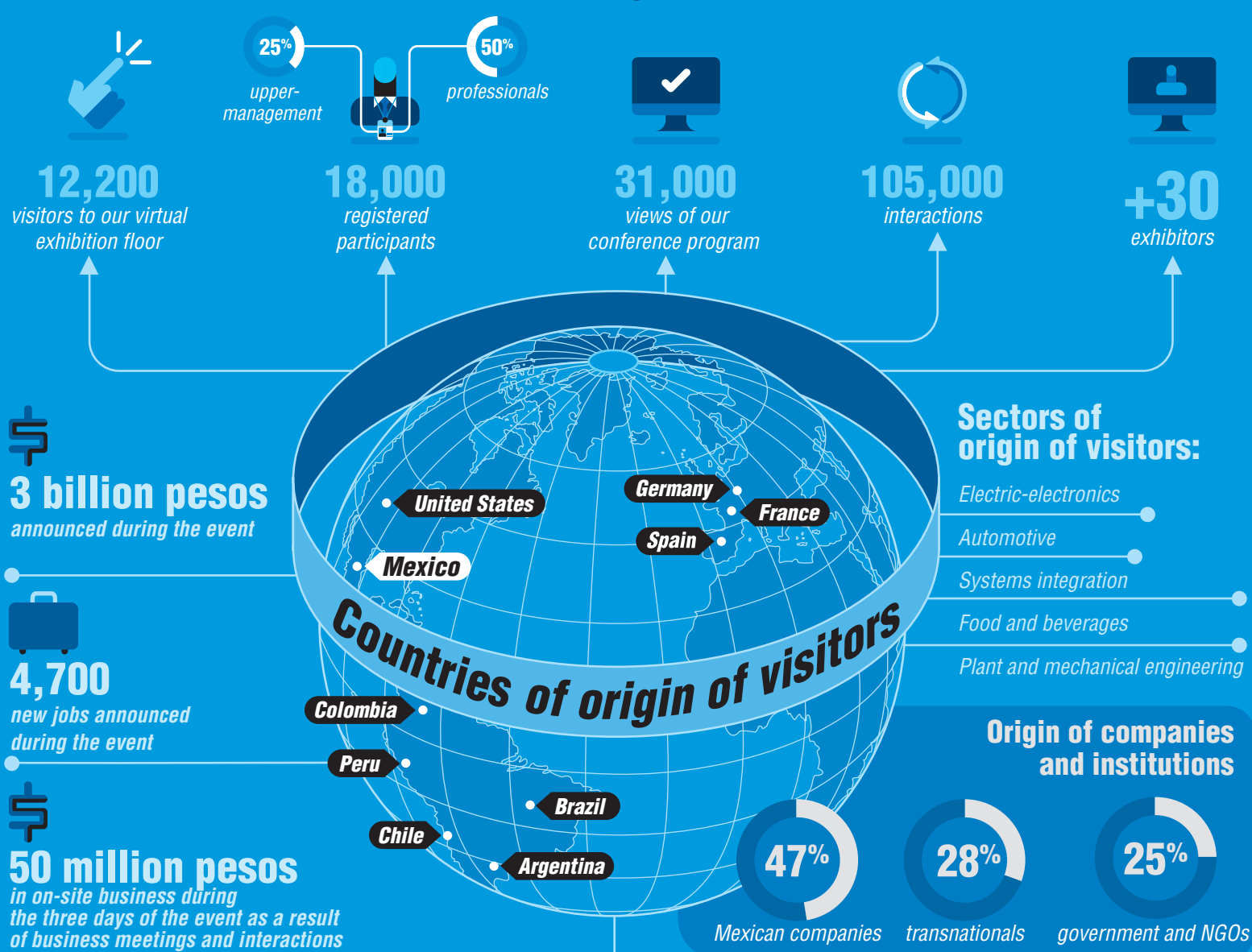


## Making History All Over Again!

THE BEST HANNOVER MESSE EVENT OF 2020

On October 28-30, 2020, we reported:



### 5 main industries of interest



Automation, robotics and power transmission



Energy solutions



Digital factory



Machining and tooling



Smart logistics



### More than 70 conferences and 200 high-level speakers, including:

- Andrés Manuel López Obrador Mexican President
- 3 Mexican secretaries of state
- 2 French ministers
- 3 ambassadors
- 14 governors



### 31,000 views of the conference program, which was divided into four categories:

- Industrial Transformation México (ITM)
- Annual Industrialists' Meeting (RAI)
- Futuristic Minds
- Press room



### Most-viewed conferences:

- Siemens Keynote Conference: Technology, People and Mentality: Transforming How Industry Works
- Schneider Electric Keynote Conference: The Next Industrial Generation
- Industry 4.0 and E-commerce: Logistics Challenges of the New Reality
- Energy Efficiency and Energy Management and Monitoring Systems
- 2020: The Year We Woke up to Digital Transformation

### 3 MEXICAN START-UPS won the New Realities MAKERS FOR GOOD Makeathon at #ITM 2020



★ **Thermy**  
Mexico City

**Test to detect breast cancer**

- ★ Jan Andrei Merino
- ★ Enrique Hernández



● **EcoScience Lab**  
GTO

**Biological solutions for industrial carbon**

- Nicolás Angeles
- Lizbet Gutiérrez
- Daniel Lira



● **Kano & Co.**  
Mexico City

**Versatile furniture for the "new normality"**

- Rodrigo Kano
- Efraín Cano



The first platform designed to get more young people interested in careers in science, technology, engineering and mathematics.



ITM is essential to Guanajuato as a vehicle for: establishing the state as the center of Industry 4.0 in Mexico and Latin America, ensuring our entrepreneurs remain at the forefront of industry, consolidating an economic and social development ecosystem based on innovation, research and entrepreneurship, including our young people in this industrial revolution, facilitating the transition from manufacturing to "mindfacturing", establishing us as leaders in innovation, promoting our industrial clusters, among other aspects.

**Diego Sinhue Rodríguez Vallejo**  
Guanajuato State Governor



While lower than that of 2019, the first year of the fair in Mexico, the figure for on-site business—50 million pesos—is an admirable achievement because it is the result of an unprecedented exercise in the organization, for the first time in history, of a 100% virtual exhibition of technology and machinery. The other option was to do nothing, but we did not even consider that an option.

**Francisco Cervantes Díaz**  
CONCAMIN President



ITM 2020, our Hannover Messe event in Latin America, exceeded our expectations once again this year and now ranks among the most successful platforms in our entire portfolio of virtual events.

**Jochen Köckler**  
Chairman of the Deutsche Messe Board

Join us for the next edition of Industrial Transformation México

on October 6-8, 2021 in León, Guanajuato,

SO WE CAN CONTINUE MAKING HISTORY TOGETHER!

[www.industrialtransformation.mx](http://www.industrialtransformation.mx)