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INVEST IN NEWS

Monterrey Emerges as Latin America's Leader in Meeting & Business Tourism

Source: El Horizonte

With sustained growth and the projection of hosting world-class events, Monterrey is solidifying its position as the leader in meeting tourism in Latin America—an industry that has generated significant economic benefits and elevated the state's international profile.

During the weekly report Nuevo Leon Informa, the Secretary of Tourism, Maricarmen Martínez Villarreal, highlighted that in 2024 alone, this industry generated 3 billion pesos in economic impact, representing a 7.14% increase compared to 2023.

By the end of 2025, that figure is expected to reach 3.5 billion pesos, marking a 16% growth.

In 2024, Monterrey welcomed around 3.2 million tourists, of which 40% belonged to the business and meeting tourism segment, confirming its importance as a key driver of the state's tourism activity.

"This type of tourism represents a concrete opportunity for the region's economic development, as it activates the value chain and strengthens our presence at both the national and international level," stated Martínez Villarreal.

The official emphasized that close collaboration with Monterrey's Convention and Visitors Bureau (OCV Monterrey) has been essential to attracting global events—including the FIFA World Cup 2026, considered the most important sporting event on the planet.



Invest Monterrey hosts a business agenda with Enterprise Singapore

Source: Invest Monterrey

We had the pleasure of meeting Michael Ang, the newly appointed Regional Director of Enterprise Singapore, and exchanging insights on building strategic synergies.

Invest Monterrey carried out a high-impact business agenda in collaboration with Enterprise Singapore, aimed at positioning Monterrey as a strategic destination for companies from Singapore seeking to establish operations in Mexico.

The agenda included:

- A visit to Interpuerto Monterrey in Salinas Victoria.
- Additional industrial tours to FINSA and Hofusan industrial parks.
- A company visit to Bosch, showcasing Monterrey's advanced manufacturing capabilities.
- A guided tour of the PIIT (Parque de Investigación e Innovación Tecnológica) to highlight innovation-driven opportunities in the region.

The day concluded with a roundtable session featuring Invest Monterrey members such as Deloitte, Garrigues, Citius, and American Industries, where participants discussed legal, financial, and operational frameworks to support future investment.

This business mission was designed to promote investment transfer opportunities from Singapore to Mexico, reinforcing Monterrey's role as a top-tier hub for global business expansion.

Monterrey Positioned as Strategic Hub in Mexico's Booming Aerospace Industry

Source: GlobeNewswire

According to the newly released Mexico Aerospace Market Report 2025–2034, the national aerospace industry is expected to grow nearly fivefold over the next decade—from USD \$11.73 billion in 2024 to USD \$57.36 billion by 2034, with a compound annual growth rate (CAGR) of 17.2%.

A key driver behind this rapid expansion is nearshoring, as global companies relocate manufacturing operations to Mexico to improve supply chain resilience, lower costs, and benefit from increasingly competitive quality standards. The report notes improvements of up to 30% in product quality and 50% in operational efficiency compared to previous benchmarks.

Monterrey is emerging as one of the most important aerospace hubs in Mexico, alongside Baja California. With a strong metal-mechanical base, it has become an attractive location for global aerospace firms.

- Mexico ranks among the top 10 aerospace suppliers to the United States, especially in parts manufacturing.
- The country is becoming increasingly competitive in Maintenance, Repair, and Overhaul (MRO) services, with strong growth projected in that segment.
- Monterrey is set to lead the wave of new aerospace infrastructure and investment.

With its strategic location near the U.S. border, skilled labor force, and an ecosystem ready for Industry 4.0, Monterrey is well-positioned to capture a significant share of the aerospace growth expected through 2034. Public and private stakeholders are encouraged to accelerate infrastructure, talent development, and cluster coordination to maximize the state's role in the global aerospace supply chain.



Monterrey Takes the Lead in Mexico's National Strategy to Replace Imports with Local Suppliers

Source: Mexico Industry

Monterrey is taking a leading role in Mexico's strategy to reduce reliance on imports by strengthening local supply chains and promoting supplier integration. As part of this national push, Emmanuel Loo, announced a major step forward during the GTI Summit: the region hosted 120 international purchasing delegations, representing nearly USD \$5 billion in sourcing demand.

These delegations explored opportunities to shift their procurement strategies toward local suppliers based in Monterrey and surrounding industrial hubs. Loo described the initiative as "possibly the most important announcement to date under the Plan Mexico initiative."

One of the most notable success stories is KIA Motors, which operates out of the Monterrey industrial corridor. Over 95% of KIA's suppliers are now local, a figure that significantly exceeds the national average of around 50%. This demonstrates Monterrey's growing capacity to meet global manufacturing standards and its readiness to support complex supply chains.

Through ongoing investment in infrastructure, supplier development, and talent, Monterrey continues to strengthen its position as a key player in Mexico's industrial transformation. While supported by policies at the state level, the momentum and capability are concentrated in the metropolitan area, which serves as the country's most dynamic platform for business expansion.



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