

EXPO CASA MEXICO

REAL ESTATE — INVESTMENTS — TRENDS — PLACES

ARRIA

PUERTO CANCUN

AN ARCHITECTURAL GEM

THE CARIBBEAN: LUXURY,
SOPHISTICATION AND...

Meet the fifth blue circle



MAR / 2025

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From the *Edition*

EXPO CASA MEXICO

REAL ESTATE — INVESTMENTS — TRENDS — PLACES

March 2025

Today, more than ever, innovation and sustainability have become fundamental pillars of real estate development.

Investors and developers are adapting to new demands, where technology, energy efficiency, and user experience play a decisive role.

In our 6th edition, we explore how these trends are redefining the concept of value and profitability in the sector.

We also analyze the impact of the macroeconomic environment on real estate and the emerging opportunities in key markets. Through expert interviews, case studies, and in-depth analysis, we offer a clear guide for navigating this ever-evolving landscape.

We thank our readers, advertisers, and contributors for making this sixth edition possible. Your interest and participation motivate us to continue providing relevant, high-quality content.

Thank you for joining us on this exciting adventure.

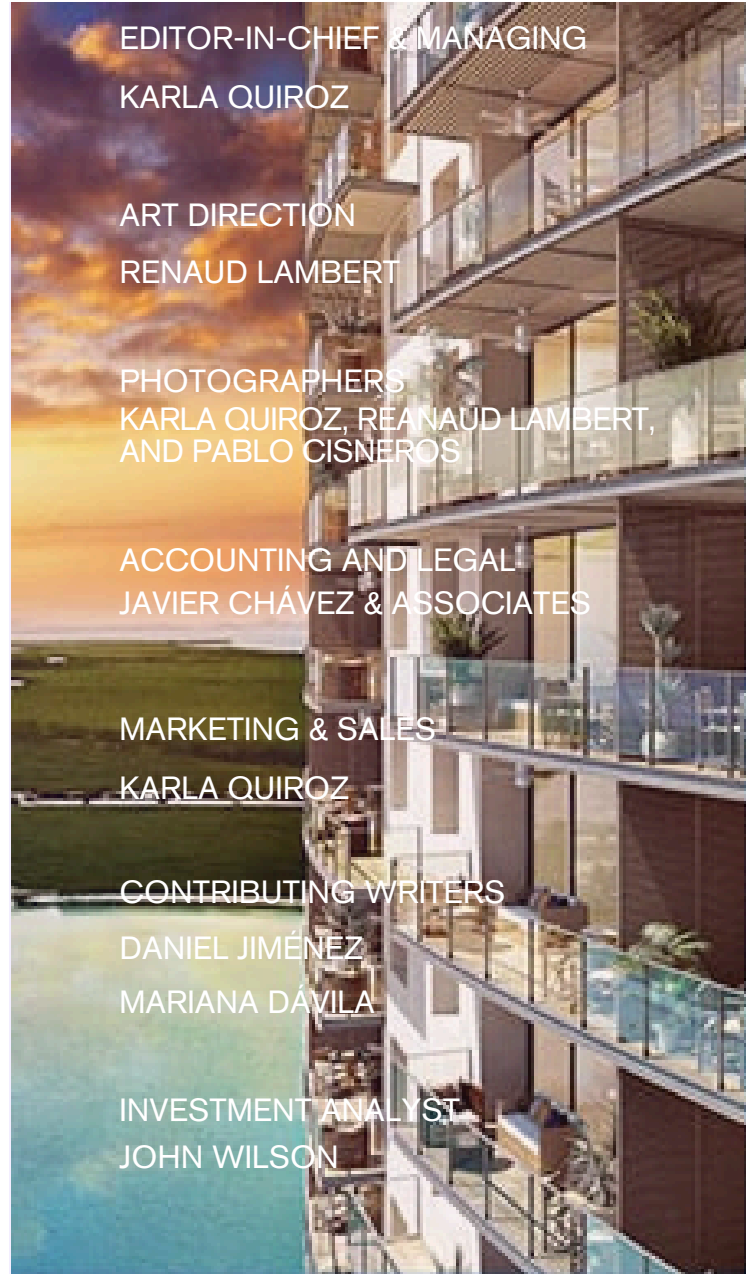
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CEO & FOUNDER

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Expo Habitat 2025



EXPO CASA MEXICO



This is... Aria Puerto Cancun



Aria Puerto Cancún stands as an icon of luxury and sophistication in the heart of Puerto Cancún, offering its residents an unparalleled living experience that combines the splendor of the Caribbean Sea with Cancún's vibrant urban atmosphere.

AN ARCHITECTURAL GEM



This majestic 20-story residential building houses 99 exclusive residences designed in a contemporary style that blends perfectly with its natural surroundings.

The building's façade, inspired by the shape of a nautical sail, stands out against the horizon, reflecting the region's maritime essence.

Each residence offers panoramic views spanning the sea to the city, allowing residents to enjoy spectacular sunrises and sunsets from the comfort of their homes.

Aria Puerto Cancún's amenities are designed to satisfy the most demanding tastes.

Cancun's most anticipated vertical residential development



Residents can enjoy an infinity pool with ocean views, a state-of-the-art fitness center, lush green areas, and social spaces ideal for entertaining and relaxing. Additionally, the building's prime location allows direct access to the marina, the 18-hole Tom Weiskopf-designed golf course, and a variety of luxury boutiques, fine dining, and entertainment options at Marina Town Center.

Its sail-shaped façade distinguishes it on the horizon.

Security and privacy are priorities at Aria Puerto Cancún. The building features state-of-the-art security systems and trained staff to ensure the peace of mind of its residents at all times.

Living at Aria Puerto Cancún means immersing yourself in a lifestyle that combines the serenity of the natural surroundings with the luxury and comfort of world-class facilities, all in the vibrant heart of Cancún.



Facade



Amenities



Access

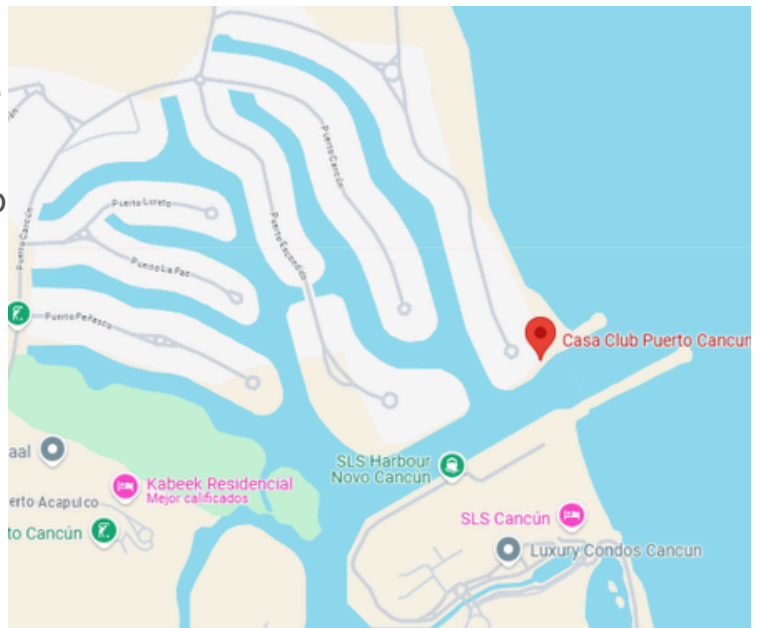
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Architecture



“My hobby is imagining”

Michel Rojkind

MICHEL ROJKIND

PASSION AND CREATIVITY



50 years of community projects

Michel Rojkind, born on December 18, 1969, in Mexico City, is an architect recognized for his innovative approach and commitment to projects that benefit the community.

Before dedicating himself to architecture, Rojkind was the drummer for the pop-rock band "Aleks Syntek and the Normal People," an experience that, he says, influenced his creative vision.

In 2002, he founded Rojkind Arquitectos, a firm that has been internationally recognized for its avant-garde design and its ability to transform urban spaces.

Rojkind has been a visiting professor at institutions such as the University of Pennsylvania and Harvard University, sharing his vision of how architecture can positively influence society. He has also been recognized by publications such as The New York Times and Forbes for his contributions to contemporary design.

WORKS

Among his most notable works are the remodeling of the National Film Library in Mexico City, the "Mercado Roma" gourmet market, and the "Foro Boca" cultural center in Veracruz. These works reflect his philosophy that architecture should be generous to the city and its inhabitants.



Recently, in an interview with El País, Rojkind emphasized the importance of architectural projects having a socially responsible purpose. He suggested that if a project isn't generous to the city, it shouldn't be built, advocating for the creation of laws that ensure this approach in urban development.



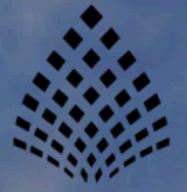
Boca Forum, Veracruz, Mexico



Roma Market, Mexico City

Michel Rojkind's career is a testament to how passion and creativity can converge to create spaces that not only stand out for their design but also enrich the lives of communities.

A FUTURISTIC DESIGN OF IMPECCABLE PROPORTIONS



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An aerial, top-down view of a modern, multi-story residential building. The building is white with a complex, stepped design. It features a central courtyard with a swimming pool, surrounded by balconies and terraces. The building is set against a backdrop of lush green trees. The text 'UNEVENNE ARCHITECTS' is overlaid in large, white, bold letters at the top of the image.

UNEVENNE ARCHITECTS

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Markets



The first quarter of 2025 has shown mixed signals in the global real estate sector, with significant variations across different regions and market segments.

GROWTH IN INVESTMENT IN THE REAL ESTATE SECTOR

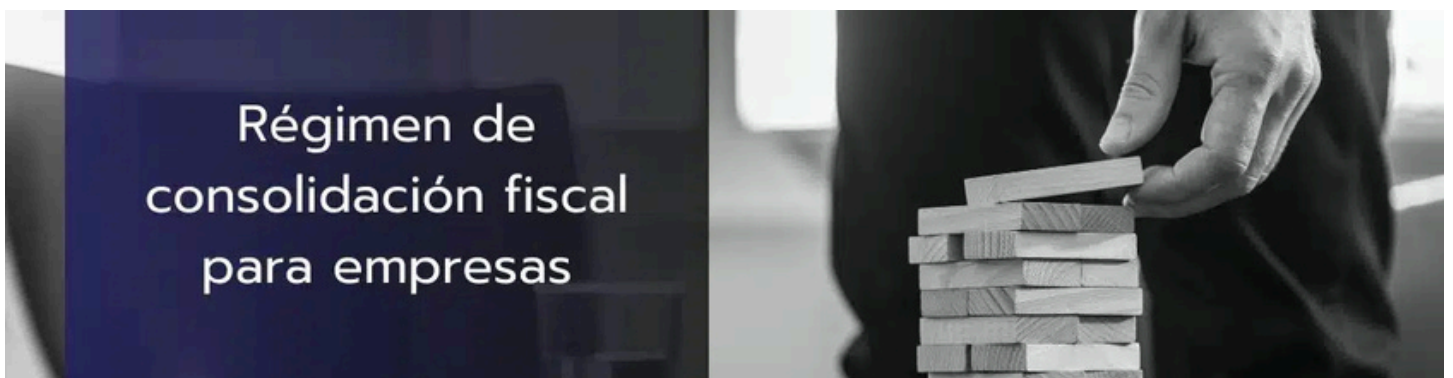


Growth in investment in the real estate sector

According to the consulting firm Softec, a total investment of 652 billion pesos (approximately \$32 billion) is projected for the real estate sector by 2025, representing an annual growth of approximately 15%. This investment includes the construction of housing, industrial warehouses, hotels, and shopping centers, among other developments.

Trends in the used housing market

The existing housing market has experienced notable growth. Factors such as average mortgage rates of 11.43% and inflation contained at 4.6% have facilitated access to financing, reinforcing demand in this segment. Furthermore, cities such as Monterrey, Tijuana, Puebla, Tlaxcala, and Mexico City have led the real estate market thanks to the nearshoring phenomenon, which has driven investment and price appreciation.



Economic policy and its impact on the sector

The 2025 Preliminary General Economic Policy Criteria indicate a scenario of fiscal consolidation with a positive primary balance. The Mexican economy is expected to maintain a growth trajectory, which could have a favorable impact on the real estate sector by strengthening investor and consumer confidence.

WILLIAM MORT

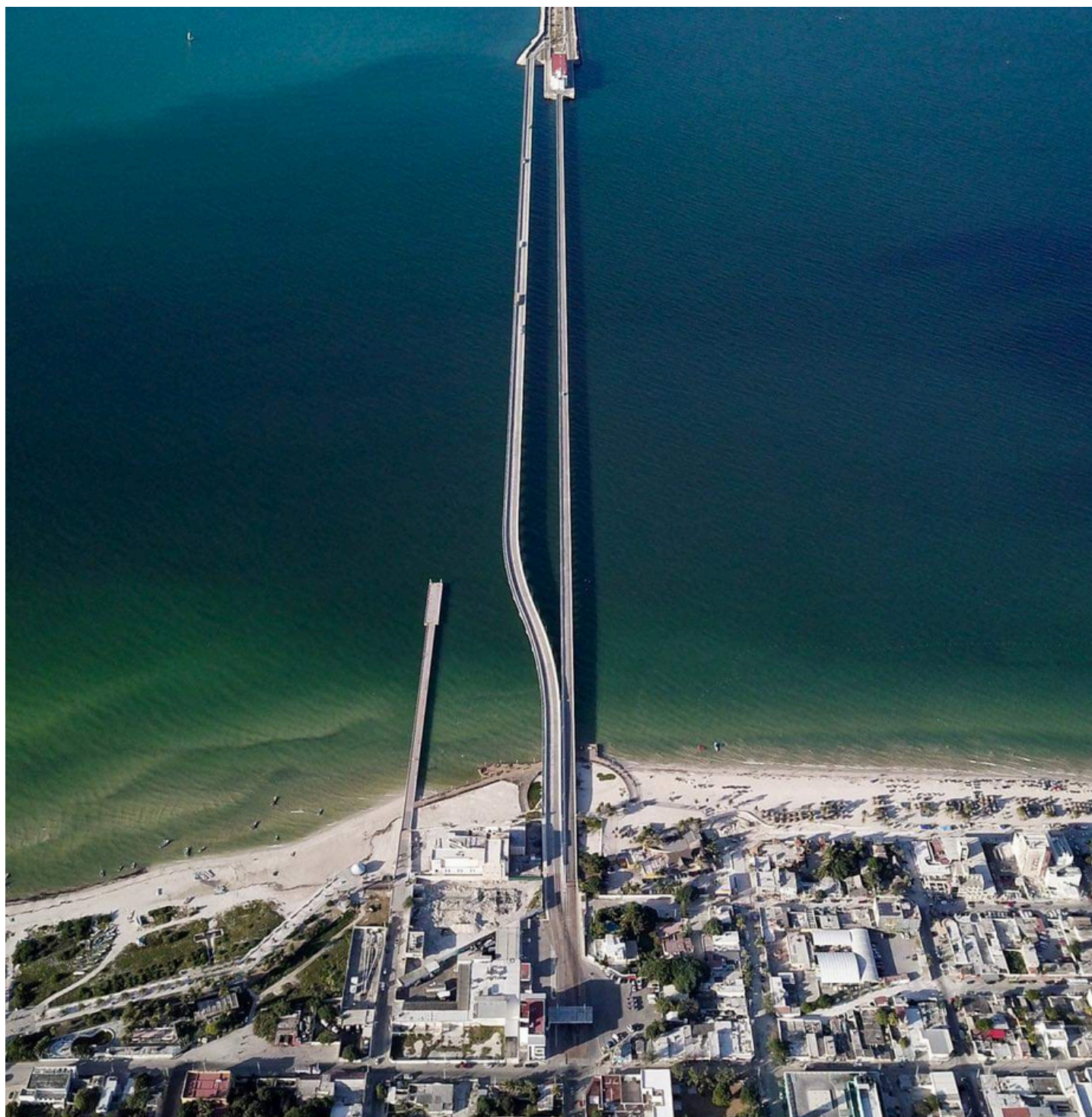
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- **MACHINERY**

Marina



The importance of the port of Progreso for Yucatán

PUERTO PROGRESO: STRATEGIC BOOST FOR YUCATÁN IN 2025

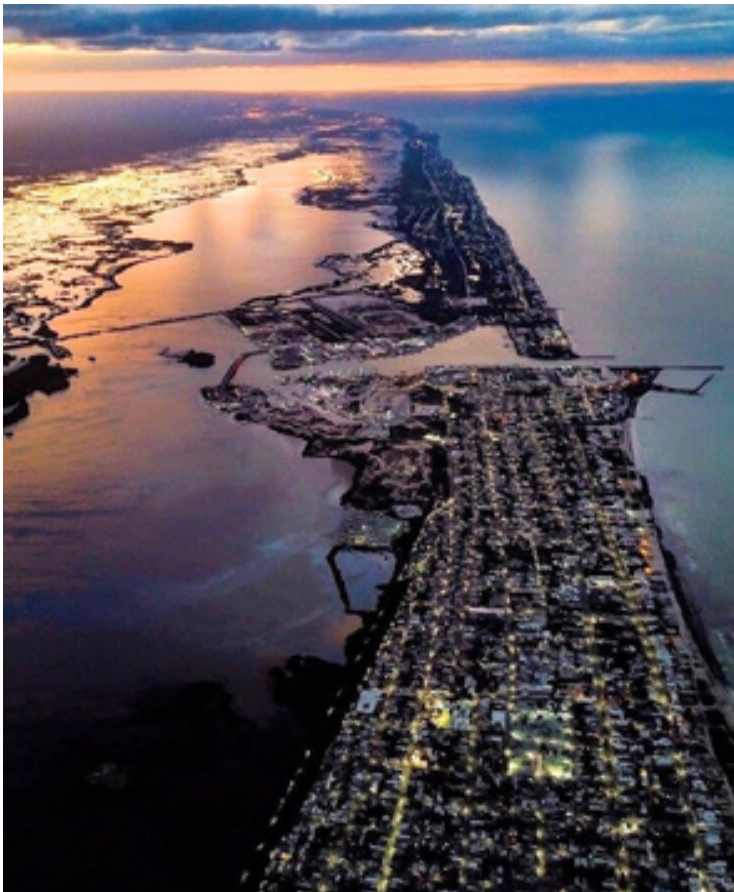


Over the course of 2025, the Port of Progreso, located on the Yucatán Peninsula, has experienced significant growth thanks to a historic joint investment of 7.9 billion pesos. This investment, announced in December 2024 by President Claudia Sheinbaum and Governor Joaquín Díaz Mena, aims to position the port as one of the six most strategic ports in Mexico.



The expansion and modernization project includes the construction of an 80-hectare logistics platform, designed to house a shipyard and specialized terminals for handling bulk minerals, liquefied gas, oil, and containers.

In addition, the access channel will be dredged to allow the arrival of deeper-draft vessels, which will triple the port's operational capacity.



This development not only improves port infrastructure but also strengthens Yucatán's position as a strategic hub for national and international maritime trade.

The port's modernization facilitates Yucatán's integration into global value chains, attracting foreign investment and generating significant economic opportunities for the region.

The economic impact is significant: the Comprehensive Port Administration of Progreso (ASIPONA) is estimated to increase its annual revenue by 800 million pesos, representing a 60% increase compared to current profits.

Additionally, customs revenue is projected to grow by 57%, boosting economic development and job creation in the region.



The expansion of the Port of Progreso also complements other infrastructure projects in the region, such as the Maya Train and the Trans-Isthmus Train, improving connectivity and boosting interoceanic trade. This logistical integration strengthens Yucatán's competitiveness and its ability to actively participate in global trade.

The transformation of the Port of Progreso in 2025 represents a milestone in Yucatán's economic development, consolidating it as a key hub for maritime trade and opening up new opportunities for growth and prosperity in the region.



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Maravilla Natural y Atractivo Turístico en Expansión

Tulum

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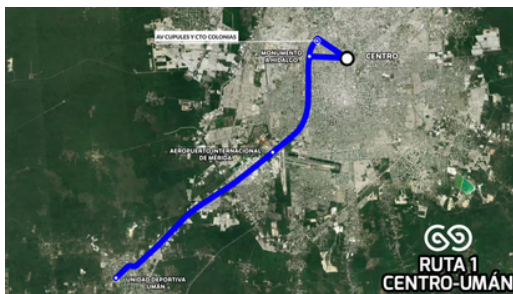


The new light rail of Yucatán

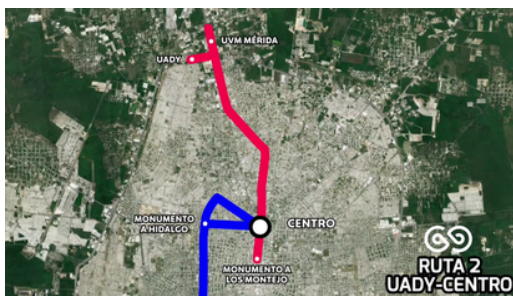
THE YUCATAN LIGHT RAIL: A STEP TOWARD SUSTAINABLE MOBILITY



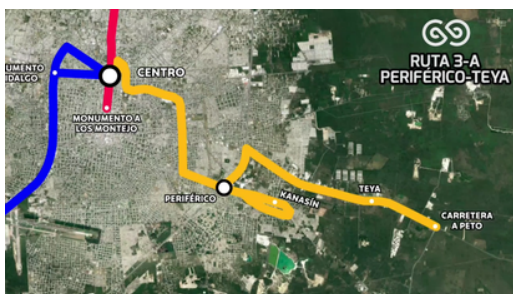
The Yucatán State Government has announced the ambitious Light Rail project, a public transportation alternative that seeks to improve mobility in the region and reduce environmental impact. This initiative joins efforts to modernize the state's transportation infrastructure and offer citizens an efficient and environmentally friendly option.



The Light Rail will connect various strategic points in Mérida and other nearby towns, with the goal of reducing vehicle traffic and encouraging the use of sustainable transportation. This system is expected to benefit both city residents and tourists visiting the region.



According to authorities, the project will feature state-of-the-art electric trains, accessible stations, and affordable fares. Furthermore, the system is expected to run on clean energy, significantly reducing carbon emissions and improving air quality in the area.



The construction of the Yucatán Light Rail will generate hundreds of direct and indirect jobs, boosting the local economy. The first phase of the project is estimated to be completed within three years, although authorities are still working on feasibility and financing studies.

Blue Circle



SARDINIA, ITALY

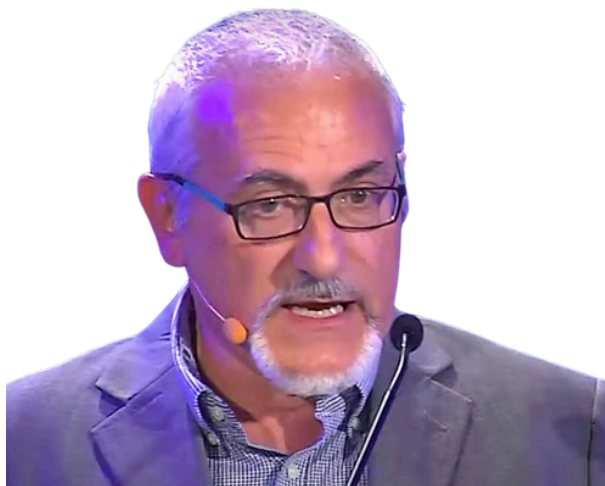
Living more than 100 years is possible

SARDINIA'S BLUE ZONE: THE SECRET TO LONGEVITY IN ITALY

Barbagia, Sardinia, Italy – In the mountainous heart of Sardinia, the Barbagia region has been identified as one of the world's few "Blue Zones," places where the population frequently exceeds 100 years of age. This phenomenon has caught the attention of scientists and longevity experts, who are studying the factors that allow the inhabitants of this region to enjoy long and healthy lives.



The "Blue Zone" concept was coined by Belgian demographer Michel Poulain and Italian gerontologist Gianni Pes, who circled areas with a high concentration of centenarians on a map in blue.



Later, National Geographic journalist Dan Buettner expanded the investigation and identified four more Blue Zones around the world.



In the case of Sardinia, studies have revealed that the longevity of its inhabitants is due to a combination of genetic factors, lifestyle, and diet. The Sardinians of Barbagia follow a diet based on local products, such as legumes, whole-grain bread, sheep cheese, antioxidant-rich red wine, and olive oil. They also lead an active lifestyle, characterized by daily walks in the hills and a strong community life that fosters social support and stress reduction.

Another key aspect of this region's longevity is the respect and role that the elderly play within the community. In Barbagia, older adults are valued and continue to participate in social and family life, which contributes to their emotional and mental well-being.



This phenomenon has sparked the interest of researchers and tourists, who visit the area to discover the secrets of Sardinia's longevity. However, experts warn that there is no magic formula, but rather a set of habits that can be replicated in other parts of the world to improve the quality and length of life.



With its unique blend of tradition, healthy eating, and close-knit community, Sardinia's Blue Zone remains a world reference in the study of healthy aging, demonstrating that the key to a long and fulfilling life can be found in lifestyle and environment.



BALABAMBA

NOTHING IS THERE BY CHANCE

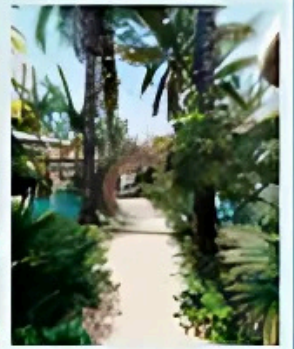
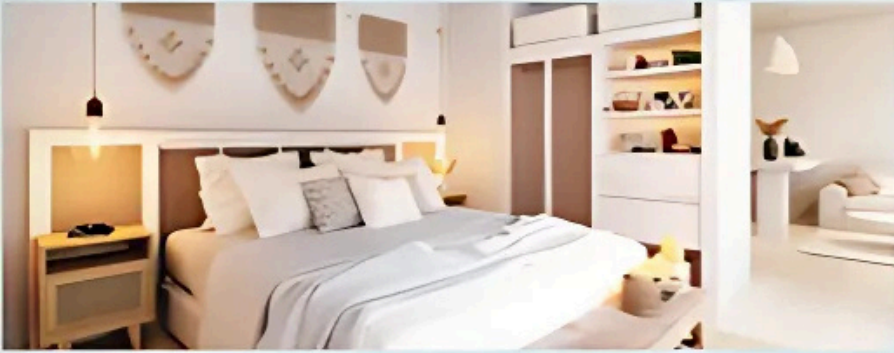
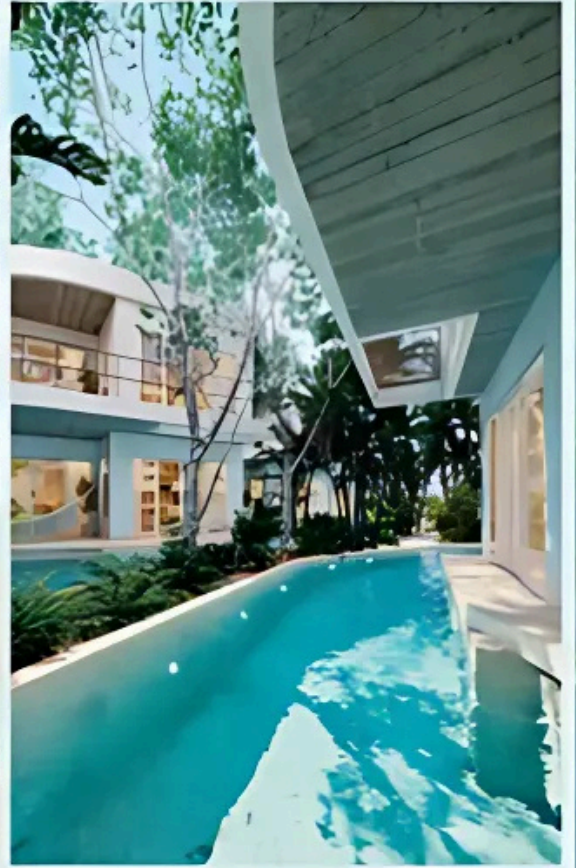
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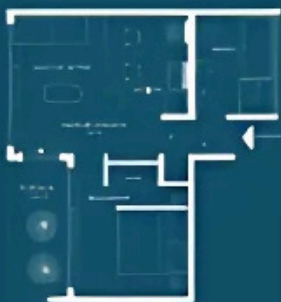
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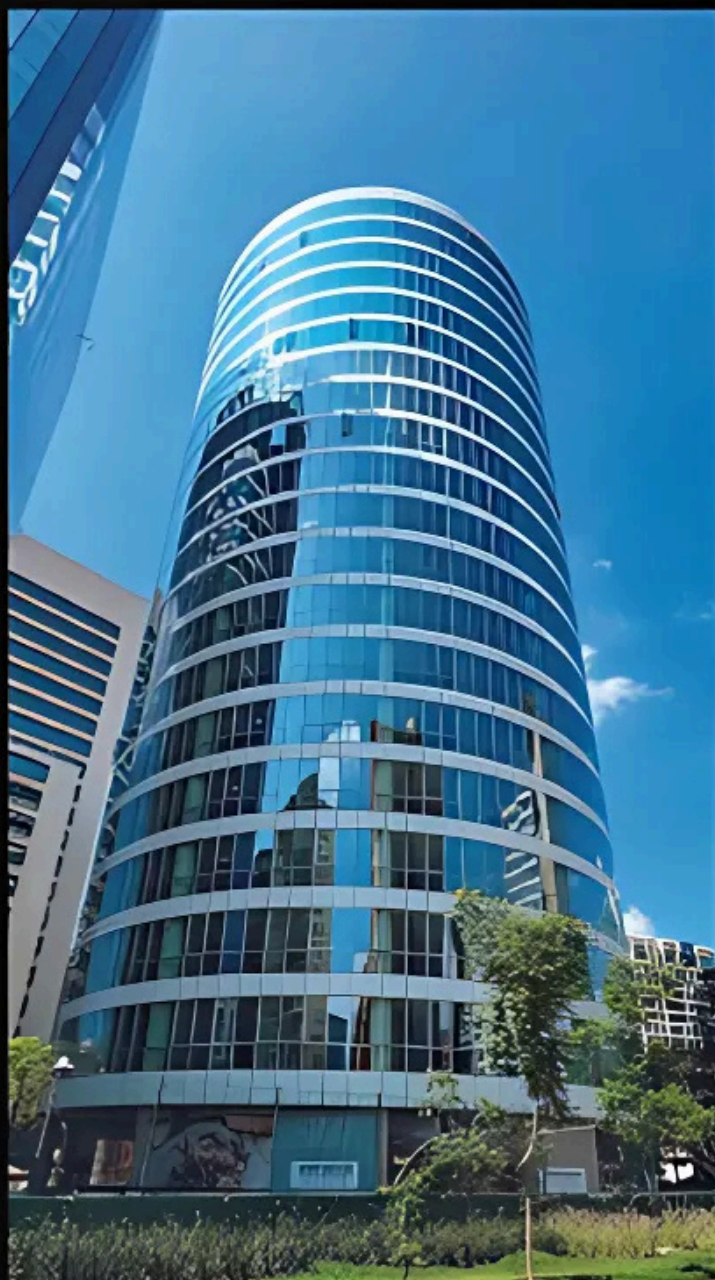


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