



ITM 2020, THE HANNOVER MESSE OF MEXICO AND LATIN AMERICA, GENERATES 50 MILLION PESOS IN BUSINESS

- *Business deals valued at 50 million pesos were closed on site during the three days of the event.*
- *18,000 people from more than ten countries registered to participate.*
- *The conference program received 31,000 views.*

The final results of Industrial Transformation México 2020, the Hannover Messe of Mexico and Latin America, which took place on a virtual platform this year on October 28-30, were announced this morning in a press release by Guanajuato State Governor Diego Sinhue Rodríguez Vallejo, President of the Mexican Confederation of Industrial Chambers (CONCAMIN) Francisco Cervantes and Hannover Fairs México CEO Bernd Rohde.

“A total of 18,000 people from more than ten countries registered to participate in the event, 50% of whom were young people interested in Industry 4.0 and in making the transition from manufacturing to mindfacturing. Even more significant were the 50 million pesos in on-site business generated over the three days of the exhibition,” said Governor Rodríguez Vallejo, who proceeded to congratulate the Guanajuato-based company EcoScience Lab for making it into the top three in the ITM 2020 Makeathon.

According to CONCAMIN President Francisco Cervantes, RAI and ITM created the most important business platform of the year for the industrial sector, while their joint program of 70-plus free conferences received over 31,000 views, threefold the figure initially projected. “We had very-high-level speakers, including the President of Mexico, three secretaries of state, two French ministers, three ambassadors and 14 governors. And while the results for on-site business—50 million pesos—was lower than that reported during the first edition of the fair in 2019, it was a laudable achievement, given that this was an unprecedented exercise in organizing a completely virtual exhibition of technology and machinery. The other option was to do nothing, but for us that was a non-option.”



More than 12,200 people visited the virtual exhibition, which featured over 30 companies and registered some 105,000 interactions, said Rohde, adding that the Futuristic Minds program, designed to encourage more young people to take an interest in careers in science, technology, engineering and mathematics, was so successful that it will be repeated at future editions. The CEO went on to announce the three finalists of the Makers for Good @ITM 2020 Makeathon: Thermy (CDMX), with a breast cancer detection test; EcoScience Lab (GTO), which has developed biological solutions for industrial carbon; and Kano & Co., which designs furnishings for the “new normality.”