

**OBRA BLANCA  
EXPO®**



**FOR CONSTRUCTIVE IDEAS**

**GENERAL REPORT 2019**

OBRA BLANCA  
EXPO®

FOR CONSTRUCTIVE IDEAS

More than **80** exhibitors

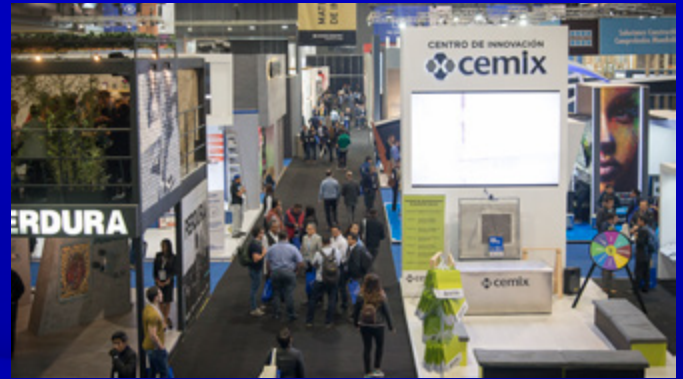
More than **10,000** attendees

- Architects
- Designers
- Interior Designers
- Builders
- Real Estate Developers
- Distributors
- Retailers
- Premier entrepreneurs from the construction materials sector

Más de **800** nuevos productos

## OBE OB EXPO

- Ceramic and Porcelain Tiles Manufacturers
- Stone Expo México, Marbles and Natural Stones
- Mosaics, Extruded Tile and Talavera
- Importers and Distributors of Finishes
- Bathroom Furniture & Faucets
- Installation Materials
- Architectural Finishes and Lighting
- Kitchen equipment
- Trade Press



## OB EXPERTS

- Two master lectures by Rafael Moneo & Benedetta Tagliabue
- A round table "The future of the real estate development in Mexican cities"
- A round table with recognized Mexican architects and interior designers
- The first trends and technology in ceramics forum "OB Tech-Talks"
- These events, centered in the diffusion of the sector's culture, had a total assistance of **1,250** sector professionals.

## OB SPACES

Ephemeral space by ARCO Arquitectura Contemporánea

## OB EXPERIENCES

Ephemeral spaces by Arroyo Solís Agraz & DIN Interiorismo

## OB ENCOUNTERS

Encounters for business opportunities and meetings (B2B). **44** companies and **171** buyers participated resulting in **390** successful appointments.

On its first edition reached **16,000 sq.m.** of exhibition floor

Media reach **7,339,564** people

**22** print ads and **174** digital magazines of the sector

**74** bus stops add and **9** digital screens in Mexico City

**184,000** inserts in national distribution newspapers

**15** sponsor brands



With the support of a great team the first edition of Obra Blanca Expo was presented as an answer to the always growing construction sector and its demand for all kind of finishes. We are positive that we set the right path to become the best meeting point among professionals in Mexico, on one hand for the ones who want to show their market offering as for the ones in the search for different options in materials for the last stage of their projects, the finishings.

More than **80** exhibitors received the visit of over **10,000** attendees during the 3 trade show days, standing out were professionals of the following areas:

- Architects
- Designers
- Interior Designers
- Builders
- Real Estate Developers
- Distributors
- Retailers
- Premier entrepreneurs from the construction materials sector

The visitors had the opportunity of participating in the launch of more than **800** new products, this way finding everything necessary to be up to speed on what the market innovations are and its leading players have for to offer. Furthermore, it was a great moment to strengthen their network of contacts finding new business opportunities because OBRA BLANCA EXPO is the encounter that has proven to reunite the leading companies of each sector adding a wide offer of materials, services and technology specialized in the construction finishes.

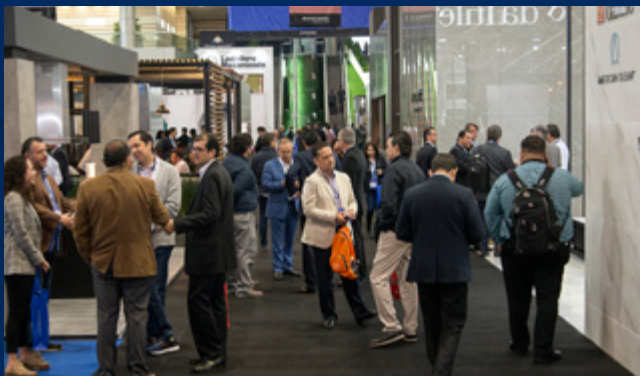
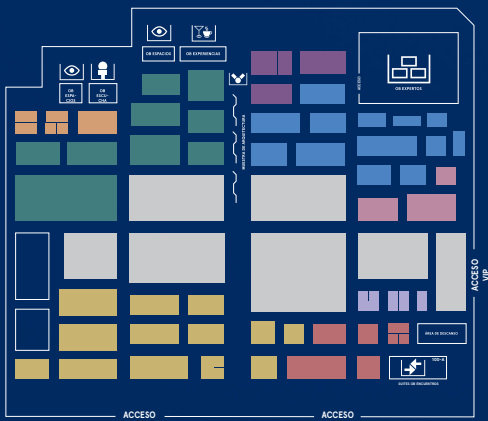


An appointment in Mexico City, focused on the visitor's experience and the professionalization of an ever more complete and sophisticated industry based on 5 pillars that shape and structure the difference:

## OBE OB EXPO

Specialized expo, organized by thematic pavilions, centered in the experience of the visitor and professionalization of the sector.

|   |  |   |  |  |  |
|---|--|---|--|--|--|
|    | <b>CERAMIC AND PORCELAIN TILES MANUFACTURERS</b> |    | <b>ston expo MEXICO</b> MARBLES AND NATURAL STONES |    | <b>MOSAICS, EXTRUDED TILE AND TALAVERA</b> |
|   | <b>IMPORTERS AND DISTRIBUTORS OF FINISHES</b>    |   | <b>ARCHITECTURAL FINISHES AND LIGHTING</b>         |   | <b>KITCHEN EQUIPMENT</b>                   |
|  | <b>BATHROOM FURNITURE &amp; FAUCETS</b>          |  | <b>INSTALLATION MATERIALS</b>                      |  | <b>TRADE PRESS</b>                         |



## OB EXPERTS

Experts conference program with prestigious national and international speakers with the main following events:

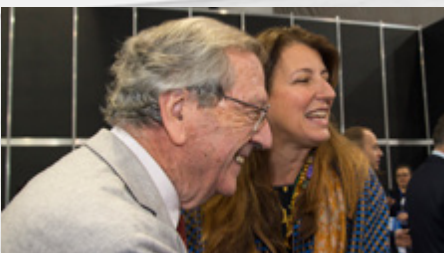
Two master lectures organized in alliance with Arquine –one of the most prestigious architecture editorials– the first one with **Rafael Moneo** (1996 Pritzker Prize winner ) and the second one with **Benedetta Tagliabue** (Pritzker Prize jury) enriched afterwards by a conversation between both and moderated by Dr. Arq. **Miquel Adrià**.

A round table “The future of the real estate development in Mexican cities” with the collaboration of five of the most important developers of the country: **Jorge Gamboa de Buen** Director of Grupo Dahnos, **Enrique Téllez** President of the Real Estate Developers Asociation and Director of Desarrolladora del Parque, **Federico Martin del Campo** Director of Walton Street, **Javier Barrios** President of Mira Companies y **Alfonso Salem** President and Director of Inmuebles Carso.

A round table with recognized Mexican architects and interior designers presenting: “Design Film by Glocal” Feminine Views: Chapter 1, Women Architects and Chapter. 2 Women Interior Designers.

The first trends and technology in ceramics forum “OB Tech-Talks” with the participation of leading national and international experts: **Giovanni Savorani** – President of Confindustria – Italy, **Claudio Casolari** – Presidente of Federchimica, Ceramicolor – Italy, **Paolo Lamberti** – Vicepresident of ACIMAC – Italy, **Andrea Serri** – Ceramics of Italy – Italy, **Joaquín Font de Mora** – President of ANFFECC – Spain, **Bill Griese** – Tile Council of North America – USA, **Roberto Caruso** – SITI B&T Mexico – Mexico, **Eugenio Martínez** – President and Director of Daltile Mexico – Mexico, **Sergio Narvaez** – Director of Grupo Lamosa – Mexico. Moderating: **Paola Giacomini** – Tile Edizioni – Italy and **Paco Corma** – QPT Consulting – Spain.

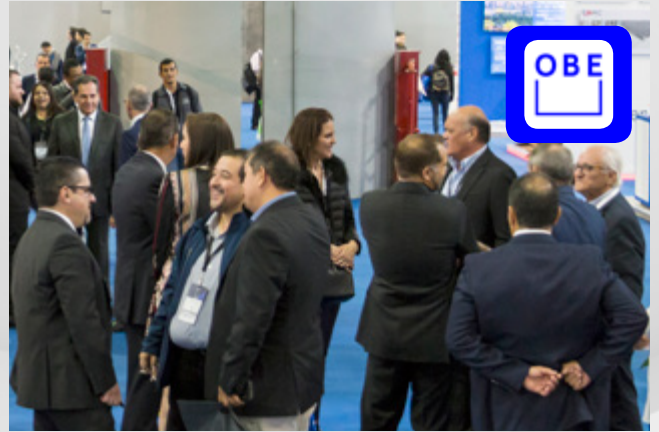
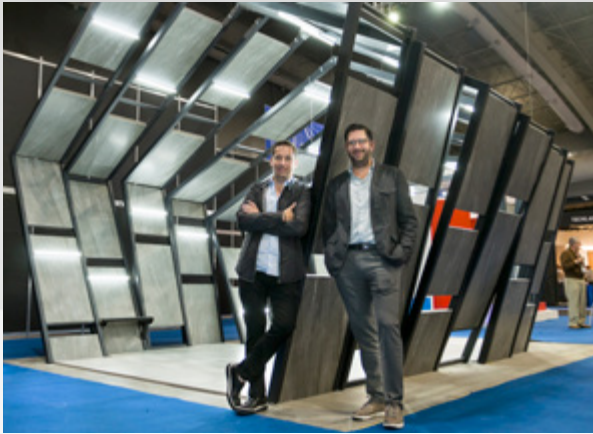
These events, centered in the diffusion of the sector’s culture, had a total assistance of **1,250** sector professionals.





## OB SPACES

Space dedicated for architects and interior designers to present trends using the innovations of the exhibitors with temporary installations. For this first edition **ARCO Arquitectura Contemporánea** accepted the invitation.



## OB ENCOUNTERS

Encounters for business opportunities and meetings reserved through digital platform (B2B). **44** companies and **171** buyers participated resulting in **390** successful appointments.



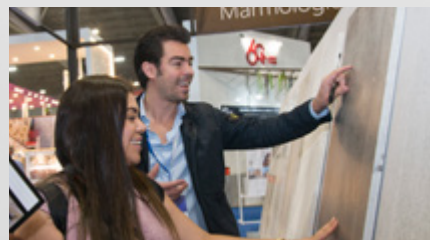
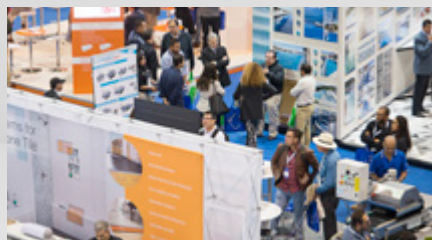
## OB EXPERIENCES

Two meeting points where visitors and exhibitors met to enjoy the amenities designed specifically for them to strengthen their contacts network. In this first edition the firms **Arroyo Solis Agraz** and **DIN interiorismo** developed two attractive ephemeral spaces, one was a business area with a coffee & mixology bar and the other a culinary experience with the participation of a chef preparing Mexican delicacies.



To take full advantage of the architecture and interior design professionals who attended the event, we launched the OB Listen to have a live interview platform, where every hour the leading professionals in the sector shared their experience. The initiative was complemented by the exhibition of the winning projects of the National Architecture Biennale 2018 and the winners of the Architecture Biennale of Mexico City 2019.

An encounter where added values were emphasized for the visitor giving the exhibitors the opportunity to participate beyond their booth, integrating into the industry's activities network in an exhibition floor that on its first edition reached **16,000 sq. m.**



## KEY FACTORS

A mayor investment in social media, resulting in the implementation of a strong campaign that reached **7,339,564** people and thus drawing the attention of our target audience in the massive level.

Alliances with leaders and spokespersons of the industry that not only with their support allowed us to reach in a direct and trustful way the highest-level professionals, but also allowed us to bring the exhibitors with long term benefits. Such is the case of Archdaily that offered in exclusive for Obra Blanca Expo exhibitors the promotion of their products in their platform with an annual special rate.

Agreements with printed and digital media, Obra Blanca Expo was present in:  
22 print ads and 174 digital magazines of the sector  
74 bus stops add and 9 digital screens in Mexico City  
184,000 inserts in national distribution newspapers

The outstanding participation of more than 15 sponsor brands —that were present inside and out of the event—showing the true trends in the construction finishes market with their products and technology showing the real trend in the market of construction finishes: Arauco, Cosentino, Crest, Daltile, Firenze, Interceramic, Lamosa, Laticrete, Llano de la Torre, Perdura, Porcelanite y Porcelanosa.

Reflected in this synthesized information, the first edition of Obra Blanca Expo was a successful 3 days trade show designed specifically to promote the relations and strength of the network between the key players of the industry.

Comments from both exhibitors and visitors have been very positive, but what really excites us is the interest to seize and strengthen everything learned to make the second edition even better.

We would like to invite you to be part of the second edition of Obra Blanca Expo that will take place in Expo Santa Fe Mexico City from 13th to 15th October 2020.

## INSPIRE AND BECOME THE INSPIRATION REFERENCE OF THE SECTOR

**Sincerely,**

Obra Blanca Expo Organizing Committee  
Tile Council of North América – México, Tradex Exposiciones & Circulo Cuadrado

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