




EXPO MUEBLE[®] 13 | 14 | 15 | 16
INTERNACIONAL AUGUST 2025
AT EXPO GUADALAJARA

MEDIA KIT

Organized by:  **afamjal**

Guadalajara
TRENDS IN FURNITURE

GUADALAJARA
GUADALAJARA

JALISCO
ES MÉXICO

EXPO MUEBLE[®] INTERNACIONAL

The meeting point for key players
in the furniture industry in Latin America.

Here, manufacturers, distributors and marketers who transform spaces through design come together. It's the stage where the latest trends in furniture, interior design, decoration and accessories are revealed—driving the industry's evolution.



An event designed to generate business, forge strategic alliances and connect with the most influential decision-makers in the industry.



The leading furniture and home decor fair in Latin America will take place in its summer edition at Expo Guadalajara, from August 13 to 16, 2025.



Opportunities



Launch

Showcase your brand, collections and new products in a professional environment focused on **generating high-impact business opportunities**.



Positioning

Strengthen your presence as an industry leader, expand your reach in national and commercial markets and connect with your ideal audience.



Business Ties

Establish strategic relationships with buyers, distributors and potential partners.
Discover new business channels and expansion opportunities.





Opportunities



Prospecting

Boost your sales, generate high-quality leads and ensure the sustainable **growth of your company** within a specialized ecosystem.



Quality

Access a selection of **high-level products** designed to elevate both residential and corporate spaces, with internationally competitive standards.



Diversity

Explore a comprehensive offering that includes furniture, kitchens, chairs, lightning and more; ideal for hospitality, restaurant, office, retail or contract projects.

Representative Sectors

Expo Mueble Internacional brings together a wide variety of companies specializing in different market segments, including:



- ▶ **Residential Furniture.**
- ▶ **Corporate Equipment.**
- ▶ **Decorative Textiles.**
- ▶ **Outdoor Furniture.**
- ▶ **Accessories and Complements.**
- ▶ **Upholstery and Finishes.**
- ▶ **Hospitality Solutions.**



Specialized Pavilions



This area showcases unique designer furniture concepts, combining a variety of materials to create distinctive pieces that reflect the essence of Mexican design.



This is where creativity for furniture upholstery is at its best, featuring unprecedented combinations of materials and textures with a wide range of options.

JALISCOHall

This space brings together the leading exponents of furniture and decoration, including both manufacturers and distributors, to create the ideal environment.

MEXICOHall

This space is dedicated to companies specialized in items like fabrics, textiles, rugs, and more where you can form meaningful partnerships.

Exhibitors



Are you looking for the optimal space and time to reach your ideal customer?

Participate as an exhibitor and generate new growth opportunities for your company.

Information:

✉ expos@afamjal.com.mx ☎ +52 333 343 3400

EXPO MUEBLE[®] INTERNACIONAL

Annually, we bring together:

Around
900 exhibitors.

Nearly **45,000 buyers**
and visitors from Mexico
and around the world.

Approximately **119,000**
square meters of
exhibition space.



Buyers

Attend Expo Mueble Internacional, be amazed by the alternatives you'll find for your projects and connect with a large number of furniture and decoration companies.

Visit our website to learn more details:
expomuebleinternacional.com.mx

Plan ahead and book your trip in advance! Visit our website to discover the preferential rates we have for you.

Floor Map

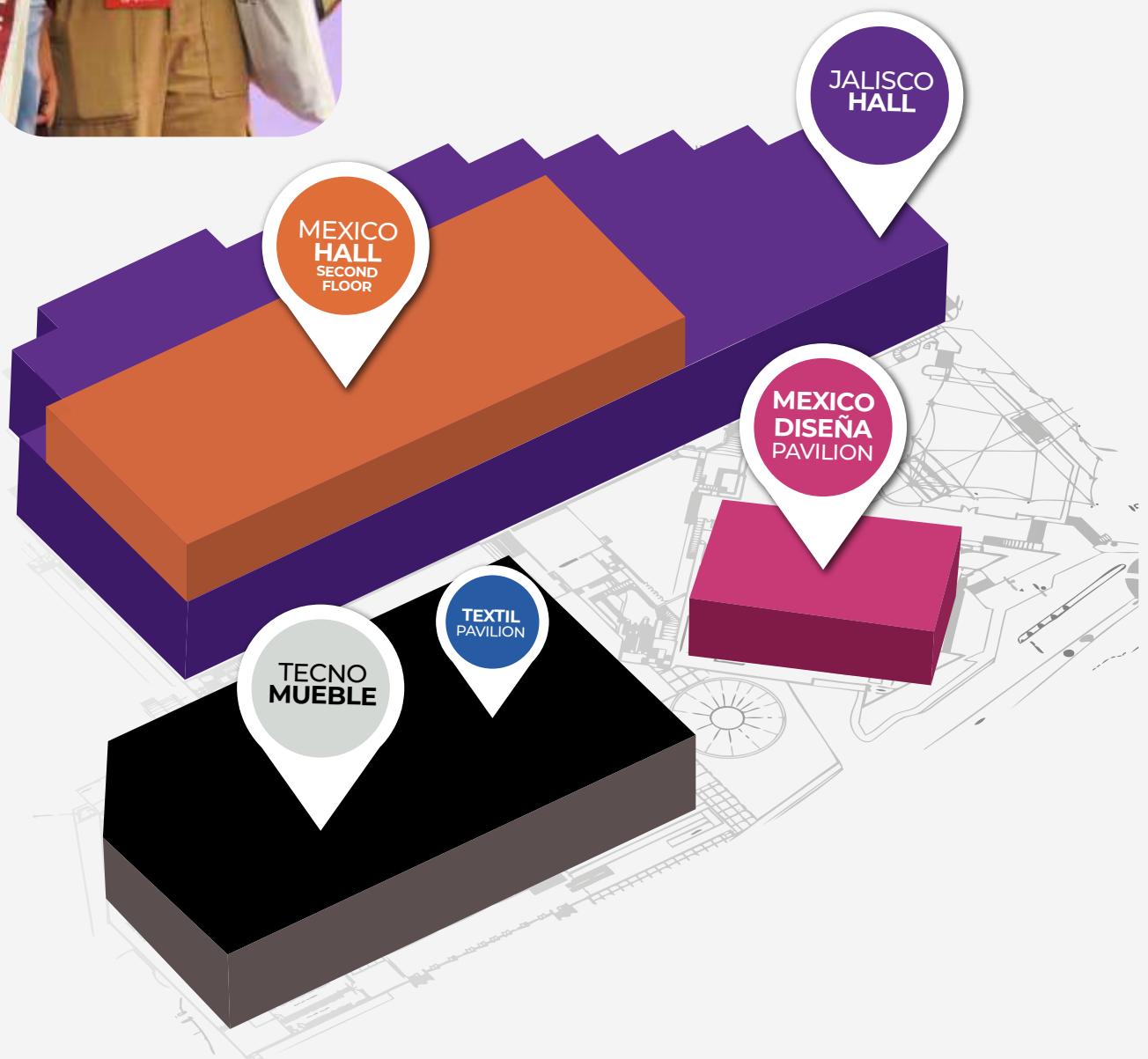


EXPO MUEBLE[®] INTERNACIONAL

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AUGUST 2025

 AT EXPO GUADALAJARA



Información General

Edition: XXXIV.

Location: Expo Guadalajara.

Address: Av. Mariano Otero #1499, Col. Verde Valle, Guadalajara, Jalisco, Mexico. Zip Code 44530

Phone: +52 (33) 3343 3400

Products on display: Furniture and decorative accessories.

Target Audience: Wholesale buyers, architects, interior designers, designers, hotels, furniture stores, real estate developers, sports and social clubs.

Registration Method: Official website (expomuebleinternacional.com.mx) and on-site registration modules located in lobbies 1, 5, 6 and Mexico Hall.

Buyer Hours: 10:00 hr. to 20:00 hr.

Exhibitor Hours: 9:00 hr. to 20:00 hr.

Exhibition Area: Over 48,000 square meters of exhibition space.

Number of Exhibitors: More than 450 companies.

Countries Represented: United States, China, Brazil and Mexico.

Average number of buyers: Over 25,000 from México, United States, Spain, Brazil, Canada and Central America.



Organized by: **afamjal®**

Asociación de Fabricantes de Muebles de Jalisco A.C.

Mariano Otero Ave. 1313, Rinconada del Bosque,
Guadalajara, Jalisco, Mexico, Zip Code: 44530.

✉ digitalcontent@afamjal.com.mx ☎ + 52 331 336 6611

PLEASE READ YOUR MANUAL AND CONTRACT.

RESTRICTIONS:

- No pets allowed (except guide dogs with proper documentation).
 - Access is restricted to individuals 18 years and older.
 - Photography is restricted by each exhibitor's regulations.
 - Sportswear is prohibited.

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