

2025 AFTERSHOW REPORT



From November 11 to 13, 2025, Mexico City hosted the **7th edition of Industrial Transformation MEXICO**, the **3rd edition of AMERICAS' Mobility of the Future**, and the **1st edition of the Drone Innovators Forum MX**.

Three tradeshows

That **brought together the leaders and companies** shaping the future of industry, mobility, and technological innovation in Mexico.



“Intelligence is the ability to adapt, and the smart decision is to continue fostering the talent and innovation that are transforming our industry.”

Manola Zabalza Aldama
Secretaría de Desarrollo Económico de la Ciudad de México

Mexico has established itself as a platform dedicated to showcasing innovative solutions for the industrial sector in Latin America. ITM brings together companies, universities, entrepreneurs, and governments with a shared goal: accelerating digital and technological transformation.

Excmo. Dr. Clemens Von Goetze
Embajador de la República Federal de Alemania en México.

Mexico has a unique opportunity: on one hand, the reconfiguration of supply chains; on the other, a country with talent, infrastructure, and an industrial network built over three decades, ready to become the engine of North America's new digital economy.

Sergio Silva Castañeda
Titular de la Unidad de Fomento y Crecimiento Económico, en representación de Marcelo Ebrard, Secretario de Economía del Gobierno de México

It is not just about adopting new tools, but about redefining the way we create value. We must restore confidence in Mexican manufacturing.

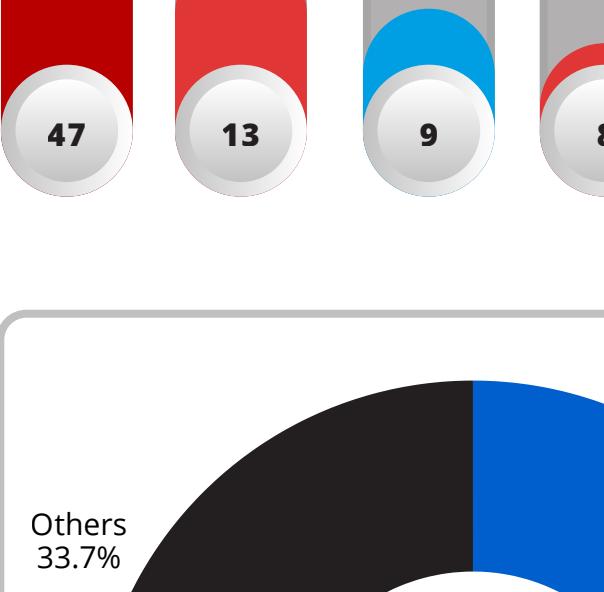
Bernd Rohde
CEO y Miembro del Consejo de Administración de Italian German Exhibition Company Canadá y México



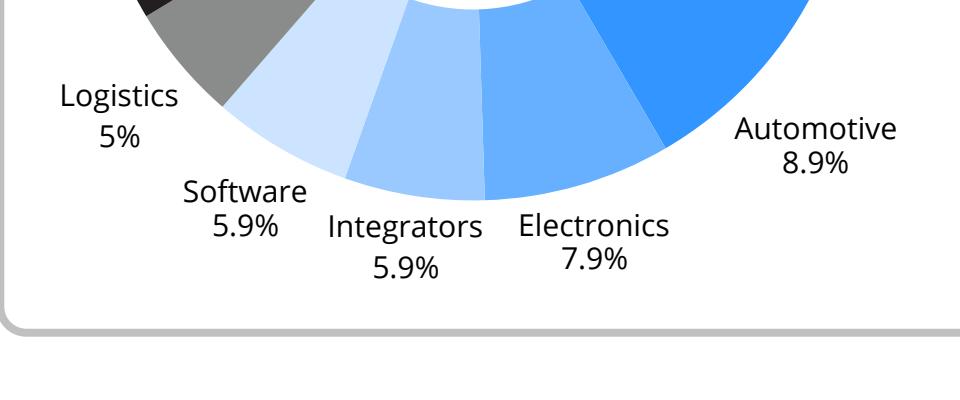
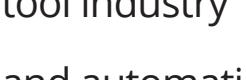
+200 Exhibitors
national and international

+8000 visitors
national and international

Our visitors



PRODUCTS OF INTEREST



PERFIL DEL VISITANTE Y SUS INDUSTRIAS

- Machine tool industry
- Robotics and automation
- Automotive
- Electrical and electronics
- System integrators
- Software
- Logistics and supply chain
- Others

- Automation and robotics
- Machinery and machine tools
- Future mobility
- Smart logistics
- Drones
- Digital factory
- Others

DECISION MAKERS

80%

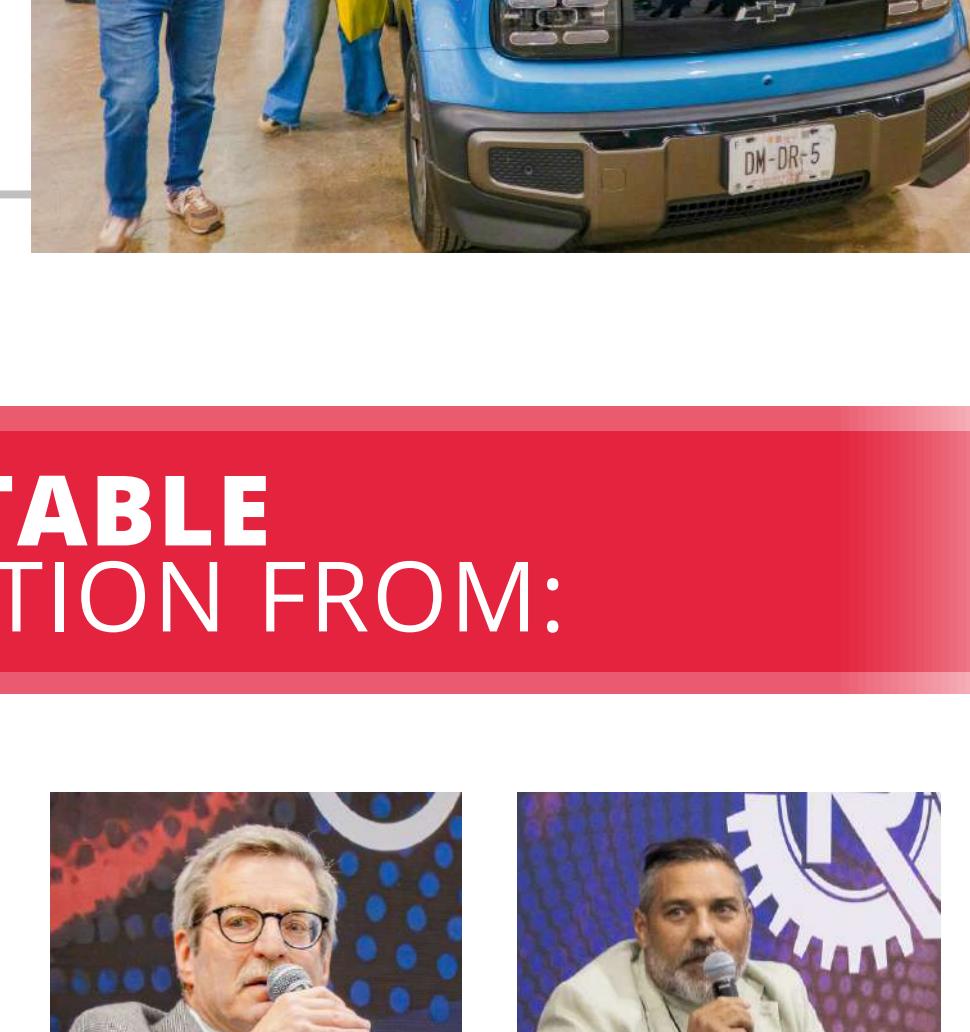
46% They evaluate or recommend products

They are involved in the purchasing process

34% They approve purchases

100%

Our trade shows have become the **strategic** meeting point for business generation, knowledge exchange, and collaboration among the industries driving automation, smart mobility, and aerial innovation in Mexico and Latin America.

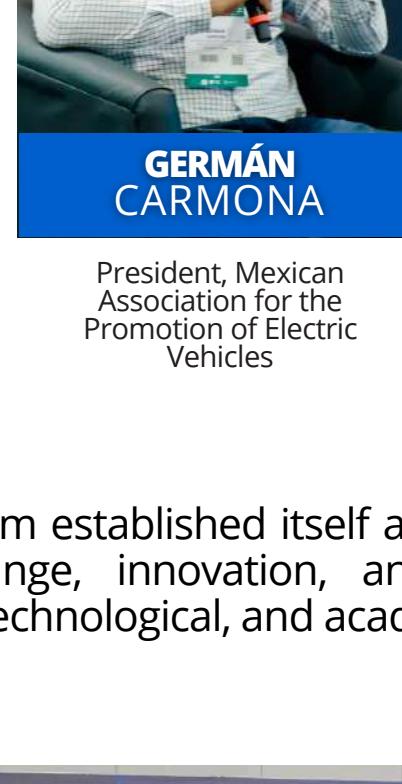


NOTABLE PARTICIPATION FROM:



SATOSHI TAKEHARA

Vice President, Japanese Chamber of Commerce and Industry of Mexico



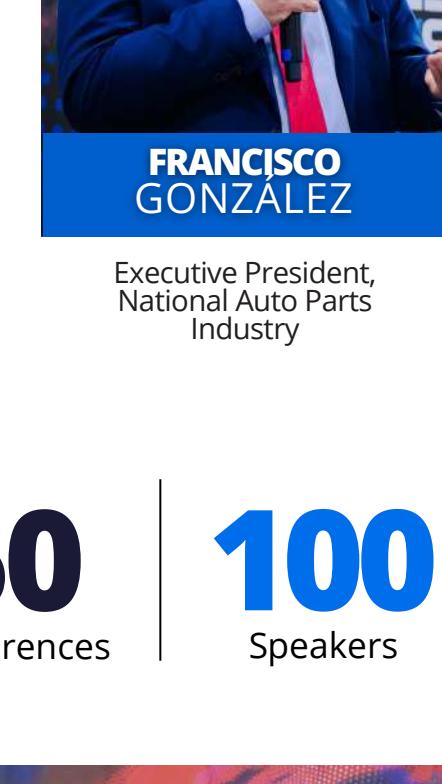
NANGHELLY SILVA

President of the Innovation and Development Commission, Business Coordinating Council



JEFF BURNSTEIN

President, Association for Advancing Automation



GUSTAVO FAUEZ

CEO, Roca Defense & Systems



MARÍA DE HASS MATAMOROS

Director General, Office of the Secretary, Ministry of Economy



GERMÁN CARMONA

President, Mexican Association for the Promotion of Electric Vehicles



UTE BÖTTCHER

Resident Director, GIZ Mexico



FRANCISCO GONZALEZ

Executive President, National Auto Parts Industry

The conference program established itself as a key platform for knowledge exchange, innovation, and collaboration among the industrial, technological, and academic sectors.

50 Conferences

100 Speakers



INDUSTRY NIGHT

A gathering that brought together **authorities, business leaders**, and exhibitors in an evening that fostered collaboration, the exchange of ideas, and strengthened the relationships shaping the future of the industrial sector.

THE VT GROUP

Award winner



A forum that brought together academic, business, and technology leaders to promote energy efficiency and sustainable innovation in the Mexican industry.



We awarded ITM's official recognition, honoring companies, startups, institutions, entrepreneurs, and governments that are leading the transition toward Industry 4.0 in Mexico and Latin America.

Within the framework of ITM, the seventh edition of ITMujeres was held to highlight and recognize the talent, leadership, and impact of women in the digital transformation of industry and technological innovation.



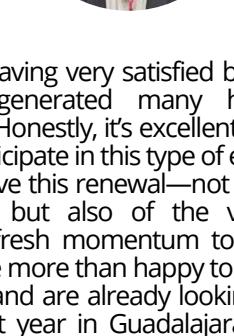
SUSTAINABLE INDUSTRIAL DEVELOPMENT SUMMIT

A meeting point for the creation of strategic alliances and business opportunities among exhibitors, visitors, and leaders from different sectors.



VIP AREA

IN THE WORDS OF OUR EXHIBITORS



"I'm leaving very satisfied because we truly generated many high-quality leads. Honestly, it's excellent to be able to participate in this type of event."

I believe this renewal—not only of the name, but also of the venue—will bring fresh momentum to the Expo. We are more than happy to participate again and are already looking forward to next year in Guadalajara at Smart Technology Expo."

FILIBERTO CRUZ
DIRECTOR GENERAL DE BECKHOFF



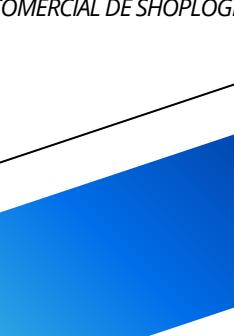
"Our experience at the Expo was really, really great. There is a tremendous amount of technology. It's definitely worth coming to see all the innovation—there are many advances."

VALENTE TORRES
DIRECTOR COMERCIAL DE INTEGRITAS



"These types of events are very important for us to build brand awareness, showcase what we can do, and demonstrate how we can support the mobility industry. We are very happy to participate in our second edition and hope to continue taking part in future editions to connect with customers we can support and provide them with our services."

MONTSERRAT MARINO
BUSINESS DEVELOPER MANAGER DE ELEMENT MATERIALS



"The experience at ITM was very enriching. The conversations we had five years ago did not have the level they have today; everyone is highly engaged. There is a strong atmosphere of automation, which greatly contributed and elevated the discussions with the different visitors at the trade show."

FABIÁN CAVIELES
DIRECTOR COMERCIAL DE SHOPLOGIX

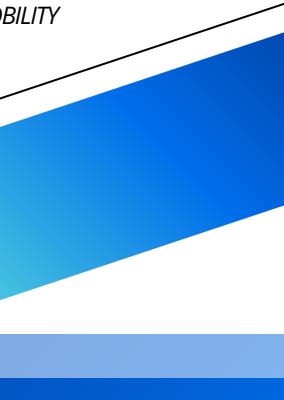
IN THE WORDS OF OUR VISITORS



"My expectations were very high, but they were exceeded."

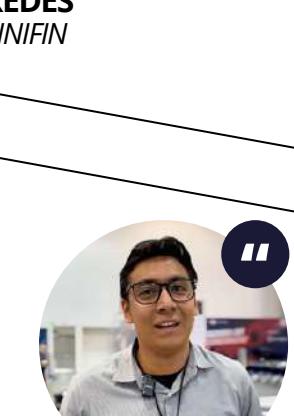
I learned many new things; it is a completely new industry that helps me greatly in my work and in expanding my professional field, as well as in studying and updating my knowledge so I can progress toward something much better."

DAVID MARTÍNEZ
ICOP TECHNOLOGY



"It creates great openness and strong business opportunities. I believe people can come and discover more brands and solutions—things they may have thought didn't exist—and once they're here, they realize there are already solutions in place."

CHRISTIAN CASTAÑO
RISOLUR



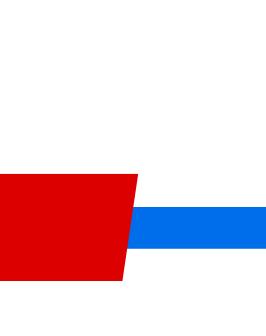
"It has truly been an extraordinary experience, as the effort made by the companies is clearly evident. Coming here, attracting more people, and building networks and relationships is truly motivating. In my professional career, this has been a genuinely successful experience."

MARIANA BLANCO
PEMEX



"I was looking for solution providers. I've already connected with at least two who can help me achieve my goal, and I'll be reaching out to them starting tomorrow."

JESÚS PAREDES
PARKER HANNIFIN



"It's quite interesting to discover new product brands that we also work with and to be able to establish direct contact with them."

OSWALDO ALPÍZAR
TECI AUTOMATIZACIÓN

GASPAR REYES
GAREY

"It's truly a great opportunity for companies, because they find the solutions they're looking for—or at the very least, they find the right contacts and can connect with the appropriate people to identify the solutions they need."

MARLENE SERRANO
AIRMOBILITY

CONFERENCE SPONSORS



A new chapter begins



18-20
NOVEMBER 2026
EXPO GUADALAJARA

Your business is our business.

ITALIAN
EXHIBITION
GROUP
Providing the future



Deutsche Messe

smarttechnologyexpo.com

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