

MÉRIDA, MOMENTO Y OPORTUNIDAD

2da. edición

Mérida • Yucatán

Distinguished visitor,

The city of Merida has changed considerably in the last six years. Now, in these last twelve months, when the covid-19 pandemic has marked the world, it is evident that this city has responded to the need to reinvent itself, to make better use of its resources and to rethink its strategic objectives. In this period, meridas and meridanos, from very different spaces, have learned to better value each member of our community and to recognize their contribution to society.

The processes we have lived through have allowed this city to reaffirm its will to design its destiny. While dealing with the emergency, the community, its entrepreneurs and its institutions have not stopped in their search for a prosperous and sustainable future. A society that in the face of adversity has stood out for its resilience and perseverance. While schools, workplaces and various services have implemented health mechanisms to protect citizens, these same spaces have not stopped working towards the future that awaits us after overcoming the pandemic.

Merida represents a culture based on respect and cordiality, as well as on empathy, on the ability to understand others and to offer the best in adversity. Today, the day this book reaches your hands, it should be easy for you to understand this warmth, this trust that emanates from people who have always given their best and who are totally committed.

This context is what makes Merida a privileged place to invest and carry out the projects that will mark the future as we emerge from the pandemic. The city has the conditions to face global challenges from the local level. The preparation of its people, its infrastructure and its resources present unusually attractive options for the development and expansion of businesses in many different areas. I am pleased to welcome you, and I am certain that your visit to our city will be the beginning of a generous shared journey to a better future.

We are waiting for you.

Lic. Renán Alberto Barrera Concha
Municipal President of Merida

Merida, Moment
and Opportunity







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MERIDA BY THE NUMBERS





The People in Merida

995129

People

515760

Women

479369

Man

615019

Economically Active Population
(EAP over 15 years old)

The ages of the Meridanos



 **1.3** %

Average annual
rate of growth

«One million one hundred and nine thousand three hundred and forty-six inhabitants live in Merida and its municipalities.



Merida on the Map

Municipality: Merida, Capital of the State of Yucatan

Land Area: 883.4 km²

Name of the people: meridano

Time Zone: Central Mexican Time, utc -6 (in summer utc -5)

Maximum altitude above sea level: 9 m

Telephone prefix: +52 999

Cellphone prefix: +52 999

Language: Spanish and Mayan



Merida is...



23	Hospitals.
64	Medical Units
2 956	Persons dedicated to medical care
54 300	Companies.
310 293	People over 18 years of age with professional or higher education.
6264	Restaurants.
237	Bars and nightclubs
22	Public water treatment plants.
94.6	Millions of cubic meters of potable water withdrawn and supplied per year.
131	Universities and educational institutions that offer bachelor's degrees or higher education.
206	Public parks with free wireless internet service



MERIDA'S HISTORY





Corridor "Los portales"



The Origin

In our days it is still common for Mayan speakers to affectionately call Merida "Ti'Ho" (or just "Ho") in their language. This was the name that, when the Europeans arrived in America, designated a network of five Mayan villages, which used as a common ceremonial center the vestiges of ancient Ichcaansihó, a great city that in the eighth century was on a par with great Mayan towns such as Uxmal or Chichen Itza. The ancient villages (cahob, in Mayan, plural of cah) of Th'o can still be recognized in the neighborhoods of Santa Ana, Santiago, San Sebastián, Mejorada and San Cristobal.

The origins of Merida-Ti'-Ho' have come down to us thanks to some 200 notarial and administrative documents written in Maya during the Colonial period; their texts reflect a firm ascription to the *cah* as the main political unit, even at the end of the eighteenth century.

From Conquest to Colonization

In 1542 the Spanish conquistador Francisco de Montejo, along with the armies of a coalition of various Mayan principalities, founded Merida on the remains of the city of Ichcaansihó -and he baptized it with this name because its temples reminded Europeans of those of the ancient Roman city in the capital of Extremadura, in Spain-. The stones of the disappeared Mayan buildings have survived in the streets of Merida, as they were used in the construction of colonial buildings such as the Cathedral of San Ildefonso, the oldest in continental America; thanks to the dismantling of the pyramids and ancient foundations, which used to stand where the Plaza Grande is now located, it was possible to obtain ashlar and rocks to build the new city of the Spaniards. From the sixteenth and seventeenth centuries there are still the arches of the Barrio de



Cathedral of San Ildefonso



House of Legal Culture, 59th Street

San Juan, and those of the neighborhood of La Mejorada, remains of the wall that defended the city. However, also from these years date numerous temples, as well as public and residential buildings, which distinguish and adorn the center of the city

The Henequen Boom

Towards the end of the 19th century, Merida was the center of the economic boom produced by henequen exports. After the devastating effects of the Caste War that devastated the region in the middle of this century, the haciendas of the peninsula multiplied the cultivation of henequen, a species of agave from which fiber is extracted to produce ropes and sacks. Cultivation spread as much as possible, fiber extraction and processing techniques were modernized, and ships sailed from the port of Sisal full of merchandise; as the industrialized world modernized the machinery of various industries, henequen ropes were required in increasing quantities and for more and more varied uses, to the extent that the expression sisal rope would become synonymous with the fiber throughout the world.

At the end of the nineteenth century 90% of the ropes and sacks used worldwide were manufactured in Yucatan



Among the industries that develop environmentally responsible processes, henequen fiber represents a sustainable and efficient alternative.

The French-style buildings on the Paseo de Montejo and other areas of the city account for this bonanza; not only the mansions and the palaces, the haciendas (some now integrated into the urban layout) were also showcases in their facades and their halls of the years of abundance. Many of

the most exclusive hotels in today's Mérida are housed in buildings that have been optimized and equipped to offer their visitors a glimpse of the splendor of that time, which extended well into the twentieth century, until the competition of crops in other countries, first, and then the development of synthetic fibers – especially polypropylene in the 1950s – irremediably affected the competitiveness of the henequen.

Modern Merida

The last decades have presented new opportunities to this city, which now stands out for the quality of its services and has responded quickly to the growing demand for national and international tourism. The transport routes of the state capital have been modernized and its homes and offices have been integrated into the telecommunications era; in addition, universities and higher education centers of the highest quality have been consolidated here.

In the last five years, a considerable number of foreign residents have settled in the Yucatan capital, especially in its historic center. On the other hand, the atmosphere of security that characterizes this city -and that makes it stand out within the country and the region- has called for a constant flow of businessmen and professionals who find in it a promising space to develop their projects. These movements have enriched Merida's life, as can be seen in the intense social dynamics of its streets. Merida is now characterized by a young, prepared, modern population capable of articulating its vocation for work with a deep commitment to the cultural richness of its city.



In 2000 and 2017 Merida was distinguished as the American Capital of Culture



View from La Isla Merida

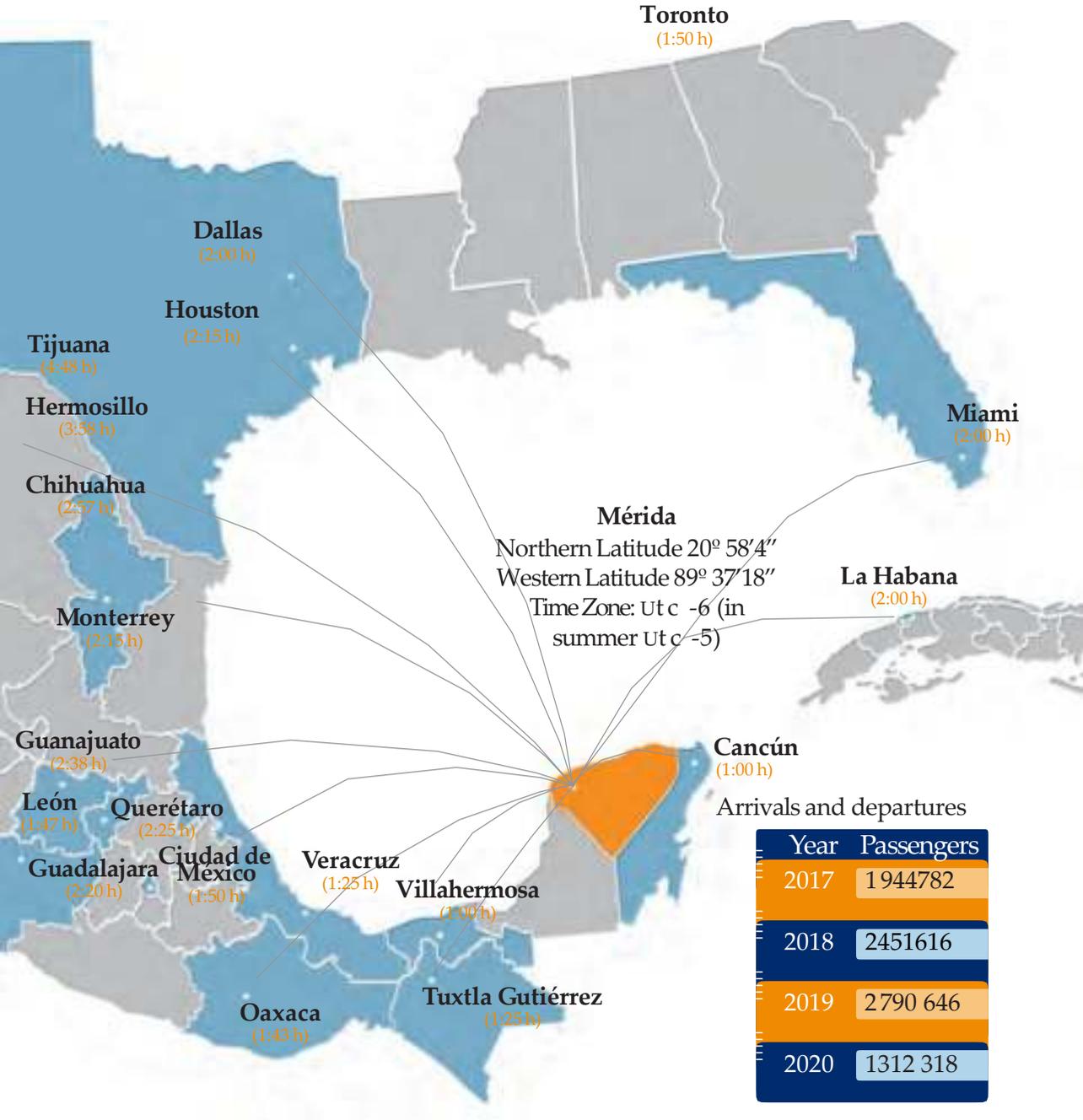
MERIDA WITHIN REACH





Distances from Merida

Direct passenger flights to domestic and international destinations through 15 airlines.



Cargo flights of 6 companies with 15 domestic and international destinations:

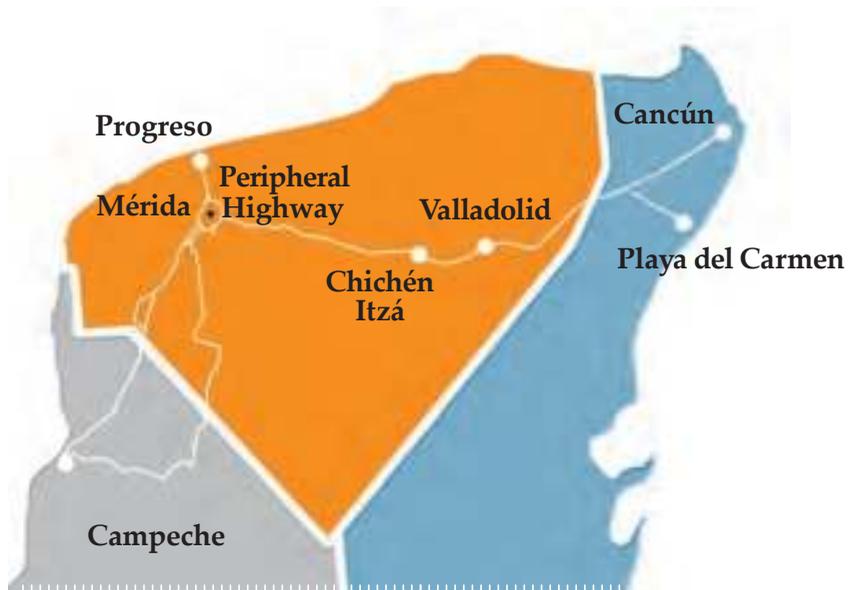
Cancun	Belize City	Laredo
Miami	Houston	Queretaro
Monterrey	Brazil	Mexico City

Available to visitors:

- E 52 car rental agencies.
- E 42 bus routes with destinations within Mexico.
- E Premium class service available on the main bus routes.
- E 2 460 taxis in circulation.
- E 11 consulates in Merida.

In the State of Yucatan, there are:

- E 12 351 km of highways.
- E 274 km of four-lane highways.



Consult current information about driving times, road work and tolls at sct.gob.mx/carreteras/



Puerto de abrigo Yucalpetén

Merida on the air

45

Radio
Stations

10

Open
Analog TV
Stations

8

Digital TV
Stations

4-4.5G

Full coverage with
cellular telephone
network

Merida also offers services from the principal national cable and satellite televisión systems.

Progreso Port

By ship:

Located
36 km
from Merida

412 km
To La Habana, Cuba
(223 nautical miles)

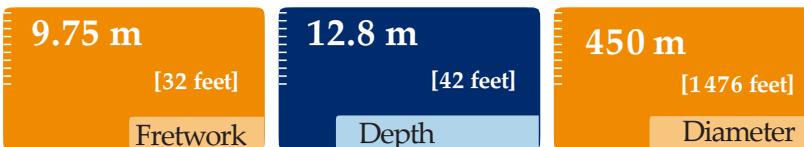
555 km
To New Orleans, Louisiana
(300 nautical miles)

535 km
To Tampa, Florida
(289 nautical miles)

585 km
To Houston, Texas
(316 nautical miles)

- E With access by four-lane highways.
- E Commercial, touristic, and fishing activities.
- E There are 6 shipping lines, 30 service providers, 11 custom agencies and one that performs maneuvers.
- E Pullmantour Mayan Caribbean Cruise Home Port.
- E In 2020:
 - E It has 44 cruise ship arrivals with 116,166 passengers.
 - E 1702 tons of cabotage cargo in communication with the ports of Altamira, Tampico and Veracruz, among others.

The navigation channel:



CULTURAL MERIDA





In Merida tradition and modernity go hand in hand; the idyllic stroll among its stately mansions and a dynamic growing city, driven by a young and cosmopolitan population.

As a sign of its new diversity, the old mansions - restored and equipped - house sophisticated hotels that integrate the luxury of their origins with the functionality of the present, and the brand-new modern corporate buildings subtly integrate Mayan and colonial architecture. Life in the downtown neighborhoods exhibits its proverbial friendliness on a daily basis, but new themed restaurants and cafés spring up every day, and new private galleries open their doors; sheltered by the old stately city, the cultural infrastructure of Merida is adapting to meet the needs of a more diverse and demanding population.

Gastronomy

In October 2019, due to its gastronomic richness, UNESCO designated Merida as part of its Creative Cities Network, which includes 246 cities. In Merida, food, in its various expressions, is a space that revalues local culture and traditions. This distinction distinguishes a city where gastronomy promotes broad value chains, social cohesion and economic development.

The gastronomic seal associated with a Creative City accredits exemplary establishments that consume local products, have high standards in the proper management of waste and use clean energy.

Yucatecan cuisine is influenced by traditional Mayan food, as well as by its Lebanese, Caribbean, Asian and Hispanic roots. It is a strategic element for the present and future development of the city. It also belongs to the Delice Network of gastronomic cities and has cooperation agreements with other cities in Mexico and the world, such as Puebla and Mexico City, San Antonio and Tucson in the United States, and Chengdu in China.



Pasaje de la Revolución

Corn remains a fundamental ingredient, as well as intensely flavored ingredients such as habanero peppers and adobo.

E Main dishes: "sopa de lima, cochinita pibil, relleno negro and relleno blanco, poc chuc (marinated and roasted pork), mucbil pollo, queso relleno, chocolomo, papadzul, salbutes, panuchos and huevos motuleños".

E Special ingredients: pumpkin seed, sour orange, achiote, xcatic chile, banana leaf and chaya.

E From the sea: grouper and hog fish are highly prized fish in the region, as are the local species of octopus and shrimp, which are used to prepare regional delicacies such as tikin-xic fish and ceviche.

Mérida has 7,249 restaurants of all categories. In many of them, in addition to enjoying traditional Yucatecan flavors, it is possible to appreciate the art with which the young generation of Merida chefs renew local gastronomy.

«The capital of Yucatan sets the table to conquer palates with a cuisine rich in history, ingenuity and quality»

Sheila Ramírez, *Forbes*. January 2021

Distinguished City

American Capital of Culture 2017

This recognition was born in 1998 and Merida was the first city to be distinguished with it, in 2000. In January 2016, the Yucatecan city was awarded this recognition for the second time, to be the American Capital of Culture in 2017.



Regional Food

In recent years, Merida has received several international recognitions for various merits:

UNESCO

E Creative City, in the category of Gastronomy, 2019.

Conde Nast Traveler

E Best small city in the world, 2019.

E Third friendliest city in the world, 2020.

Revista Latinoamérica Convenciones

E Best City Destination, 2019.

Travel+Leisure

E In top 25 best cities in the world, 2020.

Museums

The city's museums offer options to learn about the history of the region and its archeological wealth, but also provide remarkable opportunities to get to know artistic works by great local masters, international relevant exhibitions and the work of contemporary artists. The large number of private galleries that open each year should also be considered.

Olimpo Cultural Center of Merida

A space for cultural coexistence. It offers artistic exhibitions, as well as dance, theater, cinema and music events, in addition to other activities such as conferences and meetings. It has several rooms and an auditorium, as well as a computer room, a planetarium and a central courtyard.



Its halls have hosted free exhibitions of works by Pablo Picasso, Rembrandt, Francisco de Goya, Andy Warhol, José Guadalupe Posadas and others.

Casa Manzanero

The Casa Manzanero museum narrates the life of Yucatecan musician Armando Manzanero: his discography, collaborations with other great personalities of popular culture, and the awards he received over the years. The exhibition includes articles and furniture that belonged to the artist. It also explains the origins of the bolero and shows what Merida was like at the beginning of the last century. The museum is located in the Paseo 60 mall.

Casa Museo Montejo 495

The Twin Houses were built by engineer Manuel Cantón from a design by architect M. Umbdenstock. Of the two, the Barbachano house is open to the public as the Montejo 495 museum. Inside you can admire architectural and decorative details: tapestries, stained glass, sculptures, musical instruments and porcelain from foreign cultures such as China, Japan and France.

Music

Merida is home to one of Mexico's most important musical traditions, known as the "trova yucateca". This form of popular song was born at the beginning of the 20th century, and brings together various rhythms, styles and genres. It is generally performed by trios or string ensembles (guitars, requintos and basses) of a few members and its singers sing romantic lyrics with a gallant and inspired tone, rarely dealing with failures and disappointments in love. The traditional setting for trova is the serenade, the nightly recital that a male suitor brings to the doors of the house of the woman he admires.



The Symphony Orchestra of Yucatan presents around 20 programs a year, in addition to galas and special concerts

The main sources of Yucatecan trova are three:

E The bambuco, of Colombian origin.

E The bolero, of Cuban origin.

E The clave.

The main performers include Guty Cárdenas, Ricardo Palmerín, Cirilo Baqueiro Preve "Chan Cil", Ermilo Padrón López, Juan Acereto, Armando Manzanero and Pastor Cervera.

Palacio de la Música

The exhibits at this venue, located one block from the Plaza Grande, narrate various historical moments of music in Mexico.

The Concert Hall has a seating capacity for 458 people and has unique acoustics thanks to the fact that it is covered with three types of wood from the region. Its booth allows for the recording and transmission of live events and is equipped with the latest in audio, microphone and lighting systems. The terrace has a capacity for 350 people and allows for business and artistic social events with privileged views of Merida's downtown area. It also has a movie theater.

Its façade emulates the MIDI protocol, a digital language that allows computers to recognize the musical performance, corresponding to the song "Esta tarde vi llover" by Yucatecan composer Armando Manzanero.

«Merida is distinguished for its enormous cultural activity, to which the Palacio de la Música is added, a venue that confirms Merida as one more cultural capital in the country»

Maleck Rashid Abdala Hadad.
General Director of the Public Trust for the Administration
of the Palacio de la Música



Dzibilchaltún

Dzibilchaltún was an important Maya settlement, located north of present-day Merida, inhabited from 500 B.C. until the arrival of the Spaniards. Of the more than eight thousand structures that have been found, the best known is the Temple of the Seven Dolls. Dzibilchaltún is also home to the Museum of the Mayan People..

Around the museum and the archaeological site is the Dzibilchaltún Natural Park, this 539-hectare park is home to 135 species of flora and 47 species of fauna; it also has about 100 natural wells, including the Xlakah cenote.



The Dzibilchaltún
Archaeological Zone
and National Park is located only
16 km north of Mérida.
north of Merida

Festivals

City's Festival Merida Fest

On the anniversary of the city's founding, every January the City Council spearheads the Merida City Festival. The city, and dozens of its artistic and cultural centers, open their doors to offer visual arts, music, theater, literature and dance activities, as well as free outdoor performances.

Merida Fest 2020

E 21 days of activities.

E More than 197 000 attendees.

E 921 artists from 18 countries.

E 204 events in 55 venues.





Night cultural tours

La Víspera y Noche Blanca

For the first time in 2019, La Víspera preceded Noche Blanca. For two nights, Yucatecan families and visitors enjoyed an extensive cultural program.

This event featured 34 art galleries located in the neighborhoods of Santiago, Santa Ana, Santa Lucía, San Juan, San Sebastián and Mejorada.

Activity highlights:

- E Cultural tours and artistic activities on the streets of the city.
- E Tours of galleries and historic sites in the neighborhoods.
- E Musical entertainment and dance stages in the parks of Santiago, Santa Ana and Mejorada.
- E Video mapping of the parish of Santa Ana and the virtual tour of the Monumento a la Patria in augmented reality with the visitmerida.mx App.
- E visitmerida.mx is a platform where you can interact and find all the information about the tourist, gastronomic and cultural offer of Merida.
- E These two cultural events did not take place in 2020 due to the pandemic.

Noche Blanca May 2019:

- E 665 artists, both Mexican and from 9 countries.
- E 129 events.
- E 31 257 attendees.

Noche Blanca December 2019:

- E 491 artists from Mexico and other countries.
- E 170 events.
- E 38 000 attendees.

On these special nights, galleries, theaters and cultural venues -even bars and restaurants- open their doors during the night so that tourists and Meridanos can enjoy a myriad of activities. In these enclosed precincts, as well as parks and streets, shows, workshops and other activities multiply in the evening.

Theaters y cinemas

E 16 theaters.

E The José Peón Contreras Theater is the most important and oldest of them all and is also home to the Yucatan Symphony Orchestra.

E Other important theaters are the Armando Manzanero Theater, the Felipe Carrillo Puerto Theater and the Daniel Ayala Theater.

E In Merida, regional comic theater represents a deep-rooted tradition.

E 21 cinemas, from multi-screen complexes to art cinemas.

«According to travel metasearch engine Skyscanner, in 2019 Merida was the destination of choice for Mexican travelers with 34% of preferences. Its combination of cultural and natural attractions placed the Yucatan capital at the top of the preferences»

Forbes. December 2019

Merida's Cultural Week

Merida's public spaces are populated by unique expressions of local flavor. Ten major popular events a week are held in these spaces:

Yucatecan Dairy

Musical Remembrances

Historical tours:

Meeting with Francisco de Montejo, Dialogues of the Conqueror (Casa de Montejo with video mapping)

Historical tour of the General Cemetery

To Remember is to Live

Yucatecan Serenade

Piedras Sagradas (Catedral, with video *mapping*)

Mexican Night

Merida on Sunday

In the Heart of Merida





Silver filigree handicrafts

Handicrafts

Mérida is the center of intense artisan activity: the production and marketing of products, but also the training of artisans and the distribution of raw materials stand out in their daily lives. The carving of materials such as stone and wood, as well as henequen and pottery. Over the centuries, other aspects such as jewelry making, embroidery and hammock weaving have also acquired their own unmistakable identity.

Textiles

- E The embroidered triangles represent the planet Venus..
- E Some of the techniques introduced by the Spanish are referred to in the region by their Mayan names, such as xocbil chuy, or cross stitch, or xmanikté, or embroidery.
- E In the textile remains found at the bottom of the Chichén Itzá cenote, pieces with remains of the Maya chuy cab ("satin stitch") were found
- E The terno is the traditional women's garment and has an embroidery made with thread.
- E Guayaberas have evolved from being blanket shirts worn by Mayan peasants to become a symbol of local male elegance.

Jewelry

- E Gold and silver threads are used to make small spheres that form necklaces, bracelets and necklaces.
- E Among Merida's master jewelers, filigree work, light gold and silver figures stand out.
- E Most of Merida's silversmiths work with tools that they inherited from their fathers.
- E Merida is home to important maquiladoras in the jewelry industry.



Leonardo and Felix Ramos, filigree artisans from Merida, have been recognized as Masters of Mexican Folk Art by the Fomento Cultural Banamex foundation



Murals by painter Castro Pacheco at the Government Palace

Municipal Craft Fair "Tunich"

Every summer the Feria Artesanal Tunich is held in the commissariat of Dzityá, 5 minutes from Mérida, a town with a long-standing tradition of master artisans. In its 2019 edition, 159 artisans participated, of which 124 were local artisans and 35 came from the states of Michoacan, Jalisco and Guanajuato

At the 2020 Tunich Fair, due to the health contingency, exhibitors offered their products through virtual stores to visitors from different parts of Mexico and five other countries. In many of the sectors, revenues were higher than in the face-to-face modality.



More than 110,000
visitors participated in
2020 to the 9th edition of
the Tunich Fair, in a
digital way

MERIDA FOR THE INVESTOR





Economy, population and resources

62.00 %

Economically Active Population
(EAP over 15 years old).

EAP unemployment
rate

2.6 %

(3.30 % in the
country)

342.24 USD

Average monthly salary in
Yucatan

(Average 2 minimum wages)

Labor sectors in which Meridanos work



E Primary: agriculture, animal breeding and exploitation, forestry, hunting, etc.

E Secondary: manufacturing, energy, mining and construction.

E Tertiary: commerce, transportation, education, health, tourism and others.



Inflation in 2020

5.77 %

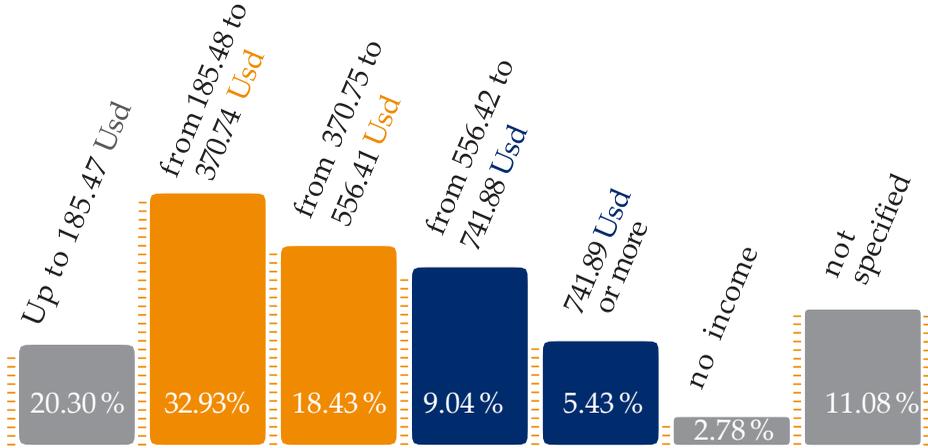
(3.15 % in the country)

«Merida has been the key municipality in Yucatan to detonate the development of the export manufacturing industry, its urban infrastructure, quality of life and safety make Merida the best capital of Mexico for the export industry»

Alberto Berrón. President of Index Yucatán



Monthly income level



E Figures in usd dollars.

E 19.90 Mexican pesos per dollar (usd).

E The exchange rate in Mexico fluctuates freely.

Energy and Water

Energy

Merida has a total electric generation capacity of 761 megawatts, distributed in three plants:

Plants	Thermo-electric	Turbo gas	Combined cycle	Capacity (Mw)	Established in
Nachi-Cocom	■			49	1962
		■		30	1987
Mérida II	■			168	1981
		■		30	1981
Mérida III			■	484	2000

The state has a 230 kw power grid, which runs through numerous areas of the region and is interconnected with plants in other states. Merida is completely surrounded by a 230 kw grid that runs near the peripheral ring road and carries power to other areas in the east and south of the state.

Water

Merida has four water treatment plants that together have an installed capacity to supply water to the city of Mérida:

91 040 000

Cubic meters of water per year

Merida has 25 drainage and sewage systems.



«In 2020 Merida had a total potable water consumption of about 190 million liters per day. The Board has a pumping infrastructure of 5,229 liters per second to the distribution network of Merida and the suburban area, which could satisfy the water demand for the next five years»

Sergio Chan Lugo. General Director JAPAY

Wind Energy

Part of the electricity consumed in Merida comes from the Progreso Wind Farm, located in the municipality of Progreso. Its 36 generators produce more than 303 gigawatts/hour per year. Its operation also reduces CO2 emissions by 181,000 tons, equivalent to the emissions of 76,800 cars per year.

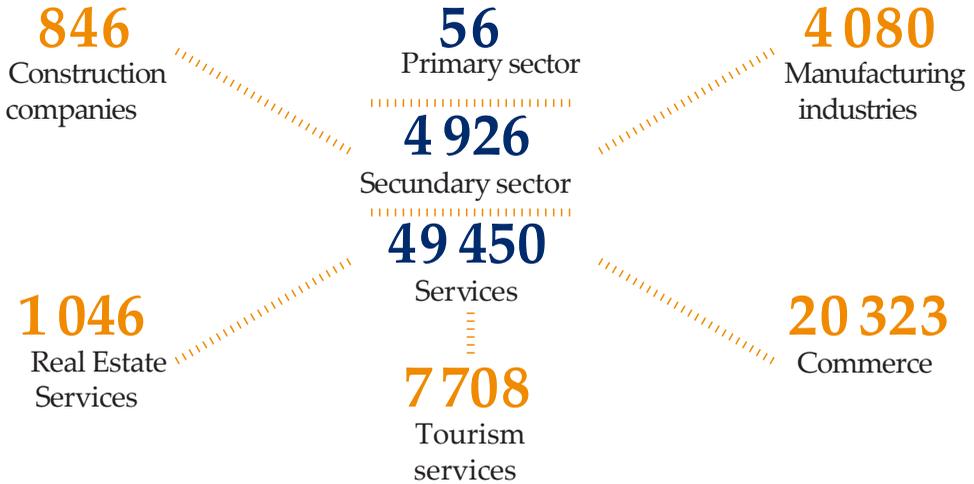


Companies

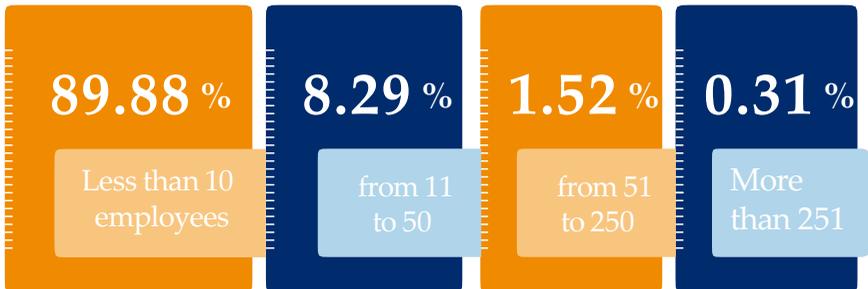
In Merida there are

54 446

Companies, of which



Ratio of companies to number of employees



City Vocations

During the last decades, Merida has shown a strong orientation towards the service sector, with new profiles in labor training, technical and professional services that were not in demand before, and new economic dynamics.

Economic vocations of the city

CONSOLIDATED

- E Commerce.
- E Processed foods.
- E Beverages.
- E Textile.

INCUBATING

- E Agricultural biotechnology.
- E Orthopedic prosthetics.
- E Alternate energy sources (biofuels).
- E Electronics.
- E Touch system components.
- E Chips.
- E ICTs.
- E Software development.

IN CONSOLIDATION

- E Processing industries for regional supply (large chains, perishable and non-perishable products).
- E Medical services (health care for the elderly, ambulatory and plastic surgeries).
- E Education services.
- E Logistics services.
- E Tourism (health tourism, convention and leisure).
- E *Software* (packaged, customized and designed).
- E Automotive auto parts.
- E Aerospace.

Job Placement

Face-to-face and virtual job center. In January and February 2021

1 534

Job applications
applications
received (91.53 %
virtual)

278

Vacancies
of registered
companies

17

Training
centers

98 %

Trainings are
led by women

Services offered to companies

- E Periphoneum.
- E On-site and virtual job fairs and workshops.
- E A day for employment.
- E Loan of facilities.
- E Promotion of vacancies.
- E List of citizens.
- E Citizen portfolio lending.
- E Training for job seekers..



Wabi yarn factory

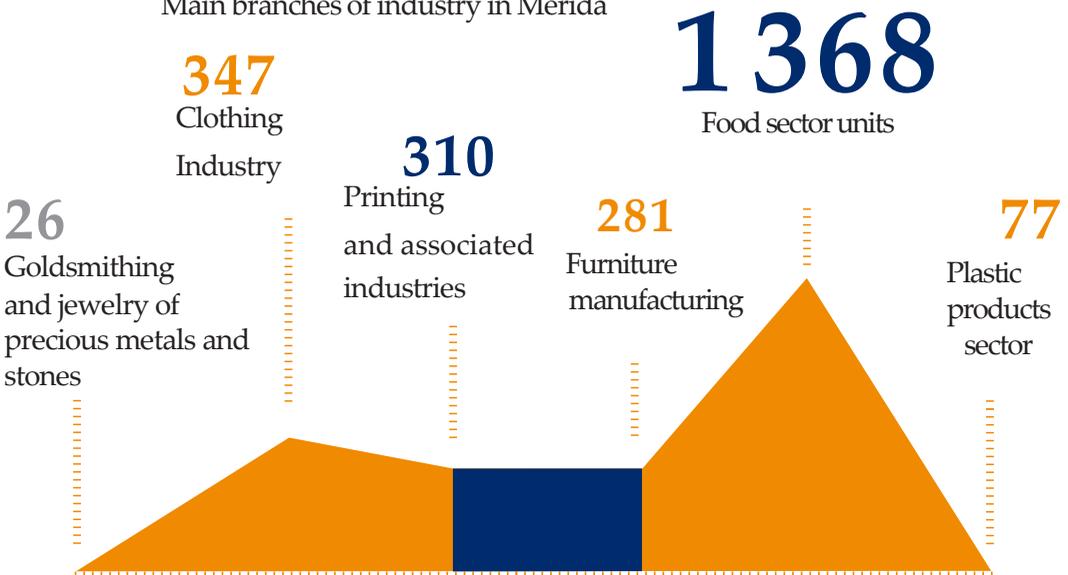
Investment in Merida

Advantages of the city:

- E** Merida ranks second among Mexican cities with the highest quality-of-life index.
- E** Staff turnover less than 2%; Central America and the rest of Mexico average 13%
- E** Yucatan's unemployment rate is 2.6%
- E** Yucatán is the state with the lowest unemployment rate, compared with 4.20% nationally.
- E** 6.18 usd, minimum wage in Merida (123.22 Mexican pesos, Merida belongs to General Minimum Wage Geographical Area A).
- E** 68 % of the state's companies are located in Merida.
- E** Legal and technical interpretation and translation services.
- E** Every year, new franchises are established in various fields: hotels, cafeterias, pharmacies, cinemas, clothing stores, bars, gas stations and real estate, among others.
- E** Capital received from international companies during 2019 was higher than that recorded during the whole of 2018.
- E** The availability of vocational and job training options in high-level schools and universities allows for high rates of skilled labor.

Merida for the industrial

Main branches of industry in Merida





Merida ranks fourth in the indicator of ease of starting a business among the 32 largest Mexican cities

Relevant industrial sectors with presence in Merida

- E Aerospace equipment manufacturing
- E Manufacture of accessories, electrical and electronic equipment
- E Manufacture of electric power generation equipment
- E Jewelry made of precious and non-precious stones and metals.

Yucatan Scientific and Technological Park

With the objective of promoting sustainable development by integrating the governmental, academic and business sectors, the following work areas are developed in this park: biotechnology (agricultural, aquaculture, environmental, industrial and medical-pharmaceutical), information technologies, technology for sustainability and logistics. It trains human capital in strategic areas and undertakes projects that link capital with technological development.

11

Research Centers

20

Public higher education institutions

48

Private higher education institutions

Laboratories:

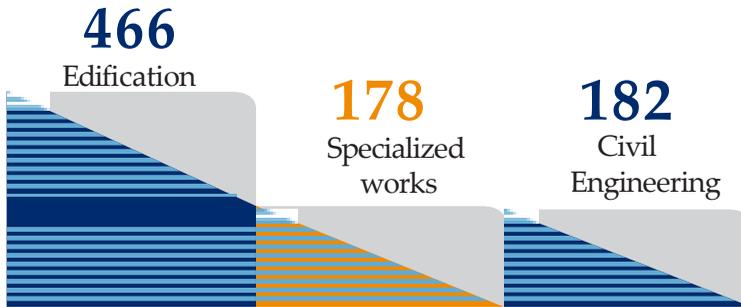
- E Germplasm Bank.
- E Biofactory.
- E Seed Production Unit.
- E Pilot Food Plant.
- E Renewable Energy Unit.
- E Micropropagation Laboratory.
- E Southeastern Food Safety and Traceability Laboratory.
- E Polymer Technology Innovation Center.



CIATEJ, Yucatan Scientific and Technological Park

Merida for the constructor

Of the 826 construction companies in Merida...



«Foreign direct investment in Yucatán in 2019 registered 2 193 million pesos, an increase of 102 % compared to 2018»

INEGI

Merida for the merchant



Yucatan is the entity where inhabitants feel the safest in their municipalities according to the most recent INEGI survey.

«Merida is in the process of developing a robust industrial corridor much like Monterrey is today, which will generate a large demand for industrial, commercial and residential real estate projects, supported by the tourism sector in the area.»

Paola Contreras, *El Financiero*. June 2020

Merida for micro, small and medium-sized companies

The Council of Merida has among its priorities the attention to emerging companies, to encourage their creation, competitiveness and development.

City Council support programs:

Micromer

Loans with an interest rate of 0.66 % per month up to

\$ 100 000 mxn

For furniture or equipment, supplies and physical facilities.

Maximum term of 24 months.

The Business Attention Center Business Attention Center (CAE)

+ than 80 procedures

For companies in the same place (face-to-face or digital).

Includes federal (SAT), state (AAFY) and municipal government agencies.

Sistema de Apertura Rápida de Empresas (SARE): allows the processing of the Municipal Operating License.

Emerging Fund for the Recovery of Merida's Businesses (FEREM)

In response to the Covid-19 sanitary contingency: A loan was granted to micro, small and medium-size companies for up to

\$ 100 000 mxn

With 3 months to start paying, a 0% interest rate and a maximum term of 24 months.

Merida Emprende Expo

June 2019, at SIGLO XXI Convention Center,

100 exhibitors

of ecology, food, handicrafts, services, textile and fashion, and technology.

Municipal Center for Entrepreneurs

Space to generate competitive companies based on business ideas:

Virtual and face-to-face business training

- E Weekly courses and workshops for continuous improvement.
- E Talks with business leaders, for the exchange of experiences.
- E Spaces to promote alliances and get to know the market.

Fortalecer para crecer

- E Training focused on productive projects for Merida and its commissaries
- E 8 modules taught by specialist mentors
- E 24 hours of training to optimize the business model.

95 entrepreneurs from the commissariats in their first edition

Results as of December 2020:

2 215 hours of personalized consulting

- E 163 training courses .
- E 6 350 people trained, of which 3,432 were women.

Program “Soy Parte de los 100”

- E Work with 100 entrepreneurs for one year to create new businesses in the marketplace.
- E Professional training.
- E Personalized mentoring.
- E Linkage and promotion spaces.
- E Accompaniment in the trademark registration process.
- E Prototyping, photography, 3D printing lab and carpentry workshops.

Círculo 47

- E Strengthening producers in good production practices.
- E Link to fair markets
- E Dissemination of the region's natural and cultural heritage.
- E Virtual shopping of Yucatecan products through the portal cajadelcampo.com.mx with home delivery.



Fortalecer para Crecer
 was awarded in 2017
 with the
 “Francisco Villareal Torres”
 award given by the
 National Association of
 Mayors

Industrial parks and zones

«Merida has absolutely everything, hospitals, infrastructure, connection to go anywhere in the world, offers culture, housing, a pleasant climate, comfort, security and good services»

José Villarreal, President of consulting firm Orange Investments. February 2021

Characteristics and services of industrial parks

Parque Industrial Yucatan
(Parque de Industrias no
Contaminantes)

- E Area of 207 hectares.
- E Own 10,000-60,000 kva substation
- E Natural butane gas.
- E Parking for each industrial unit plus public parking.

Ciudad Industrial
Felipe Carrillo Puerto

- E High voltage lines.
- E Proximity to Merida International Airport and access to a large number of services
- E Signage, police surveillance, fire station, couriers, restaurants, banks, logistics companies.

Electricity

Public lighting

Drainage

Septic tanks per industrial unit

Communications

Telephone lines, fiber optics,
Internet and satellite ports

Potable water

8" main / 5 psi

Personnel transportation



CONVENTIONS IN MERIDA





Merida offers event organizers an ample and quality infrastructure, organizers with proven experience and the attention of qualified personnel in all areas. Events are also framed in a young and dynamic city, with an environment of intense natural tones and incomparable cultural relevance. In addition to these advantages, Merida's hallmark is its friendly and efficient service.

Facilities

Yucatan Siglo XXI Convention Center

Total area:
84 000 m²

Roofed surface:
20 900 m²

Capacity of the Chichén Itzá hall:
For 9 500 people in auditorium and 7 300 in banquet

Exhibition Area Chichen Itza:
7 656 m²

In addition, there are 6 movie theaters that can be connected in a closed circuit to the convention center.

Yucatan International Congress Center

Total area:
49 825 m² of construction

28 halls can accommodate up to **10 000** people

9 430 m²

In halls

5 521 m²

of lobby divided into 2 floors

1 000 m²

terrace for social events

Built under the **LEED Green Building** certification system, this site took the lead in energy and environmental design with a commitment to implement its standards.

Inside it has a unique and natural wonder: "**El Cenote**".

Hotels with event rooms

The city's hotels also have spaces that are perfectly equipped to accommodate any kind of meeting. Their meeting rooms and facilities have efficient responses to any logistical, technological or executive need, as well as highly qualified personnel. In addition, the hotel options in Mérida are very wide, which allows the organizer to consider different budgets, as well as to give your event the right ambience.

Lodging

The visitor will find in Mérida a vast range of categories and styles of lodging. Five-star hotels can be found in the vicinity of Paseo de Montejo and the most attractive points of the Centro Histórico; in addition, there is also a wide variety of four- and three-star establishments. On the other hand, it is also possible to find very special venues such as the haciendas that now offer every imaginable amenity, in addition to sumptuous gardens and breathtaking promenades.



Luxury lodging in haciendas:

Xcanatún by Angsana / Santa Cruz Palomeque / Misné

Previous Experiences

E Conventions of the Young President's Organization and the International Union of Credit Investments Insurers (Berne Union).

E High-Level Political Conference for the Signing of the United Nations Convention Against Corruption.

Conventions in Merida per year



Participants in conventions per year



During recent months, Merida has successfully hosted the following national and international events:

E Nobel Peace Prize Laureates Meeting, September 2019.

E World Congress on Renewable Energy, October 2019.

E Tianguis Turístico Digital 2020 (venue for the in-person edition in 2021, if sanitary conditions permit).

Merida as a Host

E Highly qualified staff in showrooms, hotels and restaurants.

E Event management companies (dMc) with solid and extensive experience.

E Wide range of support services.

E Unique, diverse and dynamic cultural environment.

E Fast and efficient transfers between airports, hotels and event venues.

El Ayuntamiento de Mérida, para invitados y ocasiones especiales, ha alojado recepciones, ceremonias y galas en espacios públicos emblemáticos:

- E Ermita de Santa Isabel.
- E Balcón del Palacio Municipal.
- E Hacienda Anicabil.
- E Zoológico Bicentenario Animaya.

Premium tourism

In Merida it is possible to occupy, instead of a standard hotel room, that of a historic hacienda. Likewise, distinguished visitors discover the perfect gift not on the shelves of a store, but directly in the hands of the master craftsman who makes it. Staying in Mérida is an opportunity to experience firsthand the history and culture of this city.

Premium tourism takes these aspirations of the distinguished visitor and fulfills them while providing the most professional attention. In Mérida, highly attractive premium options have been developed that combine the highest quality services and facilities with unique experiences that allow visitors to get in touch with the deepest essence of the region and its people:

- E Lodging in unique sites in terms of history, architecture and environment.
- E Experiential gastronomy.
- E Individualized visits.
- E Organization tailored to the visitor's needs and interests.



667,501 visitors with
at least one overnight
stay during 2020

HEALTH IN MERIDA





In health care, this city's vocation for service is expressed in all its magnitude, where professionals with the highest level of training, the most advanced facilities and the unfailing Merida courtesy coincide. These conditions have helped the city to become an active center of medical tourism, where people come in search of high quality treatments at very competitive prices and where businessmen from different sub-sectors have found attractive areas of work.

The tradition of welcoming foreigners who come to Merida to receive medical services has extended over several decades; a flow that has been facilitated by the direct access by air to the city from Florida and Texas. Added to this background are the numerous Meridian residents from the United States, Canada and various European countries who consistently confirm references about the local doctors and facilities. There are also many people from Central America and Mexican cities in the region who visit clinics and hospitals in this city.

Medical tourism is not a saturated field. On the one hand, there is a considerable flow of patients seeking care in Merida; on the other hand, the advantageous geographical location of the city and the quality of Merida's technical teams and doctors are an attraction that can be linked to more people in need of its services by new entrepreneurs.

Infrastructure and Experience

In addition to the prestige of Merida's specialists, the modern equipment and highly trained staff are now also part of the city's reputation: Merida has an extensive infrastructure of hospitals and health services ready to cater to a diverse range of specialties and to provide the highest quality medical treatments and procedures. A reflection of the degree of updating and training available in the city is the frequency with which medical conventions and congresses are held in Merida.

Of the 64 medical units in Merida:



Specialties and Healthcare Facilities

In Merida, foreign patients find quality, comprehensive care in areas such as dentistry, rehabilitation, orthopedics, oncology, and cosmetic treatments. Among the main advantages that foreign visitors find are competitive costs, but they also enjoy the comfort of being treated by medical personnel who can communicate in English, a safe and pleasant environment, and the benefits of a city with diverse cultural attractions and countless recreational options.

Main medical facilities in Merida:

- E Centro Médico de las Américas (Affiliated to Mercy Hospital of Miami, Florida).
- E Clínica Mérida (Affiliated to Houston Methodist Hospital).
- E Hospital Star Médica.
- E Centro de Especialidades Médicas.
- E Hospital Faro del Mayab.

Diagnostic imaging is one of the most important areas of the city's medical services, and its hospitals have the most advanced equipment, such as particle accelerators for positron emission tomography (PET). This is a technique that provides highly precise images in which, in addition to the patient's tissues and organs, it is possible to appreciate details of their function.

The Merida City Hall, through the Municipal Health Institute, manages a program called "Doctor at home", aimed at people with disabilities, elderly people unable to transport themselves, the sick and the abandoned

RURAL MERIDA





The Secret of Merida

Mérida has managed to grow and at the same time preserve its friendly face and security. This harmony can be found in the rural communities, which within the municipality, surround the city. Populations fully integrated in the environment of modern communications and agricultural technologies, but at the same time -like the ancient cahob of the primal "Ti'Ho"- sustain their development in the fruits of the earth, and in a tight weave of human and traditional ties.

Some of the actions with which the municipality supports the potential of the commissariats are:

- E Regional road systems optimized and expanded.
- E Shade house greenhouses have been implemented to produce habanero peppers.
- E Support for the technification and integration of companies into projects.
- E 51 backyard gardens for vegetable production and 52 irrigation systems since 2018.

The Great Potential

Currently, the surrounding police stations are supported by the Círculo 47 Program, aimed at generating a linkage network that connects producers with good agroecological practices. It also promotes conscious consumption of healthy products in the city.

Fortalecer para Crecer: 100 producers from the police stations of Oncán, Tixcuytún and Dzityá were trained in entrepreneurship skills.

The City Council, through Fundación Produce, has trained representatives of the police stations of Yaxnic, San Pedro Chimay, Dzityá, Tixcuytún, Cuzel and San Ignacio Tesip in the latest generation of organic agriculture practices, so that they can be replicators in their locality.

This rural belt of the city hosts communities with great experience in food production. Moreover, this ring is in a privileged situation for the development of high productivity agricultural projects:

- E A captive market of nearly one million people less than 40 km away.
- E Permanent water supply.
- E Climate without extreme fluctuations
- E Supply of inputs and machinery by air, land and sea.
- E Immediate access to the export market through the Merida airport, the port of Progreso and the highway.

In addition, these rural localities are located close to the largest service center in the region, recognized especially for the quality of its scientific and educational services:

- E Centers of technical and higher education in agricultural and livestock areas.
- E Scientific and technological research centers.

The Production

Main activities

Breeding:

Sheep farming.
Chicken and turkey farming.
Apiculture.

Handicrafts:

Turned wood.
Carved stone.
Embroidery.
Hammock warping.
Soaps, candles, shampoos and other aloe products.

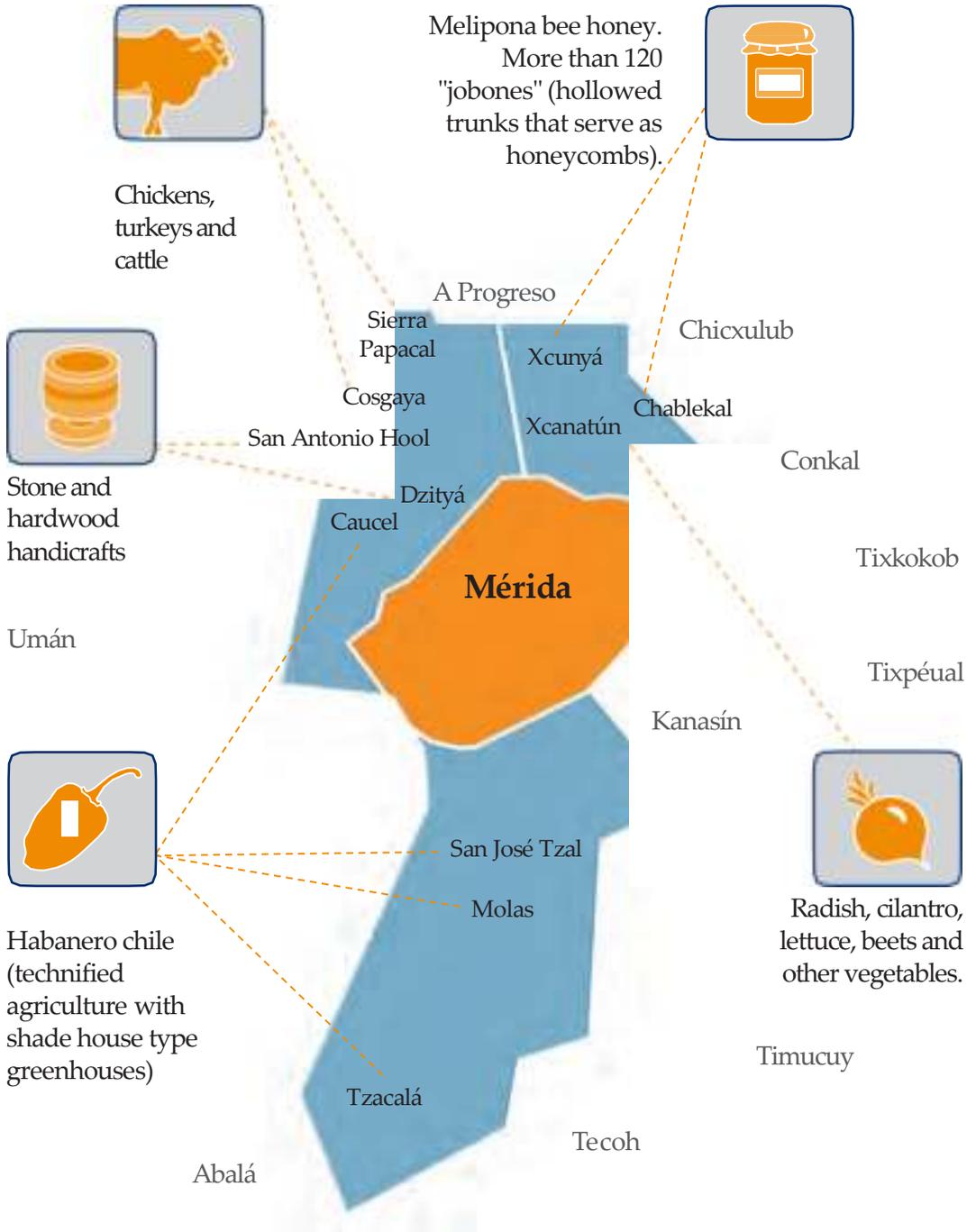
Agriculture:

Corn, beans, squash, tomato.
Horticulture: lettuce, radish, beets...
Papaya maradol.
Citriculture (plant nursery producing grafts and resistant rootstocks).
Plum trees.

Services:

Tourism services.
Sale of miscellaneous products

Regional Products



Production (in tons):

Cultivation	Production (t)	Cultivated área (ha)	Product	Production (t)
Fodder	13 062	698	Swine	9 933
Chile habanero	124	12	Ovine	65
Grain corn	114	228	Chicken	2 529
Red Tomato	104	8	Turkey	1 901
Other domestic crops		468	Egg	313
			Honey	67
Total	13 404	1 414	Wax	1
			Total	14 809



In 2018 the municipality supported 114 agricultural and farming infrastructure projects

ECOLOGICAL MERIDA





Merida has grown up under the protection of a cultural heritage that has a special consideration for the environment, an attitude that is evident in Meridanos and their families. This tradition -in which the environment is a living entity whose needs must be attended to- is nowadays articulated with environmental technological tools, with the participation of civil society and the sustainability needs of contemporary development. The growth of the city is just at the moment when it is possible to outline lines of sustainable development, which at the same time allow Merida to continue enjoying a generous natural environment and its inhabitants to enjoy the best urban facilities.

Ya'axtal

The "Great Lung of Merida" is a network of green public spaces in the west of the city, with ecological spaces for social, cultural and recreational activities.

Cuxtal Ecological Reserve

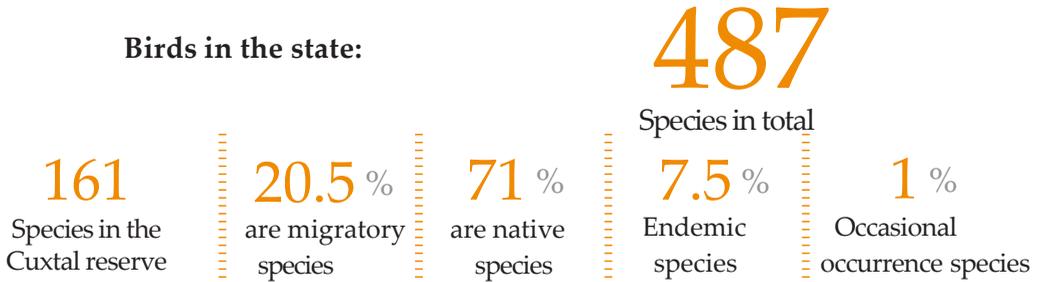
On the outskirts of Mérida, to the south, is Cuxtal, a natural reserve that extends into the territories of the Merida counties of Molas and Dzununcán, where you can find Maya sites and cenotes, as well as the Tahdzibichén and Dzoyaxché haciendas. Its vegetation is classified as low deciduous forest and its fauna is characterized by white-tailed deer, armadillo, pizot (or badger), reptiles and various species of birds. This reserve is an important stop for many birds such as the azulejo, the mariposo and the calandrias, as well as various species of hawks and pigeons. These winged animals spend eight to nine months in Cuxtal before resuming their routes, which take them to the United States and even Canada.

Ecological tours by bicycle,
horseback and trucks
(wooden wagons on rails
pulled by horses)



Cuxtal is very important for the city because its water table provides 47% of the water consumed by its inhabitants. By keeping the core of the reserve free of activities that could contaminate the groundwater with domestic, industrial or agricultural waste (such as fertilizers or pesticides), the purity of the liquid is preserved.

Birds in the state:



The city by bicycle

The growth of Mérida has been accompanied by a strong relationship between its inhabitants and the bicycle. In its streets it is possible to see how thousands of cyclists use this vehicle to go to their workplaces or schools, or simply to go for a ride, and how there are more and more enabled streets to guarantee their safety.

Cycling infrastructure lanes:



71.7 kilometers of safe bicycle lanes have been built in the following areas of the city:

- E Paseo De Montejo.
- E North-Ucú.
- E Northwestern
- E South

There is a network of bicycle lanes that connects Mérida's commissariats; it is 137.21 km long, and continues to grow

Ecology, sustainability and waste

This city is a very active center of participation of environmental organizations, which constantly carry out relevant research activities, observation, monitoring of governmental management and, in some cases, direct collaboration in official programs. Among the organizations that have participated are Pronatura (BirdLife International partner), WWF (World Wildlife Fund), Greenpeace, TNC (The Natural Conservancy), Biocenosis and children and youngsters.

Meridanos, through the channels of interlocution, including civil organizations, have developed an intense participation in the field of the city's ecology. In this way, programs and projects maintain long-term objectives and it is possible to develop policies that guarantee ecological conservation in a sustainable manner.

Merida's sanitary landfill:

Merida was among the first cities in Mexico to delegate its waste management to private companies. The city's waste treatment is at the forefront of the country's major cities..

17

Years of useful life
(started operations
in February 2012)

5 070 000

of tons of capacity

36 000

tons of raw material per
year will be rescued

1 000

tons of garbage processed
in two shifts per day
(Merida produces 800 tons
per day)

300

direct formal jobs

The solid waste separation plant, which began operating in 2014, will extend the life of the landfill and is the only one of its kind in the country, due to its size, its level of efficiency, the fact that it will also produce fuels (synthetic diesel will be produced there) and because it is a continuous process plant.

Prevents 90 million liters per year of leachate from contaminating the water table through a continuous process and a system of sumps that will feed the biodigester

Industries benefiting from the materials recycled by this plant:

Plastic

Paper and cardboard

Packaging

Glass

These facilities complement a range of city programs that separate garbage, provide collection centers for sensitive waste such as batteries or old electronics, and continually educate residents about environmentally responsible behavior.

This plant operates under the zero-waste concept

Other actions that have a notable impact on the city are those that guide the planting of trees in urban spaces and those that develop effective attitudes in the population for the rational use of water.

1 mw/hour of electricity (enough to supply 7,000 homes) will be generated in the plant's biodigesters in the first stage; the goal is to reach 2 to 3 mw/hour

SAFETY IN MERIDA





The great advantage of Public Safety

In few cities as in Merida can one perceive the way in which its inhabitants share the responsibility of taking care of each other, of watching over the common tranquility; in few streets as in those of this city can one perceive so clearly the cohesion of its citizens. This conviction is reflected not only in the attitude of Merida residents and visitors, but also in the friendly relationship they have with police officers, in the way people do business, and in the friendly atmosphere perceived in its public spaces.

E In 2016 Merida was considered the safest city in the National Survey of Urban Public Safety.

E In 2016 the Karolinska Institute accredited Merida as a Safe Community.

E Merida's night bike route is one of its expressions of security.

E In October 2013, Merida hosted the XXI International Conference on Secure Communities.

E In January 2011, Merida was awarded the distinction of City of Peace, an international designation granted by the UN for the climate of security, tranquility and stability that characterizes Merida in the international arena.

«If you decide to invest in Mérida, you will have a privileged geographic location, a high-altitude port, first world highway infrastructure, state-of-the-art medical services in all of southeastern Mexico, qualified labor, competitive land prices and governmental support to encourage investment»

Sandra Hendrix, *forbes.com*



The municipal police

The Merida Municipal Police is responsible for providing public safety in the city, preventing crime and facilitating traffic in the city. Its members are constantly undergoing training in order to guarantee a professional, efficient, honest and quality service. These are some of the programs it develops:

Drug Abuse Education Program (D. A. R. E.)

It provides information on the risk and effects of drugs in the physical, social, emotional and legal aspects.

It lasts 39 modules and is oriented to pre-school, primary, secondary and high school students.

School Guards

Promotes a culture of prevention and combats bullying in schools.

Promotes greater interaction and coexistence among students, teachers, principals and municipal authorities.

Turistic Police

The elements of the tourist police have special training to attend to the needs of visitors; they offer assistance in English and attend to emergencies, as well as provide road information and information on cultural events.

School Visits

Students learn about the tasks and functions of the Municipal Police through guided visits to its operational areas. They witness a simulation of the procedures for the arrest of offenders. This program seeks to bring the police closer to the citizens, to disseminate the work and the main security and prevention functions carried out by the organization, as well as to encourage the interaction of the police with the children.

Preventing crime

To inform and create awareness among the public about the main criminal acts such as home robbery, cybercrime and extortion by telephone. The program is an important medium where participants can make their complaints and cases of cybercrime.

Park Rangers

They are dedicated to the preservation and surveillance of public areas for family gatherings, such as parks and recreational areas. They allow green areas to be safe spaces for recreation and physical activity.

Other services offered by the municipal police:

E Animal Protection Unit.

E K-9 Unit.

E Specialized Unit for the Prevention and Attention of Family and Gender Violence.

E Paramedics.

E Road assistance

The 4th best city in Top Cities: Best in Travel 2017

Lonely Planet

Tourist information modules

City Hall provides up-to-date information on city events, as well as free maps and guides. The executives who attend to visitors are trained to provide timely and reliable guidance. This service is offered in three modules, located in strategic points of the city: Palacio Municipal, Paseo de Montejo and Terminal de Autobuses.



Free tours with certified guides through the Historic Center; tours are available Monday through Saturday and depart from the Municipal Palace module.

«Merida is a happy island»

Antonio Luigi Mazzitelli. Representative of the United Nations Office on Drugs and Crime

MERIDA AT LEISURE





A diverse menu

Merida's restaurants are renowned for the quality of their service, for the great gastronomic tradition of the region, and for the care with which their qualified chefs keep Merida's dishes both in the richness of their heritage and in the most modern and cosmopolitan cuisine. The setting can be modern and contemporary, or it can be one of the charming mansions downtown; in the 7 249 restaurants of the city there is a great variety of options in styles, categories and ambiances; but, in addition to good food, the best guarantee continues to be the recognized warmth with which the diner is served.

«Merida has had an explosive growth... Also a town with a pleasant attitude and a population that spends a lot of time in the parks and restaurants, I guess due to the weather, but mostly due to its friendly attitude»

Wayne Trotter. Owner of Trotter's restaurant chain

Merida by night

The nightlife of the Yucatecan capital has many faces, as many options as there are tastes:

E Yucatecan trova nights in the parks combine the liveliness of Merida's neighborhoods with the endearing local attachment to traditional music.

E Merida's bars and cantinas also present an almost infinite range of possibilities: dance spaces (specialized by musical genre); live music venues; beer, wine and mezcal bars; traditional cantinas and refined cocktail bars.

E Prolongación Montejo has become a hub of the city's nightlife, an avenue where restaurants, bars and nightclubs multiply the different ways to enjoy a fun night out in a safe and friendly environment.



Regional dance in Parque de Santa Lucía



Monumento a la Patria in augmented reality

E Yucatecan comedy is an expression that the city has cultivated for generations and every night the comedians who have won the affection of the people of Merida take to the stage of its theaters, bringing to the light-hearted satire the local customs, prominent characters and recent events.

Virtual Merida

The city's heritage, with spaces such as the Monumento a la Patria, is available in augmented reality through the visitmerida.mx portal. This tool also offers other services:

- E An interactive game for children.
- E Cultural, gastronomic, sports and tourism information.
- E Suggestions for all audiences.
- E Maps, tours, audio guides and many more resources.

Sporting Events and Entertainment

Mérida also hosts a variety of popular music concerts of the most diverse genres. Sometimes in large venues such as the Plaza Grande, other times in venues such as baseball and soccer stadiums, as well as in theaters and auditoriums. In addition, in 2014 the GNP Forum was inaugurated:

- E Covered space with a capacity of 10,000 spectators.
- E First class boxes.
- E Capacity for all kinds of shows and concerts, as well as sports activities.

Professional sports teams playing in Merida:

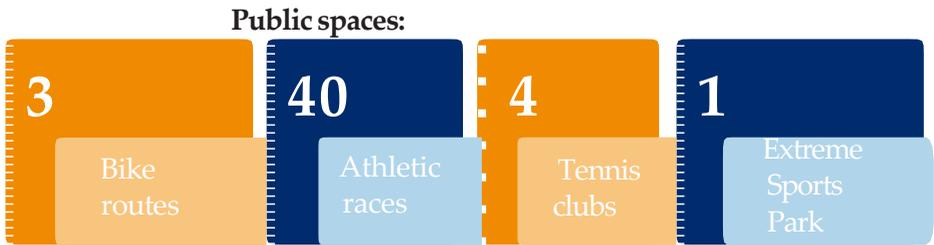
Sport	Team	Stadium	Capacity
Baseball	Leones de Yucatán	Kukulcán	16 000 spectators
Soccer	Club de Fútbol Mérida	Carlos Iturralde Rivero	21 000 spectators

Practicing sports in Merida

Mérida is a city with an intense sporting vocation, with facilities for training in a wide range of disciplines and spaces where you can practice cycling or running.



The XX Marathon commemorating the founding of the City of Merida had 3,607 participants



Private clubs:



Yucatan Country Club

El Jaguar: golf course designed by Jack Nicklaus and home of the PGA Tour Latin America. It has 18 holes and integrates Mayan vestiges to its layout.

The clubhouse offers restaurants, bars, spa, gym and kids club. Golf, swimming, tennis, paddle tennis, fitness and horseback riding academies.

First Latin American location of the prestigious Jack Nicklaus Academy of Golf, which offers the best preparation under the supervision of the best experts.

Exclusive and privileged premium residential complex for your living comfort, surrounded by rich nature and lakes in harmony for a lifestyle with nuances of elegance and sophistication.

<http://yucatancountry.com>



Extreme Sports Park

In 2014, the first stage of the Extreme Sports Park opened in the Yucalpetén subdivision, with adequate safety measures and the participation of instructors who will give clinics for beginners..

In 2019, the second stage of the improvement of the extreme sports park began, with a soccer field, a basketball court and a children's playground.

Shopping in Merida

The number and diversity of places to go shopping in Mérida makes this city an ideal place to go shopping. On the one hand, Meridanos have been coming to the Centro Histórico for generations to buy food, clothing and services. On the other hand, the modern face of the city can be seen in the shopping plazas scattered throughout the city.



Adventures nearby

Merida's surroundings are also brimming with opportunities for recreation:

Henequen, nature and history

In Sotuta de Peón (only 40 km away) it is possible to stay in a hacienda where the complete henequen process is still carried out, in addition to enjoying the best comforts and an attractive natural environment.

The cenotes

The visit to these natural wells of clear and fresh water is a special opportunity, in the vicinity of the city there are dozens of them that have been enabled as natural spas. For example, 16 km from the city, in Dzibilchaltún, cenote Xlakah is found.

Archaeological sites

Dzibilchaltún, 15 km from the city, offers a memorable tour; in addition, from Mérida it is possible to undertake excursions to many other archaeological sites, including Chichén Itzá and Uxmal.

Surrounding Haciendas

Teya, Xcanatún, Temozón, Tekit de Regil, Chichí Suárez are some of the sites that offer both comfort and a space with a unique identity.

Cuxtal Nature Reserve

Nesting place for several species of birds.

The beach and nature

The sands of Progreso can be easily reached from Merida by a modern highway, but there are also other destinations such as Sisal and Celestún..

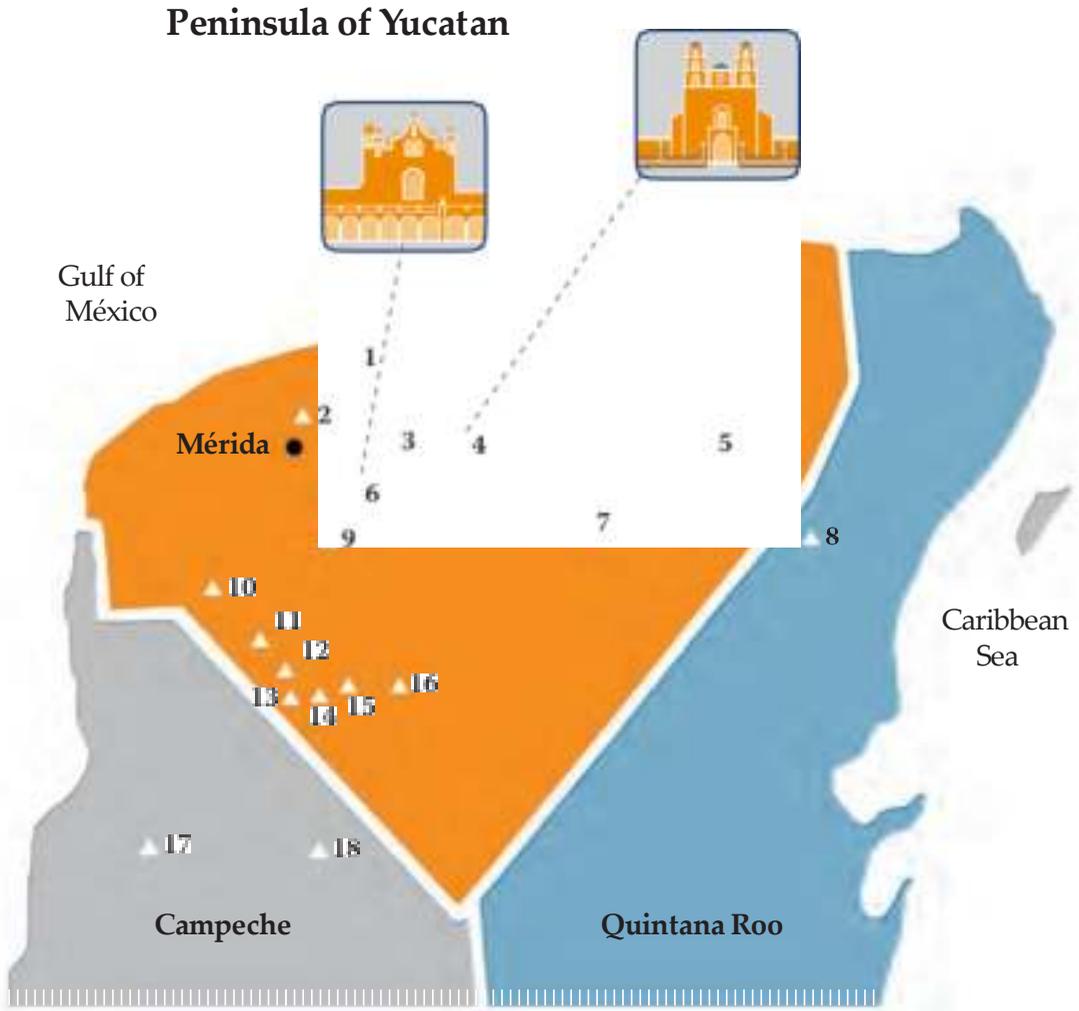
Mayan archaeoastronomy

The doors of the Temple of the Seven Dolls, in Dzibilchaltún, are carefully aligned, so that, at dawn on equinox days (March 21 in spring and September 21 in autumn), the solar disk is impressively framed by the temple for those who observe the phenomenon from its western side..



Cenote Kankirixche

Most important archaeological or touristic sites



- | | | |
|-------------------|------------------|-----------------|
| 1 / Xcambó | 7 / Chichén Itzá | 13 / Sayil |
| 2 / Dzibilchaltún | 8 / Cobá | 14 / Xlapak |
| 3 / Aké | 9 / Mayapán | 15 / Labná |
| 4 / Izamal | 10 / Oxkintok | 16 / Chacmultún |
| 5 / Ek Balam | 11 / Uxmal | 17 / Edzná |
| 6 / Acanceh | 12 / Kabah | 18 / Dzibalchén |

Simbology

- ▲ Archaeological site
- Site of interest

YOUTHFUL MERIDA





Merida's young people have a combination of opportunities that is difficult to match. On the one hand, unbeatable opportunities for professional, personal and business development; on the other hand, diverse forms of cultural enrichment and recreation. An attractive panorama for young people in an environment of security and high quality of life.

Studying in Merida

Merida has become an educational hub of great relevance. Not only have new institutions of higher and professional education appeared in Merida, but they have grown, strengthened the quality of their services and offer specialized and diverse programs to young people from Merida and other cities who are looking for preparation options.



Expo Alternativa Joven

In Merida, this exhibition is presented annually as an opportunity to learn about options for higher and middle school education.

E Workshops to achieve the best possible result in an admission test.

E Scholarship information.

E More than 50 academic institutions from all over the country attended.

Entrepreneurship in Merida

The current situation of the city is suitable for young people who are trying to develop their own ideas; a particularly fertile environment for innovative projects with the following advantages:

- E A market networked with the entire region and with great capacity to connect with the rest of the world.
- E An area of significant economic growth.
- E A multicultural market in which new niches are constantly emerging.
- E Advice and training for new young entrepreneurs through “Posible” (posible.org.mx).

«Foreign direct investment totaled \$146 million in 2020, at the height of the pandemic»

Jonathan Ruiz Torre, *El Financiero*. March 2021

Three enterprising young Meridanos and a useful invention

Vida-Litus, a guide cane for blind people, is the invention of students Yuzmarg Rolando Basto Pedré, Emmanuel Ramírez Díaz, and Manuel Uc Garrido -from the Mechatronics program at the Universidad Tecnológica de Mérida-, young people from Merida who won third place in the Santander Award for Business Innovation 2013.

His invention consists of an intelligent cane equipped with sensors that identify obstacles and warn the wearer of them by means of vibrations. In the absence of light, at night, or in closed environments, the cane emits a light alert; thus, on a dark night it will be easier for other people to recognize and locate the blind or visually impaired person.

Working in Merida

Merida is not only one of the Mexican cities with the lowest unemployment, but it also has programs directly oriented to support those seeking their first job.



At the 2018 Feria Juvenil del Empleo in Merida in 2018, 52 companies offered 1,046 positions

Fullness and Security in Merida

Merida's very diverse recreational options are made more attractive by the safety in which it is possible for young people to enjoy them. This advantage, in addition, is strengthened by support programs for them.

«The conditions provided by Mérida, security, social peace, even some socioeconomic topics, that it is a more accessible city than other cities (...) We have seen that Mérida has been consolidating itself as the most important development pole in the Southeast of the country»

Arturo Quirarte Dayarse. General Director of Grupo Dicas

Prevention of risky behaviours

Youthful Merida has developed two mechanisms for direct contact with young people to offer prevention programs against teenage pregnancy, addictions and other problematic situations: the Youth Participation Groups and the Youth Space Centers. In addition, workshops and talks are offered through the Municipality.



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Acknowledgments

Maleck Rashid Abdala Hadad

General Director of Palacio de la Música

Ing. Ricardo Enrique Bello Bolio

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Lic. Alberto Berrón Bolio

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INEGI Southeast Regional Director

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Director of ASUR Regional Airports

Mérida, moment and opportunity

Coordination and editorial design: Mina Bárcenas / myra diseño.

Text: Ricardo Rodríguez Alemán.

Photography:

Ygnacio Rivero Bulnes: Portada, pp. 2-3, 6-7, p. 11, pp. 12-13, p. 15, 16, 19, pp. 20-21, p. 24, p. 29, 31, 35, 37, 41, 42, 44, pp. 46-47, p. 49, 52, 63, pp. 64-65, 70-71, 86-87, p. 89, pp. 92-93, p. 96, pp. 102-103, p. 107, pp. 108-109.

Archivo Dirección de Desarrollo Económico y Turismo, Subdirección de Turismo: pp. 26-27, p. 38, pp. 74-75, 80-81, p. 95, 112.

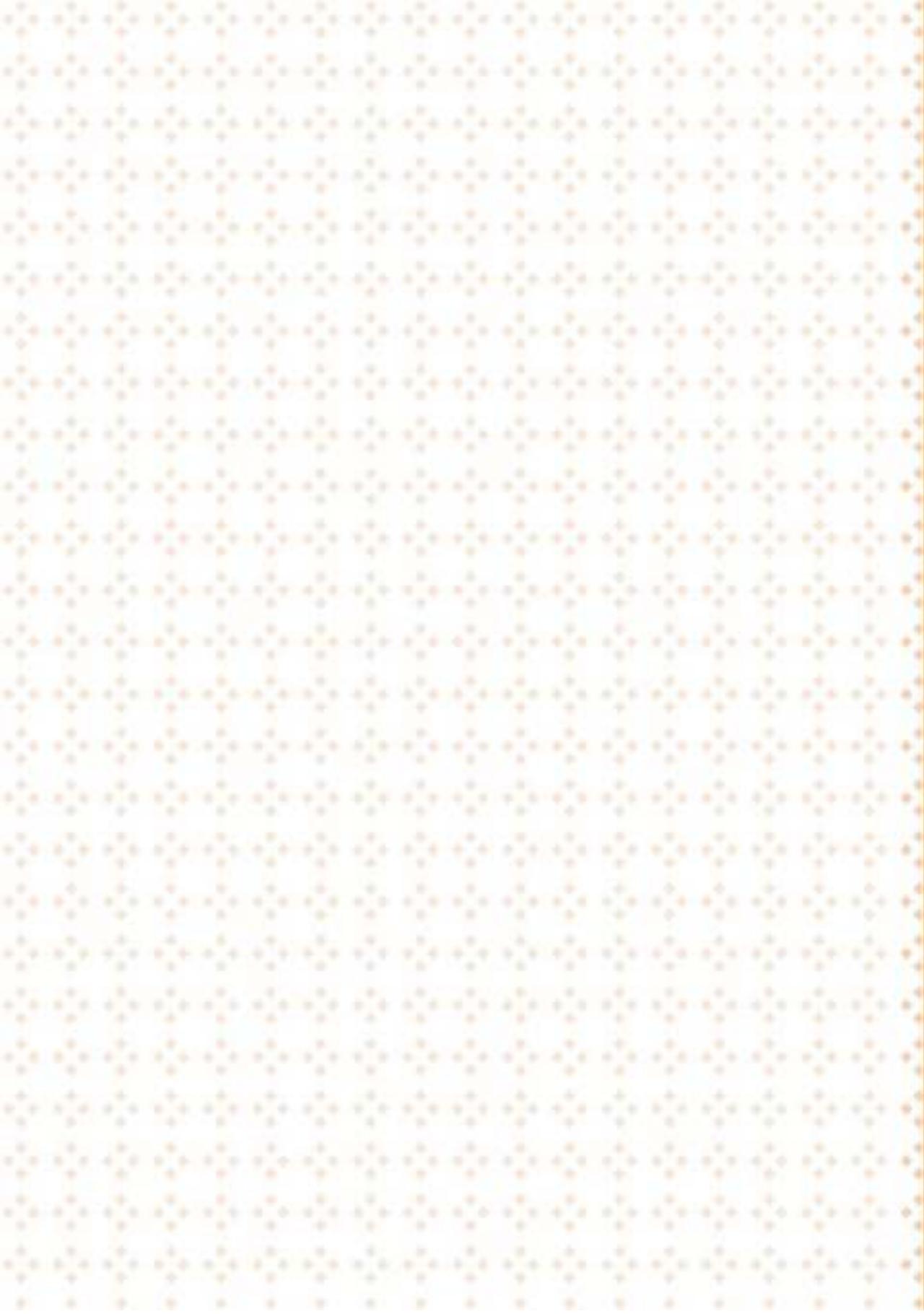
Merida, moment and opportunity

2nd edition

was produced by the
**Directorate of Economic
Development and Tourism**

Finished printing in May 2021 in
Quick Digital's workshops at
calle 60 entre 45 y 47, Mérida,
Yucatán, México, CP. 97000.

Printed in Mexico.



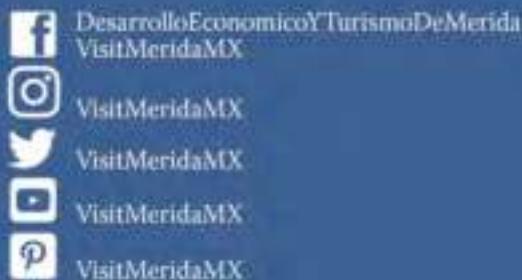
«Mérida creció a tasas mayores
que las del resto del país
durante los últimos 10 años,
en buena medida por convertirse
en un refugio de seguridad»

Jonathan Ruiz Toete
El Financiero, marzo de 2021



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