

# #ITM2022



# Results Report

# INDUSTRY NIGHT



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



Industrialists, exhibitors, academics, media representatives and politicians

*Prominent attendees included the Governor of Guanajuato, Diego Sinhue Rodríguez 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.*



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event  
MEXICO

# 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

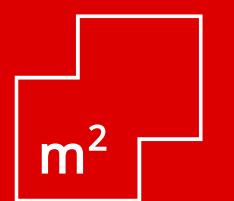
+ 200

Exhibitors from Mexico and  
ten other countries



\$633

million pesos *in on-site business*

 12,000m<sup>2</sup>

of exhibition space

2  
International  
pavilions



\$90

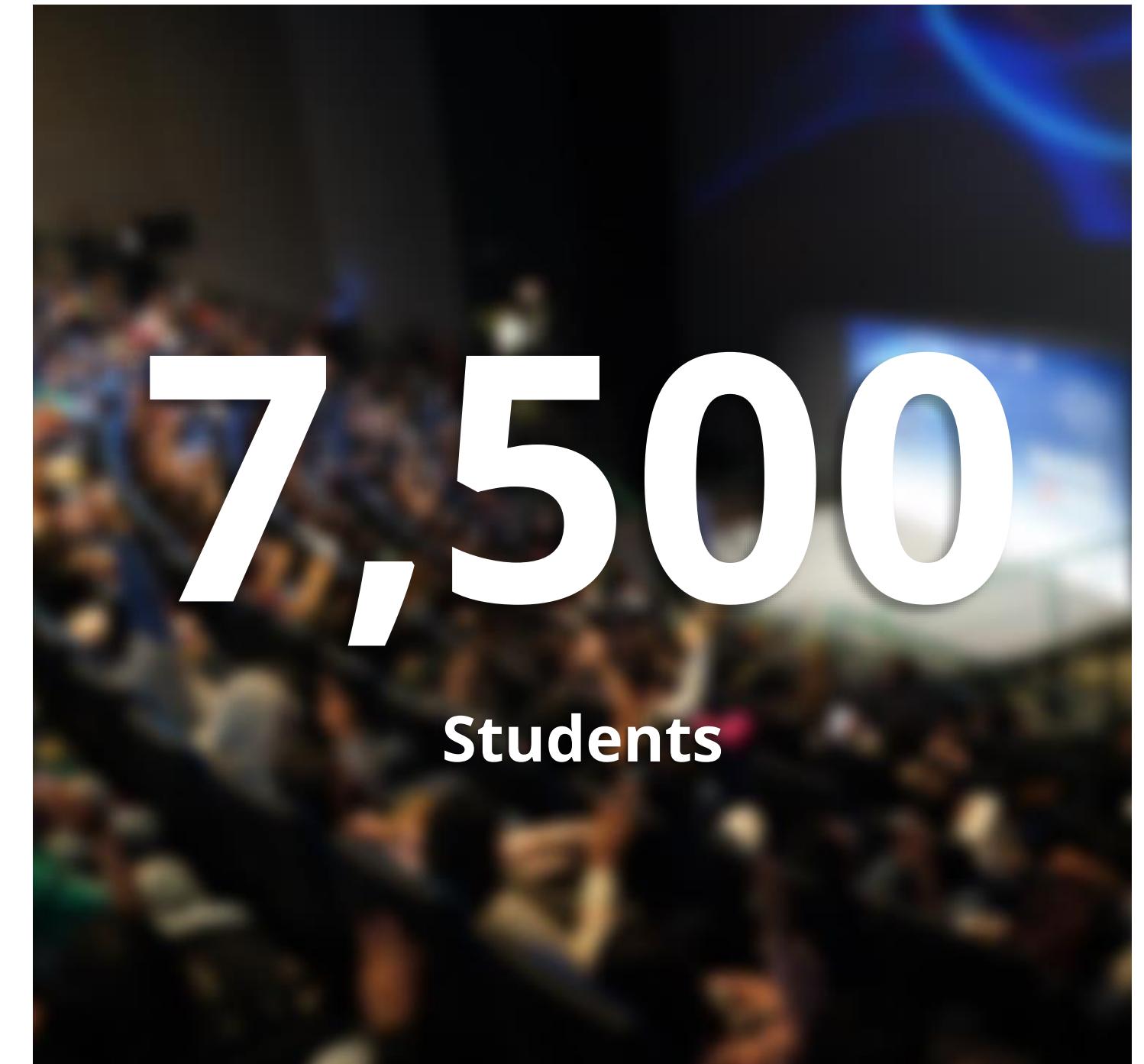
million pesos *in estimated revenues for León related to ITM and RAI 2022*

# OUR VISITORS



**15,000**

Professional buyers



**7,500**

Students



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# 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*

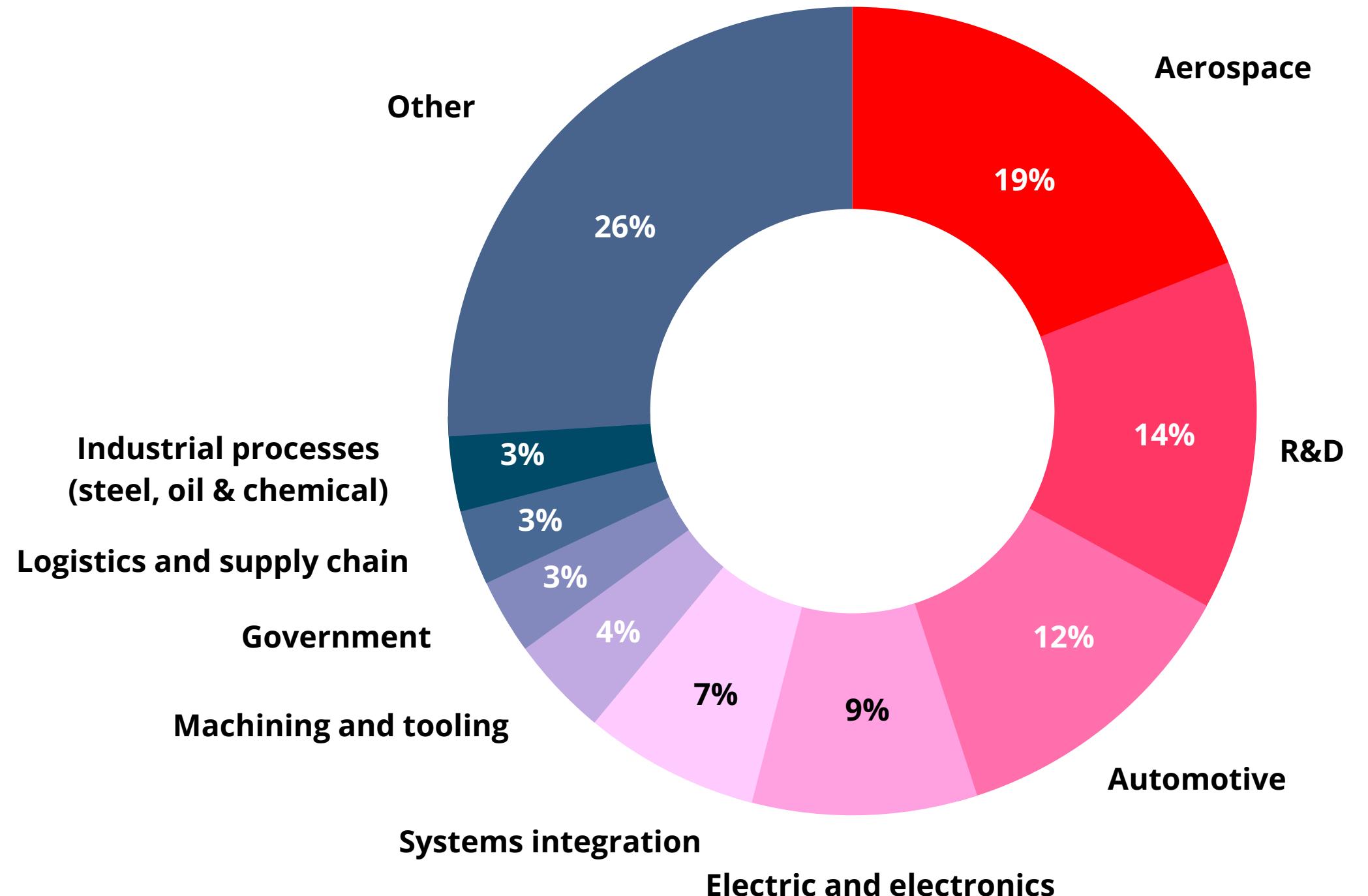


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# BREAKDOWN OF VISITORS BY INDUSTRY



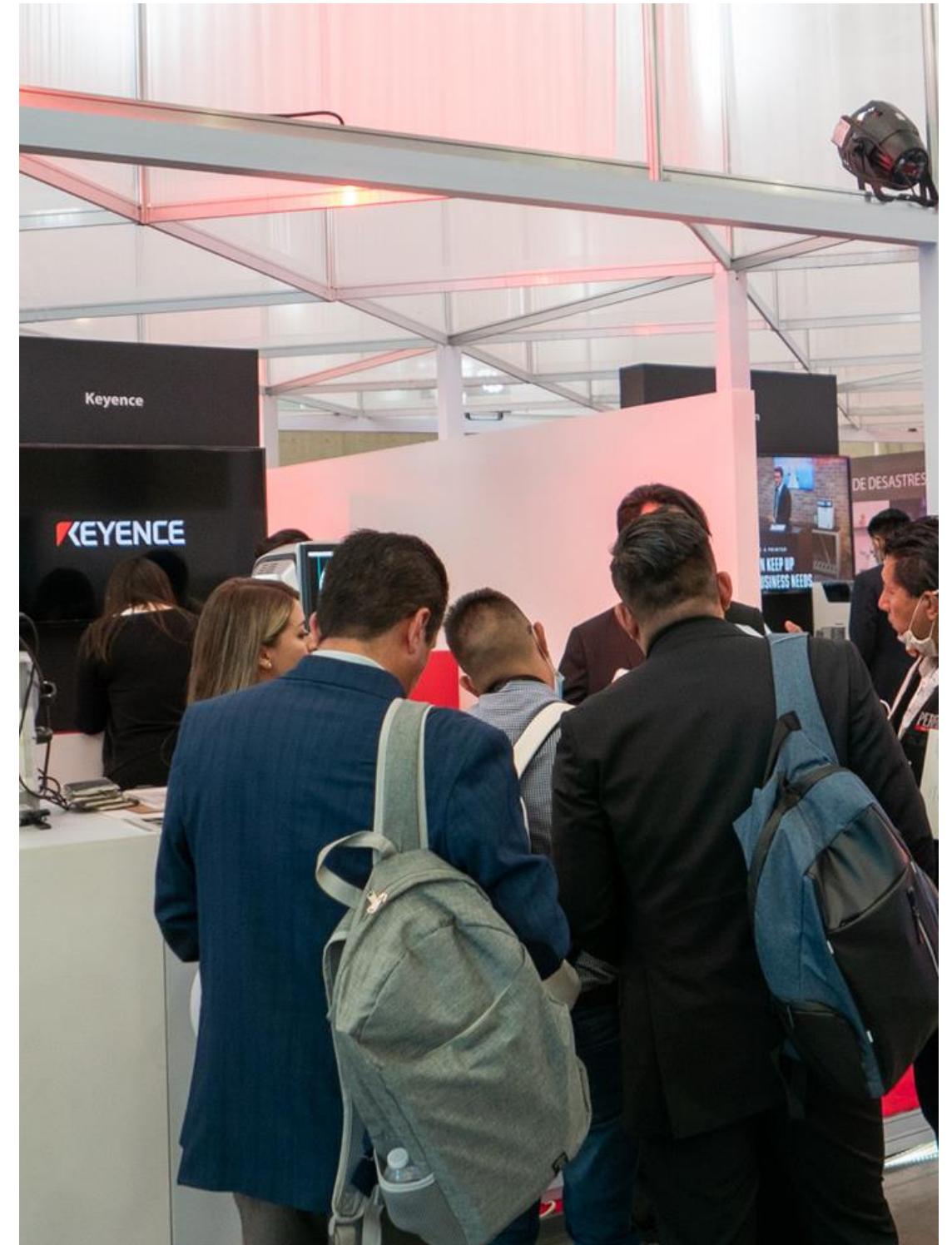
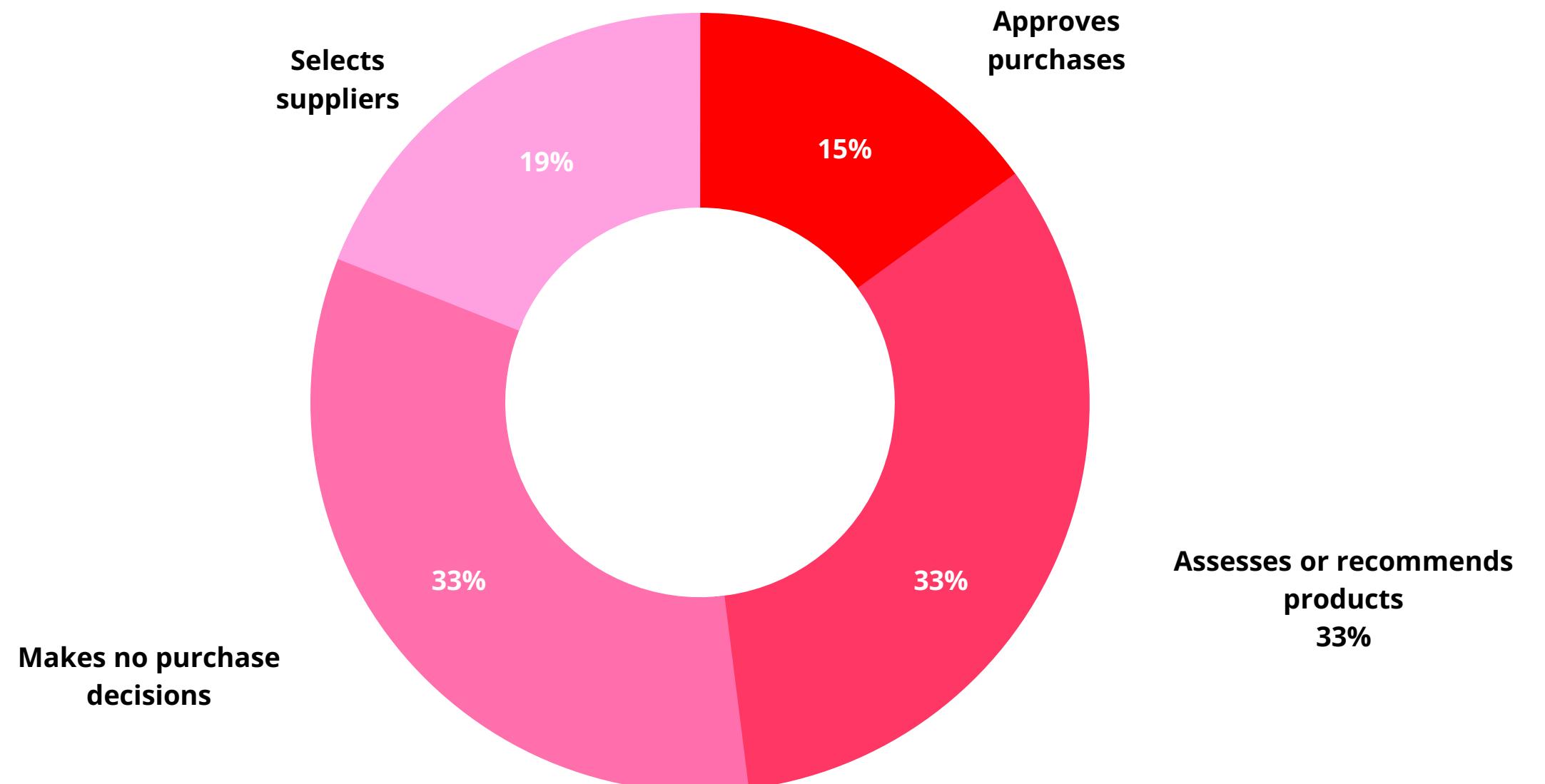
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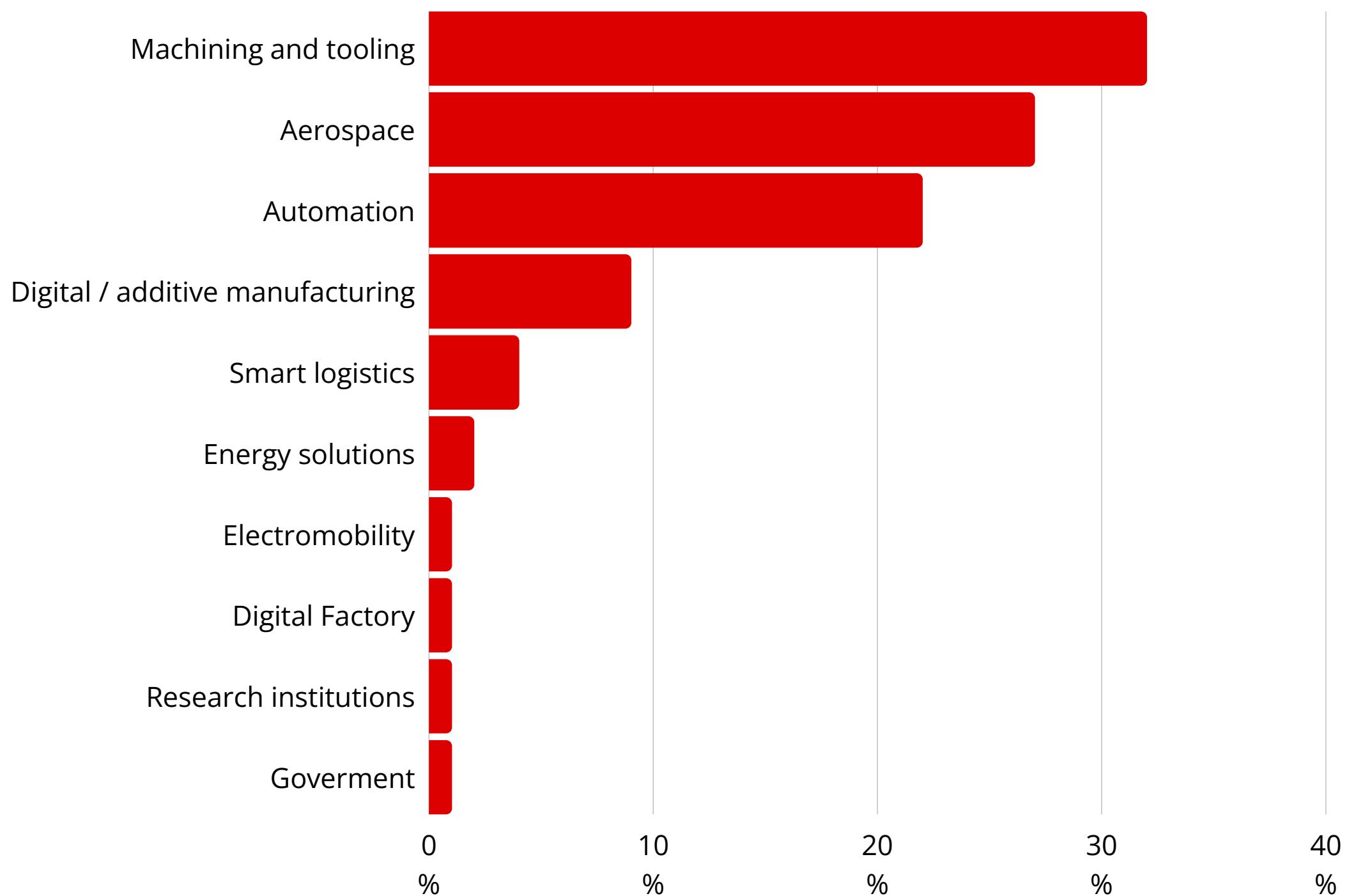
HANNOVER  
MESSE  
event



# DECISION-MAKERS



# PRODUCTS OF INTEREST



# 2022 ANNUAL INDUSTRIALISTS MEETING

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.



**1,000**

**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).

# AEROSPACE SUMMIT 4.0



Halcón 1- Made in Guanajuato

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.



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# CONFERENCE PROGRAM



114

Conferences

213

Speakers

# ITMUJERES

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.



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# FUTURISTIC MINDS



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

# STORM SCIENCE FOR INNOVATION-CINVESTAV PROJECT



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

# PACIFIC ALLIANCE SUSTAINABLE DEVELOPMENT SUMMIT

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).



# AMBASSADORS' FORUM

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

# STARTUP PITCH

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.”



# ZUKUNFT AWARDS

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.



2

Panelists  
(1 from Universal Robots  
and 1 from EUCHNER)

50

Participants

# 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.



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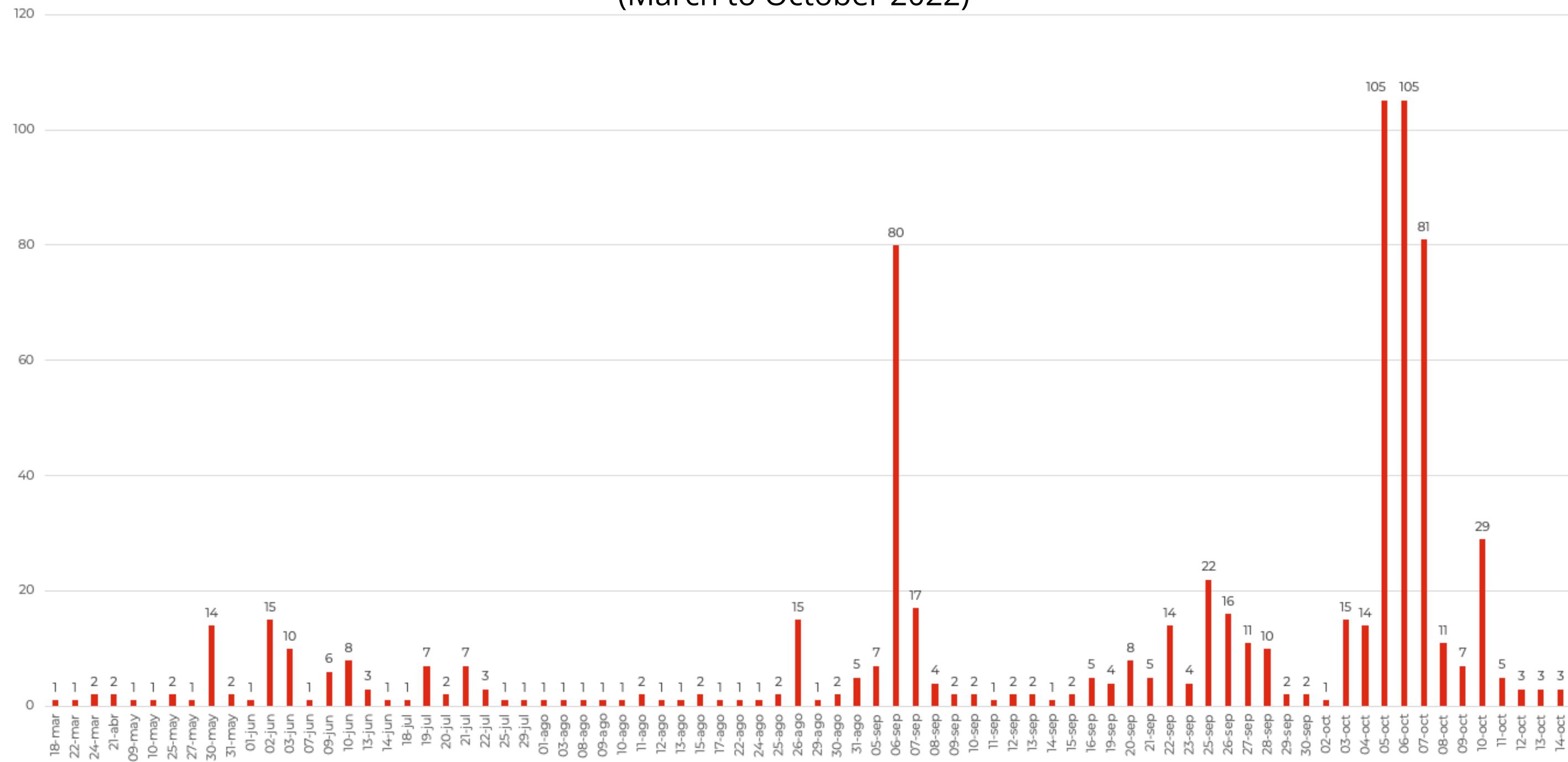
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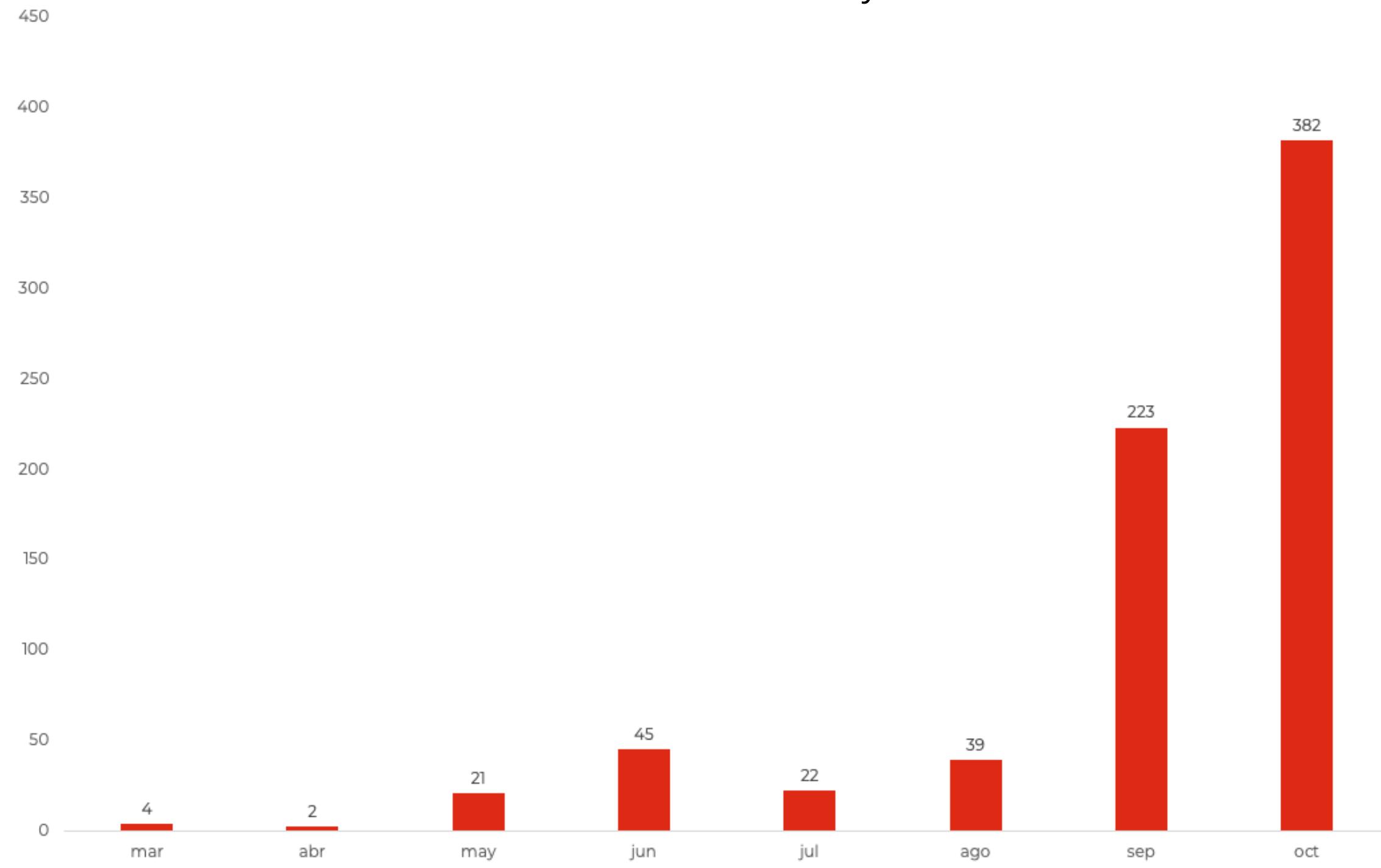
# MEDIA COVERAGE

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



# MEDIA COVERAGE

Mentions about ITM 2022 by month



# MEDIA COVERAGE

**MILENIO<sup>®</sup>**

DIARIO<sup>®</sup>  
Periodicos con carácter  
REVISTA DE OCTUBRE DE 2022  
EDICIÓN AÑO 11 - NÚMERO 1028  
[www.milenio.com](http://www.milenio.com)

Jorge Zepeda Patterson  
"Algo debe decirnos que gobernadores de todo tipo pidan al Ejército" [Pág. 10](#)

Karla I. Quintana  
"Apozinares es claudicación colectiva que agudiza la crisis" [Pág. 10](#)

Agustín Basave  
"Gerardo Martínez, el desmotivador que agudiza la crisis" [Pág. 10](#)

**Entrevista.** Jochen Köckler, CEO de la empresa, destacó la conectividad, el desarrollo industrial y la infraestructura para la organización de exposiciones de alto nivel en la entidad [www.milenio.com.mx/edicion](#)

**Deutsche Messe: Guanajuato es competitivo e ideal para invertir**





**Clausuran por un conflicto el Callejón del Beso**  
ANA REYES/EL GLOBO  
El municipio cobró deuda histórica y regresó el clausurado Callejón del Beso.

**Comenzó y terminó en un cochinito**  
ANA REYES/EL GLOBO  
La inauguración se realizó para darle continuidad a la restauración de los míticos sitios.

**Durante la inauguración de la feria en Pachuca, el gobernador felicitó a los organizadores de la Feria de Pachuca.**



Celaya estará presente en la Hannover Messe

La Hannover Fairs México y BIX Aeroespacial iniciarán hoy en la ciudad de León, Celaya será el único municipio del estado que tendrá participación como la ciudad donde se fabricó el primer avión mexicano, el Halcon II, en el evento tendrá su pabellón exclusivo. Además, el director de Desarrollo Económico informó que el Colegio Atre comprará los primeros 10 aviones fabricados en Celaya, y podrían llegar a la ciudad cuatro empresas más de la industria aeroespacial. [Pág. 4](#)

**EL ECONOMISTA**  
Reporte Especial  
**Hannover Messe 2022** Industrial Transformation MEXICO

MIÉRCOLES 5 de octubre del 2022 • Ciudad de México

**Despegue de la industria aeronáutica en Guanajuato** PÁG. 04

ITM 2022. México con potencial para contribuir con las industrias del futuro. [Pág. 06](#)

Transformación digital. El metaverso es una opción para empujar las inversiones. [Pág. 10](#)

Equidad. Con igualdad de oportunidades se impulsa el desarrollo de las mujeres. [Pág. 15](#)

**Deutsche Messe** **GTO** [industrialtransformation.mx](http://industrialtransformation.mx)

**Negocios.** En la cuarta edición de Industrial Transformation Mexico esperan recibir la misma cantidad de visitantes que en 2019 cuando ascendieron a 30 mil; ampliarán el edificio sede en la ciudad

**Buscan que Hannover Messe recupere cifras prepandemia**

WENDOLINE ADAMÉZ La edición 2022 de la Hannover Messe México lanza como objetivo recuperar las cifras obtenidas en 2019 cuando con poco más de 30 mil visitantes se convirtió en el lanzamiento más prometedor de la Industrial Transformation Mexico (ITM), afirmó Bernd Rude, director general de Hannover Fairs México. "El 2019 durante el año de la pandemia, el presidente de nuestra competencia en ese momento lo calificó como mejor feria: también se realizó el año pasado que muestra que las ferias y eventos en 106 países organizando diferentes eventos", aseguró Rude. [Pág. 10](#)

Romería de la Raza Donarán lo recaudado para comprar aparatos auditivos [Pág. 10](#)

Esperan adopción Hay 150 niños en casas hogar en busca de familia [Pág. 10](#)



La ITM convoca a los líderes empresariales del país, donde participan los personajes más representativos de la vida económica

## INICIAN ITM 2022 Y REUNIÓN ANUAL DE INDUSTRIALES

# Guanajuato, oasis de la innovación en México

ISRAEL ALATORRE

León se convierte en capital hemisférica de la industria, innovación y producción sostenible

EN EL INICIO DE LA REUNIÓN ANUAL DE INDUSTRIALES QUE SE DESARROLLA EN LEÓN, EL GOBERNADOR DEL ESTADO

Diego Sinhue Rodríguez Vallejo declaró que el futuro es el metaverso y la innovación para un mayor uso de energías renovables.

"Guanajuato es el lugar ideal para que los empresarios discutan las mejores ideas, que refle-

jen y dialoguen sobre los retos que enfrentan en la actualidad por conseguir un país que ve el presente y que piensa en el futuro.

"Un espacio para identificar oportunidades y generar propuestas, y qué mejor lugar que estar en el punto de la innovación, por cuarto año consecutivo reclutando con entusiasmo la ITM, que es la

ITM. Señaló que Guanajuato es una de las principales regiones que impulsan la innovación y el cre-

\$12.00 Sábado 8 de octubre de 2022  
León, Guanajuato Año 42 Núm. 18031

**VISITA PRESIDENCIAL**  
Urge Diego a AMLO 'sí' a plan de agua

El presidente Andrés Manuel López Obrador visitó hoy en la enfermería de Salamanca, encabezada enrique el gobernador Diego Sinhue Rodríguez Avilés, para instalar el acuerdo y anunciar el plan hidráulico.

**am**  
LAS NOTICIAS COMO SON

**Despegue el Halcón 2**

**Despegue el Halcón 2**

**Valor**

**El Sol de Salamanca**

**Comienza la Industrial Transformation Mexico**

**YA HAY FECHA PARA LA EDICIÓN DE 2023**

**Concluye con éxito la ITM**

**EJÉRCITO PLANEA TOMAR EL CONTROL DE AEROMAR**

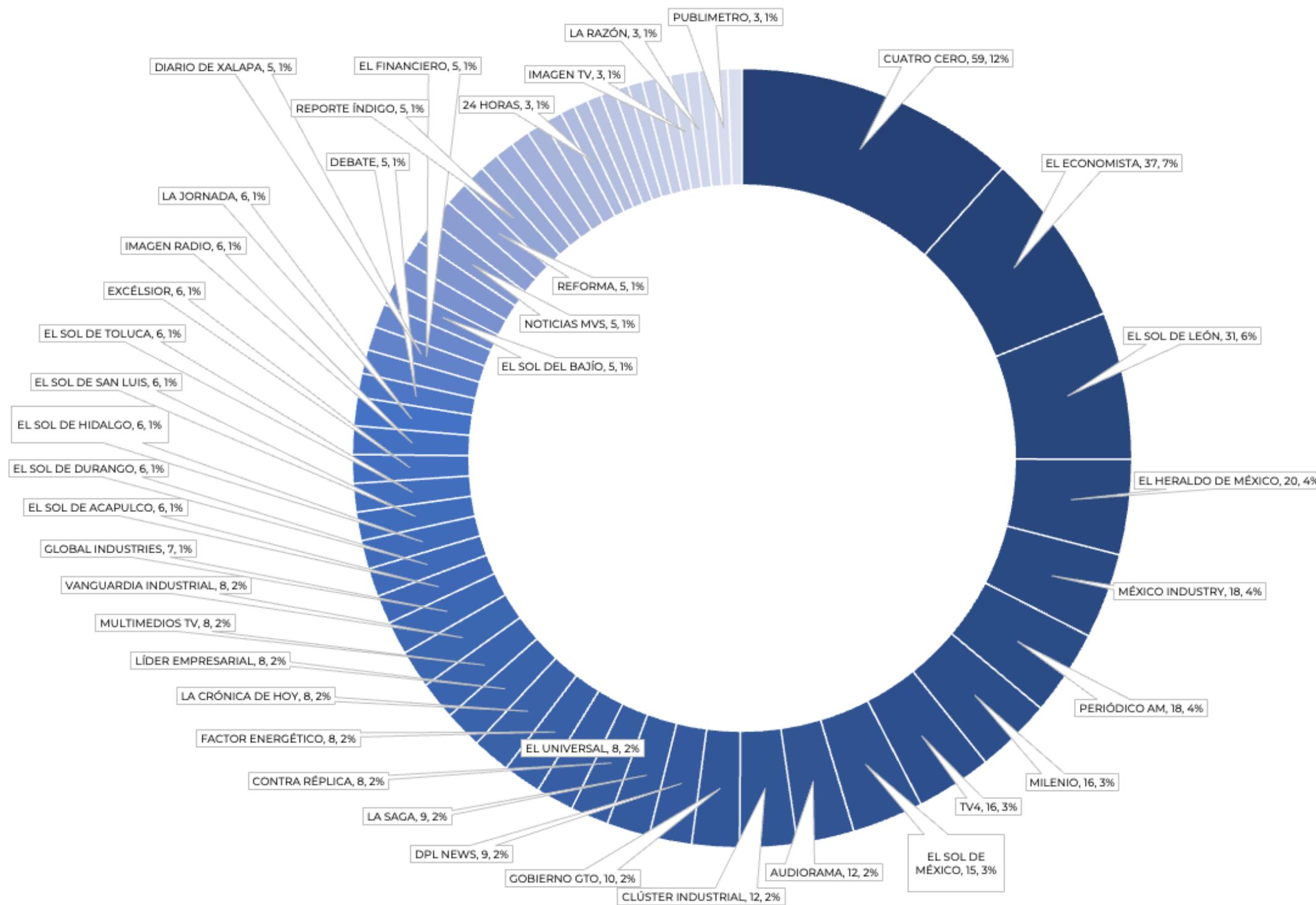
**EN ENERGÍAS RENOVABLES**

**HANNOVER MESSE**

Mentions of ITM 2022 by media outlets

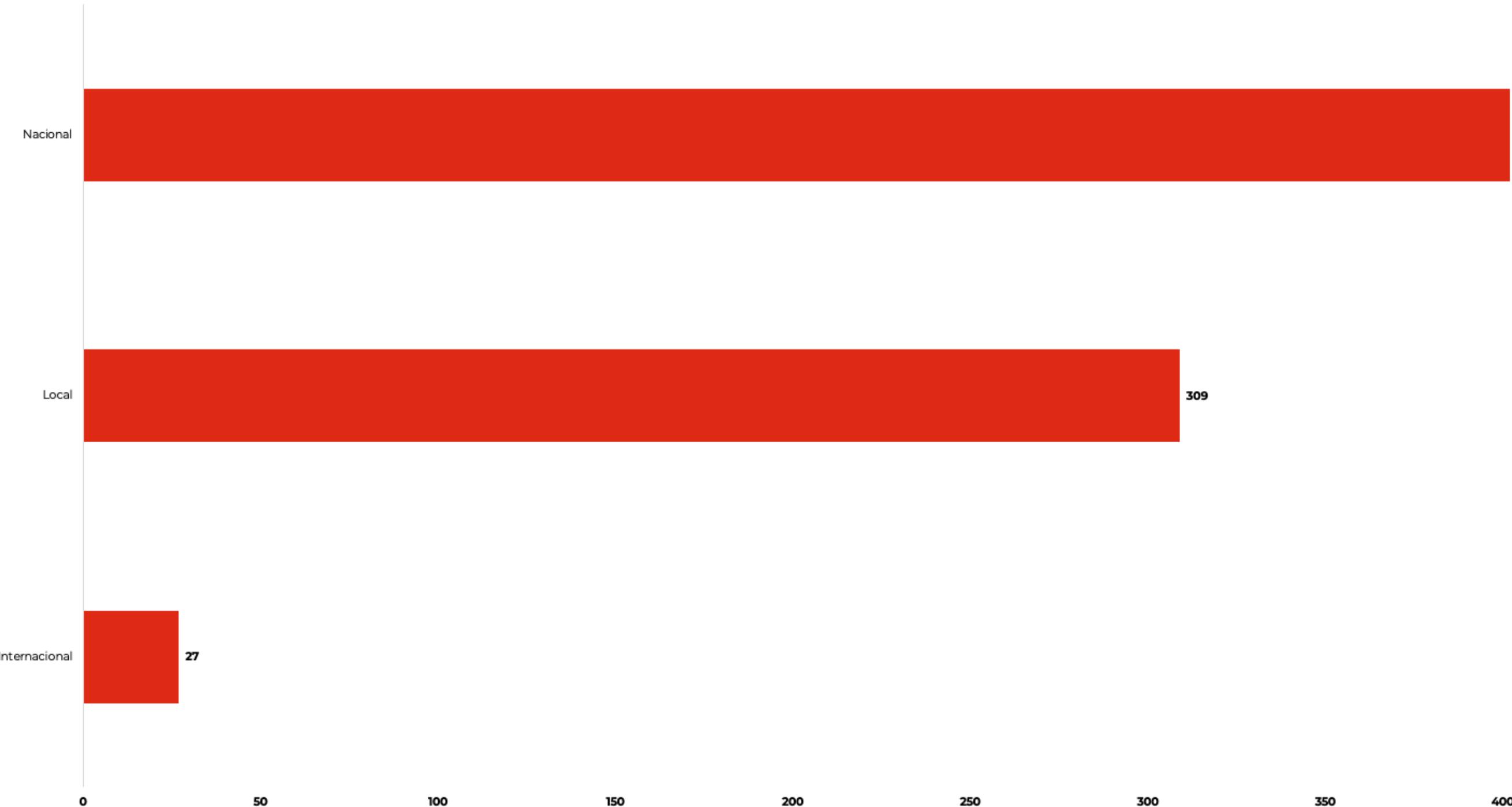
# MEDIA COVERAGE

## Mentions by media about ITM 2022 ( in proportion)



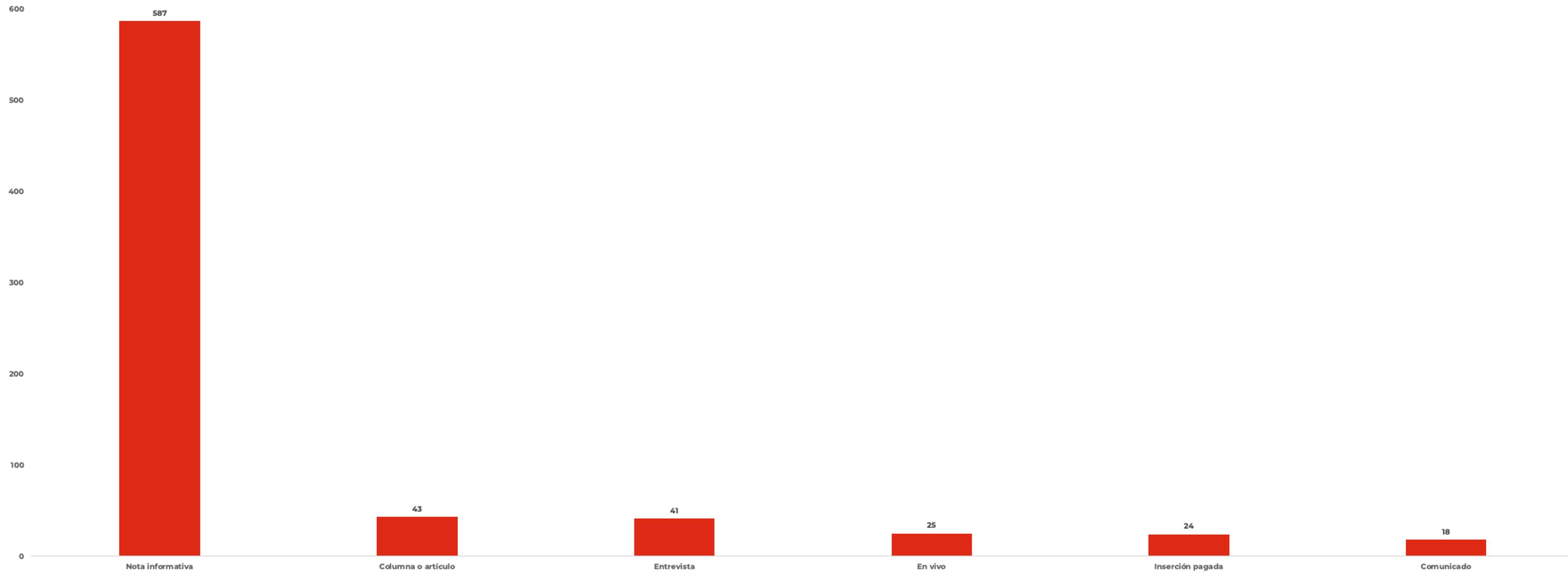
# MEDIA COVERAGE

Mentions by circulation of the media



# MEDIA COVERAGE

Mentions by circulation of the media



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*"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**



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Providing the future

**Industrial Transformation MEXICO**  
HANNOVER MESSE event

# Industrial Transformation **MEXICO**

**LET'S CREATE THE INDUSTRY  
OF TOMORROW**

**October 6 – 8, 2023  
Poliforum León • Guanajuato**



Industrial  
Transformation  
—  
**MEXICO**

a  
**HANNOVER  
MESSE**  
event



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**GTO**  
Grandezza de México

GOBIERNO  
DEL ESTADO DE  
**GUANAJUATO**



**LEÓN**  
PRESIDENCIA MUNICIPAL