



Expo
Nacional
Ferretera®



30 YEARS GETTING THE
HARDWARE WORLD TOGETHER

08-09-10 | SEPTEMBER | 2022

EXPO
GUADALAJARA



Hardware



Construction



Electrical
and lighting



Industrial
safety



Paints

www.expoferretera.com.mx



The Expo Nacional Ferretera logo is trade mark of Reed Exhibitions Mexico SA de CV

SAFETY SHOWS

Built by
RX In the business of
building businesses

DEAR EXHIBITOR

Expo Nacional Ferretera has been decisive for the growth and consolidation of the hardware, construction, electrical and industrial safety sectors in Mexico, Central and South America, **as it is an obligatory event to create business networks between manufacturers, distributors and buyers.**

Our thanks and recognition to you and to all exhibitors **who have relied on this project for more than 30 years, positioning Expo Nacional Ferretera as the most vibrant and representative platform for business and face-to-face meetings in the hardware and construction industry, placing us as the 2nd most important exhibition of this kind in the world.**

In this 2022 we witnessed the great reactivation not only in the exhibition floor but also in visitors, **achieving to meet for three days with +50,000 visitors, 700 exhibitors and obtaining thousands of successful negotiations, part of the result of the increase in the quality of visitors, which you will see reflected in the following pages of this report.**

I can only thank you for your participation and trust, hoping to meet again in one of the digital activities that we will do before the 34th reunion of Expo Nacional Ferretera in September 2023.

Sincerely



Javier García
Show Director



Francisco López
Marketing Manager



RELIVE SOME MOMENTS OF THE EVENT

Click and watch the videos (the videos are in Spanish)



Results #ENF22



	2022	2021	2019
Unique attendees	24,722	12,723	24,000
Exhibitors	+700	+350	+1,000
Floor in sqmts	+50,000 m ²	+25,000 m ²	+54,000 m ²

+50,000
Total visitors
in 3 days



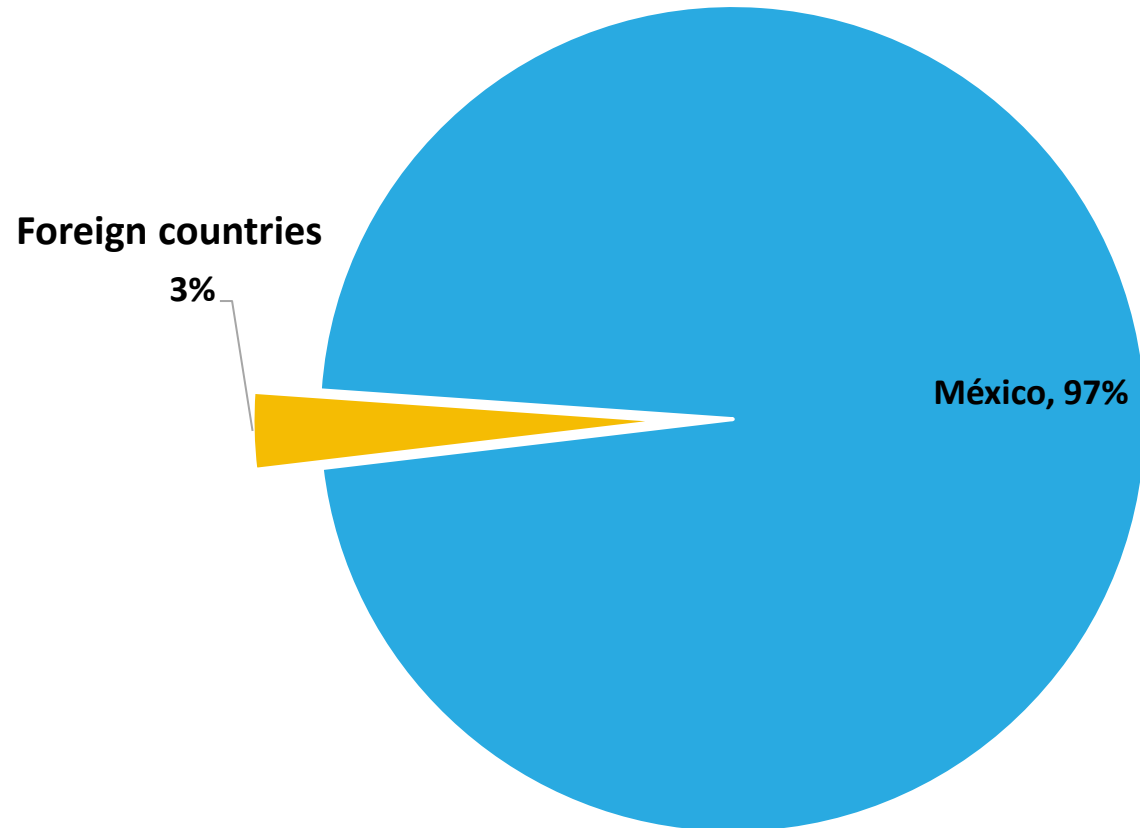
+107,000 Leads were generated between exhibitors and visitors



+77,000 views in the Exhibitors Web Directory



Visitor Demographics



PARTICIPATING COUNTRIES



A world map with a light gray background. Countries that are participating in the event are highlighted in a darker blue color. These countries include Mexico, Guatemala, USA, Costa Rica, Colombia, Honduras, Salvador, Ecuador, Dominican Republic, Nicaragua, Panama, Peru, Argentina, Puerto Rico, Brzsil, Chine, Belice, Spain, Venezuela, Chile, Paraguay, Uruguay, Canada, Turkey, Bolivia, Italy, Jamaica, and India.

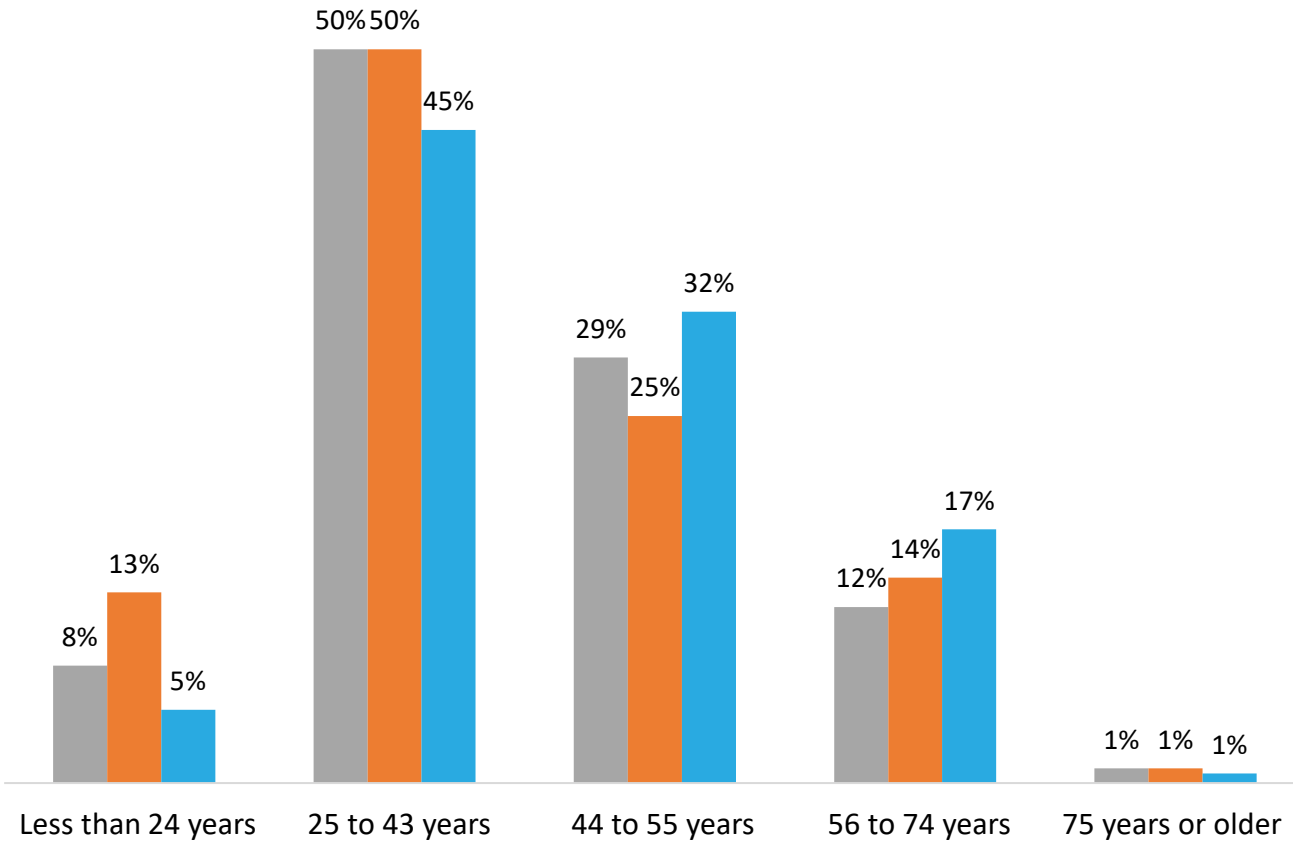
Mexico	Brzsil
Guatemala	Chine
USA	Belice
Costa Rica	Spain
Colombia	Venezuela
Honduras	Chile
Salvador	Paraguay
Ecuador	Uruguay
Dominic Republic	Canada
Nicaragua	Turkey
Panama	Bolivia
Peru	Italy
Argentina	Jamaica
Puerto Rico	India



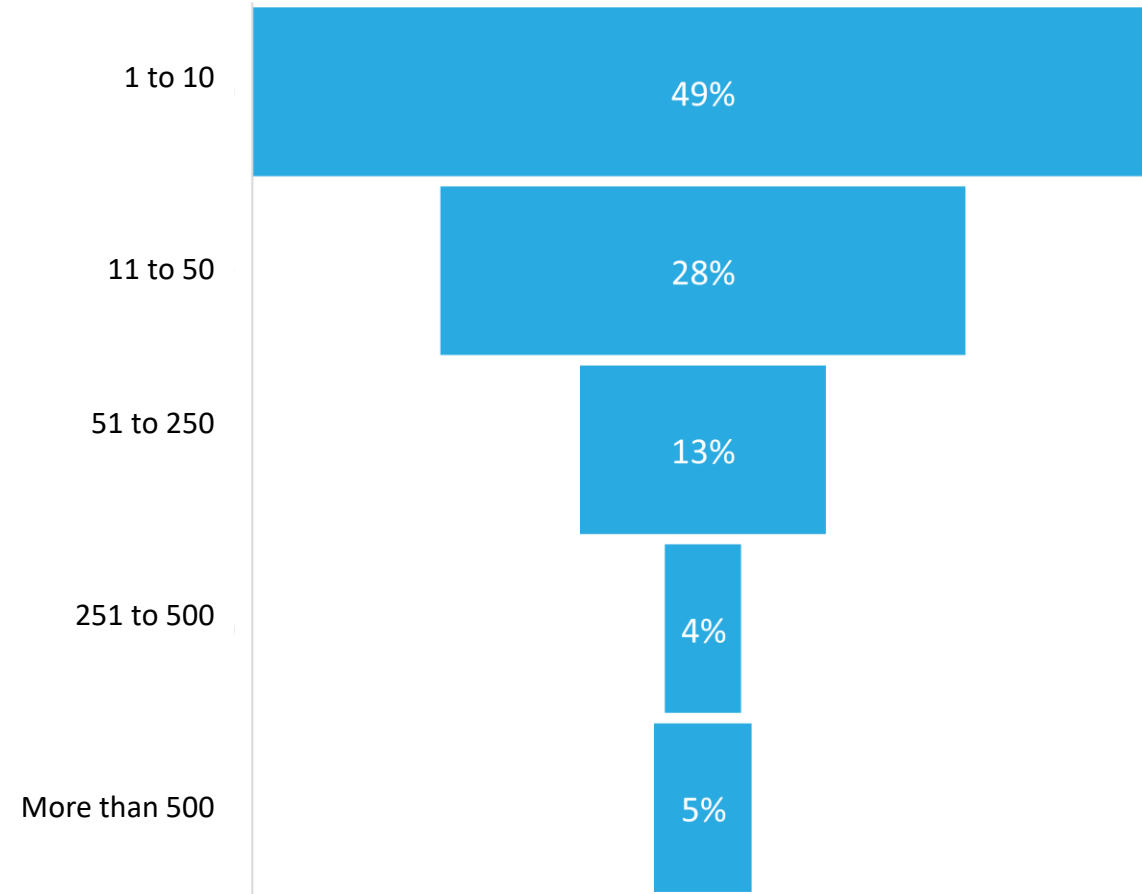
Visitor Demographics

AGE

■ 2021 ■ 2019 ■ 2022

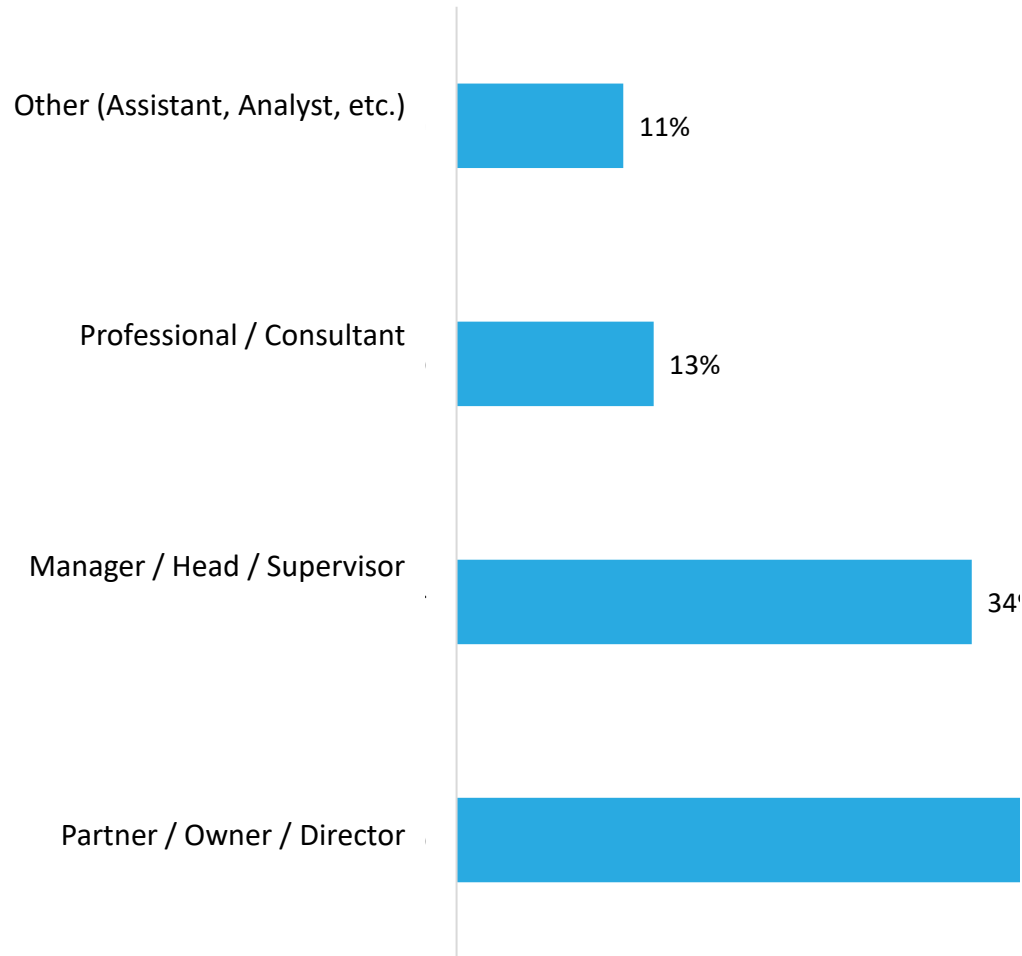


NUMBER OF EMPLOYEES

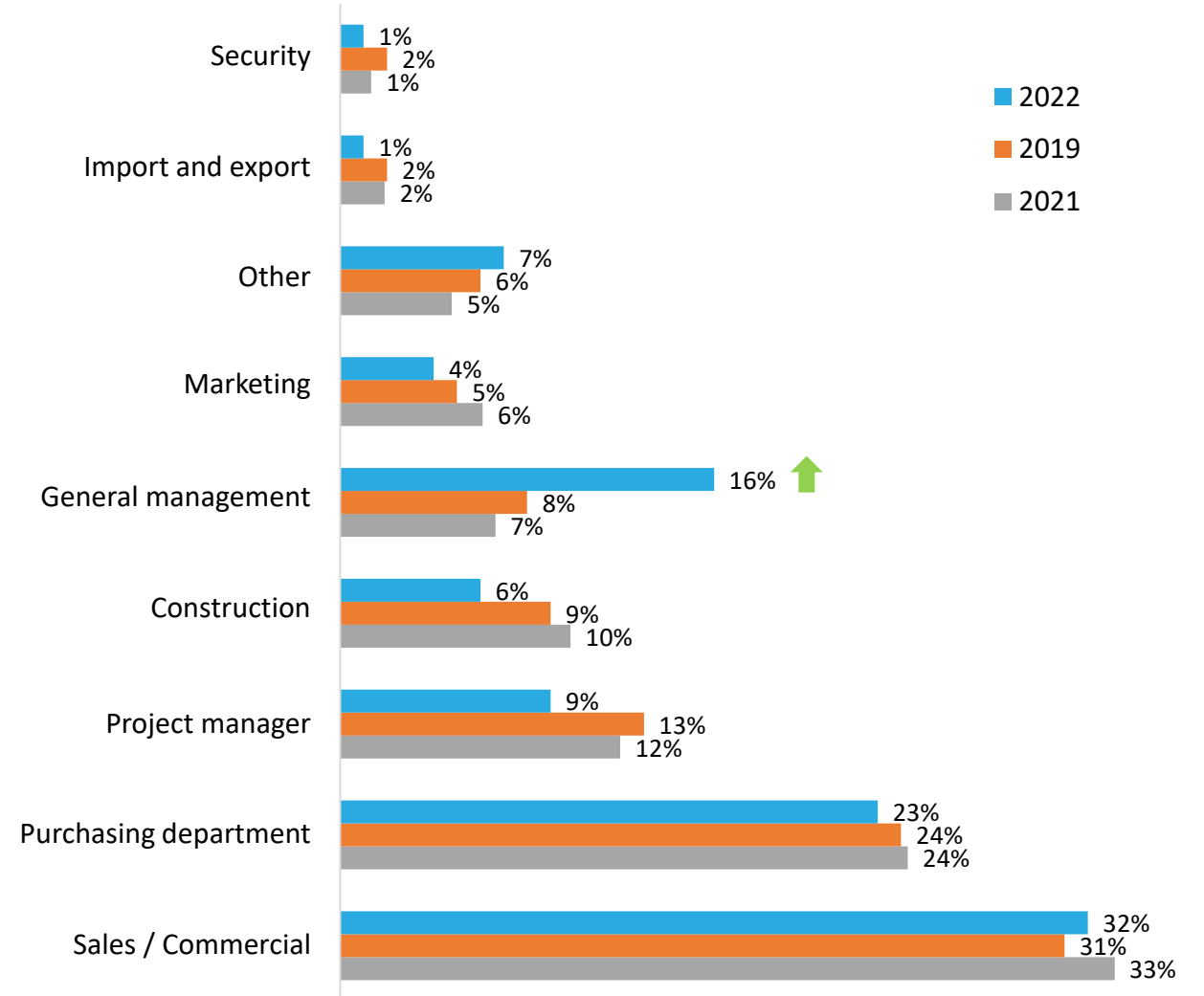


Visitor Profile

JOB POSITION

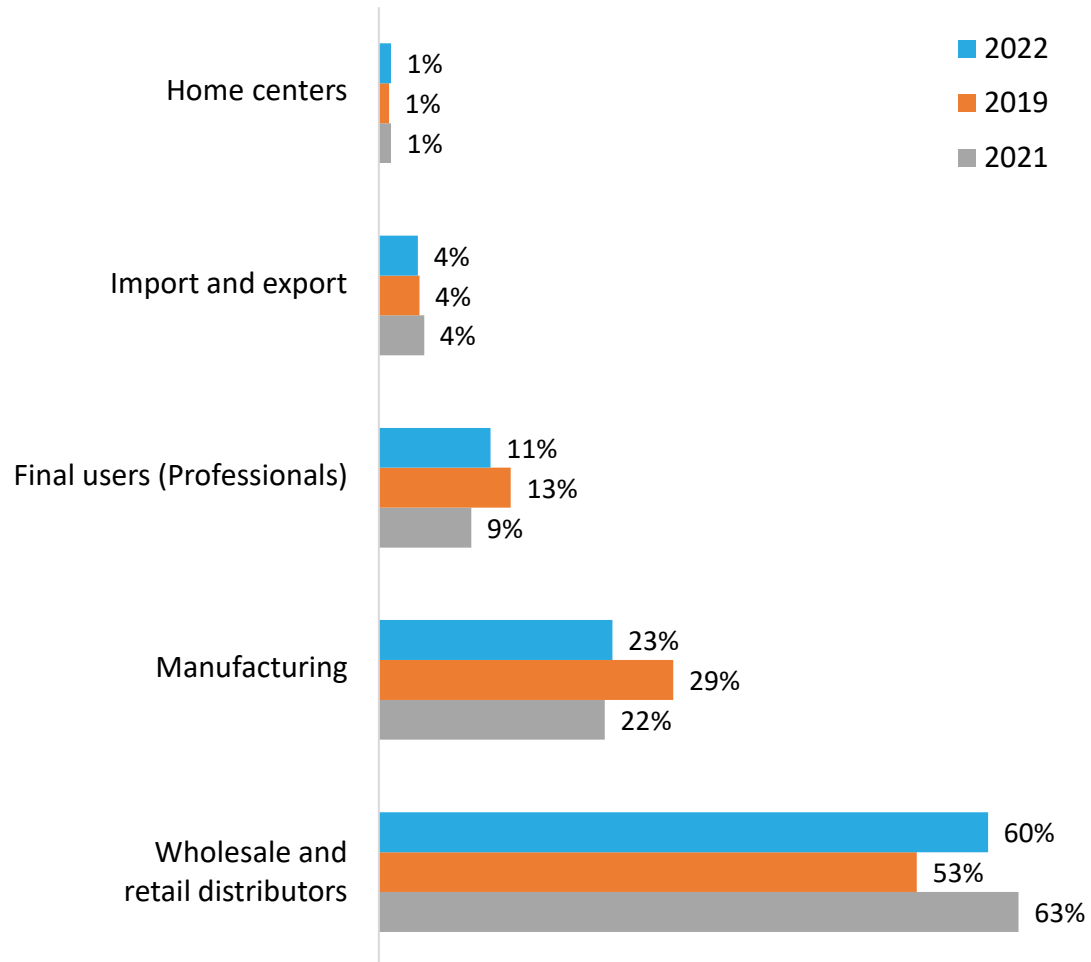


JOB AREA

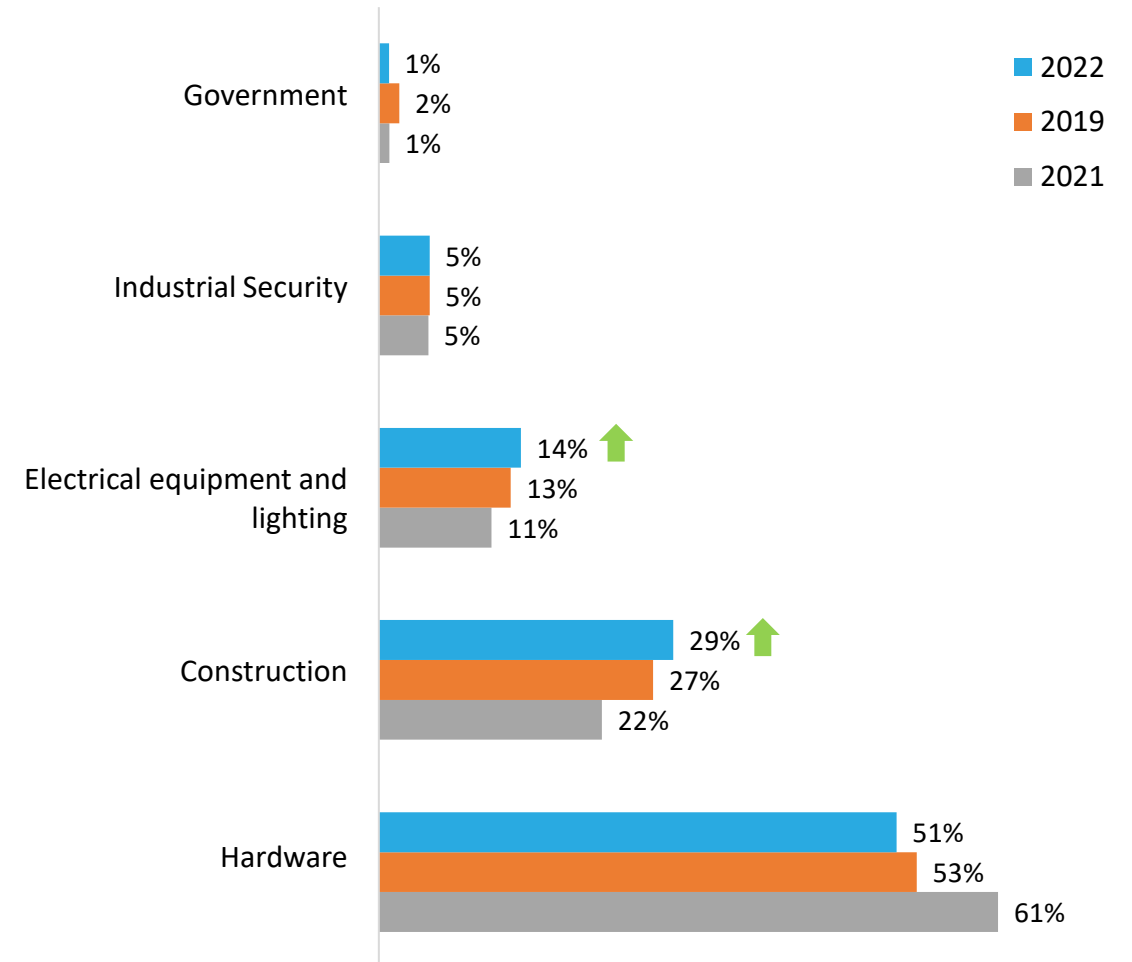


Visitor Profile

BUSINESS SECTOR



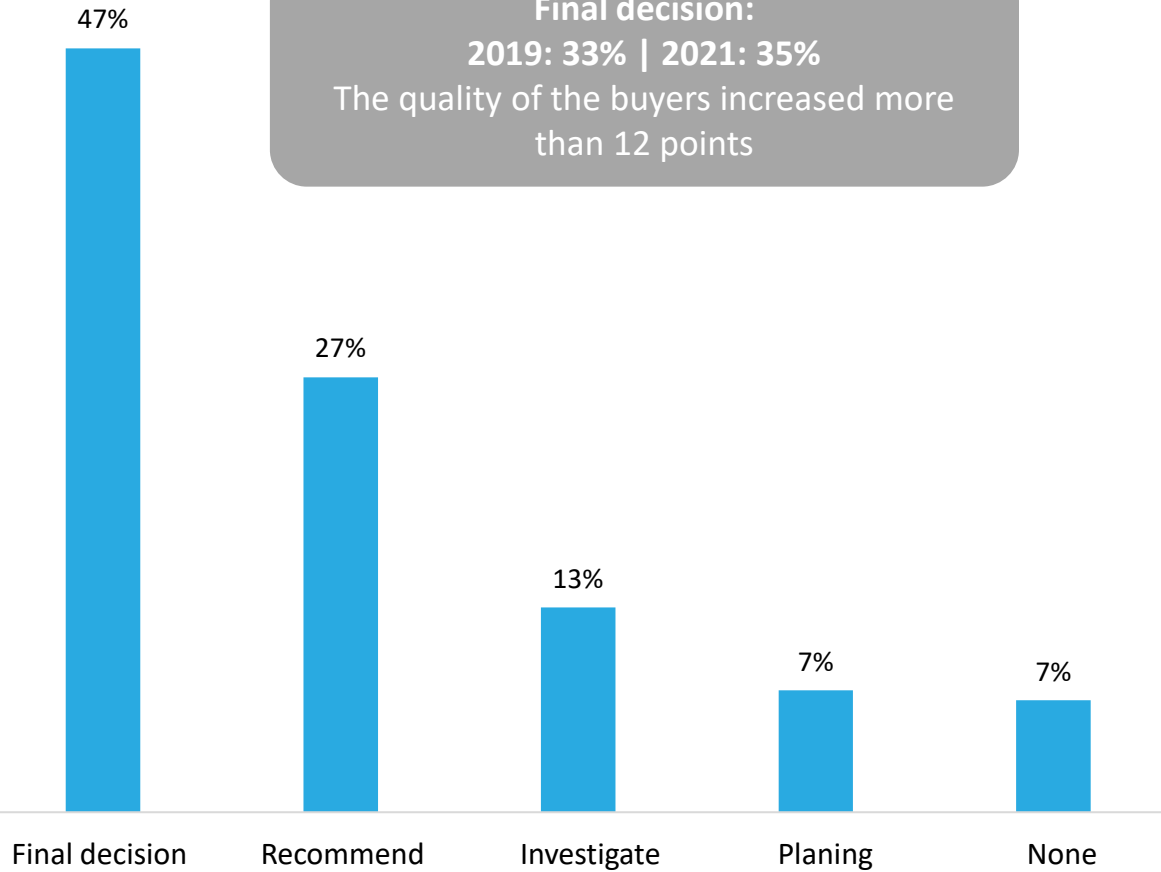
INDUSTRY



Visitor Profile

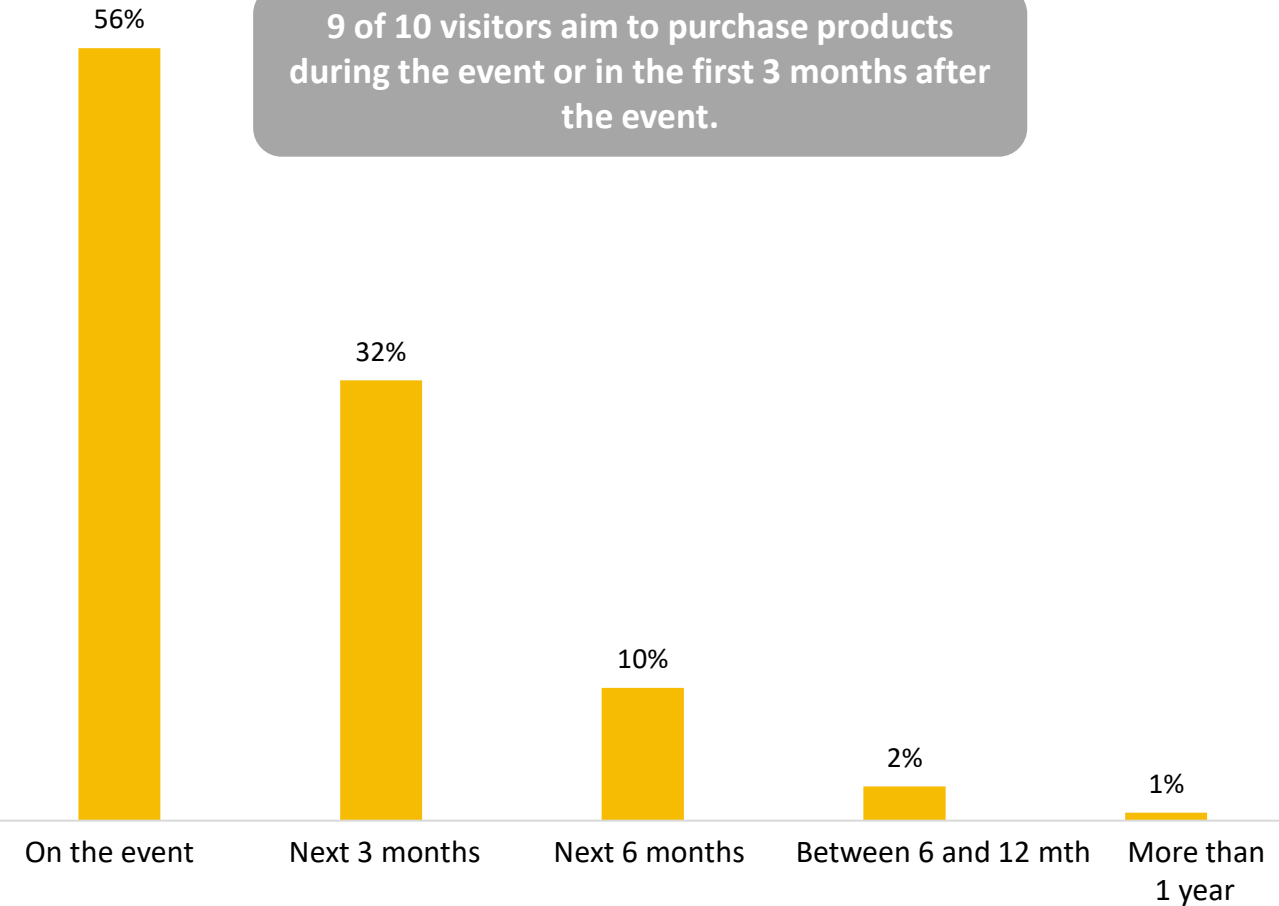
DECISION MAKING

Final decision:
2019: 33% | 2021: 35%
The quality of the buyers increased more than 12 points



PURCHASE TIME

9 of 10 visitors aim to purchase products during the event or in the first 3 months after the event.



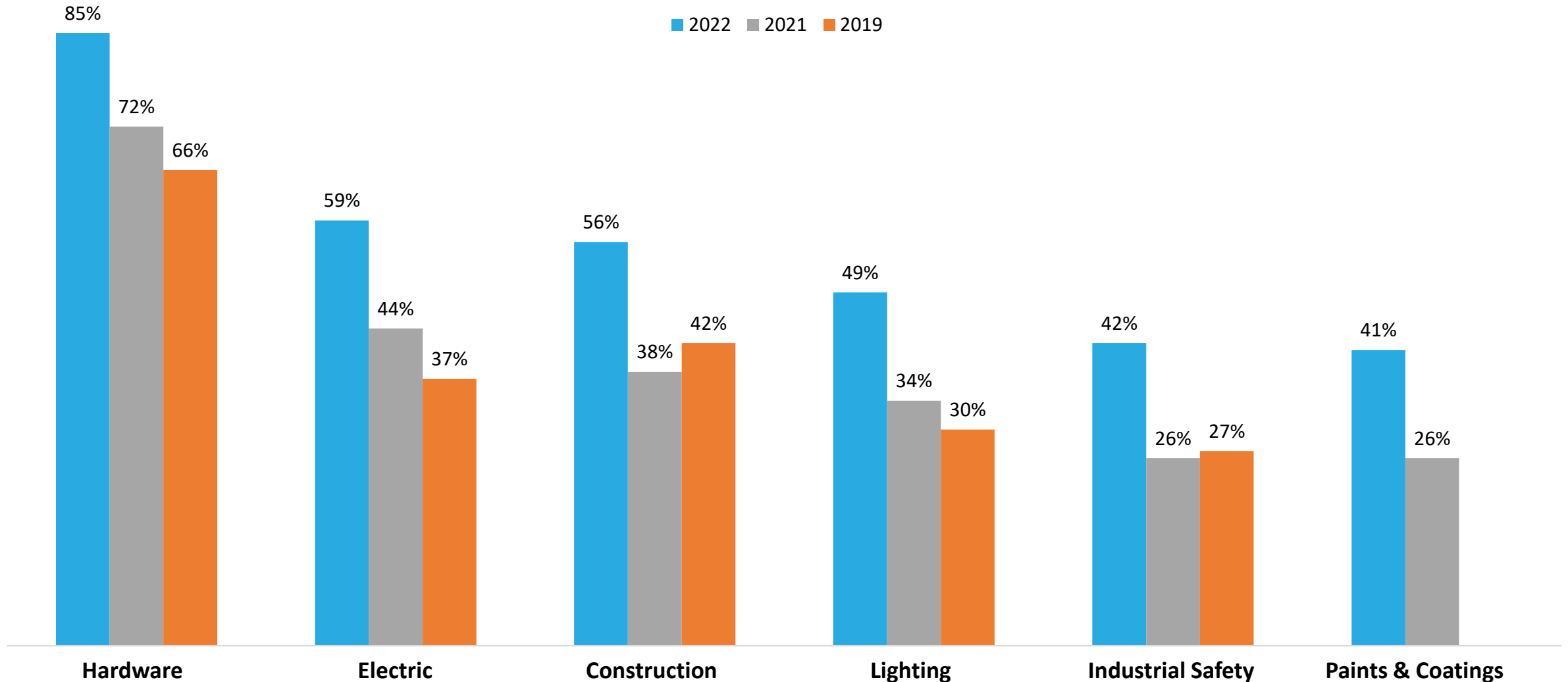
Visitor Profile

PURCHASING BUDGET



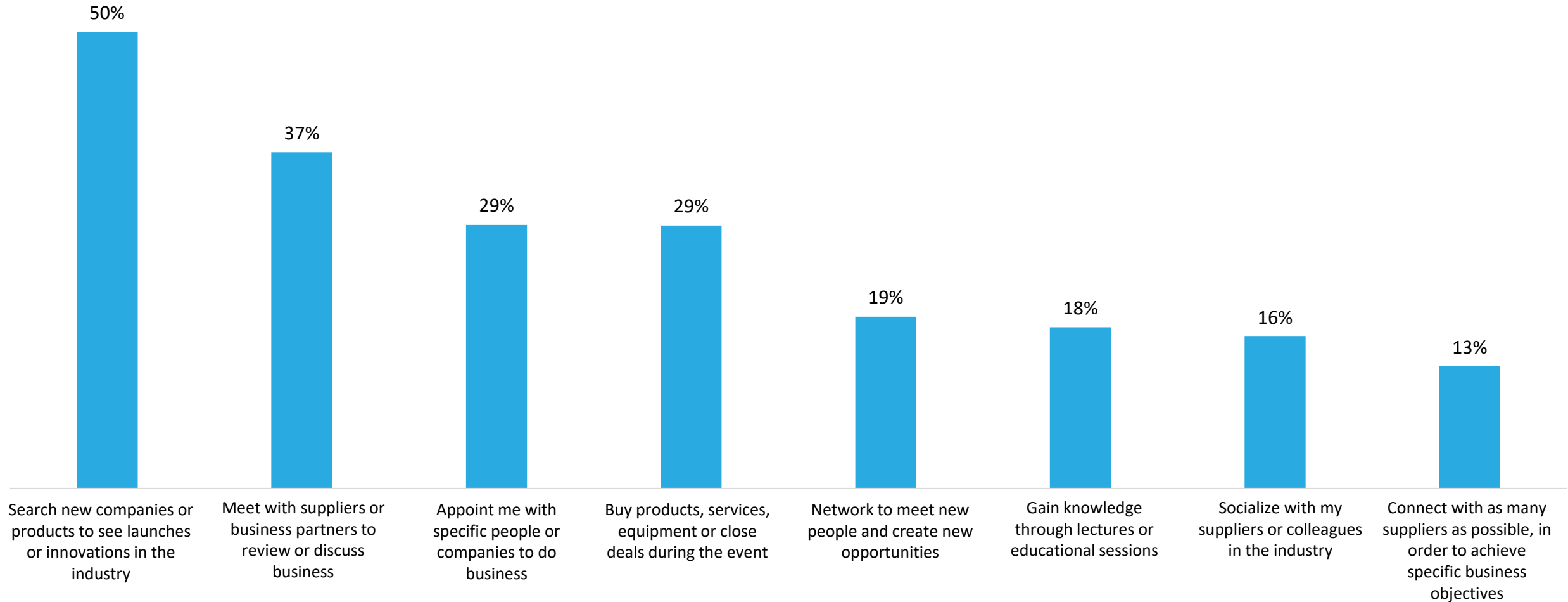
What products are visitors looking for?

Multi-response, percentage represents total responses and attendance universe



Objectives of attending the event

Multi-response, percentage represents total responses and attendance universe





Expo
Nacional
Ferretera®



30 YEARS GETTING THE
HARDWARE WORLD TOGETHER

08-09-10 | SEPTEMBER | 2022

EXPO
GUADALAJARA



Hardware



Construction



Electrical
and lighting



Industrial
safety



Paints

www.expoferretera.com.mx



The Expo Nacional Ferretera logo is trade mark of Reed Exhibitions Mexico SA de CV

SAFETY SHOWS

Built by
RX
In the business of
building businesses