

MAGNA EXPO MOBILIARIO E INTERIORES

Leading Trade Fair for Furnishings,
Decoration, Appliances and Flooring

January 16 - 18, 2019
Centro Citibanamex, Mexico City, Mexico

www.MEMInteriores.mx

2019



Deutsche Messe

Building synergies, promoting business



MAGNA EXPO
MOBILIARIO E INTERIORES

Welcome to the most important trade event for the furniture and decoration industries in Mexico.



25
AÑOS



Dear furniture and interior decoration industry professionals:

Magna Expo Mobiliario e Interiores is the most important event specializing in the supply of furniture and interior decoration held annually in Mexico City. Organized in a joint effort with **Magna Expo Mueblera Industrial**, in its 25th anniversary, **MEM Interiores** will showcase the most outstanding suppliers in specialized segments of home furnishings, kitchen furniture, interior decoration, accessories, and appliances.

MEM Interiores 2019 will feature a program of conferences and workshops directed to the professional public. We will also incorporate each of the exhibiting companies in our new digital and traditional media communication strategy, creating synergies that contribute to the success of all the participants by promoting direct contact with specialized buyers of this important market. Our ongoing digital campaigns obtain thousands of hits in channels dedicated to professionals in the sector.

For the 25th edition of this event held in January 2019, **Deutsche Messe** will intensify its marketing and content development efforts, attracting specialized audiences, and expanding the offer of **Magna Expo Mobiliario e Interiores** to offer the sector a specialized, extensive and inclusive trading platform that meets the expectations of the participants and offers them a clear return on their investment through the generation of new business leads and opportunities.

We look forward to seeing you at **Magna Expo Mobiliario e Interiores 2019**, the most important trade event for suppliers in the furniture and interior decoration sector, at Centro Citibanamex in Mexico City.



Bernd Rohde
Managing Director
Hannover Fairs México

Eugenio Carrillo
Project Director
Magna Expo Mueblera



Why Magna Expo Mobiliario e Interiores 2019?

INCREASE YOUR SALES



Generate new sales prospects in the most important event of its kind



Build and strengthen your business relationships with current and future customers



Meet face to face with actual decision makers



Improve your sales process by prospecting, qualifying, negotiating and **closing deals in a single event**

BOOST YOUR MARKETING STRATEGY



Promote your brands and products to a professional, focused, and select audience



Gain positioning and awareness by taking part in the leading event of the industry



Learn about market trends, design, and pricing, and measure yourself against your competitors



Integrate your company into our innovative **digital advertising campaign**



Be a part of the most important **design and interior decoration** community in Mexico

A wide and representative offer

In 2019, Magna Expo Mobiliario e Interiores presents a clear and organized product segmentation to wholesalers and retailers specializing in the decoration and furnishing of interior and exterior spaces.

In this way, we are able to bring together a well-defined audience of specialized trade buyers for each segment. During this event, participating companies will meet decision-making professionals with product-specific interests and willingness to make purchases and close deals in the short term.



A growing market...

- According to the National Institute of Statistics and Geography (INEGI), in 2018, there were more than 38,000 establishments dedicated to the trade of furniture and household goods in Mexico.
- The value of the market for furniture and household goods in Mexico is expected to double within the next five years.
- Mexico ranks fifth worldwide in exports of furniture and appliances made in Mexico.
- According to projections, sales in the furniture sector will have an average annual growth rate of 17% in the 2018-2022 period.
- In the same period, the size of the furniture and appliances market will grow by more than 12 million buyers.

... needs a **specialized platform.**

The leading event of the industry, located within the **largest buying market in the region**

Extensive promotional plan for the acquisition of trade buyers

Presence of relevant international buyers

Intensive cooperation with associations of the sector and specialized press

A creative cooperation generates synergies

Magna Expo Mobiliario e Interiores is co-located to **Magna Expo Mobiliario de Oficina** and **Magna Expo Mueblera Industrial** at Centro Citibanamex January 16-18, 2019. This form of organization presents three leading exhibitions of complementary sectors. Benefit from the synergies of this strong union.





Participation Fees

Take advantage of our early-bird rates!
 Contact us for more information
 Offer valid until June 30, 2018

Raw Space (minimum 54 sqm)	MXN
Includes:	\$1,380/m² + VAT
Exhibit space (without carpet)	
Electric power supply (110V)	
Exhibitor badges	
Exhibitor Directory listing	

Basic Package (minimum 18 sqm)	MXN
Includes:	\$1,600/m² + VAT
Carpeted area	
Hardwall booth construction	
Lettering	
Electric power supply (110V)	
Exhibitor badges	
Exhibitor Directory listing	

Premium Package (minimum 18 sqm)	MXN
Includes:	\$2,700/m² + VAT
Carpeted area	
Hardwall booth construction	
Signboard and lettering	
Electric power supply (110V)	
Lighting (slimline)	
Bar counter w/ bar stool	
Round table w/ 3 chairs	
Exhibitor badges	
Exhibitor Directory listing	

**Space is sold in 9 sqm increments only.
 Please contact us for specific offers.**

Also, take advantage of our sponsorship opportunities and digital marketing campaign.



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For contact details on our sales partners, please visit:
www.messe.de/salespartner_gb

You can also find us on the following networks

