

ITZAMNÁ AWARD 2026

Recognition for Innovation and Industrial Transformation

Where Innovation Becomes Industry

CALL FOR ENTRIES

Italian German Exhibition Company Mexico (IGECO Mexico), a joint venture between Deutsche Messe AG and Italian Exhibition Group — global leaders in industrial and technology trade fair platforms — **invites companies, organizations, scaleups, technology startups, and systems integrators** to participate in the 2026 edition of the Itzamná Award.

This recognition is aimed at solutions with proven **implementation, operation, or measurable impact in Mexico**, focused on strengthening industrial competitiveness through automation, digitalization, applied intelligence, and advanced technologies.

Itzamná Award Manifesto

Industrial transformation is redefining the competitiveness of nations.

Advanced technologies, digitalization, and intelligence applied to production processes are shaping a new era for industry.

The Itzamná Award recognizes those leading this evolution in Mexico, driving technological solutions capable of transforming the way we produce, innovate, and build the future of industry.

Through Smart Technology Expo, this recognition seeks **to highlight companies and startups that are turning innovation into real impact for industry and society**.

What is the Itzamná Award?

Since **2021**, the Itzamná Award has recognized projects, initiatives, and solutions with significant impact on the technological evolution of Mexico's productive sector.

Beginning in 2026, **the award enters a new phase as part of Smart Technology Expo (STE)**, an international platform connecting technological and industrial ecosystems between Europe and the Americas, strengthening its reach, visibility, and strategic positioning.

In this new stage, the Itzamná Award consolidates itself as a benchmark distinction for solutions transforming industry in Mexico.

Inspired by Itzamná, the Mayan deity associated with knowledge and wisdom, the award symbolizes vision, innovation, and the ability to build the future through applied intelligence.

Objective

To recognize technological projects with real-world application in Mexico that demonstrably contribute to:

- Increasing productivity and competitiveness
- Optimizing industrial processes
- Driving digital transformation
- Improving energy efficiency and sustainability
- Strengthening supply chains
- Promoting scalable innovation within the industrial sector

Eligibility

The following entities may participate:

- National or international companies operating in Mexico
- Industrial organizations
- Technology startups
- Scaleups
- Technology integrators
- Industrial solution providers

Mandatory Requirement

Submitted projects must demonstrate active implementation, current operation, or measurable results within **Mexican territory**.

Purely conceptual initiatives, prototypes without real-world application, or projects developed exclusively outside Mexico will not be eligible.

Eligible Technology Areas

- Artificial Intelligence applied to industry
- Advanced automation, robotics, and industrial control
- Industrial Internet of Things (Industrial IoT)
- Data analytics and industrial digitalization
- Advanced manufacturing
- Systems integration and digital twins

- Industrial cybersecurity
- Industrial electrification
- Energy efficiency
- Sustainability applied to industrial processes

Participation Benefits

- Positioning before industrial and technology leaders
- Industry validation by a high-level jury
- Institutional and media visibility
- Strategic networking opportunities
- Access to the Smart Technology Expo community
- National and international exposure

Application Requirements

Interested organizations must submit the following within the established deadlines:

1. Official Registration

Complete the registration form through the authorized platform.

2. Project Presentation Video

Maximum duration: 2 minutes

Format: Horizontal, 1920 x 1080

The video must clearly explain:




- The identified problem
- The implemented solution
- Results achieved
- Strategic value of the project

This content is intended to provide an executive overview of the case and complement the documentary evaluation. It will be shared on our website and social media channels.

3. Social Media Publication

To provide greater visibility for participating projects and strengthen engagement within the industrial ecosystem, the video must be published on at least one official social media account of the applicant company, tagging Smart Technology Expo. The publication will form part of the application file.

Official STE Accounts

-  <https://www.facebook.com/smarttechnologyexpo>
-  [linkedin.com/company/smart-technology-expo](https://www.linkedin.com/company/smart-technology-expo)
-  https://www.instagram.com/smart_technology_expo/

Suggested Hashtags:

#Premioltzamná #STE2026 #SmartTechnologyExpo

4. Supporting Evidence (Recommended)

- KPIs
- Certifications
- Success stories
- Photographs
- Testimonials
- Comparative indicators
- Technical validatios

Additional Benefit for Eligible Participants

Organizations that successfully complete their application file by submitting all required materials on time and in full may access a preferential 10% discount on Startup Area space at Smart Technology Expo 2026, subject to availability and current commercial guidelines.

Evaluation Criteria

Projects will be evaluated exclusively based on the information and evidence provided by each participant.

Criteria	Evaluation Focus
Technological Innovation 25%	<ul style="list-style-type: none"> • Differentiation level • Strategic use of advanced technology • Degree of novelty • Applied technological integration
Proven Impact in Mexico 30%	<ul style="list-style-type: none"> • Measurable results in Mexico • Productivity increase • Savings generated • Operational improvement • ROI and efficiency achieved
Feasibility & Execution 20%	<ul style="list-style-type: none"> • Technical solidity • Implementation capability • Operational maturity • Financial sustainability
Scalability & Replicability 15%	<ul style="list-style-type: none"> • Potential deployment in other plants and industries • National or international growth potential
Sustainability & Efficiency 10%	<ul style="list-style-type: none"> • Energy reduction emissions reduction • Resource efficiency • Environmental process improvement

Additional Consideration

The clarity, quality, and solidity of the application will also be considered during the evaluation process.

Evaluation Council

All applications will be reviewed by an independent **Evaluation Council** composed of highly respected experts from industry, business organizations, sector associations, strategic institutions, and specialized media, all actively involved in Mexico's technological and industrial development.

The Council will bring expertise in areas such as Industrial Digital Transformation, Advanced Manufacturing, Automation and Robotics, Applied Artificial Intelligence, Energy and Industrial Sustainability, Corporate Innovation, and Industrial Competitiveness.

Council members will perform their duties in accordance with the principles of impartiality, confidentiality, technical rigor, independent judgment, and objective evidence-based evaluation.

The official composition of the 2026 Jury will be announced in due course by Smart Technology Expo.

Selection Process

- Stage 1** Technical review and document validation
- Stage 2** Evaluation by the Evaluation Council
- Stage 3** Selection of finalists
- Stage 4** Final jury deliberation

Recognition for Finalists

Los proyectos finalistas recibirán:

- Invitation for two guests to attend **Industrialists' Night 2026**
- Public recognition during the official awards ceremony
- Institutional promotion through official communication channels

Recognition for the Winner

The winning project will receive:

- A complimentary 9 m² booth at Smart Technology Expo 2027 (basic equipped stand), with an approximate commercial value of MXN \$90,000
- The Itzamná Statuette, symbolizing recognition for technological innovation driving industrial transformation
- The Itzamná Innovation Seal for use in institutional communications
 - Promotion through official Smart Technology Expo channels
 - VIP access to the inauguration ceremony
 - A trip to Hannover Messe 2027 for one person, including:
 - Round-trip airfare Mexico City – Hannover – Mexico City
 - 4 days / 3 nights accommodation
 - Exhibition Access
 - Access to the inauguration ceremony

Note: The winning project must provide, in writing no later than November 30, 2026, the full name of the person using the travel benefit along with a valid passport copy. Otherwise, the airfare benefit will be forfeited and may not be transferred or rescheduled.

General Timeline

Stage	Date
Call Launch	May 15
Project Registration	May 15 – September 4
Evaluation	September 11 – October 10
Finalists Announcemen	October 20
Award Ceremony	November 17

Confidentiality & Industrial Property

All submitted information will be treated with strict confidentiality by all parties involved in the process.

The information will be used exclusively for analysis, evaluation, and deliberation purposes related to the Itzamná Award 2026.

Intellectual property rights, industrial property rights, trade secrets, trademarks, patents, and technological developments of participants will be respected at all times in accordance with applicable Mexican legislation.

Promotional Material

Finalists authorize the institutional use of their company name, logo, photographs, video, and general project description for promotional purposes related to the Itzamná Award and Smart Technology Expo.

Such authorization does not imply the transfer of rights over technology, processes, or confidential information.

Registration

Online registration through the official platform: [Forms](#)

Questions or Comments

For questions or additional information, please contact:

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Honoring Those Building Mexico's Industrial Future