



AUTOMOTIVE MEETINGS QUERÉTARO QUERÉTARO, MEXICO

February 16-18, 2021



Mexico's automotive and auto parts sector has been driven by the productive presence of the top ten vehicle assembly companies in the world, including General Motors, Ford, Chrysler, Volkswagen, Nissan, Honda, BMW, Toyota, Volvo and Mercedes-Benz. The region of Querétaro is home to more than 300 auto companies, 41,000 auto sector jobs and a strong supply chain hub. There are shortages in key areas required to support a globally competitive industry creating opportunities for suppliers that have the necessary know-how, products and services to meet these demands.

ABOUT AUTOMOTIVE MEETINGS

Automotive Meetings is a structured matchmaking event that gives auto suppliers the opportunity to build and strengthen business relationships through more than 12,000 face-to-face meetings with potential OEM and Tier 1 customers.

More than 800 companies and 1,600 participants are expected to attend. Buyers represent various facets of business including purchasing, engineering and materials handling.

Meet with potential OEM customers involved in:

- Automotive
- Heavy vehicles
- Buses and coaches
- Industrial and specialized vehicles
- Agricultural machinery
- Competition vehicles
- Highway construction vehicles
- Two-wheelers
- Trailers
- Shielded vehicles
- Prototypes

As an event sponsor, the Michigan Economic Development Corporation (MEDC) is offering Michigan companies discounted registration and exhibit space in the Michigan pavilion.

IN-PERSON MICHIGAN PAVILION

Recommended for those with in-country representation:

- Schedule of pre-arranged meetings
- A detailed profile of capabilities in online catalogue
- Access to online catalogue prior to the event to request meetings
- A 4-sq. m booth equipped with hard walls, 1 table, 3 chairs, fascia board and carpet
- Access to workshops on Feb. 17 & 18
- A discounted registration fee of \$2,800 (\$200 per additional person)

VIRTUAL MEETING PACKAGE

Can't travel but still want to connect with potential buyers? Attend meetings from your desk and receive the following services:

- Schedule of pre-arranged meetings
- A detailed profile of capabilities in online catalogue
- Access to online catalogue prior to the event to request meetings
- A registration fee of \$1,900

SPACE IS LIMITED – REGISTER TODAY!

For questions or to register, contact Brendan Cherry, MEDC International Trade Program at 517.243.9877 or cherryb2@michigan.org.

Michigan SMEs may be eligible for 75 percent reimbursement of registration fees and travel expenses through the [State Trade Expansion Program \(STEP\)](#).

