

# KEY FIGURES

2023 CLOSING REPORT



MADE BY





## KEY Figures

1,270

Exhibitors



+15,000

Represented  
brands



250,000

SQM of total area



USD +1.5M

Business completed in  
4 days



58,052

Visitors



USD 765,915

Advertising  
equivalence



This edition has experienced a significant increase in the closing of business deals in the short and medium term.

# MINING INDUSTRY SUPPORT

## STRATEGIC PARTNERS



## MAIN SPONSOR



## SPONSORED BY



## COLLABORATING PARTNER



## INNOVATION ZONE SPONSOR



## INVITE



# EXHIBITORS

## Main participation objectives

33%

Search for new clients

18%

Brand presence

Increase sales

To make our company/brand known

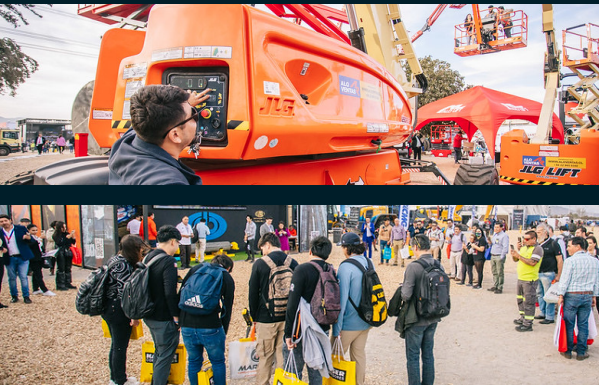
Customer service

Search for new markets

Promote products/services

**[Generate business]**

This is the main objective



# EXHIBITORS Countries



**+30**  
Countries  
represented



**29%**  
Increase in national  
participation

National participation exceeded all expectations, increasing by 29% compared to the pre-pandemic version.

This increase reflected the enthusiasm and confidence of the mining industry to resume face-to-face meetings.



The most represented countries are China, Brasil, Alemania, Estados Unidos, Canadá, España, Perú y Sud África.

The list also includes Argentina, Australia, Austria, Bélgica, Francia, México, Italia, Turquía, entre otros.



# EXHIBITORS

# Business expectations



IMMEDIATE BUSINESS CLOSINGS



78%

*Closed business deals and/or established business negotiations*



82%

*Will generate business within 6 months to 2 years*

FUTURE BUSINESS CLOSED



# EXHIBITORS

## Next version participation

85%

Expressed its interest  
in participating in  
Expomin 2025

42%

Will participate with  
equal or greater  
presence

3%

Will participate  
with less presence



# EXHIBITORS

## About our Visitors

### QUANTITY

Where the exhibitor was mostly satisfied or very satisfied.



### QUALITY

Where the exhibitor was mostly satisfied or very satisfied.



## EXHIBITORS

# Positive general service evaluation

53%

Exhibitor service



74%

Expedited registration service



61%

Opportune information on participation options

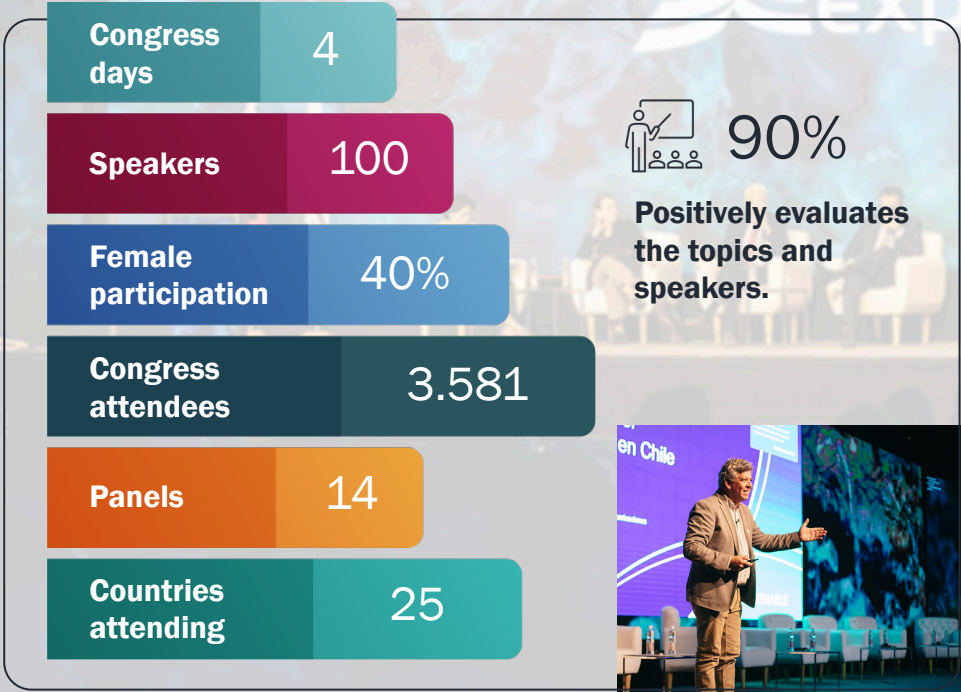


**Conclusion**  
EXPOMIN  
SATISFACTION

58%

*Would recommend participating in the Exhibition.*

# INTERNATIONAL CONGRESS



90%

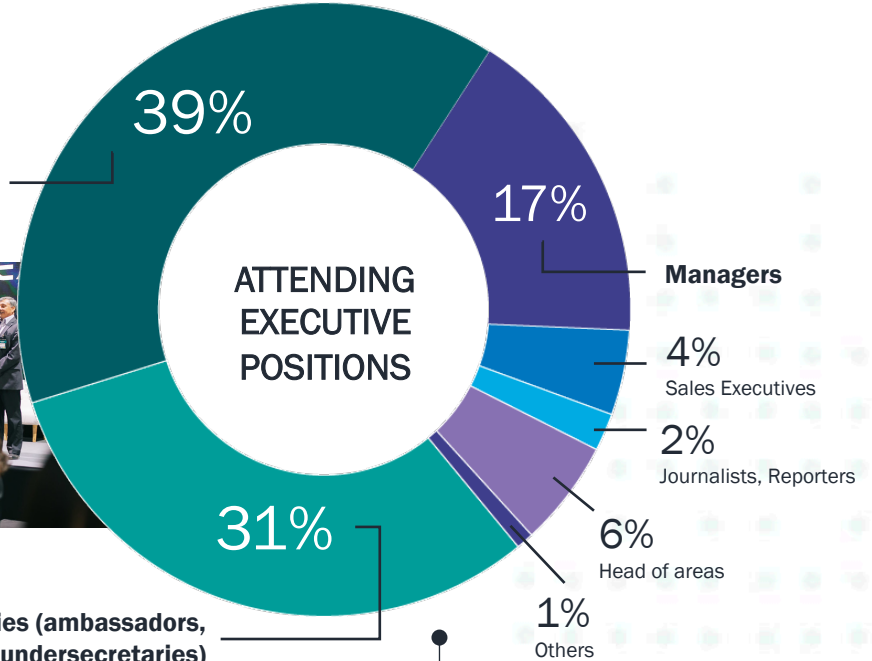
Positively evaluates the topics and speakers.



# INTERNATIONAL CONGRESS



**CEO, President, VP,  
Directors**



**Authorities (ambassadors,  
ministers, undersecretaries)**



90% of the attendees come from Chile and the rest from Peru, Argentina, United States, among others.

# COMMUNICATION CAMPAIGN

## TOTAL PUBLICATIONS

423

😊 **3 Positive notes**

In reference to the number of novelties present.

⊗ **3 Negative notes**

In reference to vehicular congestion due to the large number of visitors.



65%

**Mentions in online media (276)**



22% **Written press**



9% **TV**



4% **Radio**



**Press coverage in national, regional and international media.**

426

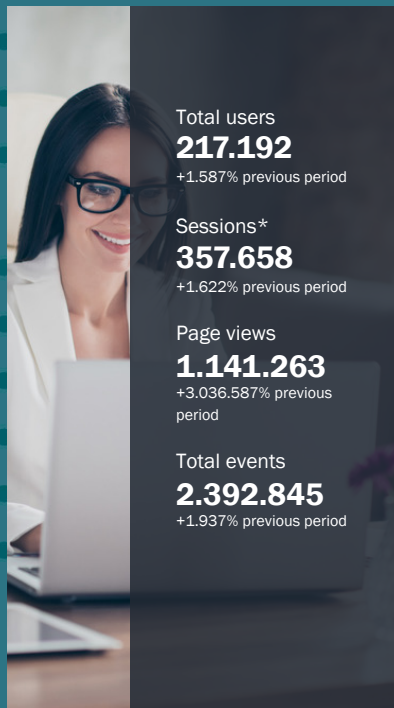
**Press releases from Expomin**

USD 765,915

**Advertising equivalence**



Visits to the website expomin.cl



# DIGITAL CAMPAIGN HIGHLIGHTS

Updated January 2025

**Let's keep in touch!**  
**@ExpominOfficial**



**17.000**  
Followers



**14.700**  
Followers

\*Session: Each time a user enters the site.

\*\*Countries from where users entered the website.

Source: Google data studio / Google analytics - Expomin / Period 01.01.23 - 28.04.23.

 expomin<sup>®</sup>  
2023

*Thank you and see  
you in 2025*