



For Immediate Release
November 10, 2016

Press Contact:
Jota Silvestre
redacao.jota@ppagina.com

EXPOMAFE and FABTECH Announce Marketing Partnership to Promote Each Other's Shows

The Brazilian and American metalworking trade shows will work together to promote new business opportunities with the goal of reaching out to a larger international audience of global suppliers and buyers for metal cutting and metal forming equipment.

(LAS VEGAS, Nov. 10, 2016) — ABIMAQ – The Brazilian Machinery Builders' Association and Informa Exhibitions, the sponsors and organizers of EXPOMAFE - Brazil International Machine Tool and Industrial Automation Exhibition (May 9 - 13 2017), announced recently a marketing partnership agreement with FABTECH, North America's largest metal forming, fabricating, welding and finishing event.

The agreement includes a joint promotional effort between the Brazilian exhibition and the North American event brand, and is supported by the members of Fabricators & Manufacturers Association, International (FMA), Society of Manufacturing Engineers (SME), Precision Metalforming Association (PMA), Chemical Coaters Association International (CCAI), American Welding Society (AWS) and ABIMAQ.

One of the first events under this agreement will take place at FABTECH 2016, to be held in Las Vegas on November 16-18, where ABIMAQ will have an Information Booth.

Similarly, FABTECH has confirmed its presence at EXPOMAFE 2017, a trade show directed to the Brazilian and South American manufacturing markets and features machine tools and industrial automation equipment.

In its inaugural edition, EXPOMAFE 2017 has already acquired an importance in the global calendar of exhibitions for the machine tool sector. The trade show will feature the presence of the industry's major global machinery brands, whether directly or through their local representatives.

The Brazilian event also counts with the support of other leading international trade associations including AMT - The Association for Manufacturing Technology; the German Machine Tool Manufacturers' Association - Verein Deutscher Werkzeugmaschinenfabriken (VDW); and Cámara Argentina de la Máquina Herramienta y Tecnologías para la Producción (CARMAHE), among others.

ABMAQ is pleased to join SME and its partners FMA, PMA, AWS and CCAI, at FABTECH 2016. The trade show will count with 1,400 exhibitors in an area of 165,000 square meters, and expects to receive more than 30,000 visitors.

FABTECH offers a unique opportunity to bring together users of the forming and fabricating industry, with world-class suppliers of the latest equipment and tools that improve productivity, increase profits and offer new solutions for the metal forming, fabrication, finishing and welding segments.

To find more information about FABTECH 2016, please visit fabtechexpo.com.

About FABTECH

FABTECH is North America's largest collaboration of technology, equipment and knowledge in the metal forming, fabricating, welding and finishing industries. The event provides a powerfully aligned hands-on, face-to-face business growth experience annually in the U.S., rotating between Las Vegas, Chicago and Atlanta. FABTECH Mexico also occurs annually and FABTECH Canada occurs biannually. These events are made possible by FABTECH's five co-sponsors, all of whom represent the varied and diverse makeup of the manufacturing industry. They include the [American Welding Society](#), [Chemical Coaters Association International](#), the [Fabricators & Manufacturers Association International](#), the [Precision Metalforming Association](#) and [SME](#). Read more about FABTECH's co-sponsors [here](#).

More information for the press:

Luiz Carlos Franco / Jota Silvestre
Primeira Página | Assessoria de Comunicação e Eventos.
www.ppagina.com
Phone +55 (11) 59088210
ppagina@ppagina.com
redacao.jota@ppagina.com

###