

**24**  
**FESPA**  
**MEXICO**  
**2024**

Mexico City

®

**26-28**  
**SEPTEMBER**  
**2024**

Centro  
**citibanamex** 

**OPPORTUNITIES  
REVEALED  
FOR PRINTING**

# POST SHOW REPORT

16° EDITION

[mexico.fespa.com](https://mexico.fespa.com)



# POST SHOW REPORT

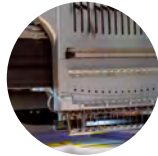
FESPA MEXICO

## OPPORTUNITIES REVEALED FOR PRINTING

**FESPA MEXICO** is the business hub that connects the printing industry in Mexico and Latin America, providing the opportunity to do business with decision-makers looking to invest, and acquire the latest innovations in the printing industry.



Wide format digital printing



Textile printing and garment decoration



Interior decoration



Screen printing and DTF



Cutting and laser engraving



Packaging, personalisation and label printing



Signage and visual communication

**10,167**  
**ATTENDEES**  
INCLUDING VISITORS FOR MORE THAN 1 DAY



**Event**  
FESPA Mexico



**Place**  
Mexico City  
Centro Citibanamex



**Dates**  
26, 27 & 28  
September 2024



**Frequency**  
Annual



**Edition**  
16



**Organised by**  
FESPA



## INTERNATIONAL ATTENDANCE FROM 26 COUNTRIES

**14% more than 2023**

Argentina, Belize, Brazil, Canada, Chile, China, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Germany, Guatemala, Honduras, India, Italy, Malaysia, Nicaragua, Panama, Peru, Spain, Taiwan, United Kingdom, Uruguay, USA, and Uzbekistan.

**381**

## VIP ATTENDEES

from companies such as: Crea tu playera, Farmacias Guadalajara, Bissú Cosmetics, Office Max, Kaltex, Ay Güey, Grupo Bimbo and Grupo Fiesta Inn.

## ATTENDEE STATISTICS



Directors, Owners or Managers

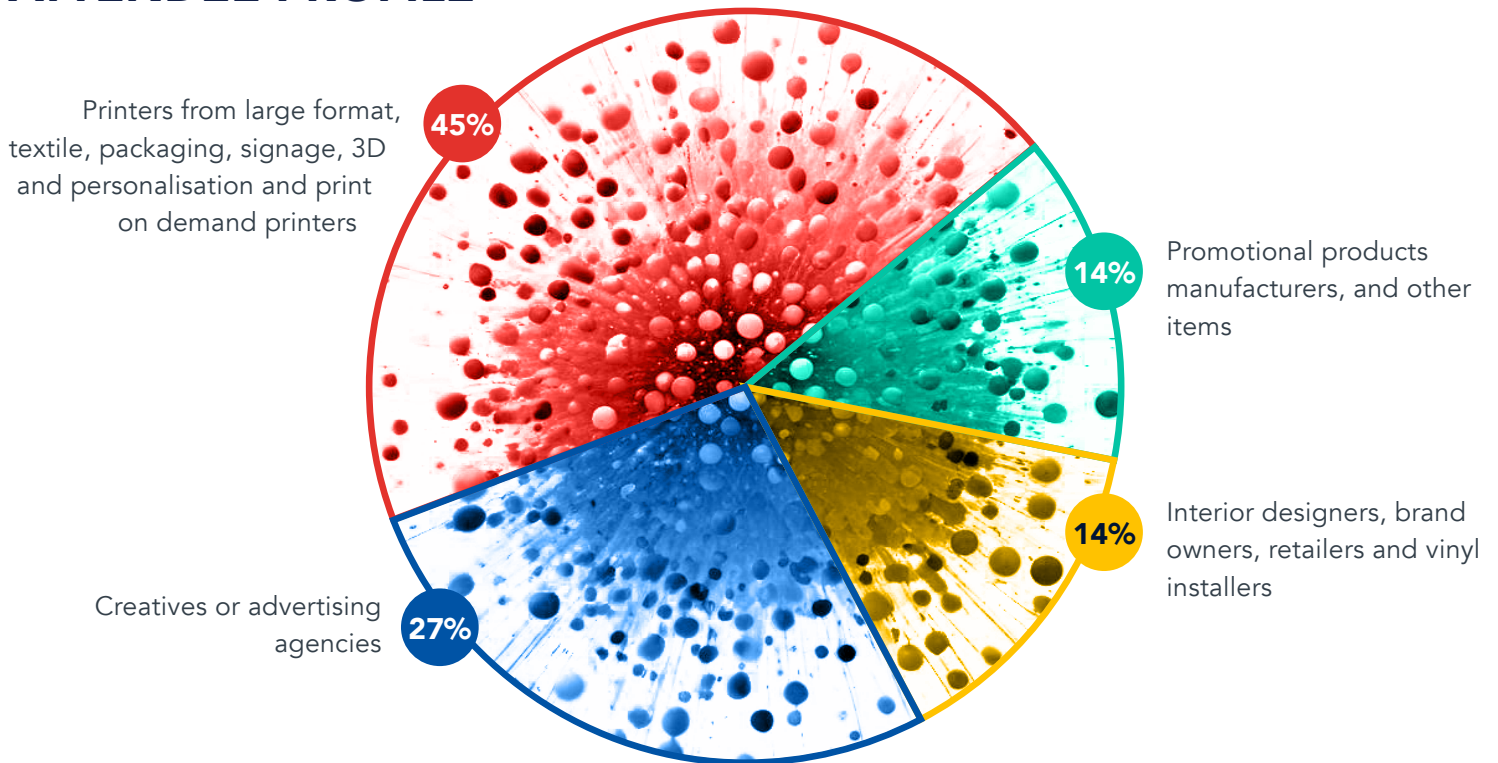


Final decision makers, approve or recommend



Plan to purchase during the event and 6 months after the show

## ATTENDEE PROFILE



### MAIN VISITING OBJECTIVES:

- Plan to purchase equipment / technology
- View equipment / technology
- Update industry knowledge

### MOST INTERESTED PRODUCTS:

- Digital printing machinery
- Gift or promotional products
- Inks and consumables
- Garment decoration
- 3D printing
- Screen printing machinery



# POST SHOW REPORT

FESPA MEXICO

**165**  
**EXHIBITORS**  
REPRESENTING OVER 500 LEADING  
INDUSTRY BRANDS

**27%**  
MORE THAN  
LAST YEAR

**16,000 m<sup>2</sup>**



## EXHIBITORS

### Countries represented:

- Colombia
- El Salvador
- Germany
- India
- Italy
- Korea
- Mexico
- Spain
- Turkey
- USA

### Some of the exhibiting brands included:

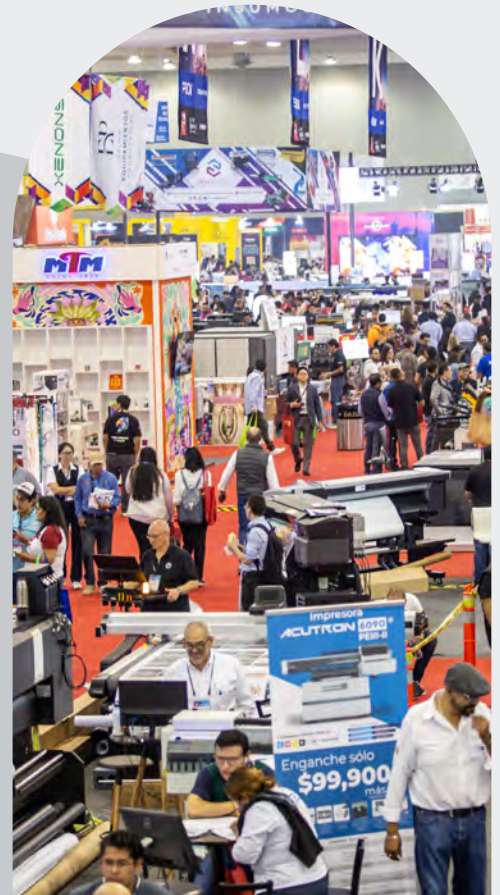


## FEATURES 2024



It was inspiring to see how our joint efforts were able to capture the attention of potential customers and strengthen existing business relationships. FESPA Mexico 2024 has been a unique opportunity to learn, grow and continue to drive the print industry forward.

**NAZDAR**  
2024 Exhibitor





# POST SHOW REPORT



## CONFERENCE PROGRAM

**3 MAIN APPROCHES**



**Technological innovations**  
and emerging markets



**Sustainability**  
and circular economy



**Financial management**  
in new businesses

**15 SESSIONS**

**+470 ATTENDEES**

### The most attended sessions were:

- AI applied to new business models.  
*Ricardo Puga, Fundador de RID*
- Technological Innovations.  
*Oscar Velázquez, Gerente de Productos, Corel México*
- ROI and TCO for printing equipment investment.  
*MBA Eusebio García, Gerente Regional de Ventas, Nazdar SourceOne*



**Over 1,100 attendees** were part of Print Make Wear, and Personalisation Experience tours, where they would personalize t-shirts, bags, thermos and other items.



Sponsored by:



**27 competitors**

Semifinal - 16 competitors: Creative round with briefcases.

Final - 8 competitors: Full side.

**Judges: Carlos Ruiz y Penelope Garrido**

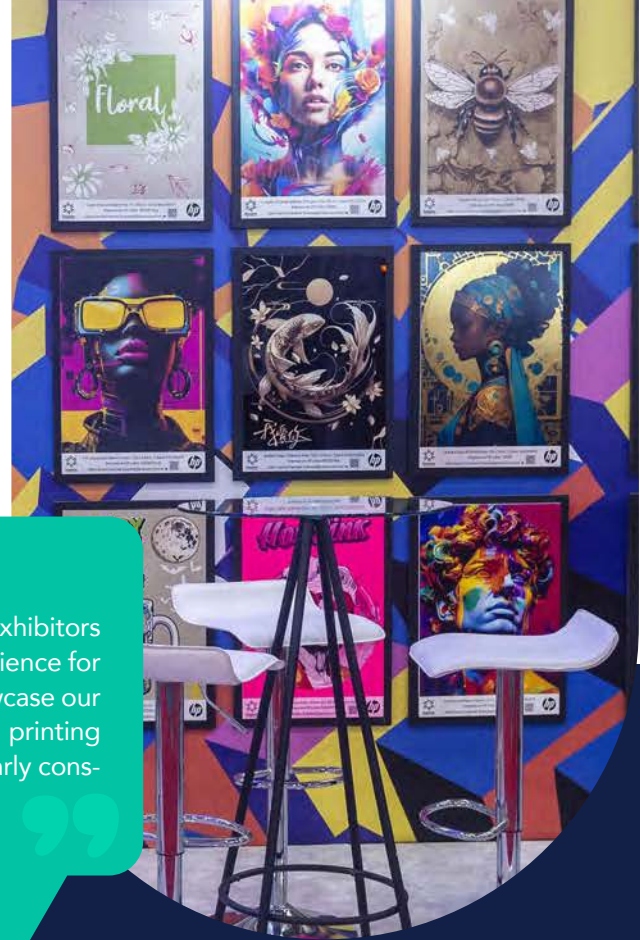
- ★ **1st place:** Antonio Ramirez Ávila
- ★ **2nd place:** Antonio Ramirez Medina
- ☆ **3rd place:** José Luis Bejarano





# POST SHOW REPORT

FESPA MEXICO



Being part of FESPA Mexico 2024 as exhibitors has been an enriching and valuable experience for HP Mexico. This event allowed us to showcase our most innovative and recent wide format printing solutions, aimed at an industry that is clearly constantly evolving.

HP  
2024 Exhibitor

## THANKS TO OUR SPONSORS



## SOME EXHIBITORS



## SUPPORT PARTNERS



See you in 2025!

25-27  
SEPT. 2025

Centro  
citi**banamex** 

PART OF FESPA'S PORTFOLIO OF LEADING EVENTS IN THE GRAPHICS INDUSTRY



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