



LABELEXPO MEXICO

POST SHOW REPORT



26 - 28 April • Mexico

**LABELEXPO
MEXICO 2023**

www.labelexpo-mexico.com

OVERVIEW

5,878

Attendees



3,517

Square meters



145

Exhibitors



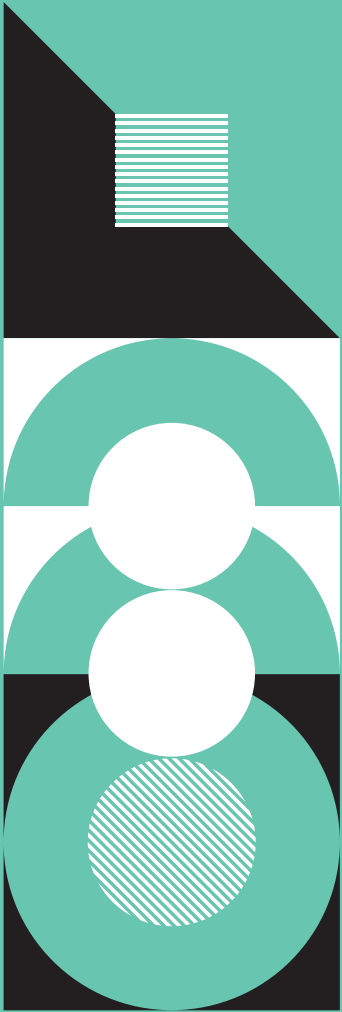
72%

Exhibitors rebooked onsite for 2025



46

Countries represented



TOP 10 ATTENDING COUNTRIES



Mexico



United States



China



Colombia



Brazil



Guatemala



Costa Rica



Peru



Ecuador



Argentina

WE ALSO HAD ATTENDEES FROM:

SOUTH AMERICA

- Chile
- Panama
- Honduras
- El Salvador
- Uruguay
- Puerto Rico
- Dominican Republic
- Venezuela
- Nicaragua

Bolivia

Paraguay

EUROPE

- Italy
- Germany
- Spain
- United Kingdom
- Denmark
- Netherlands

Switzerland

Portugal

Poland

Belgium

Türkiye

France

Austria

ASIA

Taiwan

India

Hong Kong

Korea, Republic of

Japan

Mongolia

Kyrgyzstan

Thailand

MIDDLE EAST

United Arab Emirates

AFRICA

Morocco

NORTH AMERICA

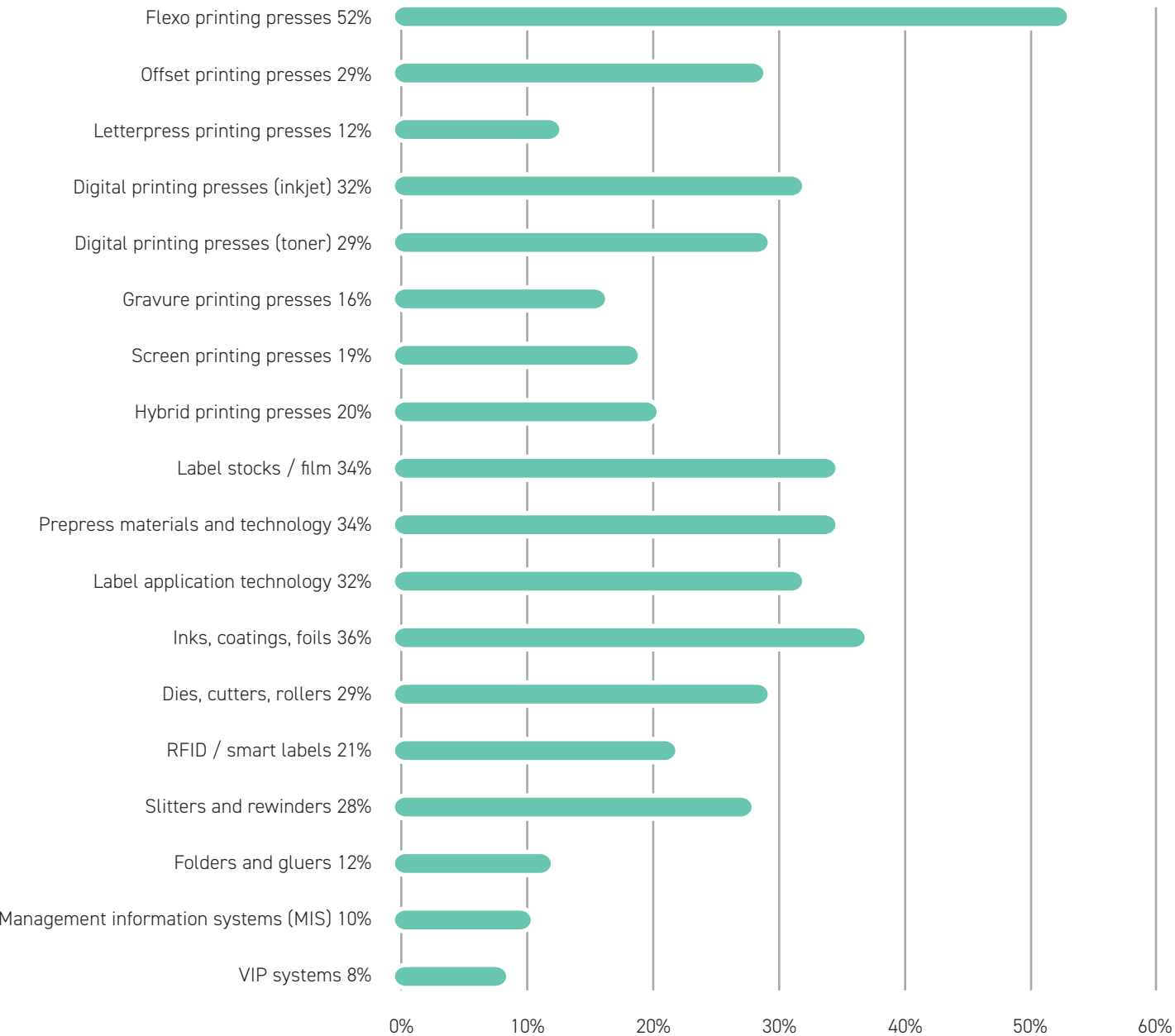
Canada

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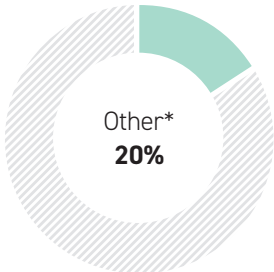
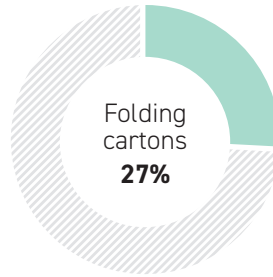
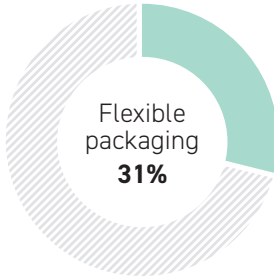
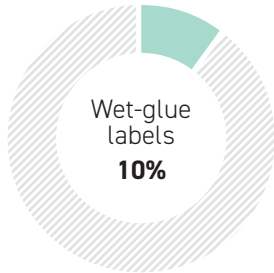
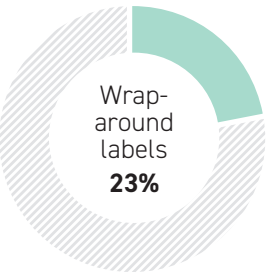
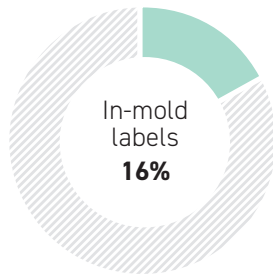
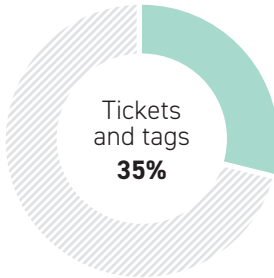
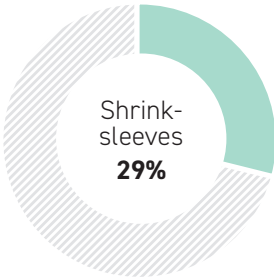
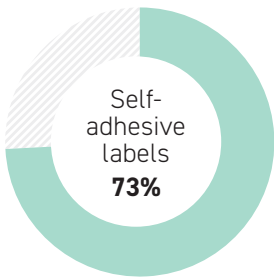


ATTENDEE
PROFILE:
INTEREST
IN PRESS
TECHNOLOGY

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ATTENDEE
PROFILE:
RESPONSIBILTY

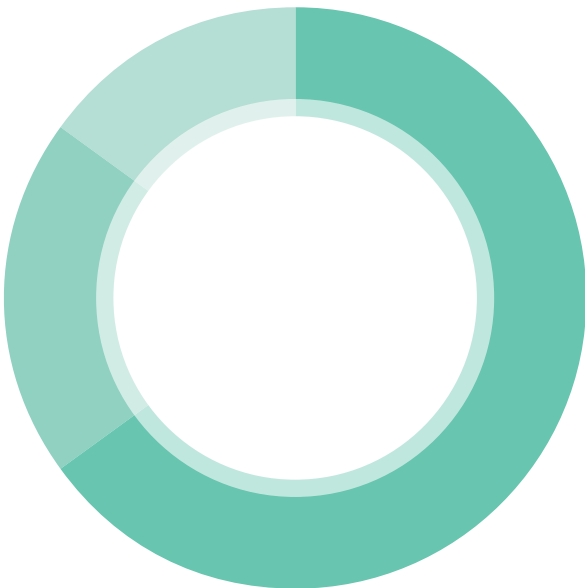


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*forms, direct mail, large format graphics etc



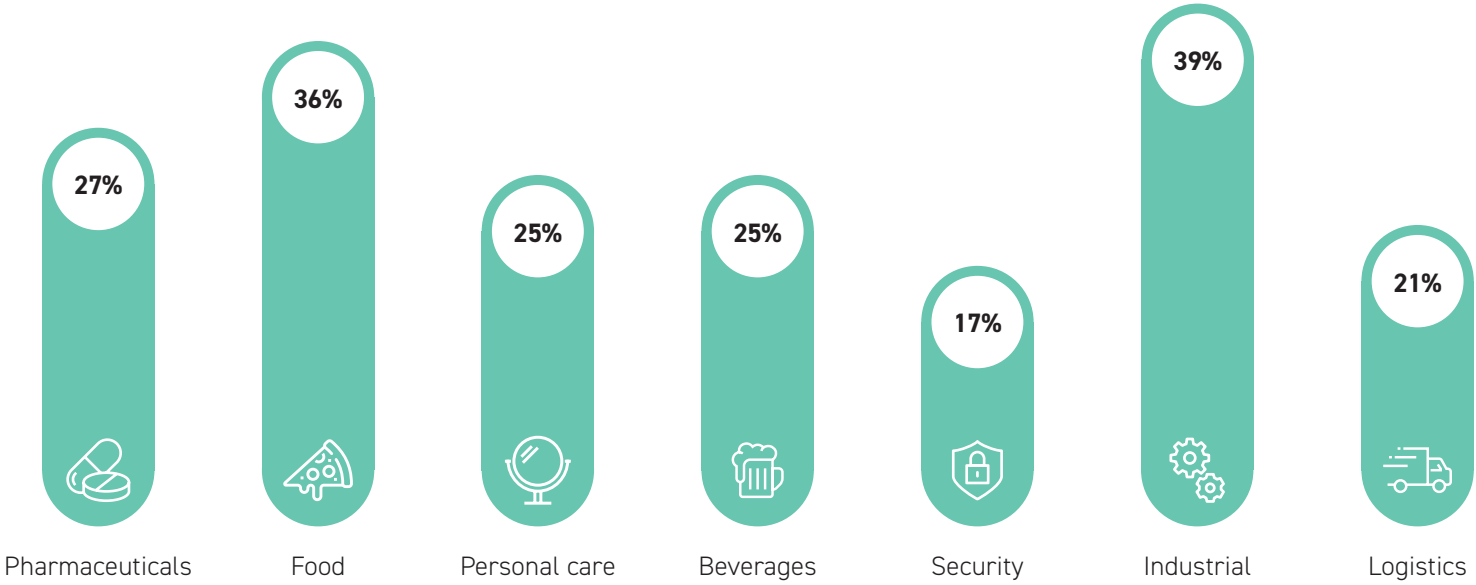
ATTENDEE
PROFILE:
INVOLVEMENT



Printer / converter	65%
Brand owner or buyer of labels / packaging	20%
Designer	15%

ATTENDEE
PROFILE: SECTOR

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PRE-SHOW
WEBINAR



Our extremely popular pre-show webinar on 29 March provided a flavour of what visitors could expect to see at the show, and some exclusive insights into the label industry in Mexico and Latin America.

The one-hour session comprised a panel discussion discussing key trends and challenges in a post-pandemic industry, new opportunities and growth sectors, and supply chain challenges. This was followed by a show preview highlighting some of the key technologies and trends at the show.

MODERATOR



JAMES QUIRK

FREELANCE WRITER
AND CONSULTANT

PANELISTS



CARLOS URIBE

DIRECTOR GENERAL,
ARCLAD MEXICO



SANDY ALMIRALL

PRESIDENT NORTH
AMERICA REGION,
ALL4LABELS



ARI VONDERWALDE

CO/CEO,
ETIFLEX MEXICO



OPENING
CEREMONY

Labelexpo Mexico 2023 featured an opening ceremony, attended by ANPACK President Keren Becerra; ACOBAN Vice President Jorge Alejandro Quintanilla de la Garza; Labelexpo Global Series Portfolio Director, Jade Grace, Event Manager, Mirco Mazzarella, and Event Director, Tasha Ventimiglia.



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MARKETING
CAMPAIGN -
OVERVIEW

11,892,890 

Google impressions

99,605 

LinkedIn advertising impressions

9,477,847 

Facebook impressions

31 

Email blasts

Leading up to Labelexpo Mexico, email blasts were sent to both visitors and exhibitors. Content included details on industry news, exhibitor product launches and other general show information.

3,411,522 

Google video advertising impressions

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MARKETING
CAMPAIGN



Print advertisements highlighting Labelexpo Mexico 2023 were distributed to various media publications.

Promotional images and videos were featured on LinkedIn, Facebook, Instagram and Twitter leading up to Labelexpo Mexico 2023. Live coverage of the show was also highlighted throughout the event.

PROMOTIONAL
VIDEOS



Labelexpo Mexico 2023



Spanish video

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Video promotions of Labelexpo Mexico 2023 were showcased on YouTube. The video is available in both English and Spanish.

VIEWS
211,772

VIEWS
1.7M

FEEDBACK
PART 1

Labelexpo Mexico 2023 filled me with great experiences, **brought me the opportunity to know extraordinary people and brands, and inspired me with new ideas.** To have lived this rich and refreshing experience in a place such as Mexico City exceeded my expectations.

Lucila Rodriguez
ACOBAN

The show provided us with a fantastic opportunity to connect with multiple potential clients in the labeling industry. The **attendance at the show and our booth was exceptional**, surpassing our expectations. We were pleased to see such a high level of interest in our products and services. We are excited to announce that we have successfully closed deals with several of these potential clients. The show was a valuable investment for our company, and we are grateful for the opportunity to participate in such a productive event. We are eager to attend future editions of the show!

Fernando Trujillo
DIRECTOR GENERAL DE FLEXI-VEL

We are extremely delighted with Labelexpo Mexico 2023, where **we generated a huge amount of leads of existing and new potential customers.** Mexico is an important market for Heaford, and exhibiting at Labelexpo 2023 cemented our position as the leading plate mounter manufacturer for Mexican label manufacturers.

Nick Vindel
HEAFORD

Flexo Wash was honored to participate in the inaugural Labelexpo Mexico show. This new show provided us an opportunity to showcase our Leading Cleaning Solutions to an entirely new Spanish speaking audience in their home country of Mexico. We feel that **we have a new and better understanding of this active and vibrant market** which deserves the access to the information, resources and products that Labelexpo provides.

Patrick Potter
FLEXO WASH



FEEDBACK
PART 2

Mark Andy was thrilled to be a part of Labelexpo Mexico 2023. **Our booth was continuously busy throughout the entire three-day show** with visitors showing strong interest in both our flexo and digital equipment offerings. Kenjiro Celaya and John Vigna closed several deals on the floor and have several more they plan to close in the coming months. We would like to thank the organizers of Labelexpo Mexico for their efforts in making the event a success and look forward to participating in future shows.

Trisha Smith

MARKETING & BUSINESS DEVELOPMENT MANAGER,
MARK ANDY

For our participation at a Labelexpo, showing machines from Prati and DCM-ATM as well as displaying the multiple capabilities of our other represented companies (Omet, Pantec and Miyakoshi), **we had a very successful show with over 120 leads** and very promising projects, especially with complex to manufacture labels and shrink sleeves."

Hans Ramón Hofmann

HEAD OF WEBFED LABELS & PACKAGING BUSINESS UNIT,
MANROLAND LATINA

Labelexpo Mexico 2023 is definitely the show to attend! The exhibitor hours of 11 a.m. to 6 p.m. really optimized attendance yet gave us plenty of time to have conversations with our visitors. We met with many converters from Mexico as well as visitors from nine other countries. **A successful show for Wilson Manufacturing and we look forward to the next one!**

Luis Piña

WILSON MANUFACTURING

Symbio, Inc. had a fantastic experience at Labelexpo Mexico 2023. The event was well-organized and **provided us with great opportunities to connect with industry professionals and showcase our latest products.** We were particularly impressed by the quality of leads generated and are already following up on several promising opportunities. We look forward to attending future Labelexpo shows.

Ken Wu

SALES REPRESENTATIVE, SYMBIO, INC

