

EXPOGRÁFICA[®] 2011 Closer than you think...

The most complete Graphic Arts Trade Show in Latin America, as well as the largest in the Spanish-speaking market, exhibiting the latest in machinery and Digital Printing, Offset, Large-Format, Pre-Press, Films, Plates, CTP Equipment, Color Proofs, Serigraphy, Flexography, Packaging, Press, Consumables, Paper, Substrates, Inks, Digital Processes, Finishing, Technical Services and much more!

EXPOGRAFICA[®] is the most efficient business pass to the Spanish-speaking market, attracting exhibitors and visitors both from Mexico and the rest of Latin America and the Caribbean. Organized by ANIDIGRAF A.C. Association that brings together the main graphic arts manufacturers and suppliers in Mexico.

WHEN

May 17th to 20th, 2011

WHERE

Centro Banamex, Mexico City

EXHIBIT AREA

PHASE I

16,000 m² (170,000 square feet)

PHASE II

1,500 m² (16,145 square feet)

SHOW HOURS

12:30 PM - 7:30 PM

STUDENT DAY (OVER 18)

Thursday, May 19 from 12.30 to 3:30 pm

ACADEMIC PROGRAM

9:00 am to 7:30 pm

ADMISSION

\$200 pesos (If not pre-registered before April 30th, 2011)

SALES:

Phone 52 (55) 5536-1969

52 (55) 5523-1487

Guadalupe Olvera

e-mail: sales@expografica.com.mx

EXHIBITORS: Over 200 companies with 500 brands representing more than 20 countries.

VISITORS: 16,000 professional buyers from over 25 countries will attend EXPOGRAFICA 2011 coming from different entities in Mexico such as: Distrito Federal, State of Mexico, Guanajuato, Puebla, Querétaro, Veracruz, Jalisco, Morelos, Chihuahua, Coahuila, Tampico, Aguascalientes, Hidalgo, Michoacán, Nuevo León, San Luis Potosí, Tlaxcala, Campeche, Durango, Oaxaca, Yucatan. International visitors from the United States, Colombia, Germany, Canada, Guatemala, Nicaragua, El Salvador, Costa Rica, Honduras, Argentina, Bolivia, Chile, Ecuador, Spain, Venezuela, Brazil, India, Italy, Korea, Nigeria, Peru and Switzerland. (More information in the back)

SIMULTANEOUS: Keynote Conferences and Technical Seminars with emphasis on consulting services on cutting edge ecologic initiatives.

In 2009 a 23% increase in number of attendees was recorded compared to the previous edition in 2005 in the same location. In 2011 there is a 30.68% increase in exhibition space (gross) compared to the previous 2007 edition.



At Expográfica® 2011 in Mexico City attendees will see the latest printing technology in areas such as:

- * Finishes
- * Packaging
- * CTP Equipment
- * Flexography
- * Large Format
- * Digital Printing
- * Consumables
- * Plates
- * Blankets for Offset
- * Machinery & Equipment
- * Offset
- * Paper, Substrates
- * Films
- * Pre-Press
- * Press
- * Digital Processes
- * Color Proofs
- * Chemicals
- * Serigraphy
- * Technical Services
- * Software
- * Inks

And much more!

**STATISTICS 2007
MEXICO CITY**

10% WERE GENERAL DIRECTORS
60% DECIDE OR SIGNIFICATIVELY INFLUENCE THE PURCHASING DECISION
16% BELONGS TO COMPANIES WITH MORE THAN 200 EMPLOYEES AND 75% BELONGS TO COMPANIES WITH LESS THAN 50 EMPLOYEES
32% BELONGS TO THE COMMERCIAL PRINTING BUSINESS AND 14% TO GRAPHIC DESIGN
VISITORS MAIN INTEREST IS:
<ul style="list-style-type: none"> - MACHINERY AND PRINTING EQUIPMENT - PRE-PRESS - PAPERS AND CARDBOARDS - CONSUMABLES - FINISHES - LARGE FORMAT - ANCILLARY PRESS EQUIPMENT
64% ATTENDED THE EVENT WITH THE INTENTION OF MAKING A PURCHASE AFTER VISITING THE EVENT

**STATISTICS 2009
GUADALAJARA, JALISCO**

215 EXHIBITORS FROM 20 COUNTRIES
16,000 QUALIFIED BUYERS FROM 25 COUNTRIES
63% OF ATTENDANTS MAKE THE FINAL PURCHASING DECISION OR HAVE INFLUENCE IN IT
68% WORKS AS ADMINISTRATIVE DIRECTOR, IN PRODUCTION, MANUFACTURING, ENGINEERING OR PURCHASING FOR THEIR COMPANIES
58% COME TO THE SHOW WITH THE INTENTION OF PURCHASING OR UPDATING THEIR PRODUCTS
98% OF EXPOGRÁFICA 2009 EXHIBITORS PLAN TO ATTEND IN 2011
VISITORS MAIN INTEREST IS:
<ul style="list-style-type: none"> - DIGITAL PRINTING - PAPERS - OFFSET PRESS - INKS & VARNISHES - SERIGRAPHY - PLATES - LARGE FORMAT - SOFTWARE - BOOKBINDING & FINISHES EQUIPMENT - BLANKETS FOR OFFSET - FILMS - CHEMICALS - CTP'S - FLEXOGRAPHY EQUIPMENT & CONSUMABLES - PRESS – INK JET

MAIN BUSINESS OF VISITORS IN 2009

CATEGORY	TOTAL
COMERCIAL PRINT	28.35%
ADVERTISING / PR / DESING AGENCY	10.36%
DEALER / DISTRIBUTOR	8.03%
QUICK / INSTANTANT PRINTING	7.07%
MANUFACTURER / SUPPLIER	5.33%
EDUCATION	5.21%
LABEL PRINTING	5.08%
PACKAGE PRINTING	4.37%
STUDENT	4.32%
DIGITAL PRINTING / DIGITAL IMAGING	4.22%
OTHER BUSINESS	3.86%
WIDE FORMAT PRINTING / DIGITAL IMAGING	2.61%
PUBLISHING / BOOK PRINTING	1.42%
COMMERCIAL BOOKBINDING / FINISHINGS	1.17%
MAGAZINE PUBLISHING	1.17%
CONVERSION – FLEXIBLE PACKAGING	1.07%
CONVERSION – FOLDED CARDBOARD	0.96%
IN - PLANT PRINTING	0.96%
GOVERNMENT	0.84%
NEWSPAPER PUBLISHING	0.79%
CONSULTANT / BROKER	0.73%
CONVERSION - OTHERS	0.61%
MARKETING COMMUNICATIONS	0.56%
MULTIMEDIA / INTERNET PRODUCTION	0.29%
ASSOCIATION	0.27%
HEALTH	0.16%
FINANCE / BANKING	0.11%
MAILS / DISTRIBUTION	0.08%
INSURANCE	0.04%
TOTAL	100.00%

VISITORS' AREA OF INTEREST 2009

SOURCE: MAKE PRO, OFFICIAL REGISTRATION COMPANY

CATEGORY	TOTAL
DIGITAL PRINTING	12.87%
PAPER	10.31%
PRESS - OFFSET	10.31%
INKS AND VARNISHES	8.74%
SERIGRAPHY	6.86%
LAMINATES	6.52%
WIDE - FORMAT	6.45%
SOFTWARE	6.02%
FINISHING AND BINDING MACHINES	5.85%
RUBBER BLANKETS FOR OFFSET	5.28%
FILMS	4.90%
CHEMICALS	4.64%
CTP'S	4.56%
FLEXOGRAPHY EQUIPMENT AND CONSUMABLES	3.49%
PRESS - INK JET	2.73%
OTHER PRODUCTS	0.45%
TOTAL	100.00%

- **63%** of attendees made the final decision or had direct influence in the purchasing decisions of the company.
- **68%** had an executive or administrative position in the areas of production, manufacturing, engineering or purchases in their company.
- **58%** attended the event with the intention of purchasing products or updating the products they already had.
- **98%** of exhibitors at EXPOGRAFICA 2009 are planning to take part in 2011.



**YOUR BUSINESS PASS TO
THE LATIN AMERICAN
GRAPHIC ARTS MARKET**

ORGANIZED BY:



The National Association of Manufacturers and Distributors for the Graphic Arts Industry in Mexico (ANIDIGRAF).

OFFICIAL PARTNERS

