



**E. J. KRAUSE &  
ASSOCIATES, INC.**



<http://www.ejkrause.com>

**FOR IMMEDIATE RELEASE**

**USA**

Kara Krause  
E.J. Krause & Associates  
kl.krause@ejkrause.com

**Mexico**

Arturo Morales  
E.J. Krause & Associates  
morales@ejkrause.com

**EXPO MANUFACTURA CONCLUDES 19TH EDITION AS MEXICO’S LEADING EVENT FOR THE MANUFACTURING INDUSTRY**

**Bethesda, MD (March 3, 2015)** – **EXPO Manufactura 2015** celebrated a successful 19th edition as the leading event for the manufacturing and processing industry in Mexico. **EXPO Manufactura**, took place February 3-5, drew over 10,600 professionals to Monterrey, Nuevo Leon. The three-day event brought together more than 600 brands and technology solutions from 300 exhibiting companies.

**EXPO Manufactura** is recognized as the most important exhibition in the region and has become the ideal venue for the private sector to access the most prominent training, technology, and operational solutions designed to generate profitability as well as sustainability.

As Mexico’s manufacturing sector continues to flourish, **EXPO Manufactura** has become the leading platform for strengthening international commercialization within the industry. As a result of increased international participation, the U.S. Pavilion in 2016 is expected to expand its footprint 34% percent.

For the first time the event added support and participation from A3 (The Association for Advancing Automation) an organization representing the global leaders of the automation and robotics industries.

In addition, **EXPO Manufactura 2015** included expanded space dedicated to four co-located events: **Industrial Print Expo Mexico**, **Plastimagen Norte**, **Automation Mexico** and **Medical Manufacturing Mexico**. These events enhanced the week of manufacturing with a complete supply of solutions for the most important sectors in the industry.

Running parallel to the exhibition was a full three-day educational program with 17 general sessions, keynotes, and workshops. The conference program, with influential speakers from the U.S. and Mexico, addressed trends in the aerospace, medical device manufacturing, automotive manufacturing, 3D print, and metalworking sectors. Additionally, Chamber of Manufacturing Industry of Nuevo Leon (CAINTRA), hosted **EXPO Manufactura** matchmaking program which conducted over 70 one on-one business meetings.

*“This event has become a benchmark in the industry. Each year the challenge is to present innovative solutions in training and cutting edge technology in key areas of the industry, enhancing the competitiveness of enterprises in this ever changing environment.”* said Jose Navarro, General Director of E.J. Krause de Mexico.

**EXPO Manufactura 2016** will be held February 2 – 4. The 20th edition will present a complete offering of what manufacturers in any industry need and use in their assembly. Currently 75% of exhibit space is already sold out.

For additional information please visit: [www.expomanufactura.com.mx](http://www.expomanufactura.com.mx)

### **About E.J. Krause & Associates:**

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)

### **About Tarsus Group**

Tarsus Group plc is an international business-to-business media group with interests in exhibitions, publishing and online media. The Group operates globally in key verticals including aviation, medical, labels and packaging, Industrial Printing/ Additive Manufacturing, discount clothing (Off-Price), housewares and automotive. Tarsus runs more than 80 events and websites and its flagship brands include the Labelexpo exhibitions in Europe, the Americas and also Asia and the Dubai Airshow.

The Group operates across a worldwide network of offices in Dublin, London, Paris, Milwaukee, Boca Raton (Florida), Dubai, Shanghai, Jakarta, New Delhi and Istanbul. Tarsus is building on its strong presence in the emerging markets of the Middle East, China, Turkey, Indonesia and Mexico.