

Expo Nacional Ferretera has shape its business development since its first edition in 1989, and the industry have witnessed its constant growth. It has consolidated as an important bridge that serves as a rainmaker for the Latin American market, promotes exports for hardware, construction, electricity and lighting industries to more than 20 countries.

In the last 29 years, we have contributed to the business growth of our customers, favoring an ideal event to meet prospects, consolidate relations with traditional contacts and as an effective tool to add value to the participating brands.

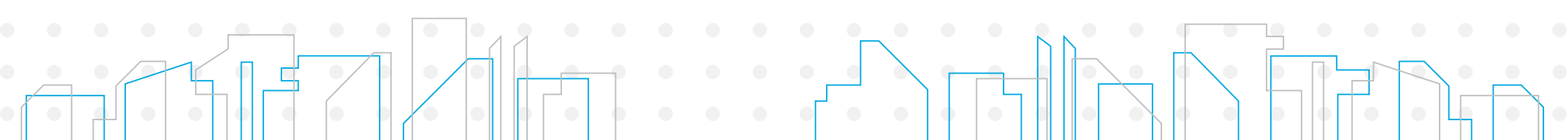
In 2018, we celebrate our 30th anniversary of continuous success, which is thanks to our exhibitors.

GENERAL DATA

624,000 SQ. FT.
exhibition floor

1,400 EXHIBITORS

Visitors from 62 COUNTRIES



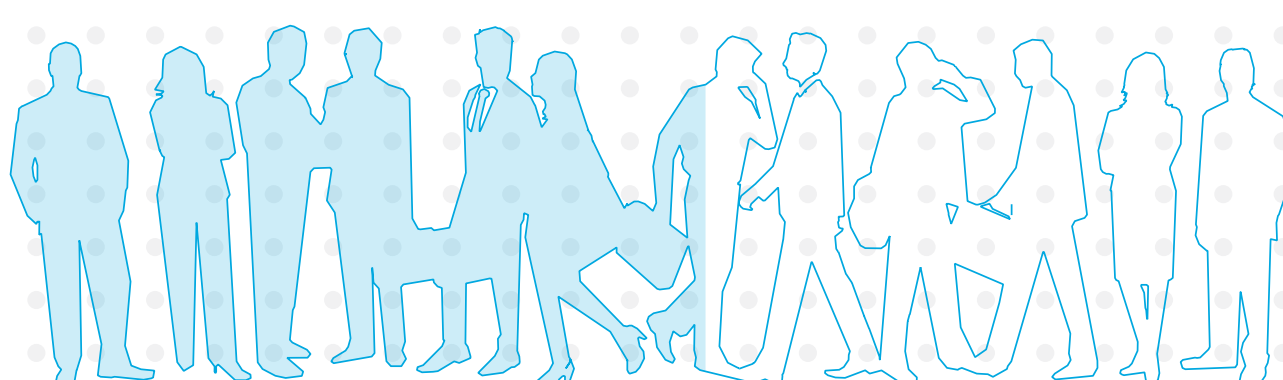
85 thousand visitors

Exhibitors 30% international
70% national

1,300 Club Elite buyers from Mexico, Central America, South America and USA

BUYERS DATA

52% of buyers were first timer visits

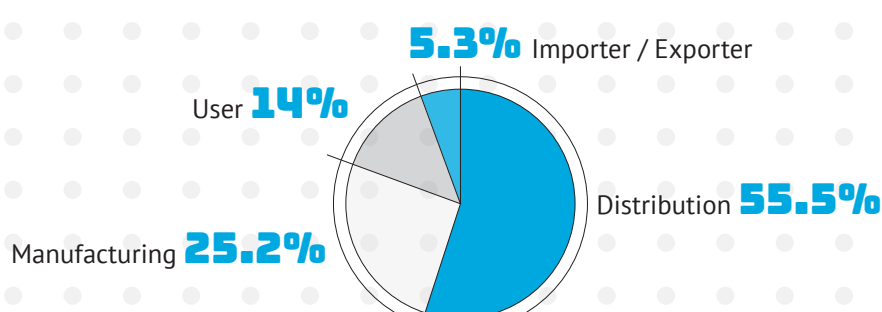
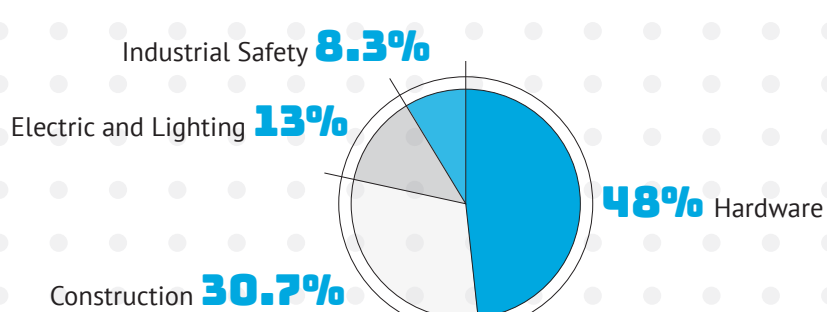


Purchasing power: 80% make the final decision or are highly involved in final decisions
Look for industry trends 20%

Purchasing Budget: 70% of our buyers have a budget for acquisitions at the show.

WHAT INDUSTRIES DO BUYERS BELONG TO?

Industry clasification



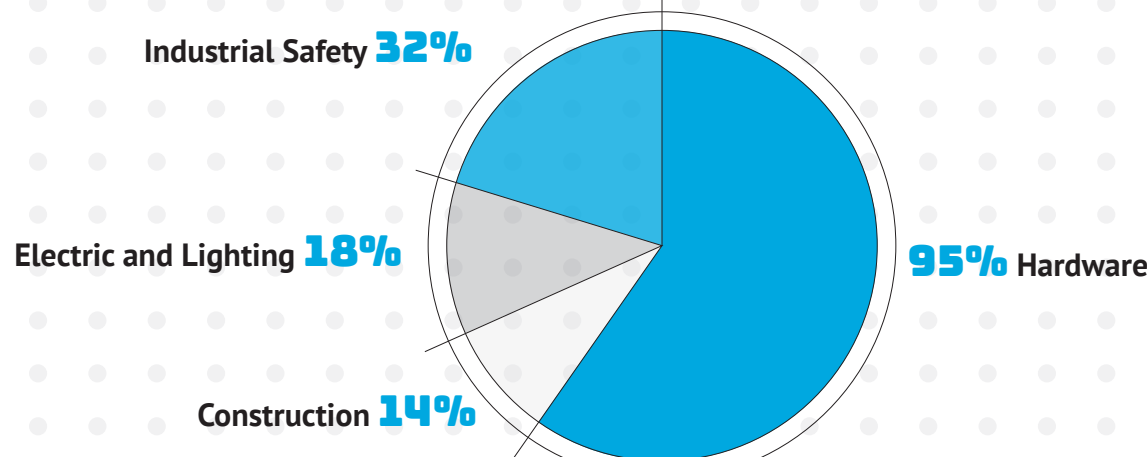
National buyers come from all states, in 2017 edition some of the states that highlighted were:

- Aguascalientes
- Mexico City
- Estado de Mexico
- Guanajuato
- Jalisco
- Michoacan
- Nuevo Leon
- Querétaro
- San Luis Potosi
- Sinaloa

International buyers come from more than 60 countries, in 2017 edition some that highlighted were:

- Colombia
- Dominican Republic
- Ecuador
- El Salvador
- Honduras
- Nicaragua
- Spain
- USA

WHAT ARE THE BUYERS* SEARCHING FOR AT THE SHOW?



*Multiple interests

BUYERS

Buyers that search for international exhibitors, show more interest in companies from:

- Brazil
- Canada
- China
- Colombia
- Germany
- India
- Italy
- Spain
- USA



The 20 subcategories products* with top searches are:

- **Hardware**
 - Tools 65%
 - Screws and fastening 38%
 - Pipes and fixtures 37%
 - Plumbing 37%
 - Abrasives 36%
- **Construction**
 - Machinery 45%
 - Diverse construction materials 41%
 - Water pumps and motor-pumps 38%
 - Bathrooms and bathroom accessories 36%
 - Boilers 36%
- **Electric and Lighting**
 - Electric wiring 52%
 - Tools and electric accessories 51%
 - Light switches and plugs 47%
 - Flash light, lamps and batteries 39%
 - Circuit breakers and switches 38%
- **Industrial Safety**
 - Personal protective equipment in general 68%
 - Eye protection 43%
 - Face and head protection 41%
 - Welding protection 39%
 - Fall protection equipment 37%

*Multiple interests

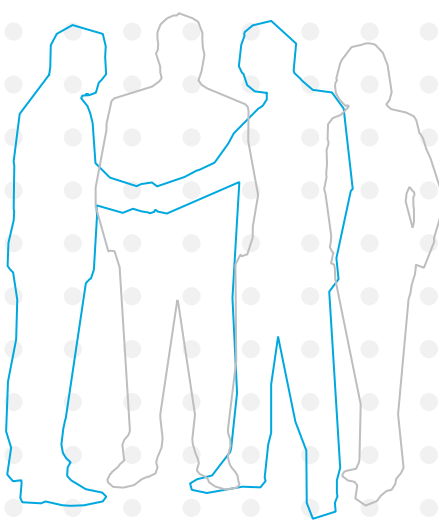
REASONS FOR BUYERS ATTENDANCE

The three main reasons for visiting the expo are:

1 Speak to as many people or exhibitors to achieve a defined business goal

2 Build a network of new people to create new business opportunities

3 Reconnect with current vendors or suppliers to discuss business



HOW DID THEY HEAR ABOUT THE EVENT?



- Email
- Colleague's recommendation
- Exhibitor's invitation
- Internet
- Printed invitation
- Event's website
- TV



- Facebook
- Radio
- Magazine
- Newspaper
- LinkedIn
- Twitter

Expo Nacional Ferretera in digital platform
4,567 APP DOWNLOADS

