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MEM INDUSTRIAL 2022 TO PROMOTE WOODWORKING AND FURNITURE SECTOR

- *MEM Industrial 2022 will take place on January 26-28 at Centro Citibanamex.*
- *A total of 200 brands will be represented on 13,000 square meters of exhibition space and some 5,000 visitors are expected to turn out for the event.*

MEXICO CITY, December 13, 2021. The program of activities and the opening of registration for the 2022 edition of MEM Industrial, the leading woodworking and furniture expo in Mexico and Latin America, were announced this morning at a virtual press conference by Alberto Vázquez, president of the Mexican Association of Timber and Furniture Industry Suppliers (AMPIMM); Ernesto Herrera, CEO of Reforestamos México A.C.; Leitz México Technical and Sales Manager Jordi Puigdomènech; Asia Robótica CEO Esteban Ramírez; Proteak Marketing Manager Adriana Gutiérrez; and MEM Industrial Director Azul Ogazón.

Ogazón announced that “MEM Industrial 2022 will take place on January 26-28 at Centro Citibanamex in Mexico City. A total of 200 brands will be represented on 13,000 square meters of exhibition space and the goal is to attract 5,000 visitors. The three main themes of this edition will be: Innovation, the Circular Economy and Digitalization.”

“The exhibition floor will bring together the entire woodworking and furniture value chain under six categories: Forestry Technology; Machinery and Industry 4.0; Suppliers; Upholstery; the German Pavilion; and areas allocated to the conference program,” said Ogazón, adding that “members of the public can now register for MEM Industrial 2022 free of charge on our website.”

Vázquez underscored the fact that “Hannover Fairs México and the AMPIMM have enjoyed a close, collaborative relationship for many years. All the exhibitors that took part in last year’s expo agree that it was a memorable event and very positive for the sector, and we know that next year will be no different. It’s very important for us to continue participating in MEM Industrial.”

“We are convinced,” said Herrera, “that if the companies in the sector acquire and transform forestry resources responsibly and sustainably, our forests will continue to be of value for the people who inhabit these ecosystems, and we will have access to more furniture and environmental services like oxygen and water that are essential to our health. MEM Industrial plays an important role in fostering such a sustainable entrepreneurship and investment ecosystem.”

Puigdomènech announced that “Leitz will be present at the German Pavilion of MEM 2022. Our participation in the 2021 edition went extremely well and we made a lot of contacts with clients. At this upcoming edition, we will be introducing visitors to new technologies.”



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According to Ramirez, “the success of our company has gone hand-in-hand with our participation in this prestigious event. More than a question of habit, it is essential to positioning ourselves in one of the market niches that matters most to Asia Robótica.”

“This year,” ended Gutiérrez, “we made the decision to participate in MEM Industrial 2022, an expo that aligns perfectly with our business model because it brings us into contact with the industry’s value chain, which is represented in its entirety at this expo. We are convinced that this event offers our clients the opportunity to understand, experience, familiarize themselves and network with the main brands related to the industry.”

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For more information, visit: www.memindustrial.mx

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