



Deutsche Messe

Press

MEM INDUSTRIAL ANNOUNCES PARTNERSHIP WITH TECNOMUEBLE

- *The country's leading forestry, woodworking and furniture tradeshow opened its doors today with the participation of over 200 leading brands.*
- *Thanks to its partnership with Tecnomueble, Deutsche Messe now boasts the most solid portfolio of related events in the country.*

MEXICO CITY, January 22, 2020. The highlights of the 2020 edition of MEM Industrial and its new partnership with Tecnomueble were announced to the press today by Christian Pfeiffer, Global Director of Woodworking Events at Deutsche Messe; Carlos Cook, Vice-president of the Mexican Association of Suppliers of the Woodworking and Furniture Industry (AMPIMM); Abelardo Arreola Jiménez, President of the Jalisco Association of Furniture Manufacturers (AFAMJAL); Palmira Arnaz, Mexico City Coordinator of the National Forestry Commission (CONAFOR); Manuel Pérez Cárdenas, Head of the Office of the Presidency of the Confederation of Industrial Chambers (CONCAMIN); Congresswoman Martha Olivia García Vidaña, Secretary of the Commission for the Environment, Sustainability, Climate Change and Natural Resources; Edgar Conzuelo Contreras, CEO of Protectora de Bosques, Estado de México; Marco Ruíz Ruíz, Vice-president of the National Woodworking Industry Chamber (CANAINMA); Héctor Silver, CEO of Mahexa Forestal; and Bernd Rohde, CEO of Hannover Fairs México.

At the opening ceremony, Christian Pfeiffer said that “MEM Industrial is the leading platform in Latin America for woodworking technology, including inputs and accessories for the furniture industry”, while Bernd Rohde took the opportunity to announce the recent partnership between MEM Industrial and TecnoMueble Internacional, which is affiliated to AFAMJAL.

“This new partnership with AFAMJAL and MEM Industrial’s other partnerships with top international organizations in the sector, like the European Federation of Woodworking Machinery Manufacturers (Eumabois), its German counterpart VDMA, AMPIMM, CONAFOR, the civil society organization Reforestamos and CANAINMA, have consolidated MEM Industrial as the flagship tradeshow for the supply of machinery, equipment, materials and inputs for the woodworking and furniture industry in Mexico,” said Rohde.



According to AMPIMM Vice-president Carlos Cook, MEM Industrial “is the main showcase for suppliers of inputs, materials and services for the manufacture of furniture.” It is without doubt, he said, the main tradeshow in Mexico for the sector and I am convinced it will soon become one of the leading ones in North America.” AMPIMM, he announced, will be presenting its Furniture Design Award (PREDIM) at MEM Industrial on Thursday, January 23.

By the same token, AFAMJAL President Abelardo Arreola said that “MEM Industrial’s partnership with TecnoMueble will bring huge benefits for the industry, given that it marks a coming together of the two largest expos in the country for machinery and supplies for the furniture industry.”

According to CONAFOR Coordinator for Mexico City Palmira Arnaz, partnerships like the one with MEM Industrial 2020 “foster joint actions that put community forestry companies into direct contact with suppliers of machinery, technology and materials,” while Manuel Pérez Cárdenas, Head of the Office of the CONCAMIN Presidency, added that platforms like these are essential because Mexico needs to promote “sustainable, diversified development in order to make progress on the economic front.”

CANAINMA Vice-president Marco Ruíz Ruíz announced that the organization will be holding its Environmental Protection award ceremony at MEM Industrial 2020 and that he also views this as the leading platform for the sector.

MEM Industrial is a specialized woodworking and furniture tradeshow organized by Hannover Fairs México, a subsidiary of the German company Deutsche Messe. Boasting over 14,000 square meters of exhibition space, some 130 exhibitors will be taking part in the show, where no less than 200 brands will be represented. Centro Citibanamex, where the event is to be held on January 22-24, is anticipating a turnout of 7,000 visitors that run the whole gamut, from forestry professionals to CNC machine manufacturers, industrial designers and carpenters.

MEM Industrial is part of the "Woodworking Shows" portfolio of Deutsche Messe. This portfolio is spearheaded by LIGNA, the global woodworking and wood processing industry's event in Hannover, Germany, which is the place of choice for unveiling the latest innovations in this industry. The next LIGNA will run from 10 to 14 May 2021.

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For more information, log on to: www.memindustrial.mx

Requests for interviews or information should be directed to: itziar.gomez@hfmexico.mx or david.montaudon@hfmexico.mx