



CALLING CALIFORNIA SMALL BUSINESSES

JOIN THE CALIFORNIA PAVILION @ INDUSTRIAL TRANSFORMATION MEXICO

Leon, Guanajuato | October 8-11, 2024

Technological Advances Redefining Manufacturing

REGISTER YOUR INTEREST! The California Governor's Office of Business and Economic Development (GO-Biz) is organizing a California Pavilion at Industrial Transformation Mexico 2024 (ITM24). California companies specializing in Industry 4.0 applications and seeking export opportunities to Mexico are encouraged to register their interest. GO-Biz will support up to eight California businesses to participate in a series of business meetings with industry organizations in León, Guanajuato, as well as in the tradeshow exhibition at ITM24.

Exhibition package includes: 6 sqm turn-key booth, basic furniture, graphics, power access, 2 exhibitor badges, company trade show registration fee, social media marketing, digital and print directory listings, access to ITM Buyers program, Industrials Night, and ITM24 conference programming.

WHO SHOULD ATTEND? California businesses with solutions in:

- Metal Working
- Automation, Robotics, and Motion
- Digital Factory /ICT
- Smart Logistics
- Power Solutions
- Additive Manufacturing

APPLICATION PROCESS: Participation will be reserved for vetted professionals only.

- Interested companies must first register their interest with GOBiz
- Once accepted, companies will need to pay the participation fee to secure participation.

Event Details

October 8, 2024

Business Meetings & Site Visits

Leon, Guanajuato, Mexico

October 9-11, 2024

ITM Trade Show /Exhibition

Poliforum Leon, Guanajuato, Mexico

11:00 AM - 7:00 PM

About ITM24: [HERE](#)

CALIFORNIA COMPANY COST:

\$1500 USD

(Package valued at \$5750 USD; does not include airfare, lodging, and meals. Room blocks will be arranged, discounted airfare rates available. Ground transportation to program events will be provided.

Register your interest!



Register by August 9th

[HERE](#)

NEED MORE INFORMATION?

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