After many years of wishing and thinking how they could deliver AIST to new markets and new people, after endless conversations of how good it would be to have an event outside of Monterrey, AIST Mexico decided to venture into something new — something different.

ExpoAcero is an event focused on the users and processors of steel, rather than CONAC’s main audience, who are steel producers. It is also an event held elsewhere in Mexico. Both are very aggressive and risky bets, but the Organizing Committee and AIST Mexico were confident they would pay off.

In November 2018, the strategic planning started: defining the potential exhibitors, location and attendees. Everything was new and challenging. AIST Mexico chose León, Guanajuato, in the Bajio Region in central Mexico, as the location due to the region’s expansive automotive industry.

ExpoAcero opened on 12 June and closed on 14 June 2019. The outcome exceeded expectation: 51 exhibitors and 984 attendees, both double of what was expected for a new show, in a new city, for a new market.

Thanks to this success, ExpoAcero is officially here to stay as a biannual event, the same as CONAC but in alternate years. The conference organizers are certain they will be able to reach more people in the steel industry, which will lead to more opportunities for knowledge sharing and networking.

The organizers of ExpoAcero wish to express their gratitude to the Process Lines Committee members: Francisco de los Santos (ExpoAcero Committee president), Alejandro Aranda, Porfirio Gonzalez, Abraham Gallegos and Miguel Quinones; and to AIST Mexico staff — Myrna Molina, Claudia Garza, Elizabeth Arenas and Mónica Montemayor; and their internship fellow from Spain, Imanol Fernandez, for the endless hours of meetings to organize the event. The organizers would also like to recognize their show support volunteers: Monserrat Lopez, Hector Vergara, Janeth Sanchez and Miguel Angel Munoz; as well as the nearly 30 engineering students from Universidad Autónoma de Nuevo León and Instituto Tecnológico de Morelia, who helped ensure a smooth conference.

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The AIST Mexico Member Chapter, having hosted eight successful Steel Industry Congress and Exhibitions (CONAC), set its sights on expanding its programming in the region.