

## Monterrey *at a Glance*

Monterrey is the capital city of the northeastern state of **Nuevo León** and a municipality of the same name. Also known as “La Sultana del Norte” (Northern Sultan), Monterrey is one of the three most important cities in all Mexico and a **modern industrial and business center**. The city has 4.19 million of inhabitants considering its metropolitan area. The city was named by Fortune Magazine as the best city in Latin America to do business and attributes its economic wealth in part to its proximity with the United States-Mexican border mentioning Monterrey as a significant city with **economic links** to the United States.



Investors are attracted by the **American-style business culture** that the city has; there is additionally a great availability of highly educated professionals, **excellent infrastructure in terms of communication, roads, air and maritime transportation**; as well it demonstrates a high quality of life. Monterrey was ranked 94<sup>th</sup> worldwide and 5<sup>th</sup> in Latin America in terms of quality of life according to Mercer Human Resource Consulting.

### Economy



Monterrey is a **major industrial center** among cities in Mexico, producing a GDP of 48.1 million USD. The city's GDP per capita in 2006 was of 21,788 USD. The city was ranked as the 3<sup>rd</sup> best place to do business in Mexico in 2009 by the America Economía Magazine. Its **service industry accounts with a 59 percent participation of the state GDP** holding 38.4 million USD followed by **the manufacturing sector with 40 percent participation** and representing 25.9 million USD.

Being an important border city with an ideal location for logistics and business with the United States, 20 of the most important multinational enterprises in Mexico are headquartered in Monterrey. This city accounts for about 95 percent of the State of Nuevo Leon's GDP, and **10 percent of Mexico's manufactured exports**.

### Industry

As a result of its strong steel industry, the city is often called “**the Mexican Pittsburgh**”. It has prominent positions in sectors such as: **steel, cement, glass, automotive parts and beer**.

Nowadays, Monterrey is **home of transnational conglomerates** such as CEMEX (world's third largest cement company), FEMSA, (Coca-Cola in Latin America), ALFA (Petrochemicals, food, telecommunications and automotive parts), Axtel (telecommunications), Vitro (glass) Selther (leading mattress and rest systems firm in Latin America), Gruma (food) and Banorte (financial and banking services).

According to the Strategic-Technologic Observatory, the main opportunities of development are located in **ground and maritime transportation equipment and its parts, electro domestic components** and **business assessment**.

With more than 30,000 firms, Nuevo Leon is **the production leader in many important sectors** of the Mexican economy controlling: 75 percent of the national production of glass containers, 60 percent of national cement production, 60 percent of national artificial and synthetic fiber production, 50 percent of national beer production, 50 percent of national ceramics production, 40 percent of the national production of basic steel and 40 percent of household appliances.



FEMSA Corporation (one of the most important in the country) owns a large brewery: Cervecería Cuauhtémoc Moctezuma, which produces brands such as: Sol, Tecate, Indio, Dos Equis and Carta Blanca among others. By the end of 2009, there were **more than 13,000 manufacturing companies**, 55,000 retail stores, and more than 52,000 firms from the service sector in Monterrey.

### Tourism

The city of Monterrey offers many **cultural, ecotourism and sports options** for the travelers to enjoy. One important sector of tourism is the **Eco-tourism**, offering the National Park Cumbres Monterrey at the west region, Biopark "Estrella", Dam "La Boca" and the García Caves. The city also offers several options for **cultural tourism** embracing important venues for many permanent and temporal exhibitions as well as planetariums; among these we can find the Contemporary Art Museum, Mexican History Museum, the North-east Museum and the ALFA Planetarium.

Regarding the **sports tourism**, we can find many disciplines that are practiced in the city and important events held in different venues. As for the events, it holds the Baseball Great Leagues, Monterrey's Grand Prix, and the WWE Latin America; in regards to the sports that are practiced, the most popular are: Soccer, Baseball, Basketball, Hockey, and American Football, being the last one the most important for the city and positioning Monterrey as the most representative state for this sport.

Monterrey is also a **shopping destination** and embraces many first-class malls. Some of the shopping malls in the city include, Paseo San Pedro, Macroplaza, Plaza Fiesta San Agustín, Galerías Monterrey, and Galerías Valle Oriente, which offer goods and services to the Mexican population.