



## NEWS

FOR IMMEDIATE RELEASE

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### **KALLMAN WORLDWIDE TO HELP AMERICAN INDUSTRY CAPITALIZE ON GROWING MANUFACTURING ENVIRONMENT IN MEXICO DURING FAMEX 2017**

*14<sup>th</sup> largest net aviation exporter in the world, Mexico grew 18% last year and aims for top 10 by 2020*

**Mexico City and Waldwick, N.J./ June 9, 2016** — U.S. commercial aerospace and defense companies looking to capitalize on an increasingly competitive manufacturing environment in Latin America are turning their sights toward FAMEX 2017, “Mexico’s Aerospace Fair,” to get closer to decision-makers and purchasing influencers in that nation’s growing aerospace production, maintenance, repair and overhaul (MRO) and industry services businesses.

FAMEX is a biennial event, organized by the Ministry of National Defense (SEDENA) through the Mexican Air Force and the Mexican Space Agency in partnership with government and private sector stakeholders to promote the Mexican aviation and aerospace economy. Mexico currently ranks as the world's 14<sup>th</sup> largest aviation market in terms of net exports, and is aiming to reach the top 10 by 2020.

To help introduce more American companies to this influential and growing marketplace, show organizers have contracted Kallman Worldwide to represent FAMEX 2017 in the United States, and to organize the U.S. presence at next year's event.

FAMEX 2017 will be held April 26-29 on a combined 100,000-plus sqm of indoor and outdoor exhibit space at Base de Santa Lucia near Mexico City, Mexico. The 1,000 sqm U.S. International Pavilion will be America's headquarters at the show: a destination for buyers looking for an efficient way to meet a critical mass of U.S. suppliers, an on-site business hub for U.S. exhibitors looking to maximize their exposure and time at the event, and a forum for all to share ideas and insights.

“As Mexico’s aerospace industry infrastructure matures, FAMEX is on track to become one of most important events on the global aerospace event circuit because it draws an exceptional mix of executive leadership and hands-on buyers,” said Kallman Worldwide President and CEO Tom Kallman. “We are proud to represent this business opportunity to our nation’s aerospace and defense equipment, product and service providers.”

In 2015, FAMEX hosted 240 exhibitors and more than 200,000 trade and public attendees, including 160 delegations from 16 countries. Organizers expect to boost those numbers in 2017 with new exhibit areas and the expansion of professional conference sessions focused on global growth areas such as unmanned aerial vehicles, safety, security, and space and satellite technology.

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## **KALLMAN WILL ORGANIZE U.S. PRESENCE AT FAMEX 2017**

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"Major companies like Airbus, Bombardier, Gulfstream, GE, Honeywell, UTC Aerospace, Bell Helicopter, Beechcraft and so many others have found success in Mexico," said FAMEX President, Brigadier General Rodolfo Rodriguez Quezada, FAM. "We are excited and confident that the addition of the U.S. International Pavilion organized by Kallman Worldwide will ensure increased U.S. participation at FAMEX, and a corresponding interest in U.S. suppliers among our attendees."

In addition to organizing the national Pavilion, Kallman Worldwide will promote U.S. exhibitors with its "Ask America" advocacy campaign. The message will be placed prominently on site, integrated into hospitality and VIP events during the show, and highlighted in social media (follow on Twitter [@kallmanEWC](#)).

"The United States is the world's biggest aerospace and defense supplier, but that's no guarantee that buyers will look to work with U.S. companies over others," said Kallman. "As the organizer of the U.S. presence at FAMEX, we have a responsibility to advocate not only for our exhibitors, but for our nation in this highly competitive marketplace. We want every visitor to 'Ask America' at FAMEX, and to be assured that America is listening."

### **ABOUT KALLMAN WORLDWIDE, INC.**

Export with purpose. Exhibit with confidence. Kallman Worldwide is an export marketing advocate focused on helping the United States of America and its leading businesses capitalize on international trade shows and events to grow their share of global markets. Our flagship U.S. International Pavilion programs cover all the details of creating and presenting a professional business environment to buyers, enabling exhibitors, clients and partners to make the most of their event opportunities, cultivate meaningful global business relationships and account for a measurable return on their export marketing investment.

Since 1963, Kallman has helped more than 10,000 companies, associations and government agencies stand out at nearly 1,000 industry and professional events in 46 countries. The company is headquartered in Waldwick, N.J., and staffs a Latin America office in Santiago, Chile, where it also owns and operates the U.S. Regional Trade Center. For more information visit [www.kallman.com](#)

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