

The 6 Strategic Communication Pillars

Smart Technology Expo 2026

A New Era of Industrial Leadership in Latin America

With its new location, strategic renewal, and brand evolution, Smart Technology Expo begins a new stage focused on leadership, innovation, trust, and growth.

The event aims to establish itself as the country's most innovative and business-oriented event for automation, robotics, smart manufacturing, and artificial intelligence, connecting technology, industry, and investment at one of the most important moments for the future of manufacturing in Mexico.

1. The New Industrial and Technological Epicenter of Mexico

The Bajío-Western region has consolidated itself as the main driver of Mexico's industrial growth. States such as Jalisco, Guanajuato, Querétaro, San Luis Potosí, and Aguascalientes currently concentrate strategic investments in advanced manufacturing, automation, electric mobility, robotics, artificial intelligence, semiconductors, and clean technologies.

Choosing Guadalajara as the host city for Smart Technology Expo 2026 represents a strategic decision aligned with the future of industry. The city is located at the heart of one of Latin America's most dynamic industrial corridors, surrounded by industrial clusters, technology parks, innovation centers, and global corporate headquarters.

This new location allows the event to connect directly with industrial leaders, integrators, manufacturers, and decision-makers who are transforming the national industry and driving the next phase of nearshoring in Mexico.

2. Ecosystem of Innovation, Talent, and Collaboration

Guadalajara is internationally recognized as the “Mexican Silicon Valley” thanks to its strong technology and innovation ecosystem.

The city is home to top-tier universities, research centers, technology startups, innovation hubs, and multinational companies leading strategic industries. This environment transforms Smart Technology Expo into much more than an exhibition: it positions it as a comprehensive platform for technology transfer, executive networking, and industrial collaboration.

The synergy between industry, academia, and technology creates the ideal environment to foster strategic alliances, accelerate technology adoption, and promote the development of specialized talent required by the new smart industry.

3. World-Class Infrastructure and Global Connectivity

Expo Guadalajara is the most important exhibition and convention venue in Mexico and offers international-level logistical, technological, and operational capabilities.

Its modern infrastructure, combined with a wide range of hotels, gastronomy, and executive services, guarantees a comfortable, efficient, and high-level experience for exhibitors, buyers, and international visitors.

Additionally, Guadalajara offers strategic air connectivity to Canada, the United States, Europe, and Mexico’s main cities, facilitating access to key markets and strengthening the international positioning of the event.

This combination makes the city an ideal host for a global industrial platform focused on business, innovation, and international expansion.

4. Rebranding: A New Identity for a New Stage

The evolution from Industrial Transformation Mexico to Smart Technology Expo represents much more than a name change: it symbolizes a profound transformation of the project and a new strategic vision for the future.

The new identity seeks to project a more modern, dynamic, international image aligned with the current needs of the global industrial market.

A clear focus on automation and robotics, smart manufacturing and Industry 4.0, artificial intelligence, logistics and intralogistics, motion control, industrial safety and cybersecurity, software and industrial integration, as well as drones and autonomous technologies, positions Smart Technology Expo as the specialized event that connects innovation, technology, and business for Mexico's new industrial era.

This rebranding includes a completely renewed exhibition experience designed to generate greater strategic value for both exhibitors and visitors, connecting innovation, business, and technology in a much more dynamic, specialized, and results-oriented environment through interactive experiences, technology demonstrations, and high-level networking spaces.

STE is evolving into a format with a stronger focus on applied innovation, technology adoption, and real business generation, creating an ecosystem where manufacturers, integrators, OEMs, industrial leaders, startups, and decision-makers can discover solutions and build strategic partnerships.

The objective is to regain the trust of companies that previously participated in the event while also attracting new global players seeking more efficient, specialized, and results-driven platforms.

Smart Technology Expo emerges as a new generation of industrial events prepared to respond to the challenges and opportunities of modern industry.

5. Alignment with Global Trends and Nearshoring

Mexico is experiencing a unique momentum that is redefining the future of manufacturing and international supply chains. In a global environment where companies seek greater competitiveness, operational resilience, and strategic proximity to key markets, Mexico has

consolidated itself as one of the most attractive destinations for advanced manufacturing, industrial investment, and technology adoption.

The evolution of production processes and the need to accelerate digital transformation have led companies to increasingly invest in automation, artificial intelligence, robotics, industrial digitalization, smart logistics, and advanced technologies that optimize operations, increase productivity, and respond to new global challenges.

In this context, Smart Technology Expo (STE) 2026 was created as a platform designed to drive technological and industrial evolution in Mexico through the integration of strategic sectors such as:

- Automation and robotics
- Smart manufacturing / Industry 4.0
- Motion control
- Artificial Intelligence and Machine Learning
- Logistics, intralogistics, and material handling
- Cybersecurity, industrial safety, and standards
- Digitalization and automation software
- Drones and autonomous technologies

Smart Technology Expo was created to connect industry with the technologies and solutions that are transforming manufacturing and industrial operations in Mexico today.

6. A New Business-Focused Strategy: From Traditional Exhibition to a High-Value Industrial Platform

Smart Technology Expo 2026 evolves beyond the traditional trade show model. The new strategy is designed to build a highly specialized, executive-level platform focused on delivering real business results.

Through the participation of manufacturers, integrators, technology leaders, and decision-makers, STE seeks to drive the adoption of applied innovation, strengthen industrial value chains, and generate real opportunities for business development, strategic networking, and technological collaboration for companies looking to grow within Mexico's evolving industrial landscape.

The event's vision responds to a global transformation in the way companies currently evaluate their participation in industrial exhibitions.

Today, companies are no longer seeking only brand visibility: they seek direct access to qualified buyers, strategic alliances, market expansion, executive networking, and measurable return on investment.

For this reason, Smart Technology Expo will integrate:

- VIP networking and executive meetings
- High-level strategic conferences
- Applied innovation ecosystems
- Business-generation-focused experiences
- Active participation of industrial leaders and decision-makers
- Strategic partners that strengthen the automation ecosystem

The new strategy positions the event as a premium industrial platform capable of generating real connections, accelerating business opportunities, and strengthening the industrial ecosystem of Mexico and Latin America.