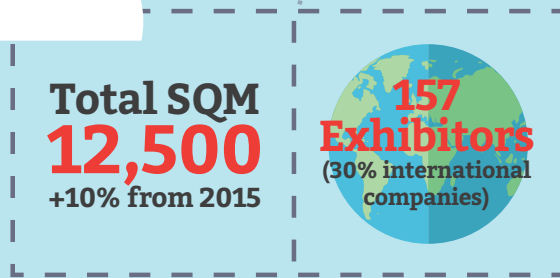


# FESPA MEXICO 2016

## POST-SHOW

### INFOGRAPHIC

**16**  
**FESPA**  
**MEXICO**  
**2016**  
Mexico D.F.  
18-20 August 2016



#### Top attended seminars

The new future of textile print

The screen printer's guide

Market trends in textile, screen & digital print 2016-17

New application techniques for textile printing

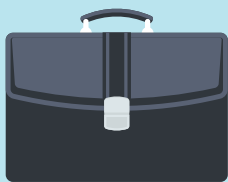
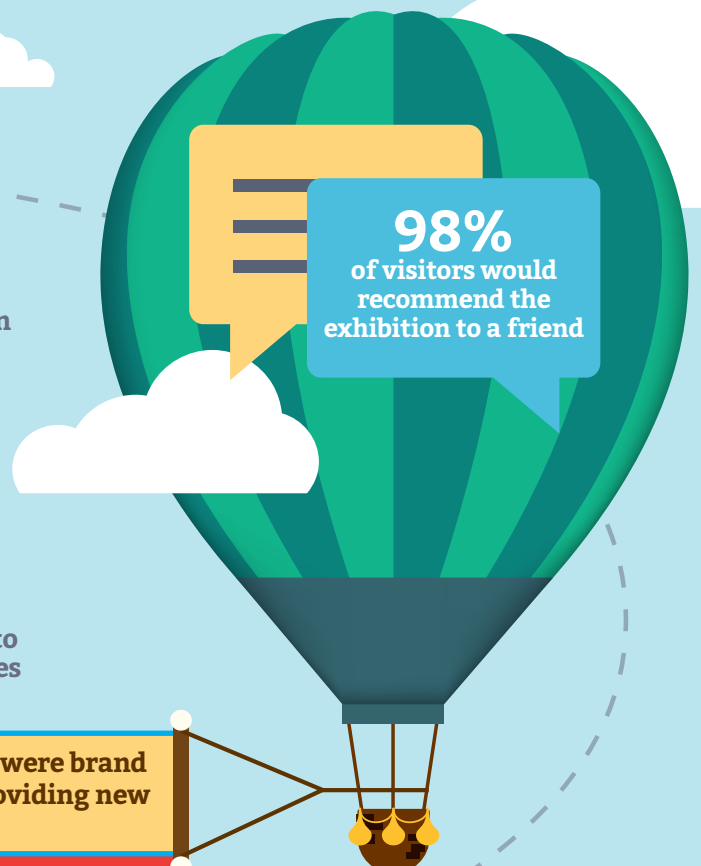
#### FESPA'S AUDIENCE



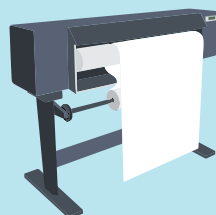
**62%** of visitors plan to purchase within 12 months of the show



**89%** of visitors are involved in the decision making process



**Over half of visitors** are Owners / Directors or Managers



**50%** of visitors attended to buy new equipment/services

**WELCOME!**



**Over half of visitors** were brand new to FESPA Mexico providing new business opportunities

# What did visitors come to see?

## SECTORS PRESENT:



## Top reasons for attending include:

**48%**

Discover product information



**41%**

To learn about the market



**45%**

Gain new ideas for my business



**38%**

To meet with manufacturers & suppliers

## Top 5 Countries

Mexico  
USA  
Guatemala  
Costa Rica  
Colombia

## Top 5 States in Mexico

State of Mexico (incl. D.F.)  
Puebla  
Guanajuato  
Hidalgo  
Veracruz

**8%**

Growth in visitors from outside of Mexico State

## WHAT OUR VISITORS SAID

### "Simply astounding!"

Oscar Manuel Ramírez Velasco, Laboratorios Fotográficos Cortés

"Attending FESPA 2016 has encouraged me to grow my business from the new providers and technologies I encountered there."

Andrea Sañudo Chapou, Angraphy

"It amazes me that every year this show gets better and better"

Estanislao Jorge Alonso Fabela, Excelencia y Liderazgo en Informática, SA de CV

"Visiting this expo provides you with indispensable information and an up-to-date overview of the industry and by doing so, ideas for exploring the potential of our business as designers."

Juan Palao García, Juan Palao García Ilustración

### "Christmas in August!"

Masterfot, Juan Pedro Herrera

"FESPA has become the most important exhibition for our sector in Mexico; it allows us to connect with new clients as well as existing clients in digital print who come to see the latest Roland has to offer."

Amado Lara, Roland DG

"Without a doubt, FESPA Mexico is the most important event of the year, bringing together clients and suppliers to share our knowledge and meet the market requirements."

Iván Sánchez González, Xeroz

"We were thrilled with the traffic and the feedback we received at the show"

Gildan Activewear, Chantal Purcelle

"Very good show. Excellent meeting place to present new products and technologies to the regional market"

Nazdar SourceOne Mexico, Manuel Vega

\*All statistics are referenced from 2016 registration data & post-show survey responses.

f #FESPAMexico

## WHAT OUR EXHIBITORS SAID

Join us next year as we celebrate the 10th anniversary of FESPA Mexico, 21 - 23 September 2017. For more information visit [www.fespamexico.com](http://www.fespamexico.com)