



## **AHR Expo celebrates 25 years of AHR Expo Mexico as the Latin America show heads to Guadalajara September 20-22, 2022**

**WESTPORT, Conn., September 16, 2022** – The AHR Expo (International Air-Conditioning, Heating, Refrigerating Exposition) is excited to announce the 25th anniversary of its Latin American companion show, [AHR Expo Mexico](#). The 2022 Mexico show will be held at the Expo Guadalajara Convention Center in Guadalajara, Jalisco.

AHR Expo Mexico’s history is tied to the rise of the HVACR market in Latin America. Following a boom of activity in the nineties, ASHRAE formally opened a chapter in Monterrey, Mexico, bringing together the engineering sector of the industry in the area. Not surprisingly, soon to follow was the desire to deepen industry access with a formalized trade show. In 1997, AHR Expo hosted the first-ever event aimed at bringing the entire industry together for the Latin American HVACR market.

“Air conditioning was considered more of a luxury commodity until the 1980s. It was not common and therefore the market was not very organized,” said Alejandro Guerra, Director of AHR Expo Mexico. “With the rise of necessity and the industry in general, there was a well-received welcome for a show such as AHR, with such a strong history of success in North America to bring companies and professionals together.”

The first show opened in Monterrey with 5,000 square meters. Since then, the HVACR market has experienced solid and consistent growth. As the market continues to welcome innovation, the outlook for the industry in South and Central America remains strong.

“This year’s show in Guadalajara will have an exhibition floor of 15,000 m<sup>2</sup> and we expect to expand even more in Mexico City for 2023 with a projected 21,000 m<sup>2</sup>,” continued Guerra. “This is an indicator of the health of the industry and the motivation of businesses as they embrace opportunities to meet in person to strengthen business relationships.”

### **The industry expands**

Another indicator of industry growth in Latin America comes with the recent opening of [AHRI's](#) Mexico office, being the first office for the association in the region. The 2022 show will host a ribbon cutting to welcome the manufacturers’ institute to the area.

“We are so pleased to be opening our new AHRI office in Mexico as a gateway to serve our members and promote our world-class standards and equipment certification programs not only in Mexico, but also in the Caribbean, and in Central and South America,” said AHRI President & CEO Stephen Yurek. “It is fitting that we do so at the AHR Expo Mexico show, as that has long served as the showcase of our industry’s newest innovations for our friends in Mexico and beyond.”

“It is a pleasure to learn that AHRI will open its offices in Mexico this year, thus having representation of its prestigious Association in Mexico and Latin America,” said Guerra. “We believe this is a direct reflection of the growth and importance that HVACR has had in this region. With AHRI’s formal presence in the country, it will surely add a lot to continue consolidating the industry in the region.”

### **A bright future**

AHR Expo Mexico will feature hundreds of [exhibitors](#) at the 2022 show, a number that continues to grow with each exhibition. Recent events and the increase in attention to indoor air quality indicate a favorable CAGR heading into the future of the industry.

“It is an honor for us to have the opportunity to serve the HVACR market in these 25 years of the AHR Expo Mexico,” concluded Guerra. “We want to thank our exhibitors for their trust, as well as our visitors for considering us an excellent medium to acquire, renew, learn or train in everything related to HVACR.”

AHR Expo Mexico operates on a biennial schedule typically, with the exception of COVID-19 cancellations resulting in back-to-back shows.

“AHR Expo Mexico is a valued companion to AHR Expo and we are proud to celebrate its growth in the last 25 years,” said Mark Stevens, AHR Expo president. “We continue to see growth in the area, as well as with our partners ASHRAE and AHRI and their Latin American entities. We know the market well and have strong partners working and living in Mexico and Central and South America. We look forward to many more years of helping

our exhibitors find success, whether they have an established presence or it's their first venture into a new region.”

For more information on AHR Expo Mexico, please visit the [website](#). Exhibitors wishing to expand their presence in Mexico and Latin America are encouraged to sign up for a booth while space is still available.

### **ABOUT THE AHR EXPO MEXICO**

The AHR Expo Mexico started 25 years ago as a small spin-off of the world's largest industry event AHR EXPO®, and has grown into the HVAC&R event in Mexico and Latin America. The Show is held on an every-other-year basis and rotates between major cities in Mexico.

### **ABOUT THE AHR EXPO**

The AHR Expo is the essential event for HVACR professionals, attracting the most comprehensive gathering of the industry from around the globe each year. The show provides a unique forum where manufacturers and suppliers of all sizes and specialties come together to share ideas and showcase the future of HVACR technology. Since 1930, the AHR Expo has remained the industry’s best place for OEMs, engineers, contractors, facility operators, architects, educators and other industry professionals to experience everything new in HVACR and build relationships. The AHR Expo is co-sponsored by ASHRAE and AHRI and is held concurrently with ASHRAE’s Winter Conference. The next show will take place February 6-8, 2023, in Atlanta.

For more information, visit [ahrexpo.com](http://ahrexpo.com) and follow @ahrexpo on Twitter and Instagram.

The AHR Expo is produced and managed by:

International Exposition Company, Inc. 15 Franklin Street

Westport, CT 06880

Telephone: 203-221-9232

Fax: 203-221-9260 Email: [info@ahrexpo.com](mailto:info@ahrexpo.com)

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Media Contact:

Nicole Bush

Montner Tech PR

[nbush@ahrexpo.com](mailto:nbush@ahrexpo.com)