

*Mexipan*

**2024**



**THE LEADING FAIR  
IN THE INDUSTRY  
IN LATIN AMERICA**

**MEXICO CITY**

**JULY 31st to AUGUST 3rd 2024**

Centro  
**citibanamex**

**PRODUCTS - EQUIPMENT - SERVICES - TECHNOLOGY - INNOVATION AND MUCH MORE**

**BAKERY**

**PASTRY**

**CHOCOLATE**

**ICE CREAM**

**COFFEE**



Mexipan



# MEXIPAN

is the leading fair and largest face-to-face and virtual business platform in Mexico and Latin America.

We are the only fair in the country that carries out B2B and B2C commercial transactions.

From July 31 to August 3rd 2024, it will bring together the most important suppliers and buyers of the **BAKERY, PASTRY, CHOCOLATE, ICE CREAM AND COFFEE** industries.

MEXIPAN will look to strengthen the commercial relationships between our partners and industry affiliates through a wide range of activities.

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## GOAL

Our goal is to showcase **emerging trends, technological breakthroughs, innovations, training, specialized consulting and facilitate industry networking.**

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BAKERY



PASTRY



CHOCOLATE

FIPAN

ICE CREAM



COFFEE



[mexipan.com.mx](http://mexipan.com.mx)



**40,000 registrants**

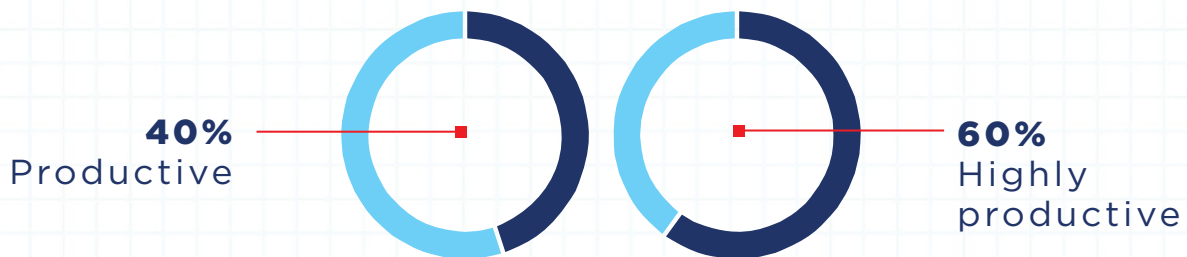


**30,000 visitors**

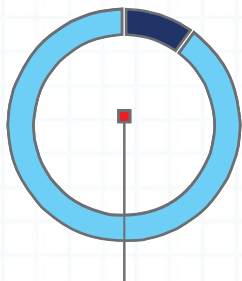


**300 exhibitors**

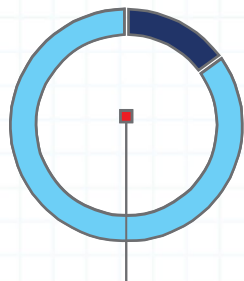
**60% of the companies**  
that participated in **Mexipan 2022**  
considered to have been  
**highly productive**



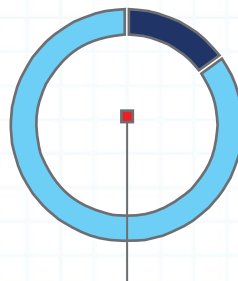
## Visitor profile



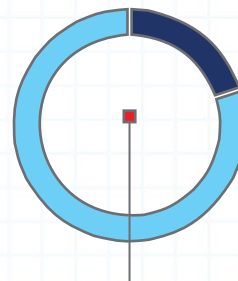
**10%**  
Students



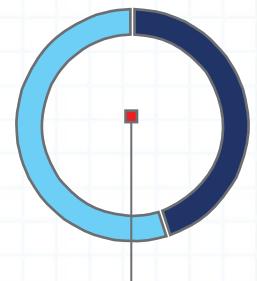
**15%**  
Other



**15%**  
Industry professionals  
(Chefs, bakers, pastry chefs)



**20%**  
Industry Professional  
(Companies)

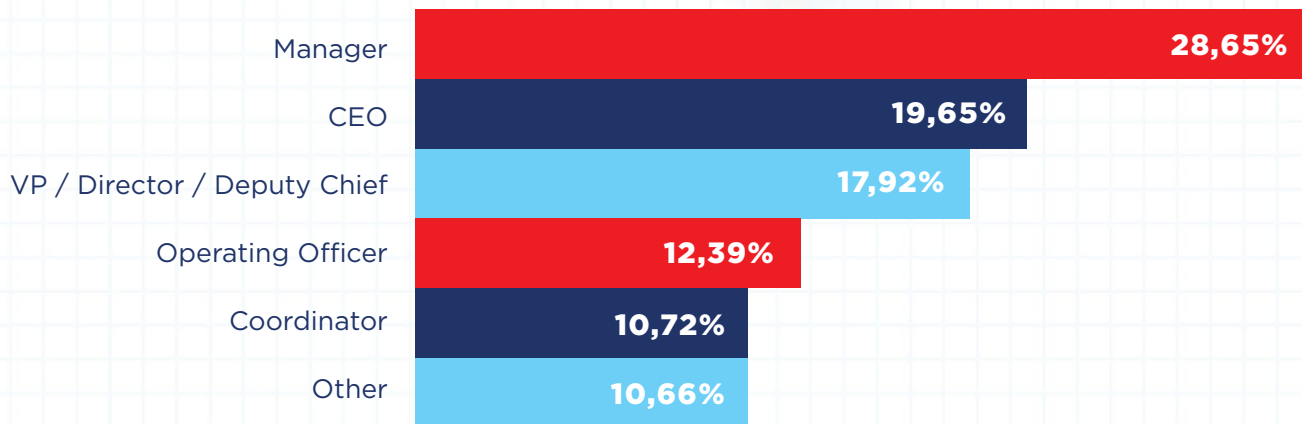


**40%**  
Entrepreneurs

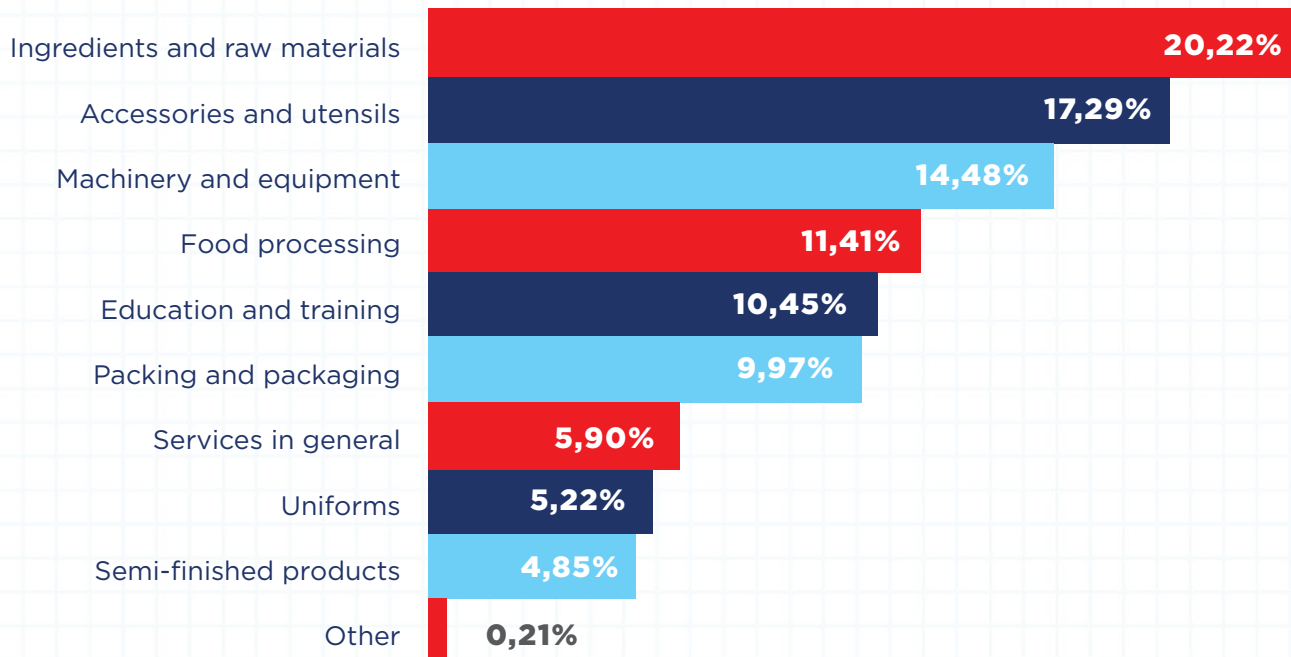




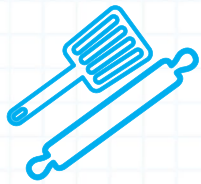
## Mexipan visitors position in their companies:



## Sectors of interest for our visitors:

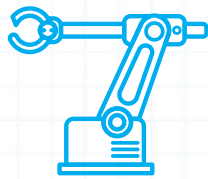


## Featured areas of industry



1

**Decorative  
items and  
utensils**



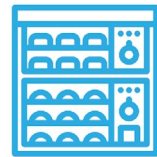
2

**Machinery**



3

**Equipment**  
for bakeries, pastry  
shops, ice cream  
parlors and cafeterias



4

**Ovens and  
accessories**



5

**Packing  
material**



6

**Food  
processing**



7

**Raw materials  
and ingredients**



8

**Semi-finished  
products**



9

**Cleaning  
and hygiene**



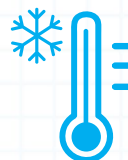
10

**Software  
and systems**



11

**Uniforms and  
specialized  
footwear**



12

**Cooling and  
fermentation  
systems**



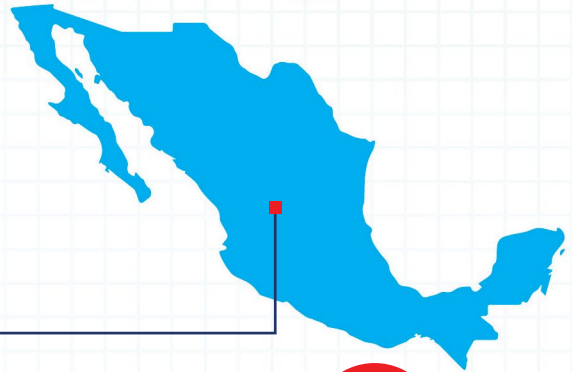
13

**Publishing  
& education**



Mexipan

# The bakery industry in Mexico



**The bakery industry**  
in Mexico has a  
market value of  
6.5 billion USD



The Mexican bakery  
industry is mostly  
**artisanal production**



It is the **third largest  
employer of labor  
in the country**

## RECOGNITION

**Mexipan is the leading expo in these industries** and it brings together the best businesses, brands and commercial advisors that together meet the needs that the market requires.

**Mexipan is an ideal space for businesses of all sizes: big and medium sized companies as well as start-ups.**

In addition to exhibiting, companies close business on site. The use of digital platforms allows for greater outreach and more extensive networking.

**Visitors come from all sectors and levels within an organization:** businessmen, executives, managers, collaborators, fans and entrepreneurs.

**Mexipan also supports the new generations,** aware of the importance of developing the talent and skills of children and young people who will be the future stars and clients of the industry.

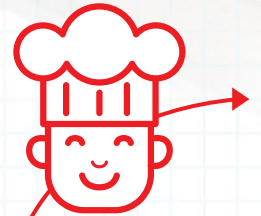
A photograph of a baker in a white uniform and hat, leaning over a tray of freshly baked bread. The bread is golden brown and has a dusting of flour on top. The background is a bright, clean bakery environment.

By participating as an exhibitor  
**you create value for  
your business and the industry**

- Generate sales
- Augment a company's image
- Attract buyers, agents, distributors, or collaborators
- Keep up to date with new innovations and trends
- Get to know new products and trends
- Analyze the market and competition
- Provide information on products and services
- Communicate directly with customers
- Make knowledgeable contacts
- Build customer loyalty with existing clients
- Get to know trends in the industry
- Create emotional value



# BRAND GROWTH



**Activities:**  
Demonstrations  
Courses

**Contests:**  
Creative Fondant  
and Chocolate Creations,  
Talent Cup  
Summit

**20,054 m<sup>2</sup>**  
**WTC**

BAKERY, PASTRY,  
CHOCOLATE AND  
ICE CREAM

**Activities:**  
Demonstrations  
Courses

**Contests:**  
Creative Fondant  
and Chocolate Creations,  
Talent Cup, The Best Bread  
Summit  
Mexipan Kids & teens

**22,000 m<sup>2</sup>**  
**Citibanamex Center**  
World Class Convention  
and Exhibition venue

BAKERY, PASTRY,  
CHOCOLATE AND  
ICE CREAM

**Activities:**  
Demonstrations  
Courses

**Contests:**  
Creative Fondant  
and Chocolate Creations,  
Talent Cup, The Best Brea  
Summit

**Mexipan Kids y Teens  
NEW ACTIVITY**

**25,000 m<sup>2</sup>**  
**Citibanamex Center**  
World Class Convention  
and Exhibition venue

BAKERY, PASTRY,  
CHOCOLATE AND  
ICE CREAM  
**AND COFFEE**

FAIR + DIGITAL ACTIONS

FAIR DIGITAL DIVISION

2018

2022

2024





# FAIR ACTIVITIES

## NEW EVENT: PREMIERE 2024



### Demos

Interact during demonstrations in a practical and visual way by making a specific recipe whether it's a pastry, baked good, chocolate or ice cream, showing the new trends of the industry



### Courses

Learn the main techniques and methods of pastry making, chocolate making, decorative baking at the classroom level.



### Kids & Teens

Activities and contests for kids and teens in a special place for them.



### Contests

**Mexipan Creatives:**  
Chocolate Sculpture and Fondant Cake Exhibition.  
**Talent Cup:**  
Real-time recipe making signed by Le Cordon Bleu and The University of the Cloister of Sor Juana.  
**The Best Bread of Mexico.**



### Summit

Presentations on the main topics of interest in the **Pastry, Bakery, Chocolate, Ice Cream and Coffee industries** in order to support, train and professionalize the sector, concluding with a Master Class.



Mexipan

Centro  
citi**banamex**

## OUR HOME

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Centro  
citi**banamex**

**The Citibanamex Convention and Exhibition Center.  
A world class venue.**

**Centro Citibanamex** is the leading venue in the exhibition and congress industry in Mexico and Latin America. Experience in National and International B2B, B2C and B2G Exhibitions.

**Best Practices** in Visitor Flow and Control Expertise of COVID-19.

**Building Infrastructure** is designed to be an Exhibition and Event Center.

**Exhibit halls** on the same level and without columns.

**Guarantee of venue operations** through CIE **Corporación Interamericana de Entretenimiento** in association with **Live Nation Entertainment**.

**25,000 m<sup>2</sup> Column-Free**

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# Mexipan



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## CONTACT:

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+52 55 3506 8617

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cibanamex 

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