



AMT CONTACT
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FOR IMMEDIATE RELEASE

June 16, 2022

Press Release

Gardner Business Media and AMT Sign Cooperation Agreement for FITMA-Latin America

Cincinnati, Ohio (June 16, 2022) – Gardner Business Media and AMT – The Association For Manufacturing Technology have signed a cooperation agreement to organize, produce, and promote FITMA, Latin America’s premier manufacturing trade show connecting contract manufacturers, OEMs, and equipment technology and suppliers from around the world.

After its successful launch in 2022, the first biennial FITMA event to operate in partnership between Gardner Business Media and AMT will debut in June 2023 in Mexico City.

“We are very excited to have AMT joining us to build on the success of our FITMA event in Mexico City,” said Rick Kline Jr., president of Gardner Business Media. “After a successful launch of FITMA in 2022, the addition of AMT’s work with us going forward is going to accelerate the growth of this event and help us build a major metalworking opportunity in Mexico and for all of Latin America.”

“This is really exciting for AMT,” said Doug Woods, president of AMT. “AMT has had a longstanding relationship with Gardner Business Media, and both organizations have increased their involvement in the Mexican market for decades. Gardner has been a partner with AMT and the work we put into IMTS, and so when we had the opportunity to collaborate at FITMA, it felt like a natural connection.”

In addition to Kline, Claude Mas, executive director of international business for Gardner Business Media, will join Carlos Mortera, AMT’s international director for Latin America, and Bill Herman, AMT’s vice president of sales and membership, in leading the new FITMA agreement. The FITMA collaboration extends the partnership between Gardner Business Media and AMT, which in 2021 announced the formation of MT United, a joint venture that empowers North American manufacturers with data, analysis, and strategic information for accelerated growth, innovation, and global competitiveness.

“The manufacturing community in Latin America needs an event like FITMA that can showcase metalworking technologies and serve as a major opportunity for networking,” said Mortera. “The capabilities that Gardner and AMT bring to the table – quality manufacturing events, content, and technology messages – are what we are working hard to accomplish with FITMA.”



MTUNITED



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“The manufacturing market in Mexico is growing exponentially,” said Mas. “Having a partnership between Gardner and AMT to produce a quality event that helps connect the global community with the local markets in Latin America is a great fit for both organizations.”



Doug Woods, president of AMT, and Rick Kline Jr., president of Gardner Business Media, sign the cooperation agreement for FITMA.

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AMT – The Association For Manufacturing Technology represents U.S.-based providers of manufacturing technology – the advanced machinery, devices, and digital equipment that U.S. manufacturing relies on to be productive, innovative, and competitive. Located in McLean, Virginia, near the nation's capital, AMT acts as the industry's voice to speed the pace of innovation, increase global competitiveness, and develop manufacturing's advanced workforce of tomorrow. With extensive expertise in industry data and intelligence, as well as a full complement of international business operations, AMT offers its members an unparalleled level of support. For more information about AMT, visit www.AMTonline.org.

Gardner Business Media, Inc. – Founded in 1928 with the first issue of Modern Machine Shop magazine, Gardner Business Media (GBM) is North America's leading producer of media, marketing and business management solutions for the discrete parts manufacturing industry. Headquartered in Cincinnati, Ohio, GBM's portfolio includes magazines, tradeshow and technical conferences, digital media, market intelligence, as well as, managed solutions for event and association management, product marketing and sales. For more than 90 years and still today, GBM's mission is to support and grow the North American discrete parts manufacturing industry by connecting and informing buyers and sellers of manufacturing equipment, technology and services. For more information about Gardner Business Media brands and solutions, visit: GardnerWeb.com