national sectors, thus establishing Mexico as a global frontrunner in innovation, technology, and high-value-added production.



Wolfgang Niedermark, Board Member of the Federation of German Industries (BDI)

"Digital transformation, propelled by artificial intelligence, alongside the challenges posed by climate change, represents the paramount issues of our era. ITM serves as the perfect platform to highlight the technologies that are already spearheading change within the industry."



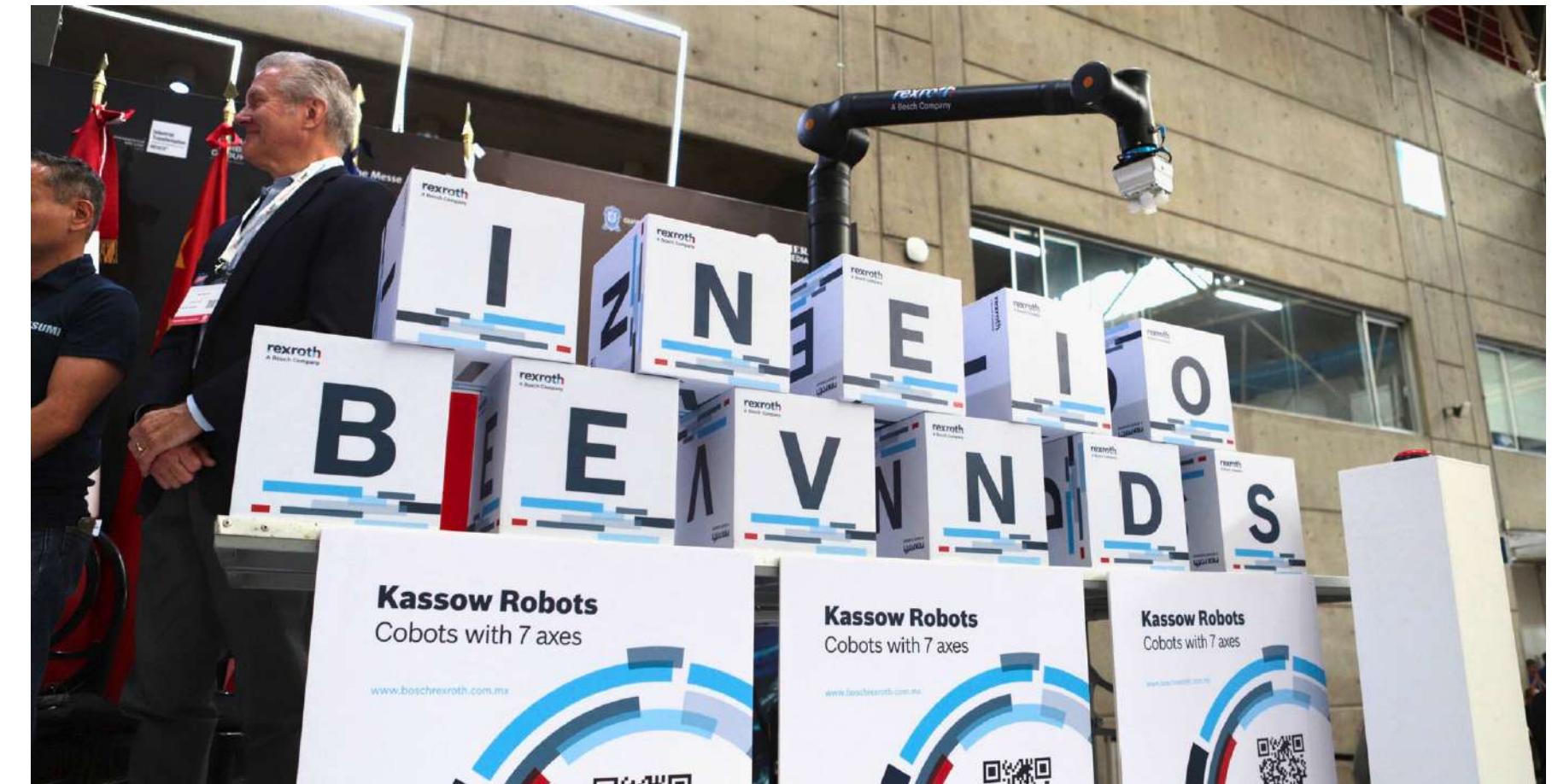
Caroline Hoarau, Director of the Automation Division at Schneider Electric.

"Since its inception, ITM has served as a pivotal platform for the exchange of ideas and the enhancement of relationships with the most influential decision-makers in the industry."



Alejandro Preinfalk, President and Chief Executive Officer of Siemens Mexico, Central America, and the Caribbean.

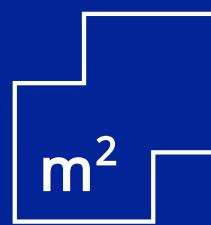
ITM is an event that functions as a platform for the convergence of cutting-edge industrial technologies and solutions with the productive and educational sectors. It is a venue where academia, industry, government, and consumers collaboratively shape the nation's economic, productive, and technological landscape, thereby reinforcing Mexico's role as a pivotal participant in global supply chains.



AT ITM AND AMOF 2024, WE HAD...

+250

National and international exhibitors.



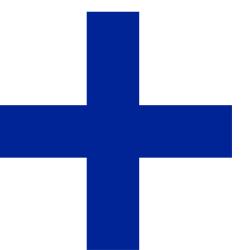
13,000m₂

exhibition space

From over ten countries, including:



Among other things.



Highlighted international pavilions include:



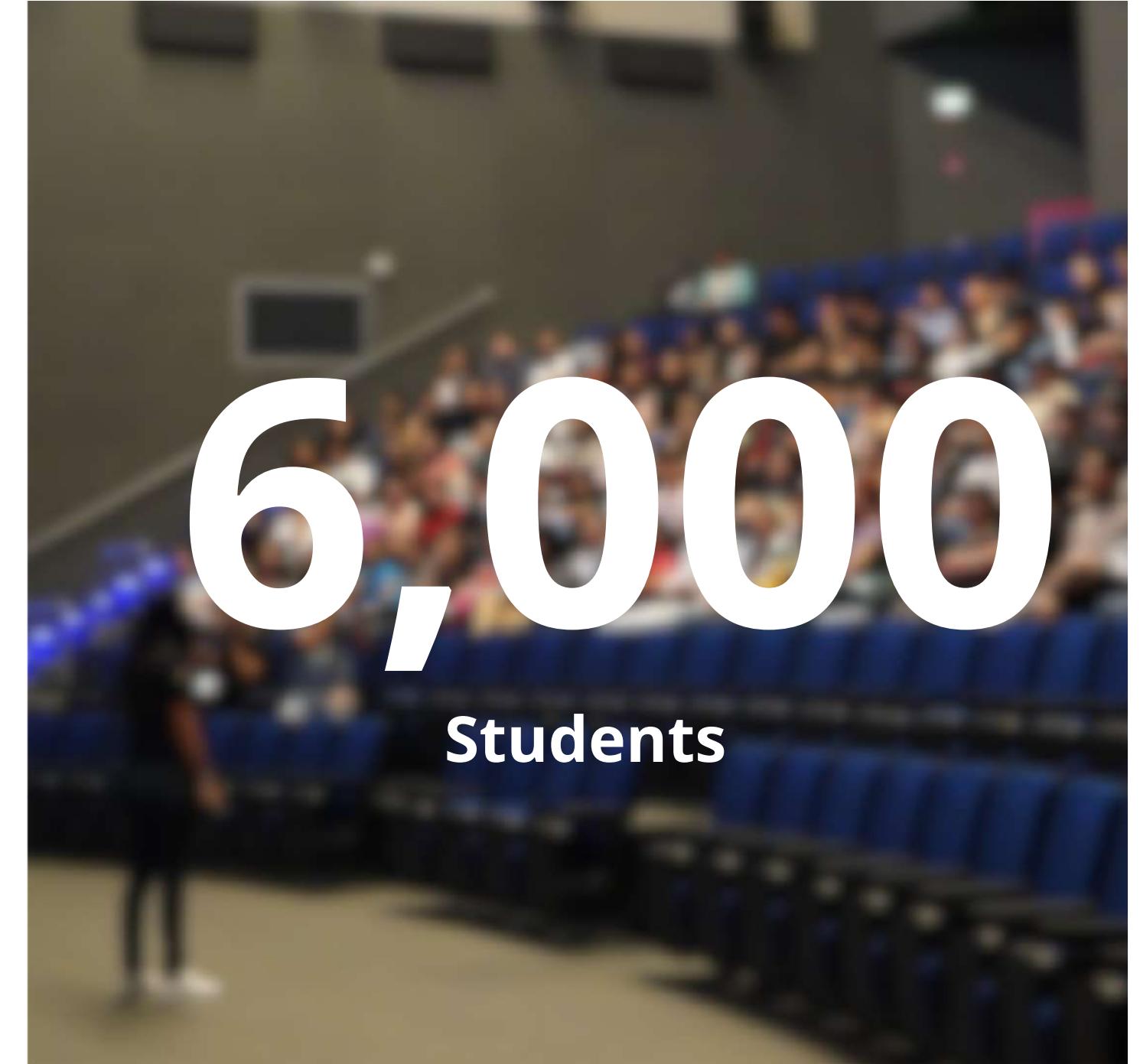
Among other things.

OUR GUESTS



15,000

Professional buyers



6,000

Students

GEOGRAPHICAL DISTRIBUTION OF GUESTS



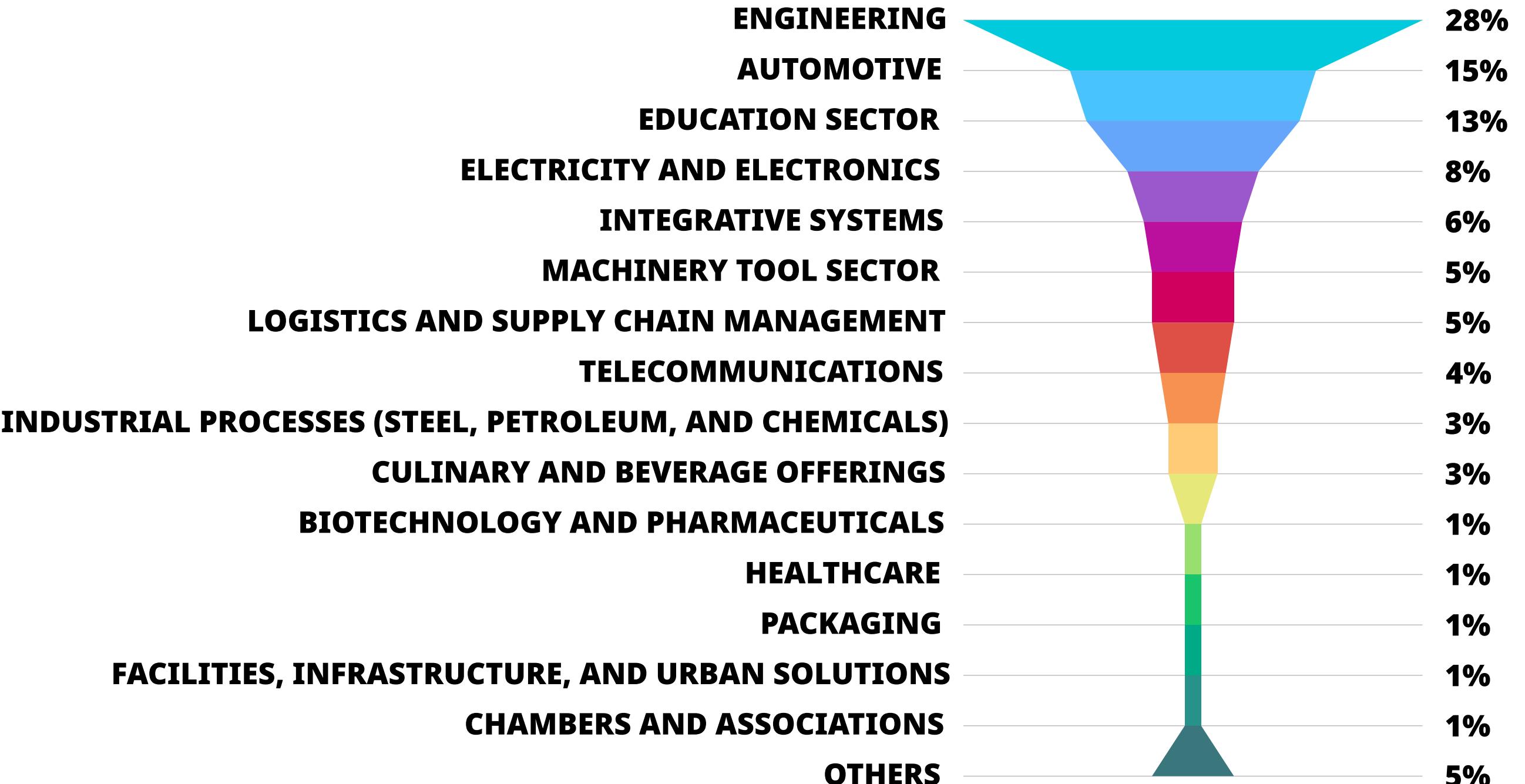
Professional buyers of
24 countries



Visitors of the
32 States of the Republic

Highlighting: Mexico City, Querétaro, Guanajuato, Jalisco, State of Mexico, Aguascalientes, Nuevo León, Michoacán, San Luis Potosí, and Puebla.

VISITORS BY SECTOR



INFLUENCE ON ACQUISITION

Decision-makers

I have not made a decision regarding the purchase.

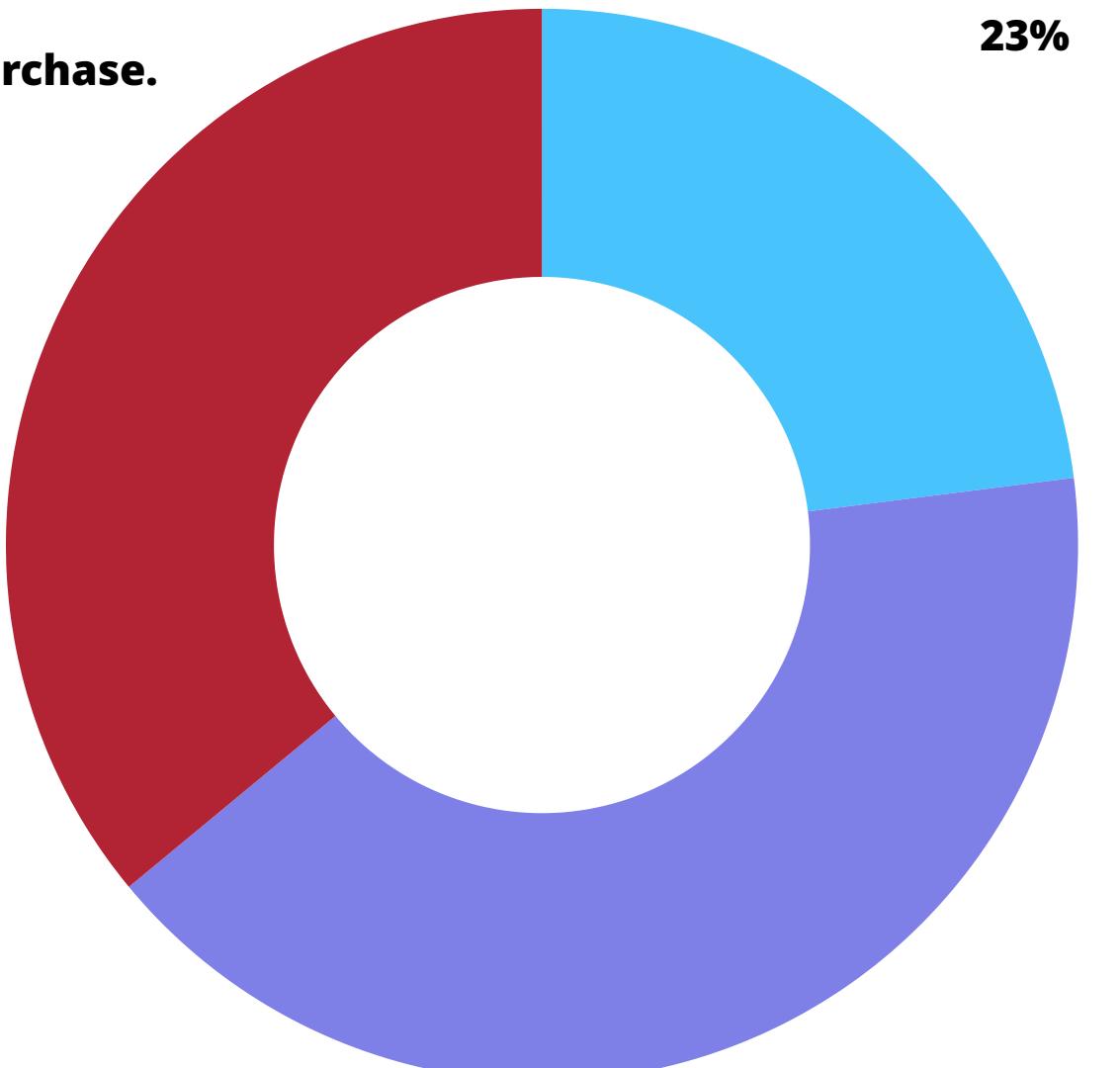
36%

I approve aquisition

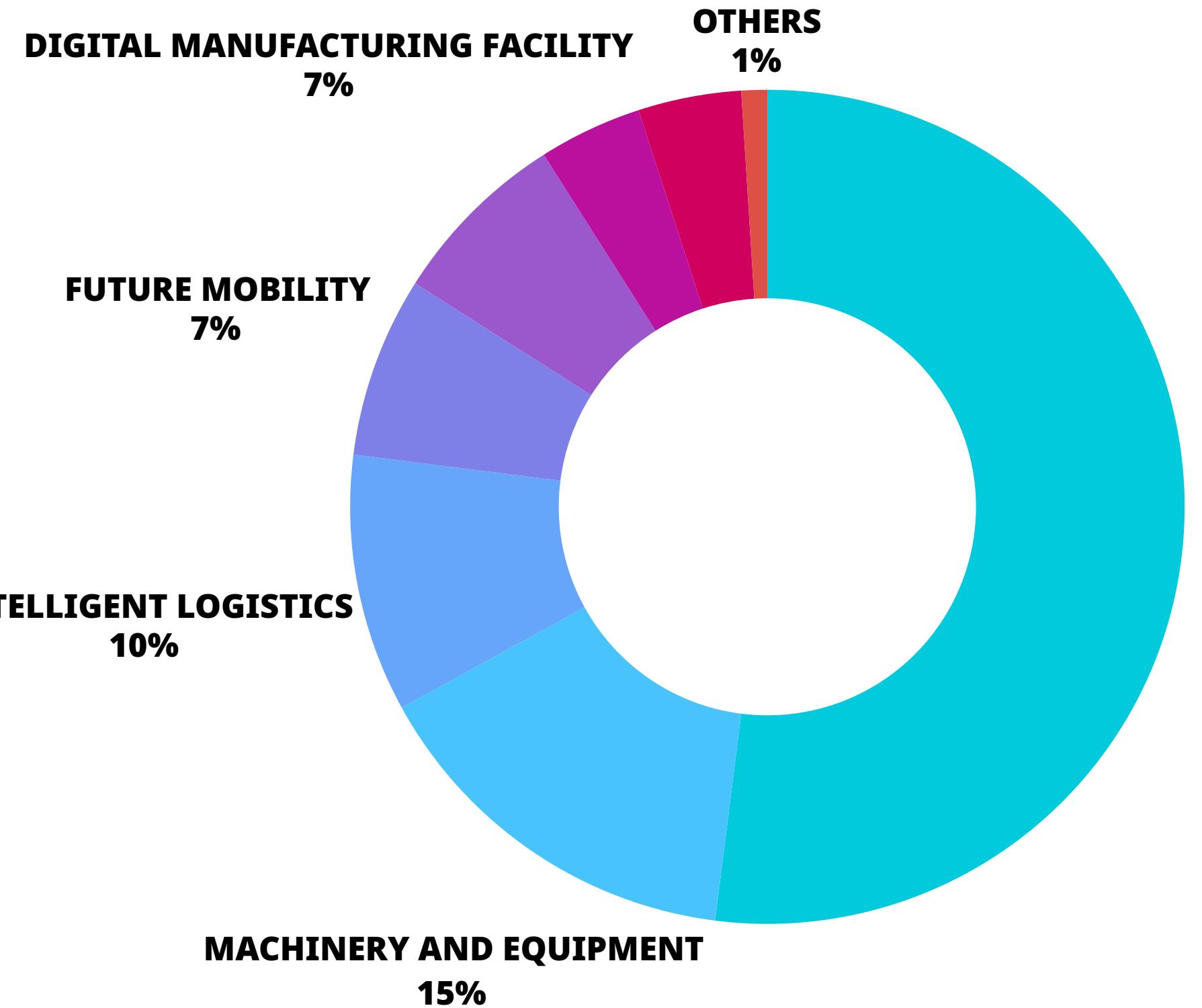
23%

I assess or endorse products.

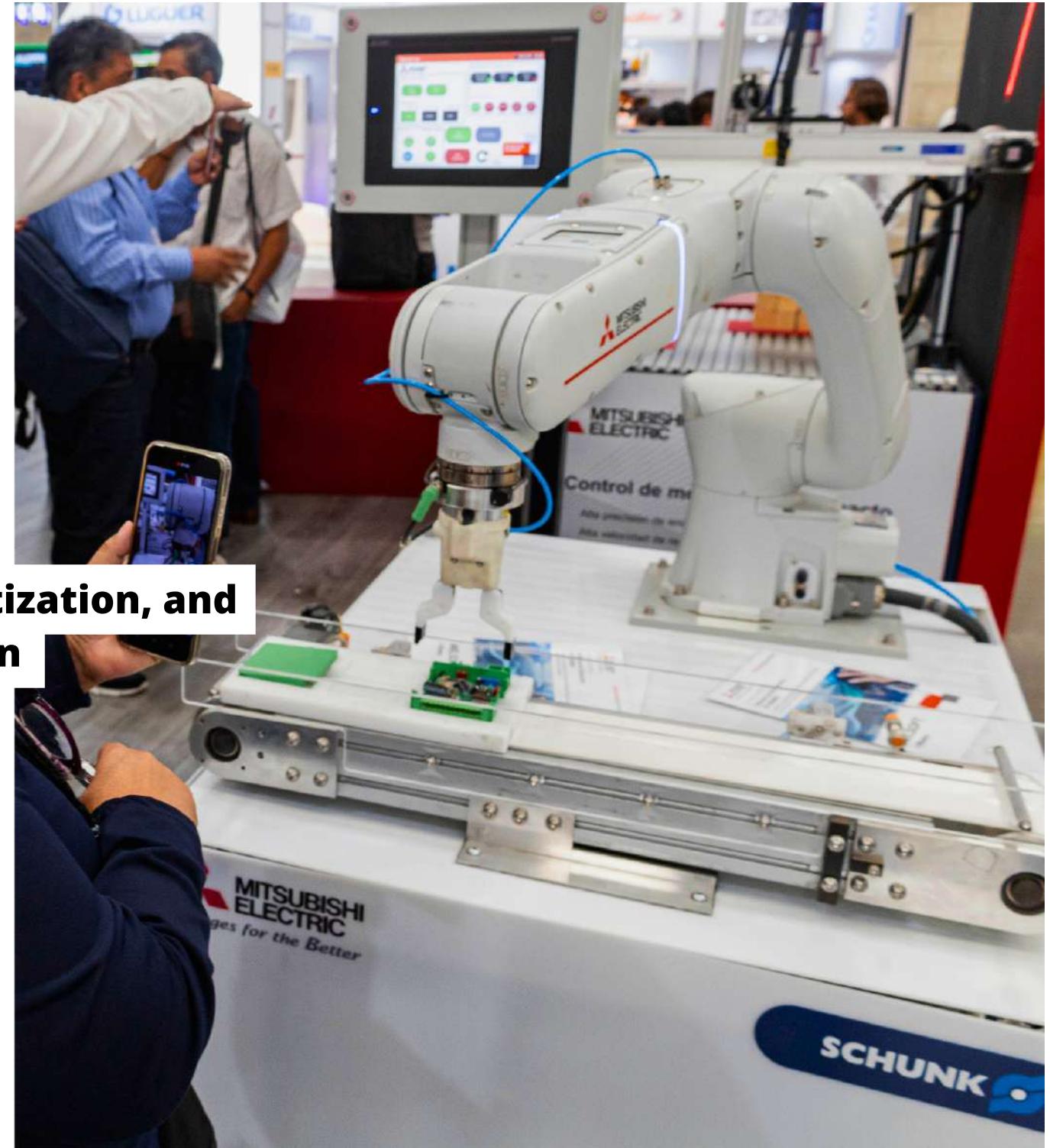
41%



PRODUCTS OF INTEREST



Automation, Robotization, and Power Transmission
52%



FIRST GLOBAL SUMMIT MEXICO: Shaping the Future of Mexico

For the first time, as part of ITM, the inaugural Global Business Summit Mexico took place: Building the Mexico of the Future: "Towards Technological and Inclusive Prosperity," organized by the Business Coordinating Council (CCE), the Confederation of Industrial Chambers (Concamin), and Industrial Transformation Mexico.



+ 30 distinguished keynote speakers

20 panels

Highlighted participation of:

This series of conferences explored a range of topics aimed at fostering evolution and innovation to stimulate transformation and technological progress across various industrial sectors, including aerospace, mobility, and manufacturing. It also emphasized collaboration among industry, government, and academia to tackle current challenges and position Mexico for growth opportunities amid the reconfiguration of global supply chains.



Francisco Cervantes
President of the
Business Coordination
Council (CCE)



Alejandro Malagón
President of the
Confederation of
Industrial Chambers of
the United Mexican
States (CONCAMIN)



Francisco González Díaz
President of the National
Association of Auto Parts
Manufacturers (INA)



Lucien Pinto
President and Chief
Executive Officer of
Ford Mexico, Central
America, and the
Caribbean



Luis Lozano
President of Toyota Motor
Manufacturing Mexico



Peter Paul Cornero
President and Chief
Executive Officer of Ferrero
Mexico and Central
America



Luis Lizcano
Executive President of
FEMIA



Gustavo Medina Tanco
Director of the Space
Instrumentation
Laboratory, Institute of
Nuclear Sciences,
National Autonomous
University of Mexico
(LINX)



Angelo Pansini
Vice President of
Commercial Governance
at LEONARDO S.p.A.

Among other things...

AMERICAS' MOBILITY OF THE FUTURE, SUMMIT

Several high-level panels were convened to discuss topics pertinent to future mobility, the existing challenges of electromobility, smart cities, and the emergence of new technologies such as green hydrogen. Notable participants included Francisco González, President of Industria Nacional Autopartes; Lucien Pinto, President and CEO of Ford México, CA and the Caribbean; Luis Lozano, President of Toyota Motor de México; and Eugenio Grandio, President of EMA, among others.



ITM CONFERENCE PROGRAM



Once again, we convened prominent experts, influential stakeholders, and decision-makers from top global corporations, as well as politicians and academics, for a high-level conference program designed to highlight the emerging technologies that are transforming the industrial landscape. The agenda addressed critical topics such as automation, digital manufacturing, energy innovation, and robotics, all essential to Industry 4.0.

+75

Speakers

+45

Conferences

STARTUP PITCH

🏆 Germán Castro Jurado, from **TASKILITY**, was the grand winner of the Startup Pitch Competition 2024.



TASKILITY is a technological platform that helps companies coordinate collaboratively using artificial intelligence to gain greater control, visibility, and coordination—significantly increasing the number of shipments.

Its founder will travel to Hannover Messe 2025 in Germany to present the innovation before entrepreneurs and investors worldwide at the Startup Area.

SUSTAINABLE INDUSTRIAL DEVELOPMENT SUMMIT

In its fourth edition, the Sustainable Industrial Development Summit was held within ITM.

This space allowed for exploration of cooperation between the triple helix (industry, government, and academia) around three main axes:



PAGSID

Asociación para
el desarrollo industrial sostenible
Alemania - Alianza del Pacífico
BDI - ANDI - CCE - CONCAMIN - COPARMEX - SNI - SOFOFA



José Medina Mora Icaza



National President of Coparmex

Francisco González Díaz
Executive President of the National Automotive Parts Industry



Wolfgang Niedermark
Member of the Executive Board of the Confederation of German Industry (Bundesverband der Deutschen Industrie, BDI)



Ana Gutiérrez
Coordinator of International Trade and Labor Market at the Mexican Institute for Competitiveness (IMCO)

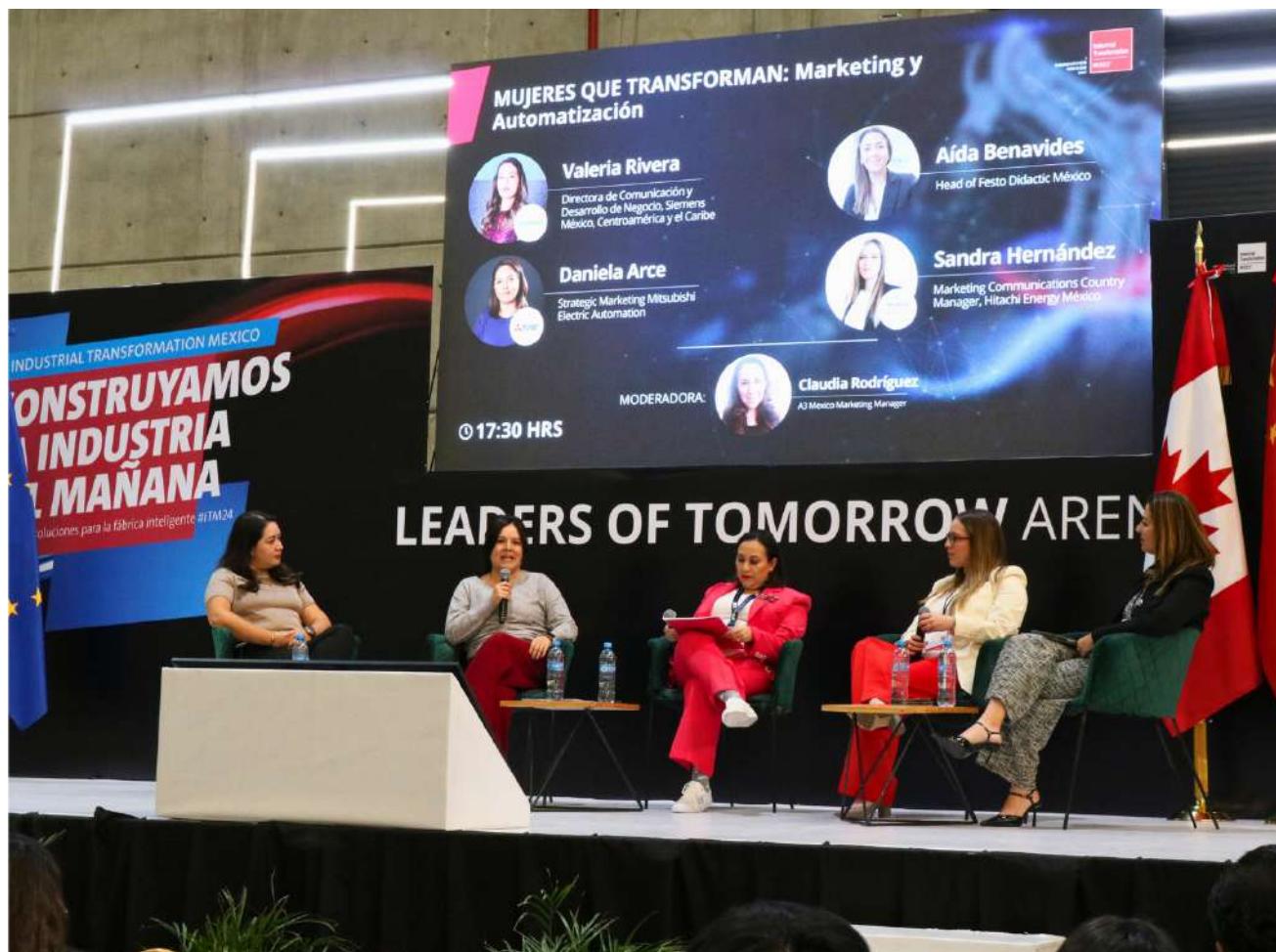
Among other things...

ITMUJERES



At Industrial Transformation MEXICO, we reaffirm our commitment to promoting gender equity and creating an environment that supports women in accessing and advancing to leadership positions within the industry.

Outstanding participants included:



Aída Benavides
Director of Festo
Didactic México



Daniela Arce
Strategic
Marketing of
Mitsubishi Electric
Automation



Sandra Hernández
Marketing
Communications
Country Manager
at Hitachi Energy
Mexico



Valeria Rivera
Director of Communications
and Business Development
for Siemens in Central
America and the Caribbean



Claudia Rodríguez
Marketing
Manager at A3.

3RD EDITION OF M-TECH

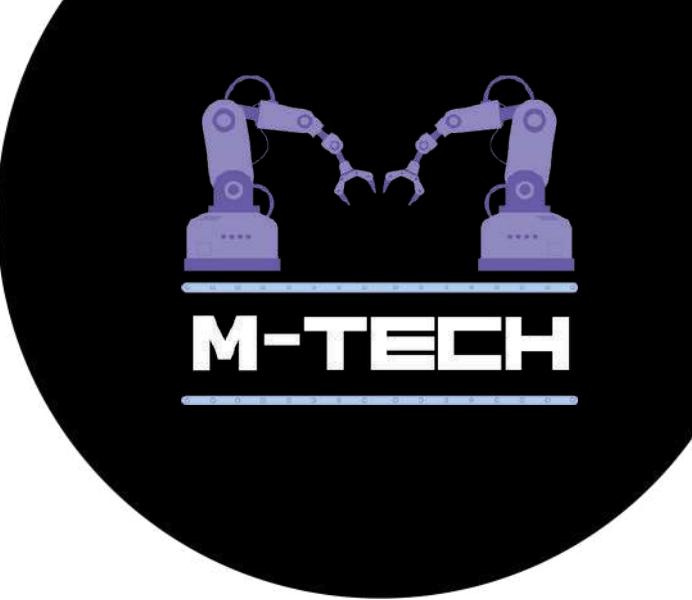
MTECH Sumo Autonomous

+100

of
participating
teams



- 1st place: "Golden Warriors"
*Alfonso Sierra Partida General Secondary School
Municipality: Salamanca, Guanajuato.*
- 2nd place: "Robotech"
*Technical Industrial Secondary School No. 60
Municipality: Irapuato, Guanajuato.*
- 3rd place: "Bumblebee Master"
*Hilario Medina General Secondary School No. 10,
Municipality of León, Guanajuato.*



M-Tech Innovations



1st place "Cubritech"

College of Scientific and Technological Studies of the State of Guanajuato (CECYTEG) Municipality: Valle de Santiago, Guanajuato.

2nd place "Equipment"

College of Scientific and Technological Studies of the State of Guanajuato (CECYTEG) Municipality: Comonfort, Guanajuato.

3rd place "Nobaa"

College of Scientific and Technological Studies of the State of Guanajuato, Irapuato Campus Municipality: Irapuato, Guanajuato.

M-TECH ENGINEERING



1st place "Safety Sentinel"
Technological University of León
Municipality: León, Guanajuato.

2nd place "Diego"
Abasolo Institute of Technology Municipality: Abasolo,
Guanajuato.

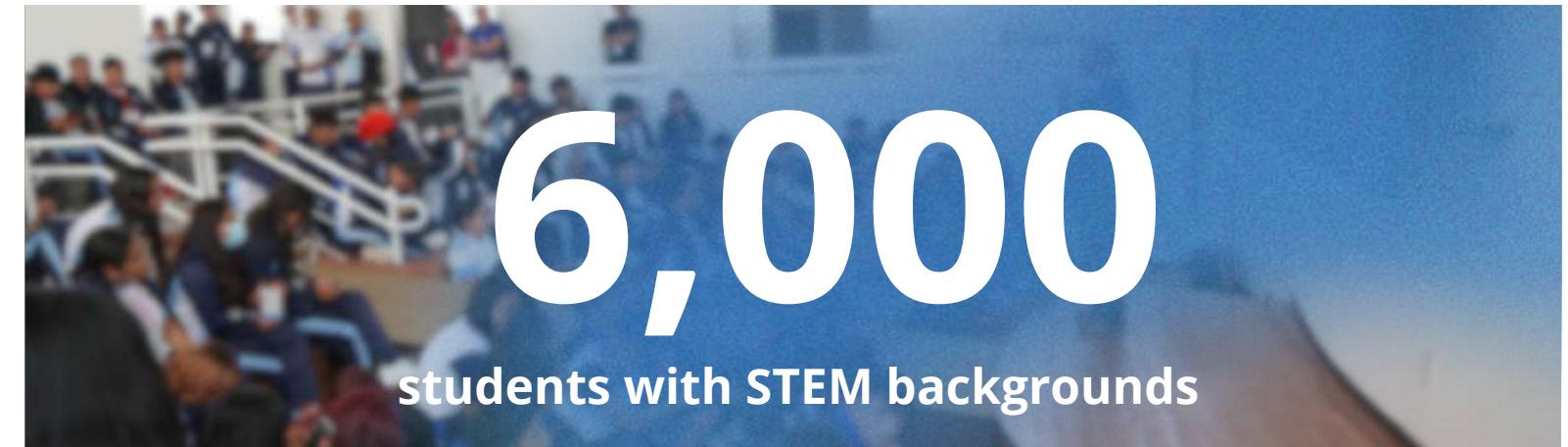
3rd place "Ecoalerta"

- Southwest University of the Municipality of Santiago:
Santiago Valley, Guanajuato.

FUTURISTIC INTELLECTS



In collaboration with the Explora Science Center, we conducted the fifth edition of the Industrial Transformation Mexico educational chapter. This year, the program took place at the Explora headquarters and featured a variety of activities, including workshops, seminars, conferences, interactive tours, activations, and prototype exhibitions.



We also showcased the Velaria venue, which hosted the international WER Mexico and Worldskills competitions, in addition to the national competition for the 4th Electromobility Summit.



3 Days of activities



52 Strategic partners



60 Speakers

15 Conferences

13 Seminars

26 Workshops

30 Prototypes

9 Activations

MEDIA COVERAGE

748

mentions in print, digital (radio & TV), electronic media, and social networks about ITM 2024

\$152,650,000

Estimated value of media coverage at ITM 2024 in Mexican pesos (MXN)

251

Number of print, digital, or electronic media outlets that disseminated information regarding ITM 2024

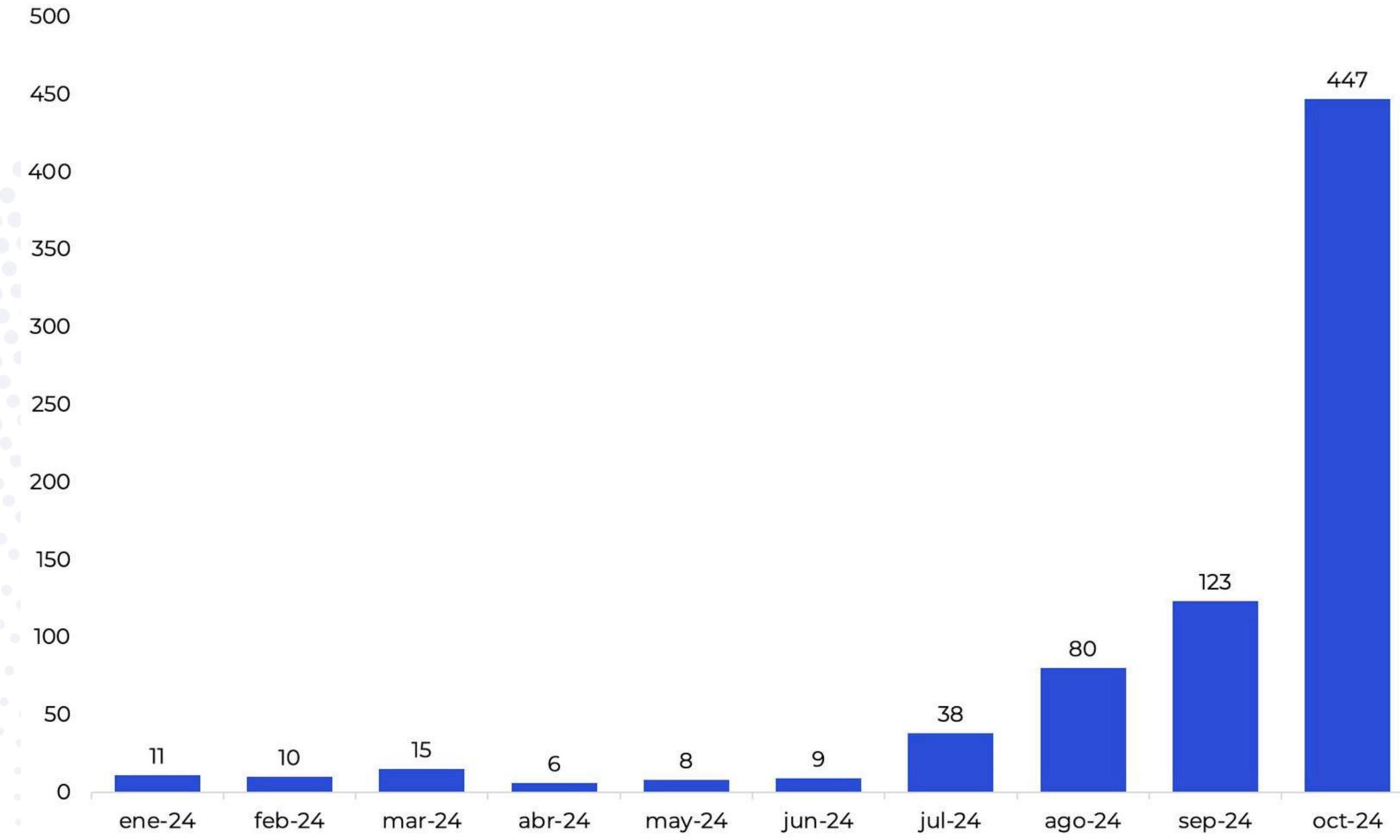
700

(print, digital, or electronic) published information on ITM 2024

9

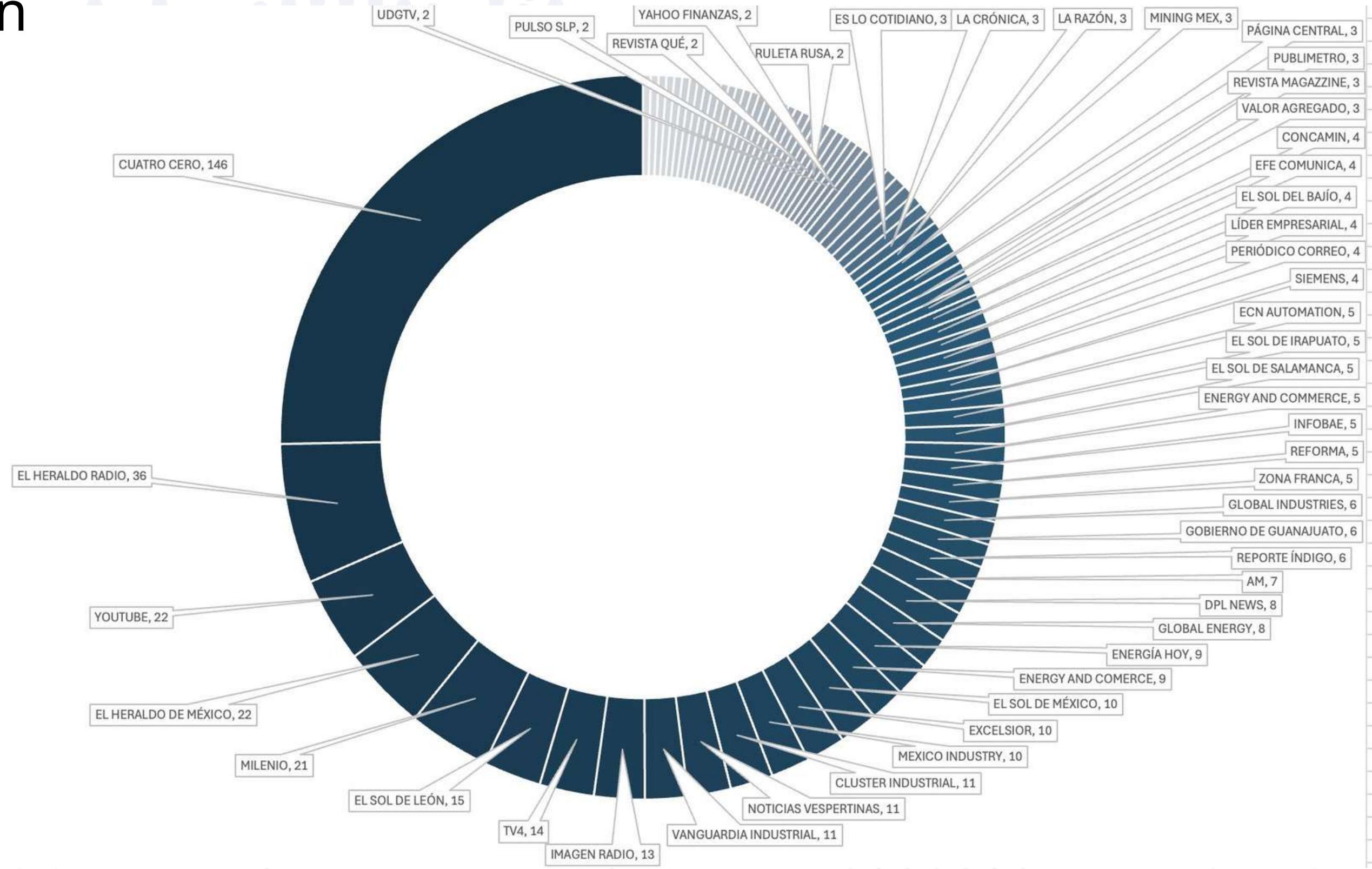
Features in national or local newspapers or magazines

MENTIONS PER MONTH

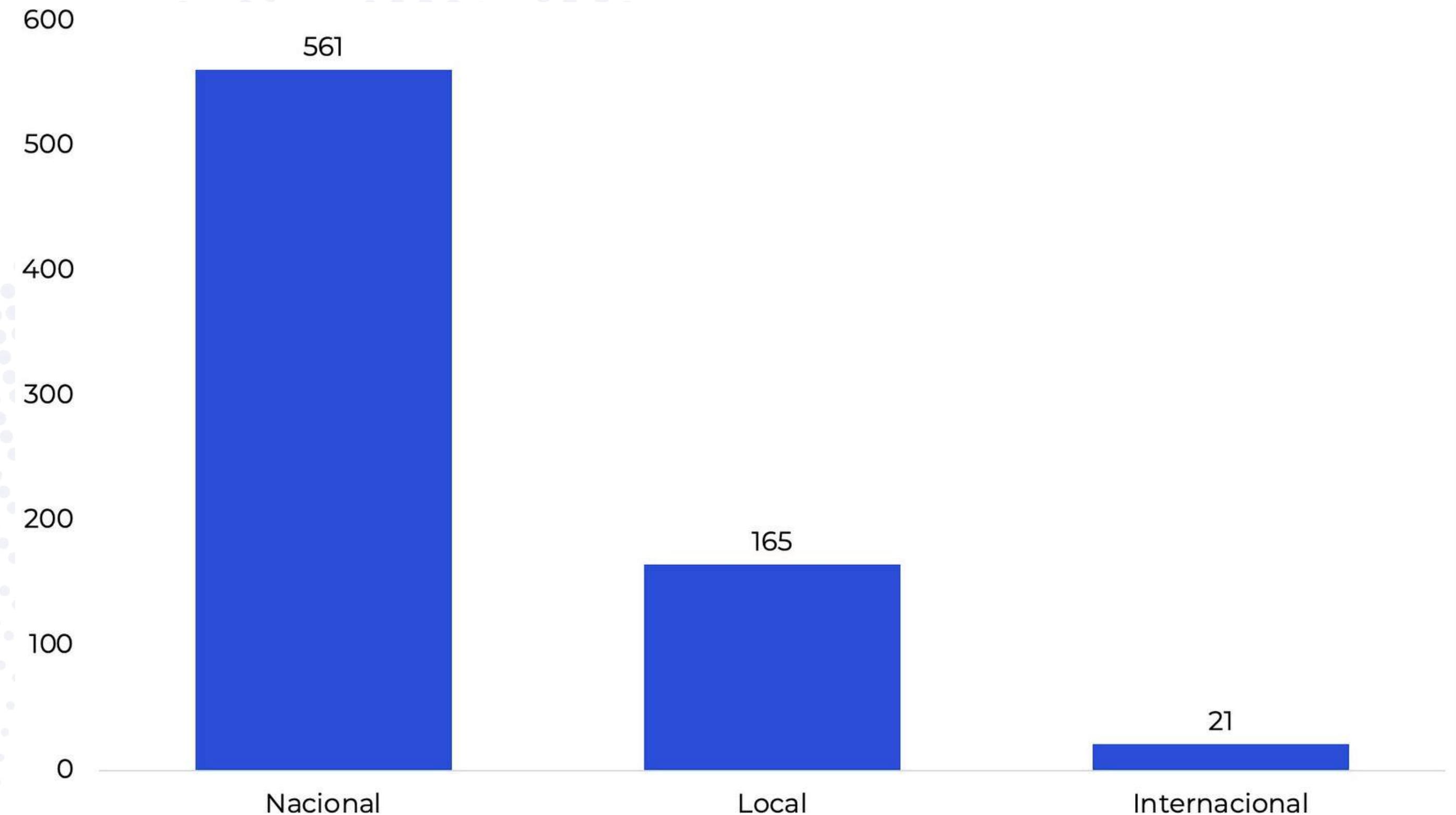


MENTIONS PER MONTH

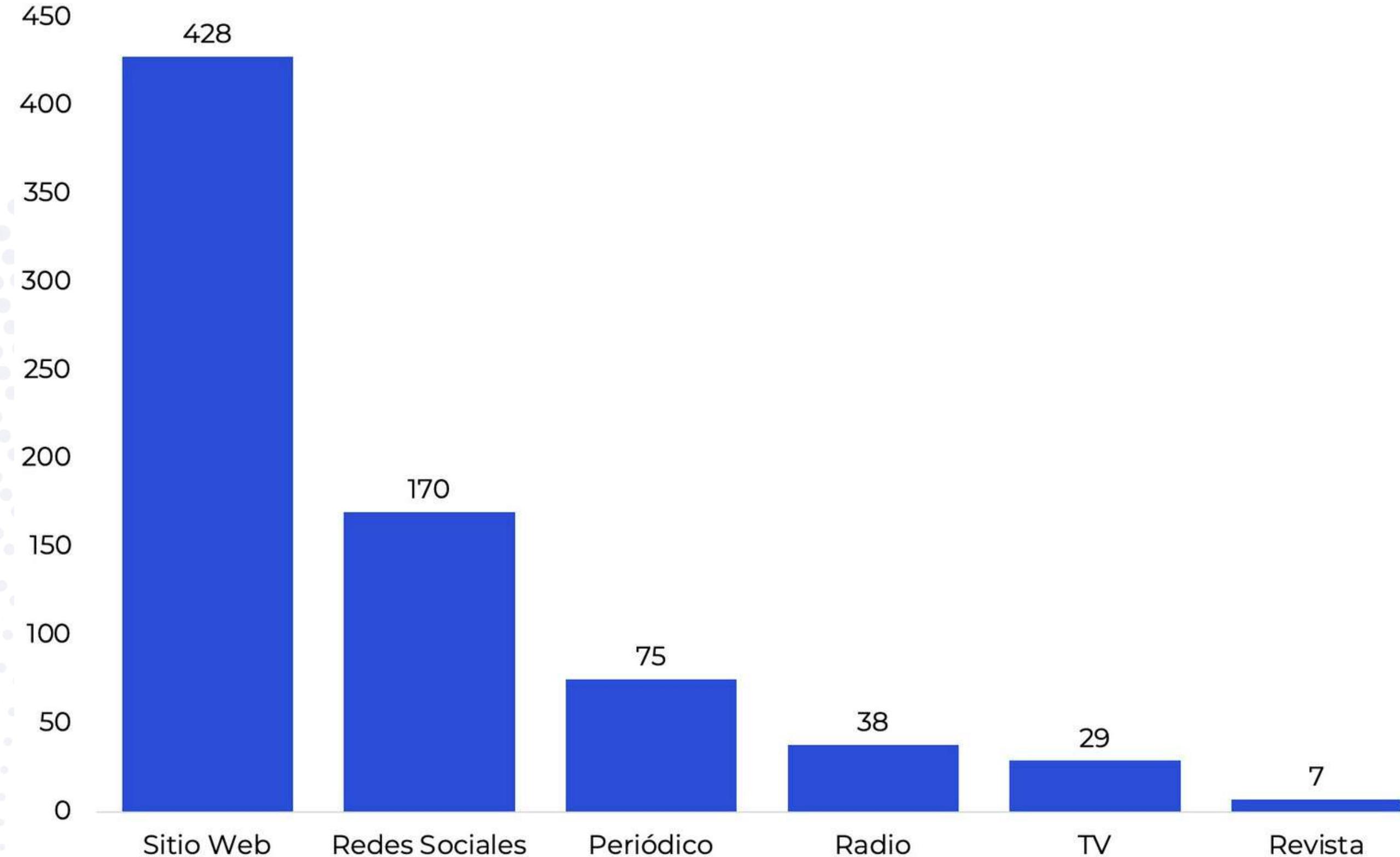
Proportion



MENTIONS BY MEDIUM CIRCULATION



MENTIONS BY CATEGORY OF MEDIA



MEDIA COVERAGE

MILENIO®

Industrial Transformation México reunirá más de 20 mil visitantes y 275 expositores en León

Este evento de tecnología industrial que llegó a México en 2019 promoverá el desarrollo de capacidades de innovación científica e inversión tecnológica.



publimetro®

Se sumergen 5 mil estudiantes guanajuatenses en la Industria 4.0

Con competencias, talleres y conferencias, el evento se consolidó como un referente en la formación de los futuros profesionales de la industria



Forbes

Feria industrial ITM prioriza que México tenga transición verde, digital e inclusiva



EL ECONOMISTA 35 años

Inicia la Industrial Transformation México 2024 en Guanajuato

La ITM 2024 reúne a 275 empresas de más de 30 países y espera recibir a más de 20,000 visitantes.



REPORTE Indigo

Guanajuato se convierte una vez más en el epicentro de la Industria 4.0: Libia Dennise

La gobernadora inaugura la Industrial Transformation México 2024, la feria más importante de la Industria 4.0



EL HERALDO DE MÉXICO

COLUMNA INVITADA
Siemens presente en ITM 2024

Este año, en Siemens nos encontramos en plena celebración por el 130 aniversario de presencia en México



MEDIA COVERAGE

MILENIO[®]

DIARIO[®]

LEÓN
Periodismo con carácter

MIÉRCOLES 9 DE OCTUBRE DE 2023
S10.00 - AÑO 17 - NÚMERO 5653
www.milenio.com



Denise Maerker
"En apenas una semana,
sus habilidades puestas
a dura prueba" P. 16



David Razú
"Los inversionistas,
escépticos con criterios
ambientales" P. 20



Sophia Huett
"Lo bueno y esperanzador
de la estrategia de
seguridad federal" P. 9

Estrategia. Implementan un modelo de atención integral a los delitos de alto impacto con acciones preventivas y coordinación institucional; el principal objetivo es la disminución de los homicidios dolosos

Estado y Federación cierran filas en combate al crimen

EQUIPO MILENIO, LEÓN

Tras la presentación del Plan Nacional de Seguridad por parte de la Presidenta Claudia Sheinbaum, la gobernadora de Guanajuato, Lilia García, se reunió con el secretario de Seguridad, Omar García, en donde se acordó establecer el despliegue coordinado y con presencia operativa estatal y federal en la entidad, mediante estrategia basada en inteligencia e investigación para dar resultados. "El objetivo es generar un trabajo coordinado de presencia en el estado", cuyo objetivo es disminuir la incidencia delictiva, explicó la mandataria. PAGOS 3

Respalda iniciativa
Empresarios consideran
vital el plazo anticrimen
JUAN PABLO HERNÁNDEZ PAGOS 3

Decomiso de drogas

Policía de León asegura
191 mil dosis en 9 meses
ALEJANDRA RIVERA PAGOS 3



Industria inclusiva. Arranca semana de la Hannover Messe

Guanajuato seguirá siendo líder de las diferentes industrias, y la apuesta es a la tecnología e innovación, en beneficio de la gente de nuestro estado, aseguró la gobernadora Lilia Dennise García al participar en la Noche de Industriales, donde pidió que pasara a llamarse la Noche de la Industria en la búsqueda de incluir a las mujeres que también aportan su liderazgo y talento. ESPECIAL PAGOS 3



Aqua. Invierte Sapal 3,500 mdp
en infraestructura hidráulica

**Se ubica en Guadalajara
la mayor fábrica de chips
para inteligencia artificial**

KATHRYN HILLIE, TAÍFES
El fabricante de electrónicos Foxconn construye en Guadalajara la planta más grande del mundo que produce los servidores de inteligencia artificial más avanzados de Nvidia, los Blackwell GB200, en una clara ilustración de cómo las cadenas globales de suministro de tecnologías se están desvinculando poco a poco de China. PAGOS 19 Y 21

Fuera de la norma, 40% de anexos; van por regularización

ALFREDO RIVERA, LEÓN
El gobierno del estado mantiene la disposición de trabajar a favor de blindar la seguridad, ya que los anexos necesitan por lo que apoyaría la regularización de los mismos, dijo Nicolás Pérez Ponce, presidente de Centros de Rehabilitación Unidos del Bajío, tras reunirse con el secretario de Gobierno, Jorge Jiménez. PAGOS 4

Vuelven los campamentos al FIG 2024

KATHRYN HILLIE, TAÍFES
La Dirección de Turismo habilitará alrededor de 800 espacios para los visitantes al festival
REDACCIÓN PAGOS 4

Coloca Libia primera piedra del CEDIS de Walmart en Silao

El complejo se desarrollará en 9.5 hectáreas de superficie construida dentro de 95 hectáreas de terreno, la inversión será de 548 mdd, el que se destinará a tecnología e innovación para crear así el primer CEDIS totalmente automatizado del país. (JUAN CARLOS ROMERO)

PAGOS 4



Hoy inicia Ale su segundo trienio al frente de León

Hoy jueves la alcaldesa comienza su segundo periodo 2024-2027, como presidenta municipal de León, es en este periodo donde se espera que varias obras terminen su primera etapa, algunas otras tal vez concluyan. (CAROLINA MUÑOZ)

PAGOS 2



Arranca la ITM 2024

PAGOS 5

Priorizan a Celaya, León y Salamanca

Empresariado muestra agrado respecto de las reuniones sostenidas entre el estado y la federación

JUDITH PADILLA SOSA

Lilia García Muñoz Ledo, gobernadora de Guanajuato, señaló que se acordó en la reunión con la secretaria de Seguridad Ciudadana federal, que encabeza Omar García Harfuch, trabajo de manera operativa en una estrategia focalizada.

Mencionó que las reuniones existen plena confianza y compromiso entre la parte de la Secretaría de Gobernación y la parte de la Secretaría de Seguridad Ciudadana.

Compartió que de entrada se verá un despliegue operativo distinto en el que participa el estado, la federación a través de las fuerzas tanto la Secretaría de Seguridad como la Guardia Nacional y la Sedena.

PAGOS 3



Se manifestaron contra la reforma al Poder Judicial

PAGOS 4



Cónsul de Japón deja Guanajuato

El cónsul de Japón en León, Katsushi Igarashi, lo ha hecho oficial su despido de Guanajuato. Fue en la inauguración de la ITM, donde habló al respecto, recordando su tiempo como un importante vínculo entre la Capital del Catorce y la tierra del sol naciente. Fue en su función de cónsul que realizó su último día oficial. Su despido llegó alrededor del 1 de octubre.

EL UNIVERSAL

EL

TESTIMONIALS 2024 | EXHIBITORS



"At ITM 2024, we welcomed a substantial number of visitors. The experience was remarkable, with over 100 attendees engaging in discussions on a variety of topics, including Machine Learning, Artificial Intelligence, Edge Computing, Cybersecurity, and, notably, the construction of the 4.0 model and the identification of the necessary functionalities and capabilities to realize it. We actively engaged with both academic and business sectors, including CEOs and CTOs—an invaluable experience."

Francisco Bolaños, Director of Business Development at Río Bravo Systems Mexico



My experience at ITM was exceptional. It genuinely surpassed my expectations. I arrived with the objective of initiating market expansion in Mexico, a task that has proven quite challenging for me. Despite residing here for a decade, we had not established a market or effectively reached clients as we have now. At ITM, we successfully connected and established relationships with potential clients, and we engaged in tangible projects, to the extent that I had to travel and will need to postpone and cancel those commitments to focus on the outcomes achieved at this remarkable conference.

- Luis Castro, President of the PCE in Bajío



"We are extremely pleased with the excellent results we achieved. This year was distinct; we observed a significant interest from numerous entrepreneurs and buyers in our products."

Diego Martínez, Chief Executive Officer of Masterfans Mexico



"We were pleasantly surprised by the visits from several prospective industrial clients we have hosted. There has been considerable traffic; we hope that next year's event will be equally successful, if not more so, than this one."

Antonio García, Commercial Manager at Dyce.

TESTIMONIALS 2024 | GUESTS



"ITM is as competitive as comparable Japanese trade shows; I believe Mexican technology is gaining prominence. This is a significant point for me. I also observed some unexpected developments, which is quite positive."

Shuhei Sugai, Chief Executive Officer of Kurota Mexico.



"What insights did I gain from this expo? It was a remarkable experience to hear from leads and clients who appreciate our role in facilitating this transformation. We are integral to their digital transformation, which aligns with the objectives of the expo."

Javier Rojas, Director of CRONOS.



"It has been a gratifying experience. I consider it essential to establish connections with China and Korea at this time; it is a component of diversification. This fair plays a crucial role in our business generation—encompassing small, medium, and large enterprises—creating a platform for mutual benefit. The emphasis is on the industry and the necessity to persist in advancing and evolving the industry in Mexico."

Roberto Rosales, Lead Process Manufacturing Engineer at Ford Motor Company



"I appreciate the application of sustainable technology and the engagement of youth. It is crucial to embrace these new concepts and persist in innovating with the active involvement of young individuals."

Paola Vázquez, Deputy Director at EXCINN Consulting.



mobility[®]
of the future
AMERICAS'
2025

HANNOVER
MESSE
a
event

Industrial
Transformation
MEXICO[®]

SEE YOU IN

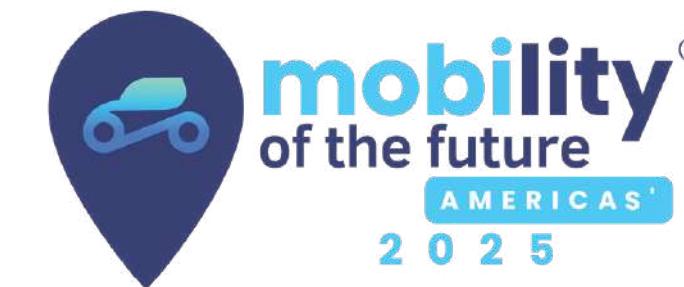
November 11th - 13th, 2025
Centro Citibanamex



2025 floorplan

a
HANNOVER
MESSE
event

Industrial Transformation
MEXICO®



- AUTOMATIZACIÓN, ROBOTIZACIÓN Y TRANSMISIÓN DE PODER /
AUTOMATION, ROBOTIZATION AND MOTION
- FÁBRICA DIGITAL / DIGITAL FACTORY
- MANUFACTURA ADITIVA / ADDITIVE MANUFACTURING
- ÁREA DE STARTUPS / STARTUPS AREA
- INSTITUTOS DE INVESTIGACIÓN / RESEARCH INSTITUTIONS
- AMERICAS' MOBILITY OF THE FUTURE