



Co-organized by:



End of Show Report

**UTECH LAS AMERICAS
2017**

**April 4 - 6,
2017**

**Centro Citibanamex,
Mexico City, Mexico**

Attendance

- **2,397** total attendance
- **92** exhibiting companies both Mexican and international from: Austria, Belgium, Brazil, China, France, Germany, India, Italy, Korea, Mexico, Portugal, Rumania, Singapore, South Korea, Spain and United States.
 - 30 Mexican companies (33%)
 - 62 international companies (67%)
- **160 attendees** to the Conference Program

Areas of exhibition

- Net area: **1,899m²**
- Gross area: **5,103m²**

Origin of attendance

- *Attendance from 21 states of Mexico* with major attendance from Mexico City, State of Mexico, Nuevo León, Queretaro, Jalisco, Guanajuato, Puebla, Hidalgo, Morelos, Chihuahua, San Luis Potosí.
- *International attendees representing the following 24 countries:* Argentina, Australia, Belgium, Brazil, Canada, China, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Germany, Guatemala, Italy, Japan, Norway, Peru, Poland, South Korea, Spain, Taiwan, United Kingdom, United States and Venezuela.

Highlights of this year's event

- All 5 of the Polyurethane producers; Dow, Covestro, BASF, Huntsman and Wanhua exhibited in this launch event, demonstrating their interest in Mexico and Latin America and ensuring that this first edition was a resounding success for the visitors.
- Nearly 60% of the attendees had some influence in the purchasing process of their companies.
- The advance registration for this event was much higher than expected, covering all areas where polyurethanes are used, including automotive and auto parts, construction, furniture & appliances.
- Search for new suppliers / equipment and Keeping up to date on industry related topics were the two main reasons for attendees to visit the show.
- The conference program was developed in conjunction with Urethanes Technology International, the leading polyurethane magazine and headed by Simon Robinson, Editor.
- 59% of the exhibition space for the 2019 edition is already booked.
- The opening ceremony was presided by very important companies in the sector:
 - Mr. Alberto Márquez, Area Sales Manager, Krauss Maffei
 - Mrs. Verónica Pérez, Commercial Director of Material Performance, Dow México
 - Mr. Raul Pimentel, Raw Material Manager, BASF México
 - Mr. Brennan Lafferty, Vice President / Group Publisher UTECH / Urethanes Technology International, Crain Global Polymer Group
 - Mr. Paul St. Amour, Vice President Latin America, E. J. Krause & Associates, Inc.

Exhibition

92 exhibitors occupying **1,899 m²** of exhibition space.

UTECH Las Americas is the only specific polyurethanes event in Mexico.

UTECH Las Americas is the only conference and exhibition dedicated specifically to the polyurethane and associated industries held for the Latin American markets. It is a must-attend event for the polyurethanes industry throughout the region.

Mexico itself is a market that is growing very quickly for the PU Industry. With a very buoyant Automotive industry that accounts for 6% of the national GDP, and 18% of all of Mexico's manufacturing production, most of the key Automotive brands have moved production to the region, making it an excellent prospect for anyone involved in the PU market. Recent private investment in Mexico's construction industry has sparked a rapid growth since 2014 with the construction industry now accounting for 8.1% of GDP.

UTECH Las Americas offers a prime opportunity in a growth industry for the global PU family to come together and meet key decision makers from across the Americas, as well as to be informed of all opportunities in the accompanying conference.

This key conference focus on the trends which affect the industry in this region as it supplies clients across this area. The event focuses on the technical and business issues across a wide range of sectors including automotive, construction, flexible and rigid foam applications, machinery innovation and advances in polyurethanes science.

UTECH Las Americas is the latest addition to the suite of UTECH events, owned and organized by Crain Communications Ltd. and co-organized by E. J. Krause. This event is designed to serve all parts of The Americas, from North, through Central to South America.

Statistics

Main reason for visiting the exhibition	%
Search for new suppliers / equipment	53.22%
Stay up to date on industry related topics	49.07%
Visit existing providers	33.71%
Networking	25.03%
Attend seminars	11.34%
Other	2.29%

* multiple answer

Level of involvement in purchasing decisions of the products at the exhibition		Employees your organization count on	
	%		%
Authorize purchases	23.54%	1 a 25	39.47%
Recommend providers	23.17%	26 a 100	27.01%
Investigator	20.26%	101 a 500	18.15%
Specify providers	13.32%	More of 1,000	10.35%
Make purchases	12.83%	501 a 1,000	5.02%
Other	6.88%	Total	100%
Total	100%		

Responsible or experienced in specifying or purchasing any of the following options

	%
Development of processes	47.40%
Processing equipment	33.52%
Product Design Services	31.16%
Planning and construction of factories	15.68%
Other	10.78%

* multiple answer

Job function	%
Consulting / Sales and Marketing	21.00%
Production / Manufacturing Management	17.04%
Investigation and development	16.05%
Administration at Council level	15.12%
Technical Management	11.09%
Shopping	10.04%
Plant Production Personnel	2.66%
Test Laboratory Staff	2.29%
Security and environment	1.12%
Other	3.59%
Total	100%

Organization's core activities

	%
Manufacture and supply of raw materials (polyols and / or isocyanates)	28.56%
Manufacture and supply of polyurethane systems	27.26%
Investigation and development / Market research	20.63%
Processing machinery (molds and mold supports, /	
Mixing Liquids / Dispensing Units, etc.	19.15%
Agent - Raw materials / Machinery	16.79%
Auxiliary materials	10.66%
Manufacture and supply (catalysts / tensors / flame retardants)	9.91%
Foams	9.17%
Laboratory and testing equipment / Laboratory of an Institute / University	8.67%
Consulting services	6.07%

Material Handling / Robotics	3.84%
Analytical and Testing Services	3.04%
Computer and control systems	2.29%
Association	2.17%
Conferences / Editorial	1.67%
Other	14.00%

* multiple answer

Industry your company is involved in	%
Automotive	47.71%
Building	35.38%
Furniture & Whites	25.77%
Paints and coatings	25.28%
General Engineering	24.85%
Clothes and shoes	23.79%
Household items (refrigerators, etc.)	17.78%
Aerospace	10.53%
Electro-technical	10.04%
Maritime	9.17%
Health Articles	8.92%
Other	2.29%

* multiple answer

Dates of next show

April 10 – 12, 2019, Centro Citibanamex, Mexico City, Mexico

Sponsors

- Productos Eiffel

A selection of some of the Exhibitors

- Huntsman
- Wanhua Chemical America (Yantai) Trading Co Ltd
- BASF Mexicana
- Productos Eiffel
- Krauss Maffei de Mexico
- Carpenter
- Covestro

- Hennecke Gmbh
- Dow Mexicana

Conferences

Total Conference Program Attendees: **160**

Conferences: **24**

Speakers: **25**

Speakers were from: United States, Mexico and Singapore

International attendees to the Conferences from: Brazil, Honduras, United States, Italy, Panama, Peru, Venezuela

National attendees to the Conferences from the 9 following states in Mexico: Puebla, Querétaro, Jalisco, Morelos, Nuevo León, San Luis Potosí, Sonora, Toluca and Veracruz.

Hot topics and speakers:

- **Sustainable construction with polyurethanes**
Marcelo Fiszner, Director of Merchandizing of Polyurethanes in Latin America
Dow
- **Demoulding agents for polyurethane foam, regulatory standards and aspects of its use and application**
Ángel Rodríguez, Technical Manager
Concentrol
- **Technological advances for high temperature die-cast and MDI based elastomers and machines for processing high temperature cast polyurethane elastomers**
Bernadine F. DiPietrantonio, Americas Business Manager for High Temp Cast Elastomers
Huntsman Polyurethanes
- **Hot-drawn polyurethane elastomers in Latin America (use and trends)**
Héctor Sánchez Rivera, General Director
Polylubex

Organized by

- E.J. Krause de Mexico
- Crain's Global Polymer Group

Member of

- AMPROFEC (The Mexican Trade Show, Exhibitions and Conventions Association - Asociación Mexicana de Profesionales de Ferias, Exposiciones y Convenciones, A.C.)

Supporting Associations and Institutions

- Urethanes Technology International

Related Events

- Utech Asia
- PU China
- SusPoly Urethane
- Utech North America
- Utech Europe

Media Partners

- | | |
|--------------------------------|-----------------------------------|
| • Blog do Plástico | • Revista Ambiente Plástico |
| • Brazilian Plastics | • Revista Boletín Industrial |
| • Informática Cosmos | • Revista MP |
| • Guía de la Industria Química | • Revista Tecnología del Plástico |
| • Periódico México Industry | • Quiminet |
| • Periódico Somos Industria | • Vanguardia Industrial |