



Deutsche Messe

Deutsche Messe Woodworking



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INDUSTRIAL

January 17-20, 2018 - Centro Citibanamex, Mexico City, Mexico

Magna Expo Mueblera Industrial is the leading trade fair in Mexico focused on technology, machinery and material supply for the forestry, woodworking and furniture manufacturing industries. In its 24th edition, [Magna Expo Mueblera](#) 2018 will present new and interesting products for everyone who works with wood. More than 320 manufacturers will display their products on 3.2 million gross square feet of space. The event is expected to attract over 15,000 trade visitors from all over the world.

Why Mexico?

- **The Mexican furniture** industry reached a market value of **1.78 billion USD** in 2017
- **The market value for forestry products** has surpassed **2 billion USD**
- The value of **machinery imports for the woodworking and wood processing industry exceeds 3 billion dollars**

Why exhibit at Magna Expo Mueblera Industrial 2018?

1. Increase your sales

- Generate new sales prospects in the largest event of the industry
- Meet face to face with actual decision makers
- Build and strengthen your business relationships with customers

2. Boost your marketing strategy

- Promote your brand and products to a professional audience
- Ideal place to showcase new product launches and machine demonstrations
- Obtain intelligence on industry trends, designs and pricing, and measure yourself against your competitors

3. Benefit from synergistic effects

- Clear and organized product and service segmentation into 3 sectors – forestry, woodworking and furniture manufacturing
- Show attracts a well-defined audience of trade buyers for each segment
- Audience is mainly made up of decision-making professionals, with product-specific interest and willingness to close deals in the short term

If you would like to discuss exhibit or sponsorship opportunities, please contact:



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