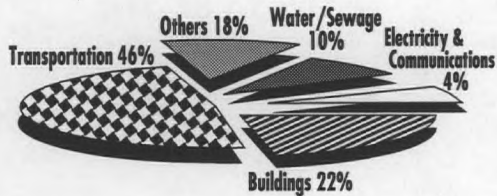


CONSTRUCTION ACTIVITY IN NUEVO LEÓN



Source: Arq. Raúl Díaz Gómez (Ed.). *Revista Mexicana de la Construcción*. Cámara Nacional de la Industria de la Construcción (CNIC), Mexican Construction Association. No. 461, June 1993. p. 45.

MONTERREY AND THE STATE OF NUEVO LEÓN

Monterrey is Mexico's third largest city with a population of over 3 million. It is the capital of the state of Nuevo León and is situated in the northeast corner of the country about 240 kilometres from the Texas border. About half of Mexico's top 500 businesses are based in Monterrey. More than 250 foreign firms, including *maquiladoras*, operate in the state.

In 1992, six percent of the country's registered construction companies were located in the state and the region accounted for seven percent of national construction activity. Purchases of construction materials in the state account for 11 percent of all purchases.

In the last few years Nuevo León has experienced a construction boom. Private works account for close to 60 percent of this activity. They include industrial expansion, commercial development, particularly hotels and office buildings, and housing. Major public sector projects include:

- *Metrorrey* — an overhead metro system;
- water and sanitary sewer projects; and
- *Ciudad Solidaridad* — a major housing project involving the construction of 18,000 to 20,000 low-income houses over a number of years.

Interviews with a number of the major construction companies in Monterrey indicated that their construction technology and product choices are heavily influenced by the neighbouring United States. Imported products are routinely used in construction. A few of the larger companies import products directly and even have purchasing offices in Houston or San Antonio, Texas. Small and medium-sized companies purchase imports mainly through local distributors.

Monterrey has a very active *Asociación de Distribuidores de Materiales para Construcción de Nuevo León A.C.* Association of Construction Products Distributors which covers the state of Nuevo León (see contacts list). Canadian suppliers should contact the Association if they are seeking distribution in the state, or wish to conduct product demonstrations or seminars there. The *Cámara Nacional de la Industria de la Construcción, Delegación Nuevo León*, the state delegation of the National Chamber of the Construction Industry is also very active and can provide similar opportunities.

Department-store type outlets handling construction products are more popular in Monterrey than in other parts of Mexico. They include *Todo Fácil*, *Builder's Mart*, and *Payless/Alfa*.

