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## COMMERCE DEPARTMENT TO SHOWCASE U.S. COMPANIES AT EXPO MANUFACTURA 2013

WASHINGTON, D.C., May 8, 2012 -- U. S. companies interested in developing new business contacts at an important manufacturing trade event should consider participating at **Expo Manufactura 2013** held February 5-7, 2013 in Monterrey, Mexico. The U.S. Department of Commerce has once again granted **Expo Manufactura 2013** Trade Fair Certification status, establishing a U.S. Pavilion that welcomes U.S. firms of all sizes. The U.S. Pavilion serves as an excellent business center for U.S. companies to establish or expand overseas distribution, generate sales leads, evaluate competitors and work with U.S. Commercial Service trade specialists to identify potential buyers and partners.

**Expo Manufactura 2013** is the largest diversified metalworking and manufacturing industrial technology exhibition in Mexico with an expected number of 450 exhibitors representing over 600 brands and 9,500 visitors from 26 countries. The Commerce Department forecasts around 100 U.S. exhibitors at **Expo Manufactura 2013** which focuses on meeting high level buyers. The show will include the latest machines and efficient technical solutions, product-related services, sustainability in manufacturing for modern metalworking technology. The shows main focus is on cutting and forming machine tools, manufacturing systems, precision tools, automation, quality control, material flow, CAD/CAM technology, cloud manufacturing, industrial electronics, and parts and accessories. Mexico's \$3 billion metal working and machinery sectors, the largest in Latin America, offer a strong market for innovative U.S. materials and equipment. The market also offers good prospects for highly sophisticated or innovative U.S. peripheral instrumentation, equipment and machinery. Exporters interested in a complete description of the commercial trade environment in Mexico should read <http://www.buyusa.gov/mexico/en/ccg.html> .

In certifying **Expo Manufactura 2013**, the Department of Commerce recognizes the capability and exhibition experience of the organizers of the U.S. pavilion, E.J. Krause & Associates, and the potential of this venue for selling U.S. products and services in to the Latin American markets.

The Trade Fair Certification Program is a cooperative arrangement between private sector trade show organizers and the U.S. Government. The program seeks to broaden the base of U.S. exporters, particularly new-to-export and new-to-market firms, by introducing them to key trade fairs where they can meet their export objectives.

For additional information about **Expo Manufactura 2013** see <http://www.expomanufactura.com.mx/> or contact:

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