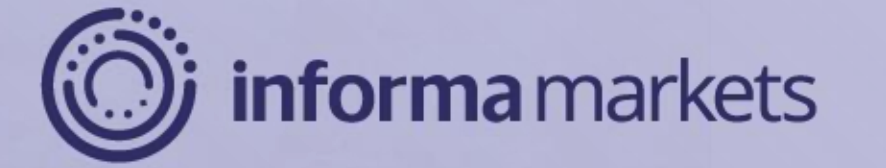


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RESULTS 2019



ABOUT THE EVENT



Visits of professional buyers

30,289



VIP visitor assistance

3,557



Economic projection during the event

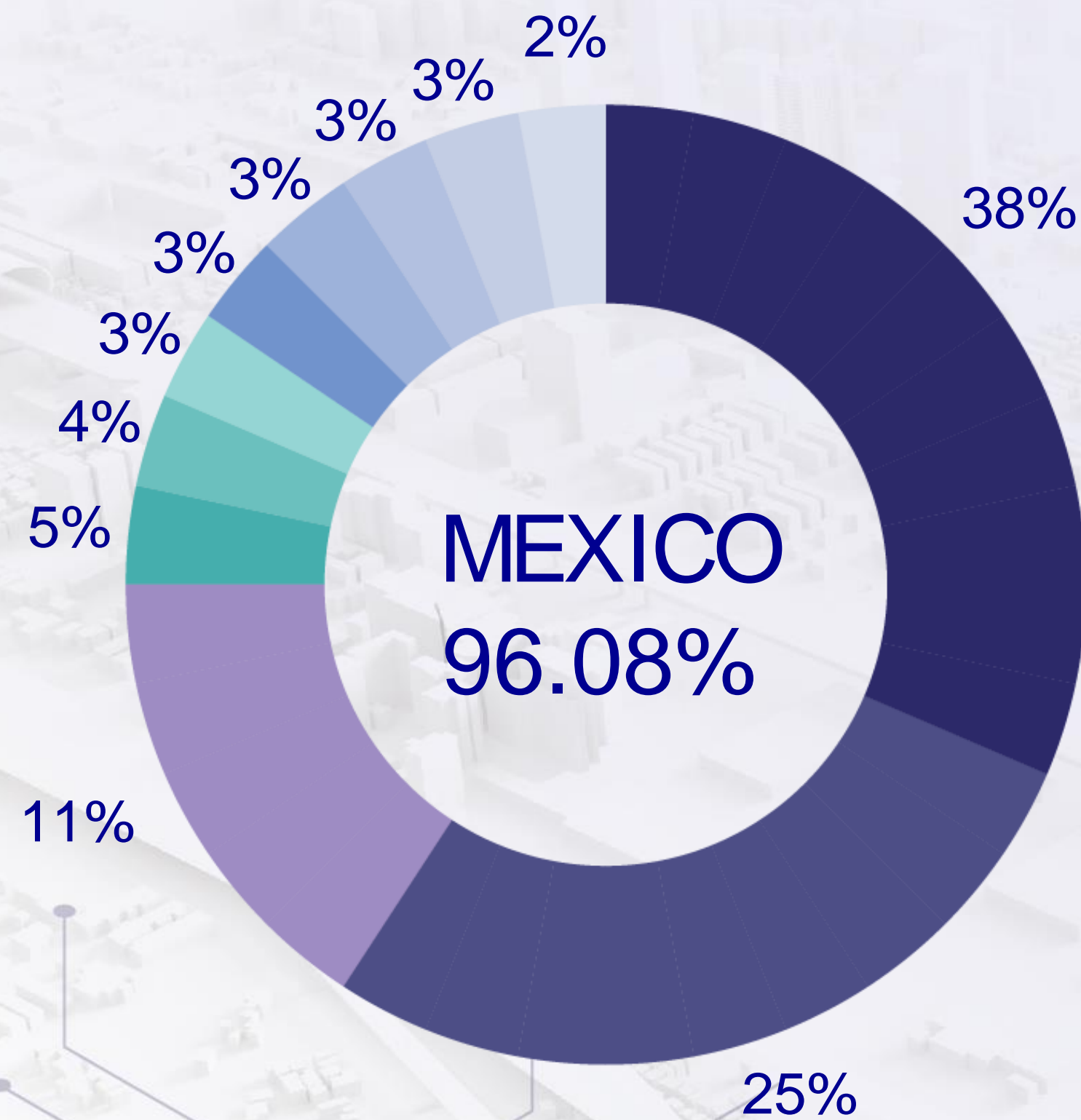
\$2, 487,115,876



63.14% of visitors are from Mexico City and the Metropolitan Area. The following most important states are: Puebla, Nuevo León and Guanajuato

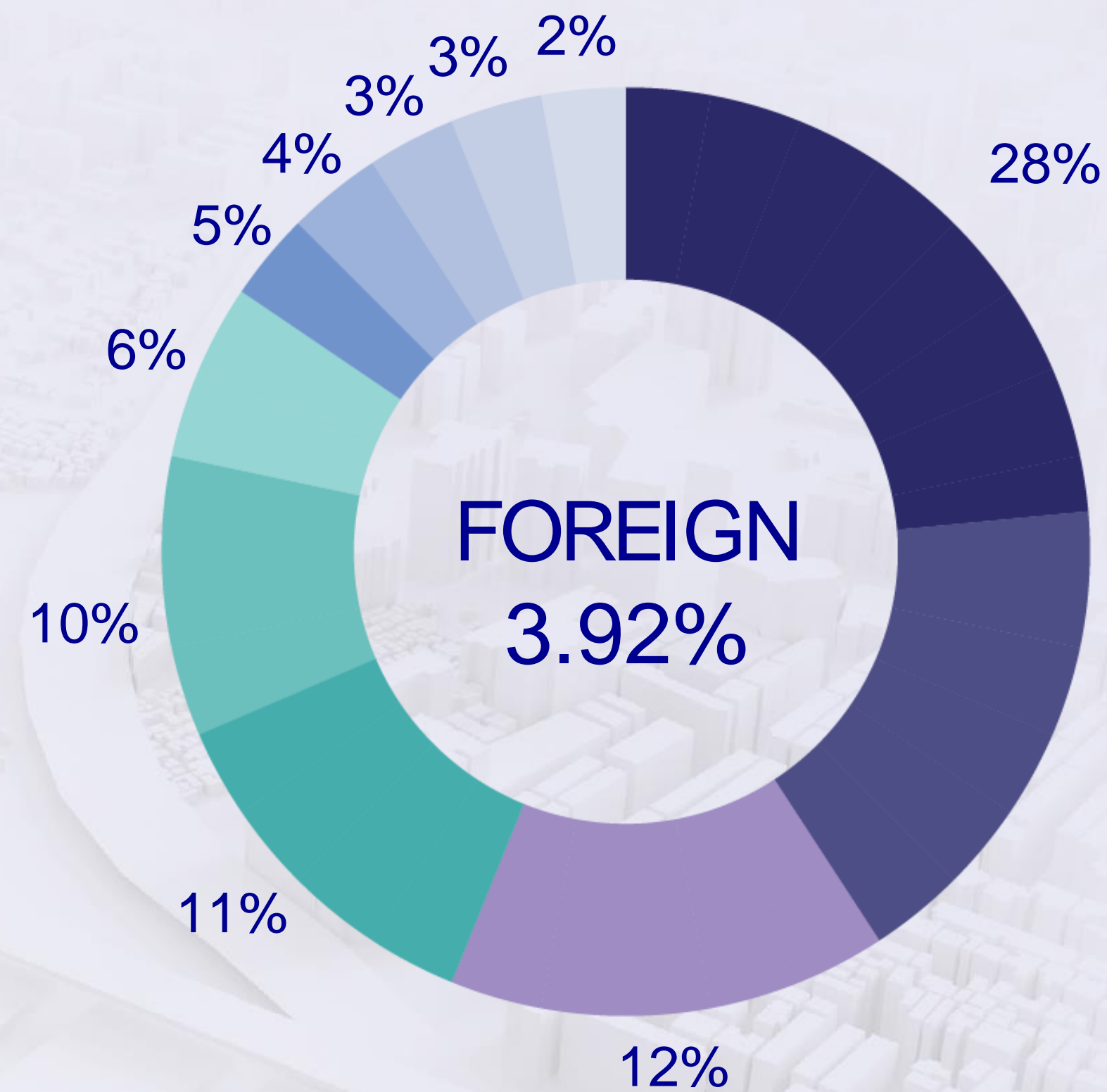
Buyers of the Mexican Republic

WHAT COUNTRIES VISIT US?



The 10 states of Mexico with the greatest presence

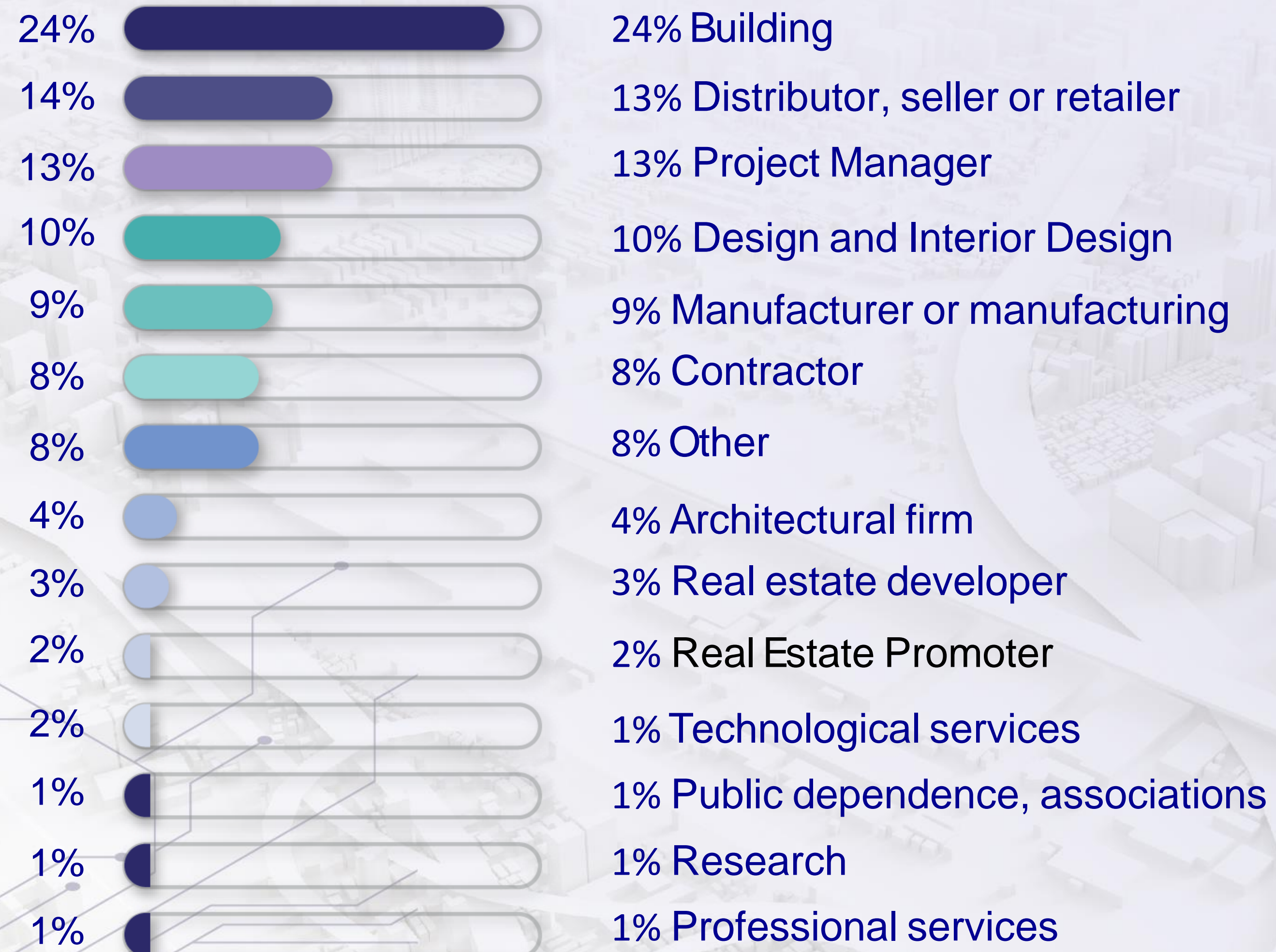
- 38.16% CDMX
- 11.3% Rest of the country
- 4.19% Guanajuato
- 2.83% Jalisco
- 2.65% Hidalgo
- 2.21% Michoacán
- 24.98% Mexico
- 5.11% Puebla
- 3.35% Nuevo Leon
- 2.79% Queretaro
- 2.43% Veracruz



The 10 countries with most presence

- 28% China
- 16% U.S
- 12% Italy
- 11% Other Countries
- 10% Spain
- 6% Turkey
- 5% Czech Republic
- 4% Guatemala
- 3% Colombia
- 3% Germany
- 2% El Salvador

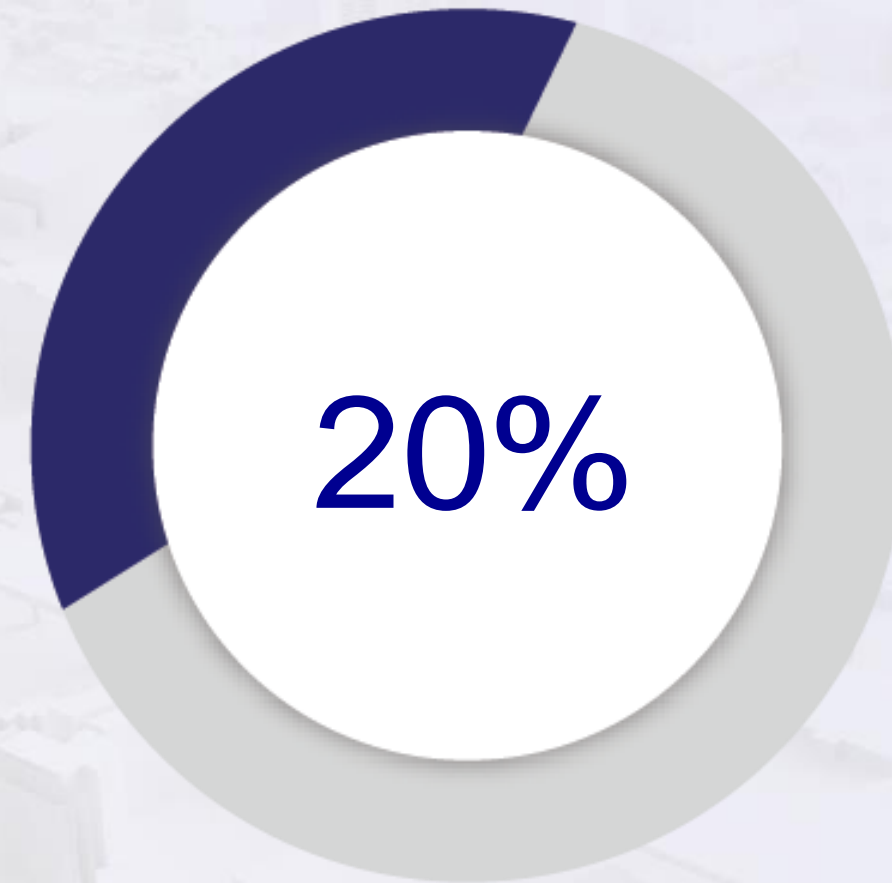
COMPANY'S MAIN ACTIVITY



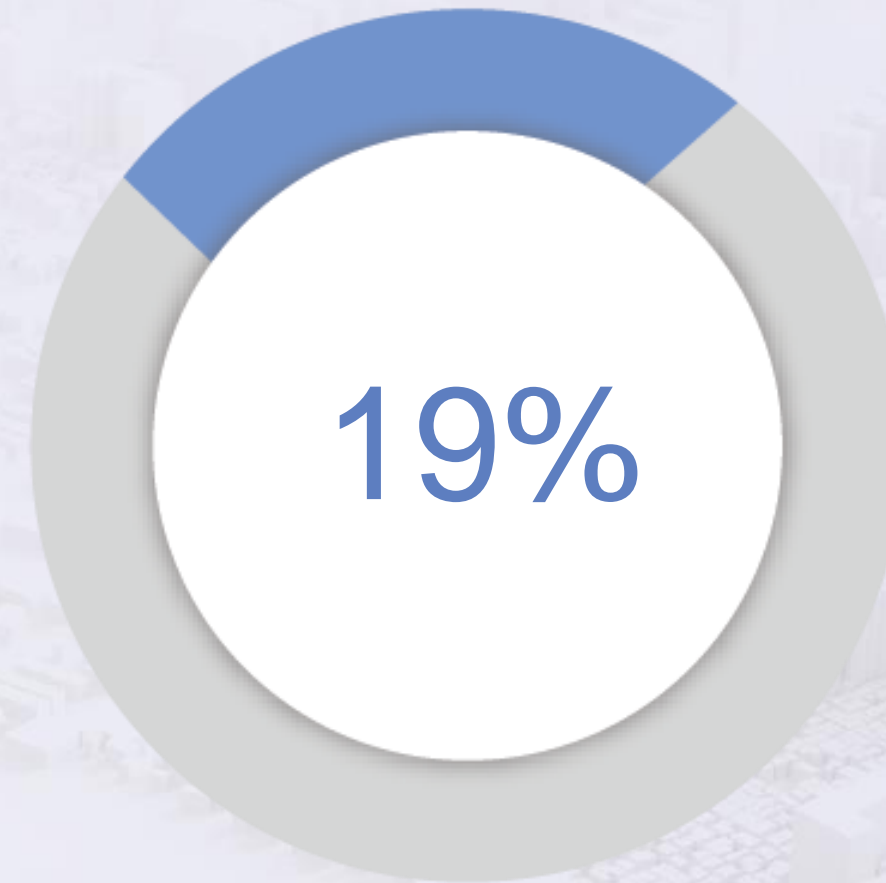
REASON FOR VISITING EXPO CIHAC 2019



- *“They are my favorite way to find suppliers”*

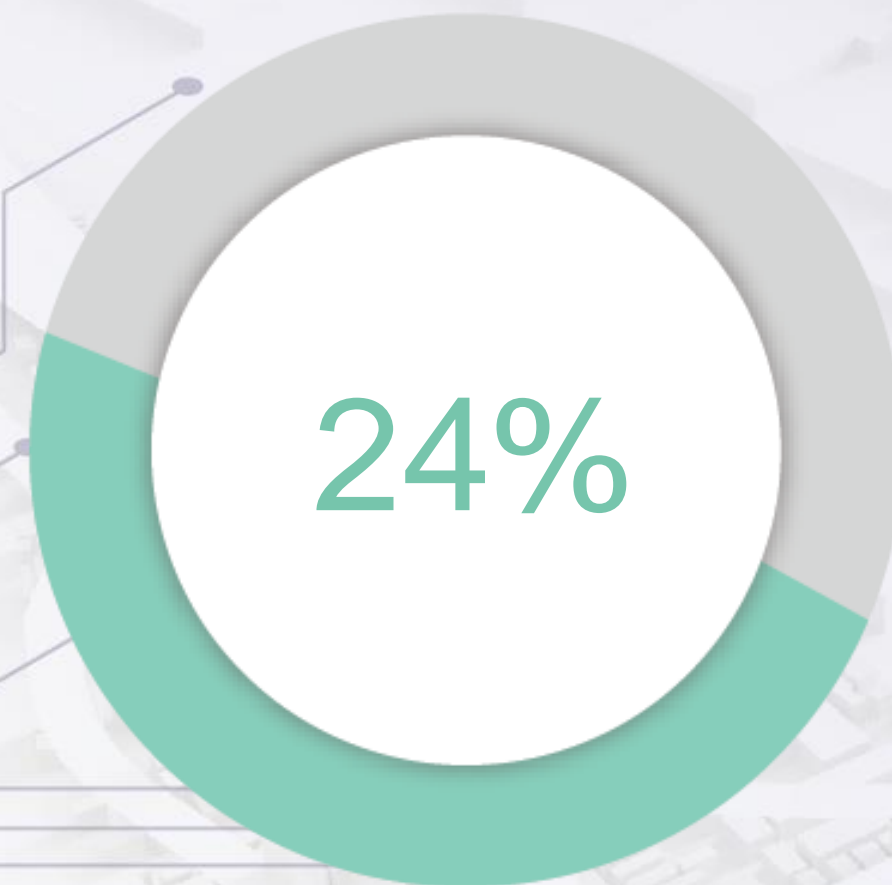


19%

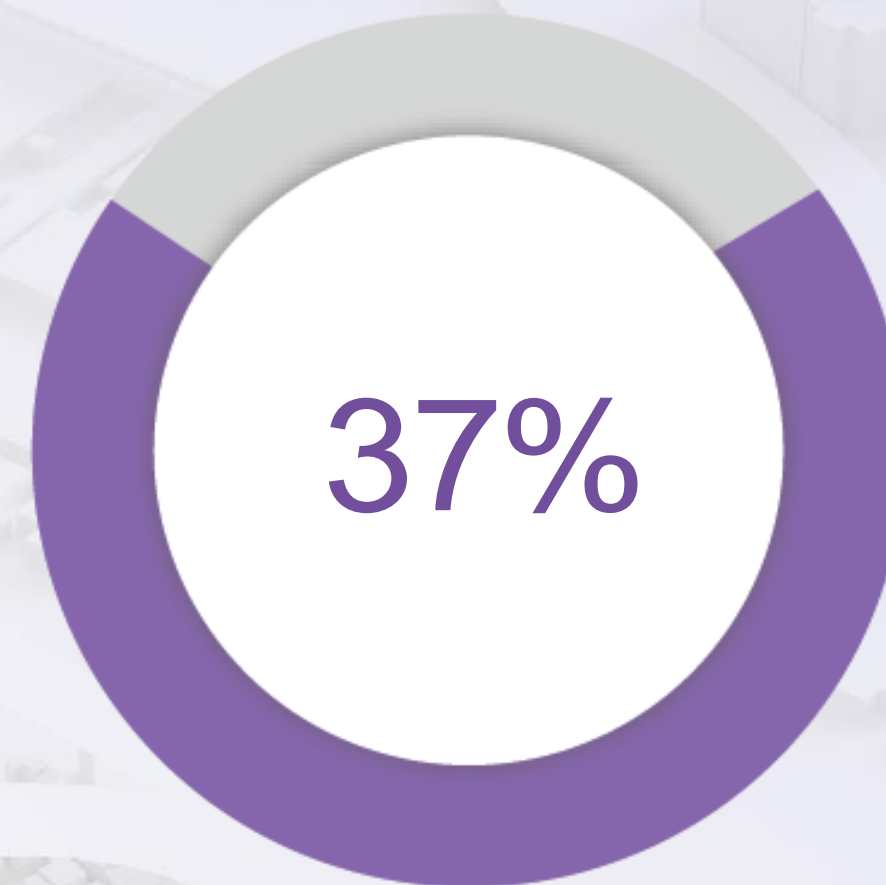


- *“To compare suppliers in the most agile and easy way”*

- *“To make the purchase decision easier”*

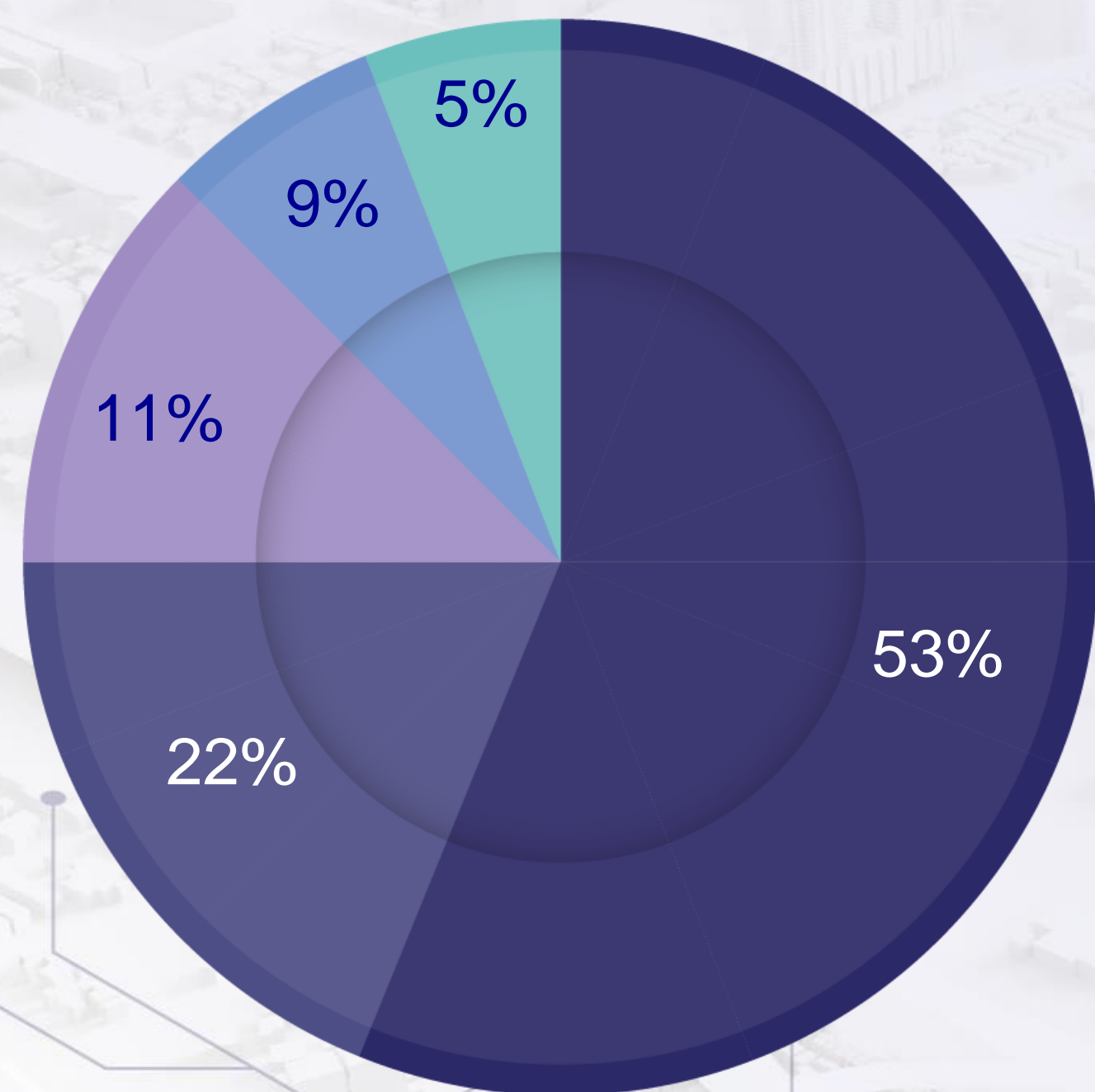


37%



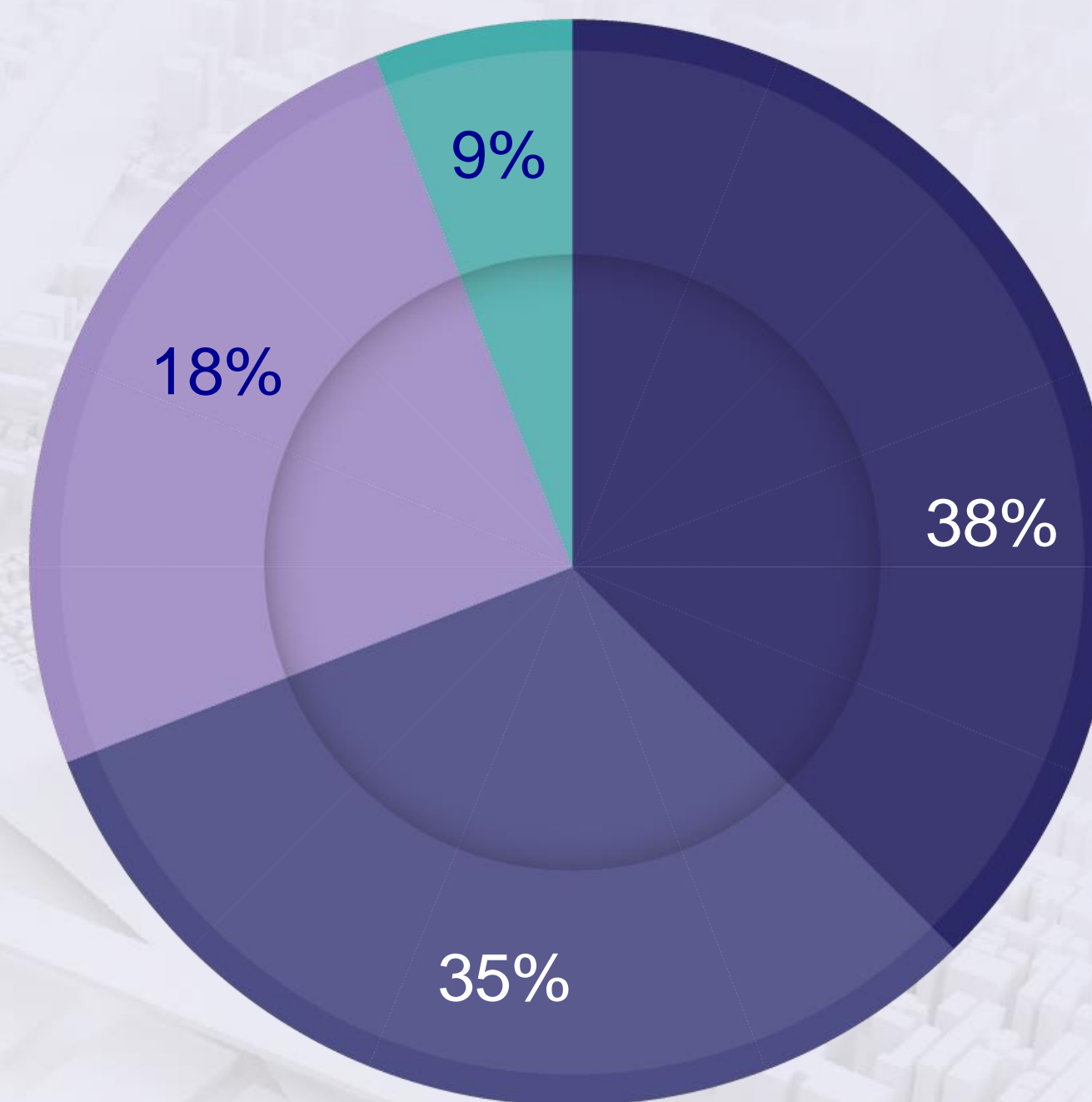
- *“To make the best negotiations”*

VISITOR'S PURCHASE DECISION



- 53% Make purchase decisions
- 22% Participate in the specification
- 11% Has nothing to do with the purchase decisions
- 9% Budget Manager
- 5% Belongs to the purchasing department

SIZE OF THE COMPANY

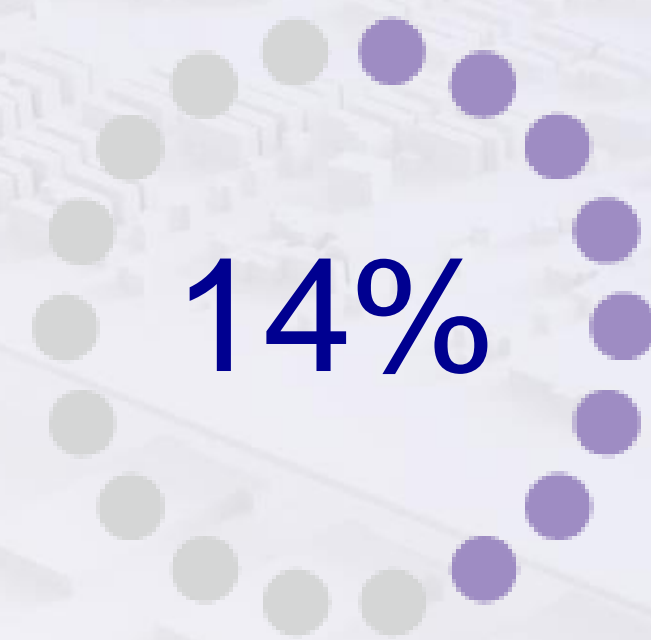


- 37% Micro 0-10 employees
- 35% Small 11-50 employees
- 18% Medium 51-250 employees
- 9% from 251 employees onwards

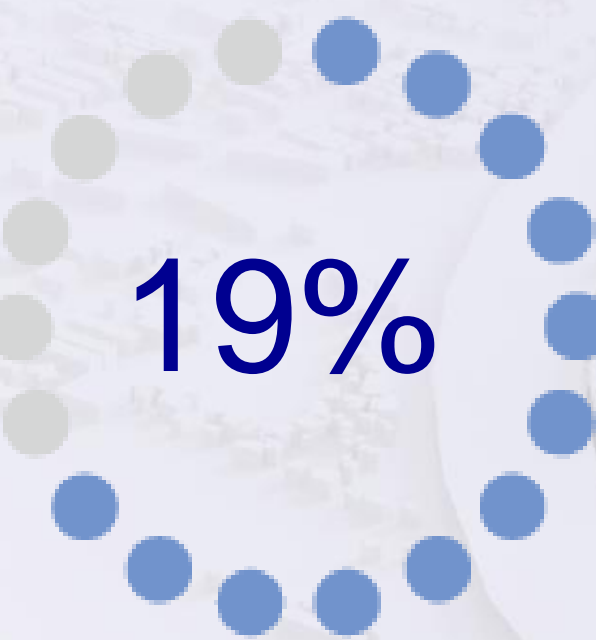
RANGE IN THE ORGANIZATION OR COMPANY



Establishment
Manager



Directors and Pr
esidents



Managers and C
oordinators

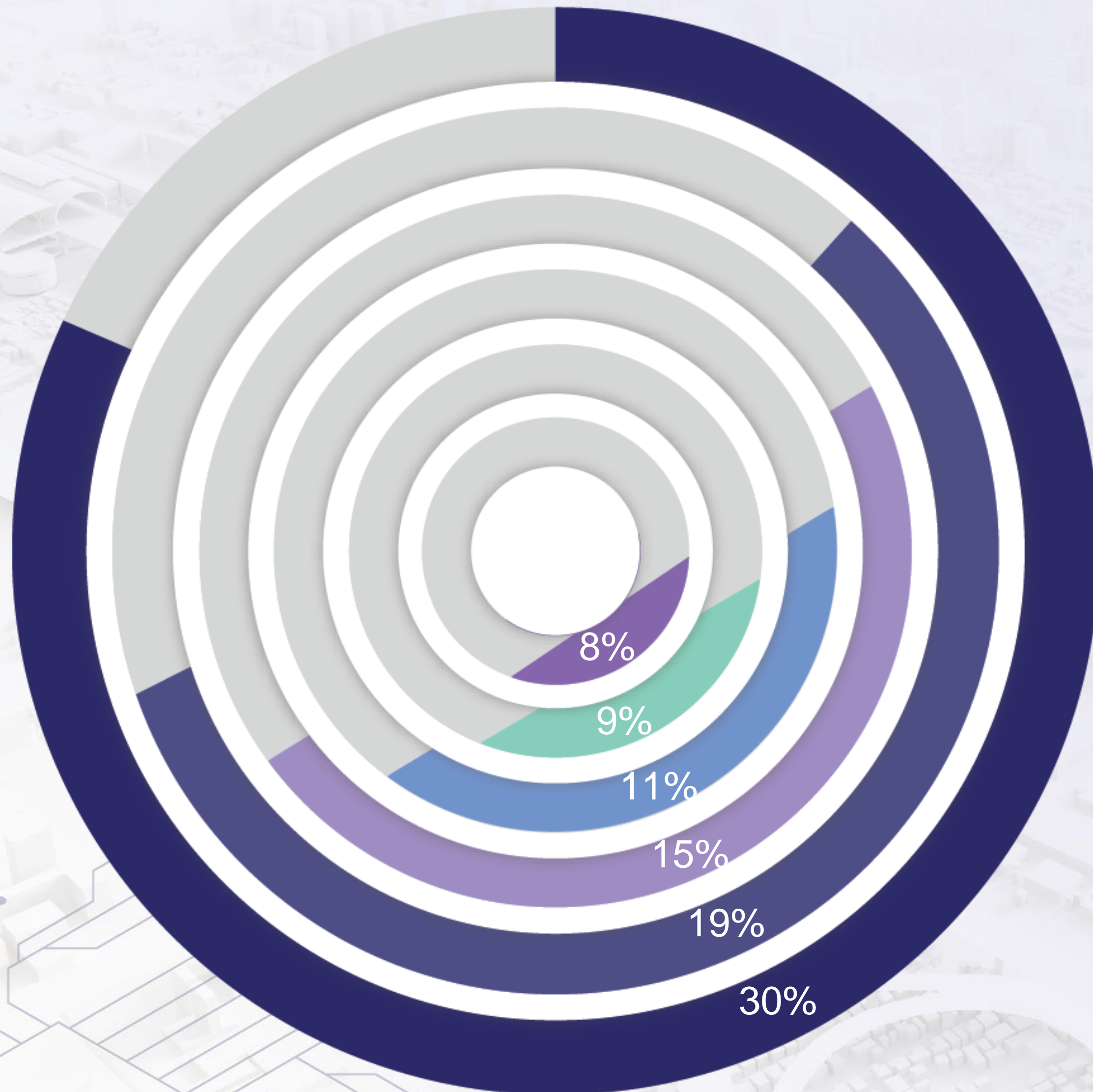


Executive
Employee



Independent
Owner

VISITOR INTEREST



- 30% Architecture and interior design
- 19% Construction: Machinery, tools and materials
- 15% Ceramic coatings
- 11% Sustainability and energy
- 9% Training and new trends
- 8% Windows and enclosures
- 8% Domótica, servicios y tecnología

 EVENT SATISFACTION SURVEYS

86.2%

They were satisfied with their experience at the event

86.1%

Average event rating

83.6%

They would return to the event in 2020

80.3%

They would recommend CIHAC Expo to their colleagues

82.5%

They are professional B2B buyers of the construction industry

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BUILDING GREATNESS



October 13rd-15th, 2020
Citibanamex Center · Mexico City

Presents:



Organized by:

