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REAL ESTATE DEVELOPMENT IN MEXICO

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Mexico's

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G R U P O
REFORMA

The Wall Street Journal news organization
was not involved in the creation of this content

MEXICO

in the **top 10**
of event industry worldwide

The event industry is known not only for the content it brings but also for its economic impact and revenue generation through participant expenditure. “In 2010 we started measuring the effect of the event industry in Mexico, we did it in conjunction with the Tourism Department and a specialized market research firm; the latest survey dates from 2016 and it showed it generated direct expenditure for 25 billion dollars a year and created over 500,000 jobs. This proves the impact events create in terms of production, marketing, venues, hotels, rooms, flights and, of course, revenue derived from participants’ expenditure during the event”, mentions in an interview Hugo Rosas, founding partner of Event Industry Show (EIS), an annual fair specialized in events.

Although in Mexico there is no real data regarding the event industry, its economic contribution to the country is very relevant, proof of this is the business meetings industry, whose contribution to the GDP is 356,000 million pesos, according to a study by the Event Industry Council and Oxford Economics.



I was recently in the Bajío region with officials from the state tourism secretariats and they mentioned how the event industry has grown thanks to the arrival of an automotive industry cluster, which not only has created jobs and accelerated the economy, but also increased the demand for venues to host conventions, events and training courses.

-Hugo Rosas,
founding partner of EIS.

Hugo Rosas mentions that in 2018 Event Industry Council and Oxford Economics published that Mexico is in the top ten worldwide in terms of economic impact through events.

According to the Events Industry Council and Oxford Economics, in 2017 the global economic contribution of the business events sector was 2,500 million dollars in commercial sales, 1.5 billion dollars total contribution to the GDP and close to 26 million jobs.

Mr. Rosas explains that the event industry in Mexico includes congresses (trade associations), conventions (companies and brands), trade fairs (specialized on a particular industry) and incentives.

He adds that in our country there are currently a great number of events that are not being accounted for, such as social, religious and sports events, as well as entertainment, festivals, concerts and political events.

The Mexican Council for Business Meetings (COMIR) is the top association of the business meeting industry in Mexico as it collects statistical data regarding the event industry.

TOTAL ECONOMIC IMPACTS OF TOP 10 COUNTRIES

Total impacts generated by the business events sector (2017)
Top 10 countries, ranked by total output impact
(billions US\$ and thousands of jobs)

Rank	Country	Total Output impact (billions US\$)	Total GDP impact (billions US\$)	Total Job impact (000s)
1	United States	\$787.0	\$446.1	5,905
2	China	\$372.8	\$247.3	5,215
3	Germany	\$285.7	\$165.0	1,939
4	United Kingdom	\$198.9	\$133.5	1,829
5	Japan	\$147.2	\$78.2	1,420
6	Italy	\$70.2	\$38.3	569
7	Canada	\$67.3	\$42.4	493
8	Australia	\$56.0	\$31.1	545
9	France	\$53.6	\$27.4	456
10	Mexico	\$52.8	\$37.6	1,130

Source: Global Economic Significance of Business Events, Events Industry Council and Oxford Economics. November 2018.





{Event} INDUSTRY SHOW

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FOR PROFESSIONAL
EVENTS.**



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international
exhibitors under the
same roof, offering
top of the line prod-
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professional events.**

**2
DAYS**



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4 training** courses
for social events,

1 certification for fair organizers
and

1 program for meeting planners
in its fourth edition (2019).

Business EVENTS

The flow of foreign investment to different parts of the country has benefited the event industry, comments Hugo Rosas. "I was recently in the Bajío region with officials from the state tourism secretariats and they mentioned how the event industry has grown thanks to the arrival of an automotive industry cluster, which not only has created jobs and accelerated the economy, but also increased the demand for venues to host conventions, events, and training courses. There is a huge influx of people from other countries who are coming to train employees and create business strategies for this market. Korean and Chinese executives host many events, and so do American investors."

He points out that venues such as the business center Guanajuato Puerto Interior have developed suitable spaces for events. "If the industrial activity grows, so does the demand for meeting and training spaces; this is exactly what events trigger, even entertainment and cultural events."

Mr. Rosas notes the event industry is optimistic because Mexico is in the top 10 worldwide, however, Mexico must continue on the path to professionalization. "We ought to recognize that in Mexico we manage world-class events like Formula 1, for four consecutive years Mexico has been awarded the prize for best operator for tournaments for the Mexican Tennis Open, world summits like the G20 in Los Cabos and the visit of the Pope, so as we can see, Mexico has professional and experienced people and infrastructure to host any event."

www.eventindustryshow.com

