



ROGERS  
WORLDWIDE

# GLOBAL VIEW

## Notes



## Trade Shows in Mexico: Quick Economic Recovery Bodes Well for Expo Industry

By Michelle Bruno

**T**he saying goes, “When the U.S. sneezes, Mexico catches a cold.” So, when the American economy touched off a global recession—the most severe since the Great Depression—Mexico caught the same bug that was going around the rest of world. Industries across the board in Mexico suffered and trade shows that represented the buying and selling activity of specific markets reflected the patterns of growth in those segments. In 2011, the economic picture is much brighter. At least one new trade show launch is scheduled for September and several new convention centers have opened or are scheduled to open later in the year.

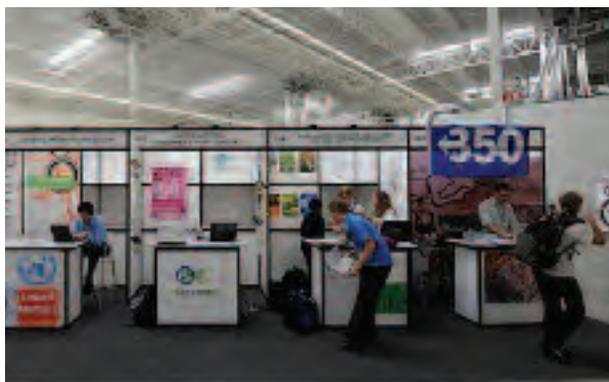
2010 was a year of retrenching in Mexico according to the November/December issue of *Executive Briefing*, a publication of the International Association for Exhibitions and Events (IAEE) based in Dallas, TX. “In Mexico, the economy has hampered some of the innovation that normally exists in the trade show sector. Since Mexico is a large supplier of manufactured goods, industrial shows are seeing modest growth. Exhibitions in the environmental and food sectors are also growing. There are very few new show launches according to Paul St. Amour, vice president Latin

America, for E.J. Krause and Associates. ‘Companies aren’t willing to risk trying out new things,’ he says.”

This year, good news is on the horizon for the Mexican economy. A February 21 post on [Bloomberg.com](http://Bloomberg.com) revealed “gross domestic product in Mexico expanded last year at the fastest pace in a decade as Latin America’s second-biggest economy recovered from a 2009 recession provoked by the global financial crisis. GDP [gross domestic product], the broadest measure of a country’s output of goods and services, grew 5.5 percent last year, the most since 2000, the national statistics agency said on its website. GDP expanded 4.6 percent in the fourth quarter from a year earlier. The economy was forecast to grow 4.4 percent in the final quarter, according to a survey of 13 analysts by Bloomberg.”

At least one new trade show is scheduled for 2011 in Mexico; the trade show industry typically lags behind the economy. Messe Frankfurt, the world’s largest trade show organizer headquartered in Frankfurt, Germany will co-locate its Waste and Recycling Expo with The Green Expo produced by E.J. Krause Mexico, September 27-29, 2011 at the CIEC World Trade Center in Mexico City. The inaugural show is billed as “Mexico’s consolidated trade show for the waste collection, hauling, disposal, and recycling sectors.” The combined

*Continued on page 2*



ABOVE / Exhibit area at COP16, United Nations Climate Change Conference held in December 2010 at Cancunmesse. PHOTO COURTESY OF UN CLIMATE TALKS.

shows are expected to attract 6,000 visitors from the public and private sectors. The launch show is predicting participation from 150 exhibiting companies.

Several new convention centers are expected to attract international exhibitions and conferences. In September of last year, Cancunmesse Convention Center opened its doors. Projected to be one of the largest exhibition centers in Latin America, the center includes 25,215 square meters (271,412 sq. ft.) of indoor space and an additional 10,000 square meters (107,639 sq. ft.) outdoors. Within the next two years, planners will add and 60,000 square meters (645,835 sq. ft.) with 10-meter-high (33 ft.) ceilings indoors. Last November a new convention center in Queretaro (near Mexico City) opened. This year a new convention center in Puebla will be inaugurated.



The well-established shows in Mexico are also poised for growth in 2011:

- **Plastimagen** (plastics industry)
- **PAACE Automechanika** (automobile spare parts and accessories)
- **World of Concrete Latin America** (building construction)
- **Expo Pack Mexico** (packaging accessories and equipment)
- **PECOM** (petroleum and power)
- **Alimentaria** (food distribution and services)
- **Expografika** (graphic arts)
- **Exposeguridad** (security products)
- **Expo Carga** (transportation and logistics)
- **Metalform Mexico/AWS Welding/Fabtech** (metalforming, welding, and fabrication)
- **The Green Expo** (environment and sustainability)

As the U.S. and the rest of the world continue in recovery mode, Mexico will be among the beneficiaries. The surge of Asian exhibitors that began several years ago will continue to bolster shows in a number of sectors. U.S. companies may also return to Mexico as demand for products and services continues to rise. Bloomberg reports “The [Mexican] economy grew more than forecast in the fourth quarter [of 2010] because the U.S. performed better than analysts had expected, a trend that will probably continue to boost growth in its southern neighbor this year, said Sergio Martin, chief economist for Mexico at HSBC Holding Plc.” By this time in 2012, trade shows in Mexico should be in growth mode again.

LEFT / Temporary restaurant area during COP16, Cancunmesse. PHOTO COURTESY OF UN CLIMATE TALKS.

Global View Notes is published by:  
**Rogers Worldwide**  
 1550 E. Higgins Road, Suite 106  
 Elk Grove Village, IL 60007  
**Contact:**  
 Jeanette Mucha, LCB  
 Director National Sales  
 Tel: (847) 806-9200  
 Mobile: (847) 970-8017  
 jmuch@rerogers.com

**Editor:**  
 Michelle Bruno,  
 CMP, CEM  
**Tel:** (801) 520-0797  
 michelle@brunogroup.com

**Past Articles:**  
 You can find all our articles archived on our web site.  
[www.rogersworldwide.com/content.asp?PageID=241](http://www.rogersworldwide.com/content.asp?PageID=241)

**For a list of offices and agents of Roger Worldwide, visit:**  
[www.rerogers.com/uploads/AGENTS052010.pdf](http://www.rerogers.com/uploads/AGENTS052010.pdf)