

THE BRIGHT WORLD OF METALS charts course for Latin America: GIFA Mexico to debut from 16 to 18 October 2024 in Mexico City

Düsseldorf/Mexico City, 13 November 2023. Messe Düsseldorf is expanding its global event format in foundry technology to Latin America, setting another important milestone for the globalisation of the “Bright World of Metals”. From 16 to 18 October 2024 GIFA Mexico held at the Centro Citibanamex in Mexico City will bring together industry experts from all over the world and present a wide spectrum of machinery, equipment, materials, and technical innovations for various user industries such as the automotive and construction industries, mechanical engineering and the iron and NF-metal industries. Alongside small and medium-sized companies, key global players such as ASK Chemicals, Ajax Tocco, General Kinematics, Haitian, Inductotherm, Vesuvius Foseco, Norican Group, Sinto Group/Tinker Omega and Yizumi have already confirmed their participation. Beyond this, national participations from China, Italy and Spain will be featured. The event will be held in cooperation with the multinational partner Mexican Foundry Society, A.C. (Sociedad Mexicana de Fundidores, A.C./ SMFAC) as a pavilion forming part of the well-established Mexican trade fair FUNDIEXPO.

Mexican foundry and automotive supply industries on course for recovery

According to Bruno Jaramillo, General Manager of SMFAC, the Mexican foundry industry has succeeded in recovering from the effects of the COVID-19 pandemic. “After the challenges this sector faced in 2020 and 2021, years characterised by a drastic slump in production, it is now in a phase of complete recovery and enjoys a privileged position especially due to the so-called nearshoring trend,” says Jaramillo. Global demand for automotive parts is high since the transportation industry is continually looking to expand and seeking new business opportunities. Both Mexico and India are important



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development locations constantly driving demand for foundry products. “Foundries have to prepare for nearshoring and recruit skilled labour. At present, only 35% to 40% of components and assemblies of automotive parts are performed in Mexico,” explains Jaramillo.

The positive outlook for the metal industry goes hand and in hand with the demand for skilled labour, above all for young people with foundry technology and metallurgical knowledge. This demand is particularly high in the automotive industry since Mexico is an important production base for such carmakers as Chrysler, Ford, GM, Honda, Mazda, and BMW, to name but a few. One example testifying to the growth of this industry in Mexico is the recently opened foundry and car parts factory Evercast, in which Grupo Industrial Saltillo (GIS) and ZF-TRW jointly invested \$ 120 million. The plant will produce parts for automotive brake systems and create hundreds of new jobs. This demonstrates the growth potential of the foundry sector in Mexico.

The rising demand for castings makes Mexico an attractive market for European and German investors. At present, 1,900 German companies are already represented in Mexico and the country is also considered the USA’s “extended workbench” due to its population, natural resources, and its strategic location. All of these are decisive reasons for Messe Düsseldorf to enter the market together with its representation in Mexico. “We look forward to the premiere of GIFA Mexico. Being represented with the Bright World of Metals in this market with positive growth prospects so important for our customers is of strategic relevance to us,” explains Malte Seifert, Director Portfolio Metals, Energy & Autonomous Technologies at Messe Düsseldorf.



GIFA Mexico as a forward-looking platform for the global metal-working and foundry industries

By holding GIFA MEXICO, SMFAC and Messe Düsseldorf offer not only companies from Mexico and the region a platform for the global metal-working and foundry industries but also provide German and European decision-makers with a unique opportunity to develop business in one of Latin America’s most dynamic markets. The trade fair presents a comprehensive spectrum of machinery, equipment,

materials, and technological innovations from additive manufacturing and casting machines to castings for a variety of application industries – ranging from automotive and construction to energy and gas not forgetting users in metal and steel works. It primarily targets decision-makers from foundries, automotive and vehicle construction, foundry technology suppliers as well as mechanical engineering. From 2024 GIFA Mexico is to be staged every two years. In partnership with GIFA Mexico, FUNDIEXPO will be building the leading education platform for the foundry industry in Latin America. An extensive conference and seminar line-up on site as well as digital offerings will address participants from all of Latin America. As a special highlight FUNDIEXPO will also host the Metallurgy and Foundry World Summit 2024.

FUNDIEXPO

FUNDIEXPO is Mexico's established leading trade fair for the foundry sector and organised by the Mexican association Sociedad Mexicana de Fundidores, A.C. (SMFAC) in cooperation with Messe Düsseldorf. At FUNDIEXPO 2022, 350 exhibitors from 15 countries presented themselves to more than 6,400 trade visitors.



Anyone wishing to exhibit at GIFA Mexico as part of FUNDIEXPO from 16 to 18 October 2024 is welcome to register with Sarah Möller at MoellerS@messe-duesseldorf.de

Event details

- **Venue:** Centro Citibanamex, Mexico City, Mexico
- **Duration:** 16 to 18 October 2024
- **Event cycle:** Every two years
- **Opening hours:** 16 - 17 October from 10.00 am to 7.00 pm (for visitors), 18 October from 10.00 am to 6.00 pm (for visitors)

Read more at www.gifa-mexico.com.

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