



# THE LEADING DIE CASTING SHOWS

## PRESS RELEASE

February 2023

### **EUROGUSS MEXICO celebrates its in-person premiere**

- **EUROGUSS MEXICO in Guadalajara 28.2–2.3.2023**
- **Mexico is an emerging and lucrative market for light metal casting**
- **More than 70 exhibitors and an attractive supporting programme**

Mexico has been a focus for the entire value chain in light metal casting for some time. It is well-known for many plants of key automakers, automobile industry suppliers and R&D centres. NürnbergMesse acknowledged the strong growth on the Mexican market in 2018 when it launched in the country with an exhibitor pavilion. That grew into a standalone trade fair in the form of EUROGUSS MEXICO, which is inviting participants to take this initial opportunity to engage in person with more than 70 exhibitors at the EXPO Guadalajara exhibition centre. Registration via the online shop is free.

“There is a steadily growing need for foundry machinery, equipment, expertise and in-person knowledge-sharing in the area of light metal casting,” says Christopher Boss, Executive Director, NürnbergMesse. “With EUROGUSS MEXICO we are creating direct accesses to the market and providing personal interaction between the die-casting industry and design engineers, developers, buyers and decision-makers, representing foundries, the automobile industry, mechanical engineering and plant construction, space travel and medical technology in Mexico. Our aim is to become a driving force and an innovator on the emerging Mexican market.”

#### **Growing market for die casting**

The uninterrupted economic growth in Mexico’s die-casting industry can be attributed mainly to strong demand from the automobile industry. Some figures by way of example: According to Germany Trade & Invest (GTAI), the German society for foreign trade and location marketing, plants in Mexico produced about 1.7 million passenger vehicles in the first half of 2022, an increase of 3.9 percent on the previous year. As early as 2021, Mexico overtook Germany in the production of vehicle components, asserts Francisco González, President of the industry association Industria Nacional de Autopartes (INA). That makes Mexico the fourth-largest manufacturer

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NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 86 06-0  
F +49 9 11 86 06-82 28

**Chairman of the Supervisory Board**  
Marcus König  
Lord Mayor of the City of Nuremberg

**CEOs**  
Prof. Dr. Roland Fleck  
Peter Ottmann

**Registration Number**  
HRB 761 Nürnberg



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worldwide. The Mexican economic region is home to production facilities for prominent automakers, suppliers and R&D centres, including Audi, BMW, VW, Toyota, Honda and Nissan. The die-casting industry, light metal casting in particular, has taken on a key role in order to meet the required production standards at these facilities.

### **From pavilion to standalone trade fair**

EUROGUSS MEXICO launched in 2018 as an exhibitor pavilion. It far exceeded the expectations of all exhibitors, confirming Mexico as an important strategic market for the die-casting industry. The extremely positive response and extremely high level of interest continue to this day, and encouraged NürnbergMesse to expand the pavilion into a standalone trade fair with a clear focus on die casting, adapted to suit the needs of the Mexican market. Although the event had to be cancelled in 2020 on account of the Covid-19 pandemic, a digital alternative was offered in May 2021 in the form of the EUROGUSS MEXICO Virtual Weeks. This online platform enabled experts in the die-casting industry to network and provided an extensive programme of lectures.

Now, in 2023, EUROGUSS MEXICO offers the long-awaited platform for face-to-face interaction and presentation of innovations. More than 70 exhibitors have already registered for the four-day event, where they will cover the entire value chain for light metal casting. As a member of the EUROGUSS FAMILY, the trade fair will be organized by NürnbergMesse and its partner PR1MA. Its honorary partners include the VDMA Metallurgy Division, CEMAFON, Clúster de la Fundación, FUNDIGEX and CAEF.

### **German pavilion at EUROGUSS MEXICO**

The presence of a German pavilion underlines the great importance of the trade fair and the Mexican market to German industry. The pavilion will encompass eleven companies. Many others from around Europe will attend with stands of their own, including Switzerland's Bühler Group and Germany's Oskar Frech GmbH + Co. KG.

### **Informative lecture programme**

An attractive supporting programme will round out EUROGUSS MEXICO 2023. A wealth of exhibitor presentations given by experts in the die-casting industry will provide an opportunity to listen and join in the discussion. Topics include innovative technical solutions and services to help die-casting foundries improve their efficiency and productivity. Solutions for structural components and mega-casting will also be presented. The mega-trend of



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sustainability will also be reflected in the lecture programme – with regard to more energy-efficient die-casting processes, for example. All lectures, in both German and Spanish, will be translated. Mexico's aluminium industry association, IMEDAL, will also arrange various Business Meetings as an opportunity for discussion with relevant business partners.

For an overview of the entire programme, please go to:

<https://www.euroguss-mexico.com/en/programme/programme-overview>

See the following link for a full list of exhibitors:

<https://www.euroguss-mexico.com/en/exhibitors-products/exhibitor-list>

### **The EUROGUSS FAMILY: THE LEADING DIE CASTING SHOWS**

NürnbergMesse is not just the organizer of EUROGUSS in Nuremberg (next event: 16-18.1.2024), but also sees itself as a trailblazer for companies seeking to access the key international foundry markets and bolster their business relationships. NürnbergMesse thus organizes the largest and most important die-casting trade fair in Asia, CHINA DIECASTING, held in Shanghai. ALUCAST in Chennai, India, offers exhibitors and visitors guidance in the growing Indian market. EUROGUSS MEXICO brings together the entire value chain for non-ferrous casting in Guadalajara. And the future EUROGUSS ASIA PACIFIC will round out the international product family, facilitating access for companies in the ASEAN countries.

#### **Press contact**

Niklas Pinsker

T +49 175 8275736

[niklas.pinsker@nuernbergmesse.de](mailto:niklas.pinsker@nuernbergmesse.de)

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