

MAGNA EXPO MOBILIARIO DE OFICINA

Leading Trade Fair for Office
Furnishings and Accessories

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

www.MEMInteriores.mx

2019



Deutsche Messe

Building synergies, promoting business



MAGNA EXPO
MOBILIARIO DE OFICINA

Welcome to the most important trade event for office furnishings and accessories in Mexico.



Dear office furniture industry professionals:

Magna Expo Mobiliario de Oficina is the only trade fair specialized in the supply of office furniture that is held annually in Mexico City.

Held in conjunction with **Magna Expo Mueblera Industrial** and **Magna Expo Mobiliario e Interiores**, **MEM Oficina** will provide a platform for the top suppliers in its segment.

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

Deutsche Messe will intensify its marketing and content development efforts, attracting specialized audiences, and expanding the offer of **MEM Oficina**, to provide the sector with 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 de Oficina 2019**, the most important trade event for suppliers in the office furniture 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 de Oficina 2019?

INCREASE YOUR SALES



Generate new sales prospects
in the only 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 only event
of its kind **specializing**
in office **furnishings**

A wide and representative offer

In 2019, Magna Expo Mobiliario de Oficina presents a broad, clear, and organized product segmentation to wholesalers and retailers specializing in office furnishing, decoration and appliances.

We will gather a well-defined audience of specialized trade buyers for each segment. As a participant in the event, you will be visited by decision-making professionals with product-specific interests and willingness to make purchases and close deals in the short term.

**MAGNA
EXPO**
MOBILIARIO
DE OFICINA

Products

Chairs and
Desks

Modular
Furniture &
Work Stations

File Cabinets,
Bookshelves
& Drawers

Floor Lighting
Solutions

Office
Accessories
and Decoration
Items

Audio and
Video for Office
Computers and
Telecommunications

A growing market...

In recent years, Magna Expo Mueblera has identified the need to present a platform dedicated to the office furnishings segment in a more structured manner. The current boom in the corporate real estate market in Mexico and new trends in the sector are a unique opportunity for manufacturers in this segment to showcase new products to the market in a professional business forum.

"It was honestly a very positive experience, we've had project opportunities here, quite a lot of people, we've had over 200 visits per day. In fact, we've already sold part of the furniture and look forward to many projects through this expo."

Benjamín Oñate, Sales Manager, Industrias JAFHER

"It's a very satisfying experience, we've realized that this exhibition is giving us great opportunities to close deals in the medium term. We have a very good influx of customers and important prospects and are certain to close good business deals with them this year."

Víctor Hernández, CEO, SIO Muebles

"Our experience at the MEM has been good... we've been visited by our own customers, gained new ones, and closed business deals."

Antonio Laguna, Marketing Manager, Woods Muebles para Oficina

... 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

A creative cooperation generates synergies

Magna Expo Mobiliario de Oficina is co-located to **Magna Expo Mobiliario e Interiores** 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.





MAGNA EXPO
MOBILIARIO DE OFICINA

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.



Deutsche Messe

Hannover Fairs México
Reforma 381, 1er piso
Col. Cuauhtémoc
06500, Ciudad de México
México

Tel: +52 55 – 7028 3335
info@hfmexico.mx
www.hfmexico.mx

Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel: +49 511 89 - 0
Fax: +49 511 89 - 32626
info@messe.de
www.messe.de

Your personal contact:

Eugenio Carrillo

Project Director

Magna Expo Mobiliario de Oficina

Tel: +52 55 - 7028 3335 ext. 807
Eugenio.Carrillo@hfmexico.mx

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

You can also find us on the following networks

