



American Welding Society

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Top Manufacturers Find Innovation at its Best at FABTECH Mexico!

Increased show growth and brisk sales mirror robust manufacturing market

MONTERREY, Mexico, May 19, 2015 — A record-setting 11,100 qualified buyers visited the co-located FABTECH Mexico, AWS Weldmex, METALFORM Mexico and COATech shows May 5-7, 2015, in Monterrey, Mexico. More than 530 exhibiting companies spanned 125,000 net square feet of exhibit space, which were all record numbers for the seventh edition of the combined event that is now the largest manufacturing show in Latin America.

A robust manufacturing environment and increased demand make Mexico the ideal place to do business. A significant portion of U.S. export-oriented, middle and high-end manufacturing takes place in northern Mexico, especially around Monterrey, which is a major steel-producing area where GDP per capita exceeds \$40,000.

“Mexico continues to be an important and growing market for Trumpf. FABTECH Mexico offers us an excellent opportunity to reach that market. In fact, Trumpf sold equipment right off the show floor. We will be with FABTECH Mexico again next year in Mexico City and will be increasing our booth size and investment into the event,” stated Sheila LaMothe, marketing manager, Trumpf.

The event has experienced 17 percent increase in each year since 2009 and brought an economic impact to Monterrey of over US \$18 million. The industries attending included aerospace, automotive, appliance, energy, contract manufacturing, construction and agriculture. Top attending companies included PEMEX, Johnson Controls, Chrysler,

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General Motors, Caterpillar, Toyota, John Deere, Ford, Lear, BMW, Whirlpool, MABE, Magna, Bombardier, Volkswagen, Kia Motors and more.

“The Mexico manufacturing industry is on fire. FABTECH Mexico is a testament that manufacturing in Mexico is booming,” stated Jill Sutherland, sales manager, Sutherland Press Co.”

“We were pleasantly surprised at the turn out for the show and our exhibit. Virtually every visitor had a keen interest in new welding technologies and automation,” added Bill Guest, V.P. sales and marketing, OTC DAIHEN Inc.

Together, FABTECH Mexico, AWS Weldmex, METALFORM Mexico and COATech showcase technologies from welding and cutting products; thermal spray; metal finishing and safety equipment; machine tools, metalforming products, including tool and die, metal stamping, forming and assembly; bending and fabrication products, including laser and plasma cutting, coil processing, roll forming, plate and structural fabricating; saws and cutoff machines, tooling, press brakes, shears, punching, and tube and pipe equipment.

The event rotates each year between Monterrey and Mexico City and is sponsored by SME, the Fabricators & Manufacturers Association International, the American Welding Society, the Precision Metalforming Association and the Chemical Coaters Association International.

The next event is scheduled for May 4-6, 2016, at Centro Banamex in Mexico City, Mexico. For additional information, contact Chuck Cross, Trade Show Consulting LLC, at chuck@tradeshowconsult.com or 410-252-1322.

About AWS

The American Welding Society (AWS) was founded in 1919 as a multifaceted, nonprofit organization with a mission to advance the science, technology and application of welding and allied joining and cutting processes worldwide, including brazing, soldering, and thermal spraying. Headquartered in Miami, Florida, and led by a volunteer organization of officers and directors, AWS serves more than 70,000 members worldwide and is composed of 22 Districts with 250 Sections and student chapters. For more information, visit the society's website at <http://www.aws.org> and click on "Pressroom."