

EXPO CASA MEXICO

REAL ESTATE — INVESTMENTS — TRENDS — PLACES



KANLÚM[®]
YUCATÁN

CONNECTION WITH
THE STARS

Investment tips for a safe purchase

Blue circle, is it possible to live more than 100 years? EXPOCASAMEXICO.COM



OCT 7 2024

From the
Edition

EXPO CASA MEXICO

REAL ESTATE — INVERSIONES — TENDENCIAS — LUGARES

December 2024

In the vast and dynamic universe of real estate, information and knowledge are essential tools to make the right decisions.

It is with great enthusiasm that we present "EXPO CASA MÉXICO", the magazine dedicated to offering you the latest trends, in-depth analysis and relevant news from the real estate sector in Mexico.

At "**EXPO CASA MÉXICO**", we believe that a property is not only a financial investment, but also an investment in your future and well-being.

We invite you to explore every corner of our magazine and be part of a community passionate about investments and lifestyle. Together, we will discover the countless opportunities that the Mexican market has to offer.

On these pages, you will find:

- **Market Trends:** Reports and analysis on current and future trends that are shaping the real estate landscape in Mexico.
- **Featured Projects:** A look at the most innovative and attractive projects, with detailed information on their features and benefits.
- **Investments:** Interviews and profiles of leaders and experts in the sector who share their experiences and knowledge.

Thank you for joining us on this exciting adventure.

Welcome to your new source of real estate inspiration and knowledge! **EXPO CASA MEXICO**



CEO & FOUNDER

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EXPO CASA MEXICO



This is... Karlium



Since ancient times, civilizations have observed the universe with curiosity and along the way we have found the most profound answers about the origin of humanity.



THE CONCEPT

Since ancient times, civilizations have observed the universe with curiosity and along the way we have found the most profound answers about the origin of humanity.

The stars have guided man in his habitat, helping him build civilizations, maps and calendars with great precision. They have been a connection between heaven and earth.

Thus a new constellation arises reflected on the earth, as a tribute to nature. The constellation of Kanlúm (Kaan Luum), heaven on earth.

We are creating a community where the observation of the universe and the care of the Mayan jungle allow our generation and the following to integrate with nature, creating a real ecological vision applicable to daily life.

Clusters



A. Arcturus
B. Spica
C. Régulus
D. Pléyone

E. Alnilán
F. Elektra
G. Alnitak
H. Mintaka

I. Alcione
J. Innana
K. Antares
L. Maia

M. Estéropo
N. Celaeno
Ñ. Taigete
O. Sirius

Surroundings

The Valladolid region, a historic corner of Yucatán known for its colonial beauty and its proximity to important archaeological sites such as Chichén Itzá and Ek Balam, is preparing to receive an ambitious tourism project: the Kanlun Development. This mega complex promises to transform tourism in the area and consolidate Valladolid as a top-level destination for both national and international visitors.



Valladolid



Ek Balam



Chichén Itzá

Amenities

BIOSPHERE

Care and contemplation of nature to teach new generations about coexistence with Mother Earth and its connection with human beings.



Cenote

Impressive cenote where you can descend to the Mayan underworld in complete safety and discover a new sensation with each visit.



Viewpoint

Impressive viewpoint strategically located to contemplate the celestial vault..



Restaurant

Where you can later enjoy the multiple amenities that we have exquisite dishes from the region.



Location

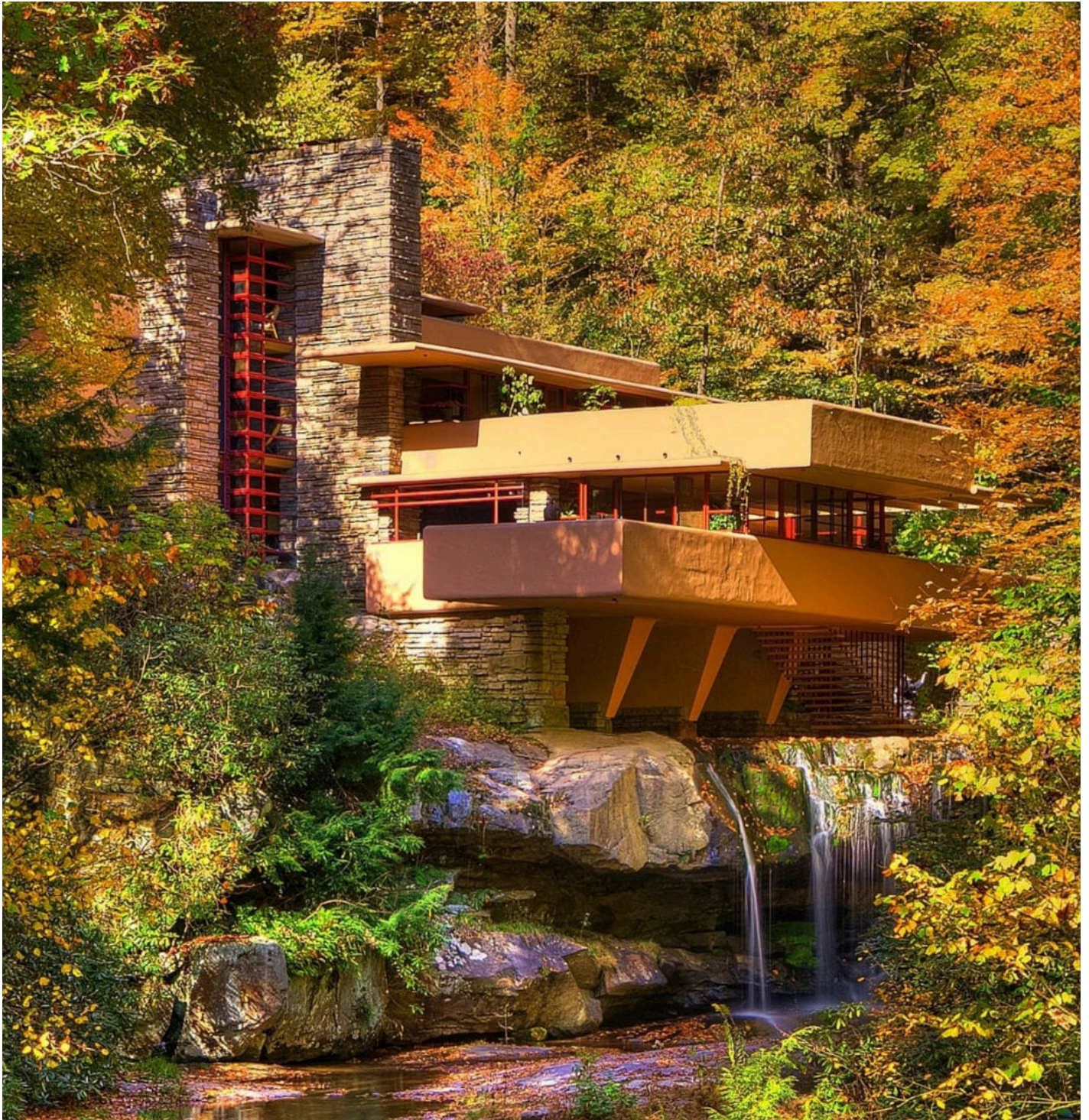


The development is located in Yucatán, in the magical town of Valladolid, just 45 minutes from Tulum. In this area there is great natural wealth that stands out for its multiple cenotes, tropical jungles, exotic fauna and a warm climate ideal for vacations. The development has international theme parks as neighbors and is located at one of the stops of the emblematic “Mayan Train”, it is also close to pre-Hispanic ruins of great relevance such as Chichen Itzá and Ek-Balam, as well as an endless number of tourist destinations such as Playa del Carmen, Valladolid, Sisal, Tulum, Las coloradas and Mérida, positioning this land as highly touristic.

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Architecture



“Architecture is the mother of art.”

Frank Lloyd Wright

CURRENT TRENDS IN ARCHITECTURE: INNOVATION AND SUSTAINABILITY



Jean Marie Tjibaou Cultural Center | Arch: Studio of Renzo Piano

Innovation and Sustainability in Architecture: Towards a Responsible Future

At the crossroads of technological innovation and environmental responsibility, contemporary architecture is undergoing a profound transformation. Sustainability and innovation have not only become key trends, but fundamental pillars for the design and construction of the built environment. This dual approach seeks to balance human needs with respect for and preservation of the planet, promoting practices that minimize environmental impact and maximize resource efficiency.

Technological Innovation

Technology is revolutionizing architecture on multiple fronts, from design to construction and maintenance of buildings. Below are some of the most relevant innovations:

Parametric Design and Algorithms

Parametric design uses algorithms to generate complex shapes and structures that were previously impossible to conceive. This approach allows architects to experiment with novel geometries and optimize the use of materials and energy. Emblematic examples include Jean Marie Tjibaou Cultural Center | Arch: Studio of Renzo Piano.

CURRENT TRENDS IN ARCHITECTURE: BIOCLIMATIC DESIGN

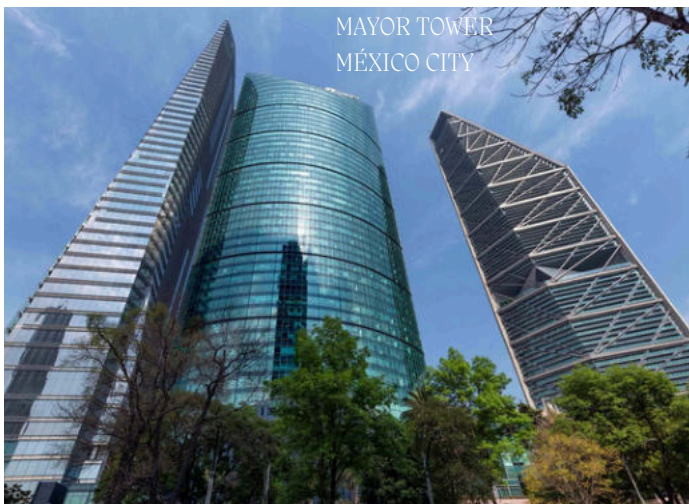
BIOCLIMATIC DESIGN

Bioclimatic design focuses on taking advantage of local climatic conditions to reduce the need for mechanical heating and cooling systems. Strategies such as proper orientation of buildings, natural ventilation, the use of thermally efficient materials and the incorporation of vegetation help create more comfortable and energy efficient environments.

For example, in warm climates, buildings are being designed with large eaves and pergolas that provide shade, as well as internal patios that facilitate air circulation.



Through bioclimatic architecture we must seek the reconciliation of form, matter and energy that have been treated separately by different techniques since the distant times of the Renaissance and that the 20th century has only increased.



Technology and Smart Architecture

Technology is revolutionizing architecture through the incorporation of intelligent systems in buildings.

From home automation to energy management, smart buildings use sensors and connected devices to optimize resource use and improve user experience.

Additionally, computer-aided design (CAD) and virtual reality (VR) tools are allowing architects to visualize and modify projects with greater precision.

Markets



What to expect by the end of 2024

WHAT TO EXPECT FOR THE FINALS 2024 IN THE REAL ESTATE MARKET



Summary of the Real Estate Market in Mexico

By the end of 2024, the real estate market in Mexico shows mixed signs of recovery and adaptation to economic and social challenges. As the country recovers from the effects of the pandemic and global economic fluctuations, trends in real estate demand and supply are evolving.

Trends in Demand:

Housing demand has remained robust, driven by more competitive interest rates and government programs that encourage home ownership. Younger generations, particularly millennials and Generation Z, are seeking more affordable options, which has led to an increase in interest in housing developments in peripheral areas and in mid-sized cities.

Market Segmentation:

- **Affordable Housing:** This segment continues to be the most dynamic, with growth in the construction of social and accessible housing. Developers are prioritizing projects that meet the needs of low- and middle-income families.
- **Luxury Housing:** Despite economic uncertainty, the luxury housing market in tourist destinations such as Cancun and Los Cabos has shown resilience, with constant demand from international buyers.
- **Commercial Spaces:** Demand for commercial spaces has begun to recover, although changes in consumer habits and the trend towards electronic commerce continue to put pressure on this sector. Properties that offer unique experiences and flexible spaces are the most sought after.



Impact of Technology:

Digitalisation has transformed the way properties are bought and sold. Online platforms and virtual reality tools have made it easier to view properties, allowing buyers to explore options without having to physically travel. This has been especially important in a context where mobility may be restricted.

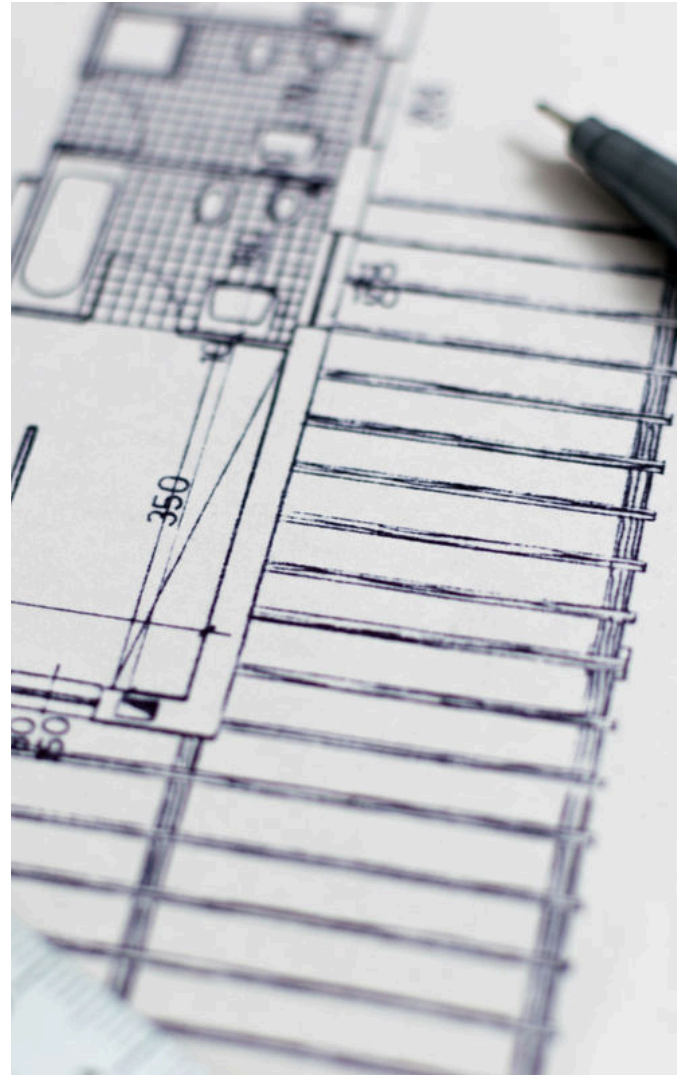
Challenges and Opportunities:

Among the challenges, economic uncertainty, inflation and changes in financing policies stand out. However, these conditions have also opened opportunities for the development of sustainable and eco-efficient projects, aligned with global trends towards sustainability.

Future Perspectives:

In 2025, the real estate market is expected to continue its path of moderate growth, with a focus on building comprehensive communities that offer services and quality of life. Developers will have to adapt to new consumer demands, prioritizing sustainability and accessibility in their projects.

In conclusion, the real estate market in Mexico is in a process of transformation, with significant opportunities for actors who can anticipate and adapt to changing trends. The combination of growing demand, technological innovation and greater awareness of sustainability will set the course for the sector in the coming years.



3 INVESTMENT TIPS



Investing can be an effective way to increase your wealth and achieve your long-term financial goals. However, it is crucial to do so in an informed and strategic manner. Here are some essential tips to guide you on your path to successful investing:

1. Financial Education

Before you start investing, spend time educating yourself on the basics of investing. Read books, attend seminars, take online courses, and follow financial experts. Understanding terms such as diversification, profitability, risk and liquidity is essential.

2. Set Clear Objectives

Define your short, medium and long-term financial objectives. Knowing what you are investing for (such as retirement, buying a home, or your children's education) will help you select the most appropriate investment strategies and products.

3. Know your Risk Tolerance

Evaluate your ability and willingness to take risks. Some investments, such as stocks, may offer higher returns but also carry more risk. Others, such as bonds, are safer but with potentially lower returns. Adjust your portfolio according to your risk profile.

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Investing is a powerful tool for building wealth, but it must be done with care and knowledge.

By following these tips, you will be better prepared to make informed decisions and achieve your financial goals with greater confidence and security.

Marine



***The corridor I walk through goes through walls,
passes doors, passes floors,
reaches the bottom of the earth,
where I am, I live,
in the beginning of myself in you.***

Homero Aridjis



LIBERTAD SIN LÍMITES

PARD O

YACHTS



PARD O 75

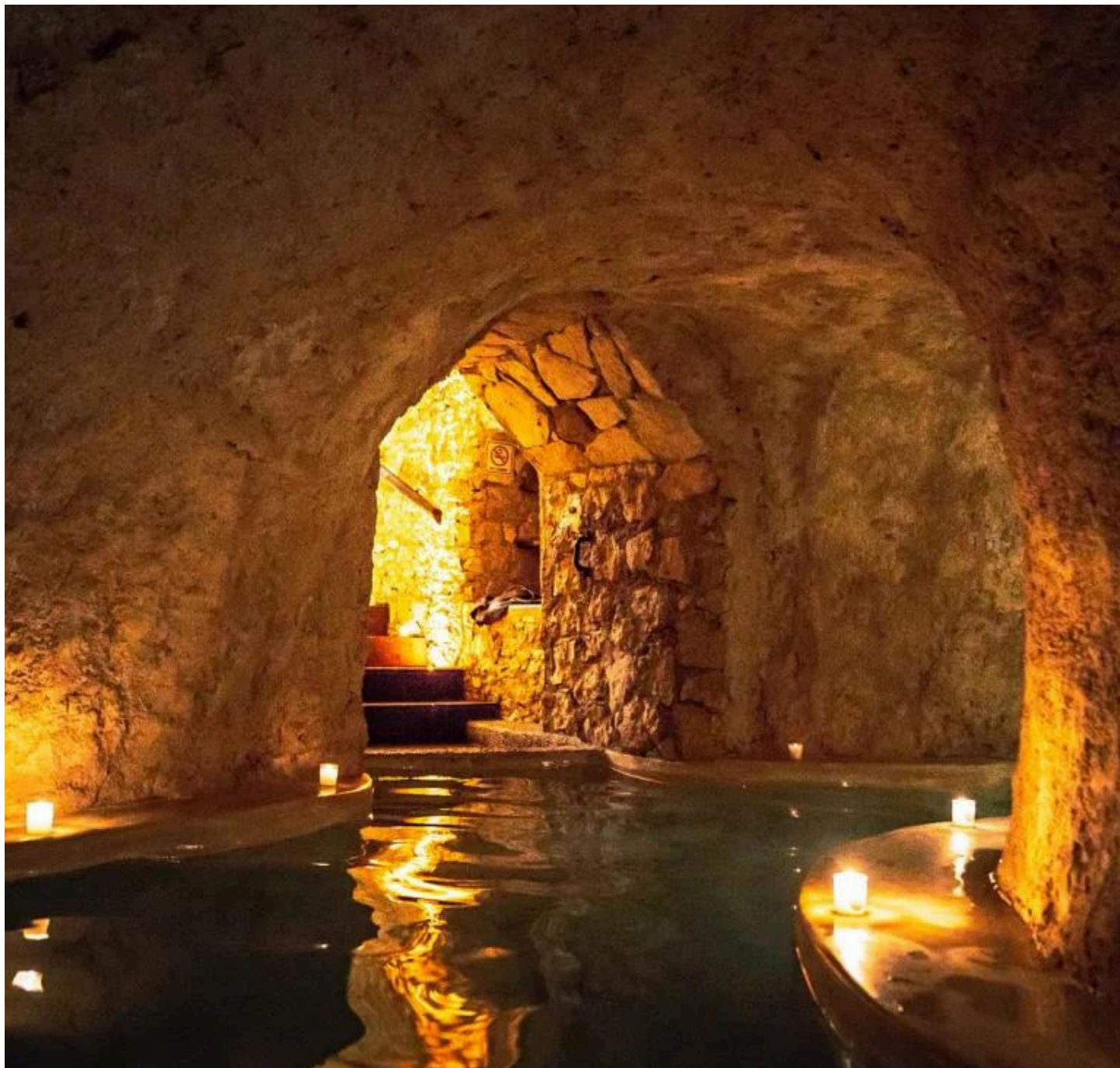
Travel Diaries



***Traveling is returning
to travel is to become worldly
is meeting other people
It's starting over.***

Mario Benedetti

HOTEL ZENTIK PROJECT



It's called calm and it cost me many storms.

It's called calm and when it disappears... I go out again to search for him.

It's called calm and it teaches me to breathe, to think and rethink.

It is called calm and when madness tempts it, wild winds are unleashed that are difficult to control.

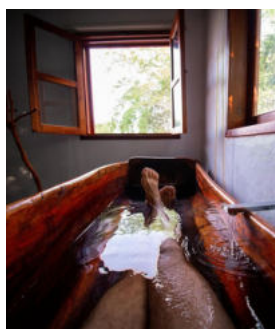
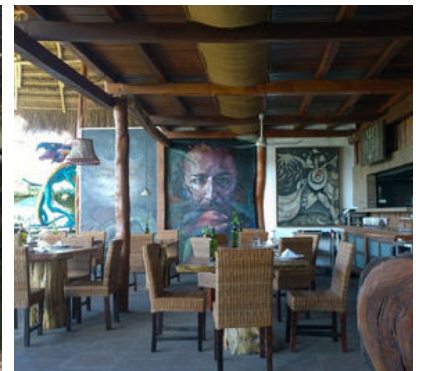
Calm Poem: Dalai Lama



Welcome
Life like never before

hotelzentik.com

Zenti'k Project is a Creative Boutique Hotel, which has been providing its guests with more than a lodging stay for more than eight years, an immersive experience of art, mindfulness and well-being...



Come and enjoy

It has 12 Mayan cabin-style rooms, with all the necessary amenities for a pleasant stay, some of its rooms are decorated by world-renowned artists...

Connections



"Once a year, go somewhere you've never been before."

Dalai Lama

NEW TULUM INTERNATIONAL AIRPORT



Inauguration of the New Tulum International Airport: A Boost to Tourism and the Economy

Last June 2024 marked a significant milestone for the Mexican Caribbean region with the inauguration of the new Tulum International Airport (AIT). This ambitious project seeks to position Tulum as one of the most important tourist destinations in the world and improve the connectivity of the Riviera Maya with the rest of the country and the world.

Features and Design

It has a state-of-the-art terminal that integrates elements of Mayan culture and architecture, creating an environment that celebrates the rich cultural heritage of the region. The main structure stands out for its energy efficiency and the use of local and sustainable materials.

In addition, the airport includes large green areas, interior gardens and rainwater collection systems.

The terminal is equipped with state-of-the-art technology, including automated systems for check-in and security control, as well as comfortable and modern waiting areas. Passengers can enjoy a variety of amenities, such as restaurants, local craft shops, and entertainment areas.

Economic and Tourist Impact

The opening of the Tulum International Airport represents a significant boost to the local and national economy. This new hub is expected to attract millions of additional tourists each year, which will benefit the hotel industry, restaurants, and other tourism-related businesses. In addition, the airport will generate thousands of direct and indirect jobs, contributing to the economic development of the region.



The AIT will also facilitate connection with key international destinations, increasing Tulum's competitiveness in the global tourism market. Direct air routes to North America, Europe and South America will allow travelers easy access to the Riviera Maya's stunning beaches, archaeological sites and nature reserves.

Commitment to Sustainability

One of the fundamental pillars of the Tulum International Airport is its commitment to environmental sustainability. The airport's design includes solar energy systems and advanced waste management mechanisms, minimizing its ecological footprint. The integration of green technologies and sustainable practices reflects an effort to protect the natural environment that attracts so many visitors to the region.

Who was Felipe Carrillo Puerto?

Felipe Santiago Carrillo Puerto (Motul, Yucatán, Mexico, November 8, 1874-Mérida, January 3, 1924)² was a Mexican politician, journalist and socialist leader who served as governor of Yucatán between 1922 and 1924.

He is known for the social and educational works that he carried out during his revolutionary government, in addition to the commitment he maintained to the well-being of the Mayans and for his confrontation with the state's landowners during the revolutionary stage.

In 1923, as governor of Yucatán, he was overthrown by the Delahuertista rebels who were trying to take control of the country, and who came to dominate Yucatán, to prevent President Álvaro Obregón from imposing Plutarco Elías Calles as his successor as president of the republic, as it finally happened. After his overthrow and capture, he was shot on January 3, 1924 in the general cemetery of Mérida, along with 11 people, including 3 of his brothers.



Shortly before he died, his personal life took on a romantic tone, according to some of his biographers, when he became romantically involved with the American journalist Alma Reed,⁴ who at the time was a correspondent for the New York Times in Yucatán. This link became more conspicuous due to the song *Peregrina* that the Yucatecan leader commissioned from the poet Luis Rosado Vega and the composer Ricardo Palmerín, who were inspired by the American journalist to produce the famous melody.

In 1927, the "Red Apostle of the Mayans", as some called him, was declared worthy of Yucatán by the Yucatán State Congress.

Blue Circle



Living for more than 100 years is possible

Blue Circle

BLUE CIRCLE

Is it possible to live more than 100 years?

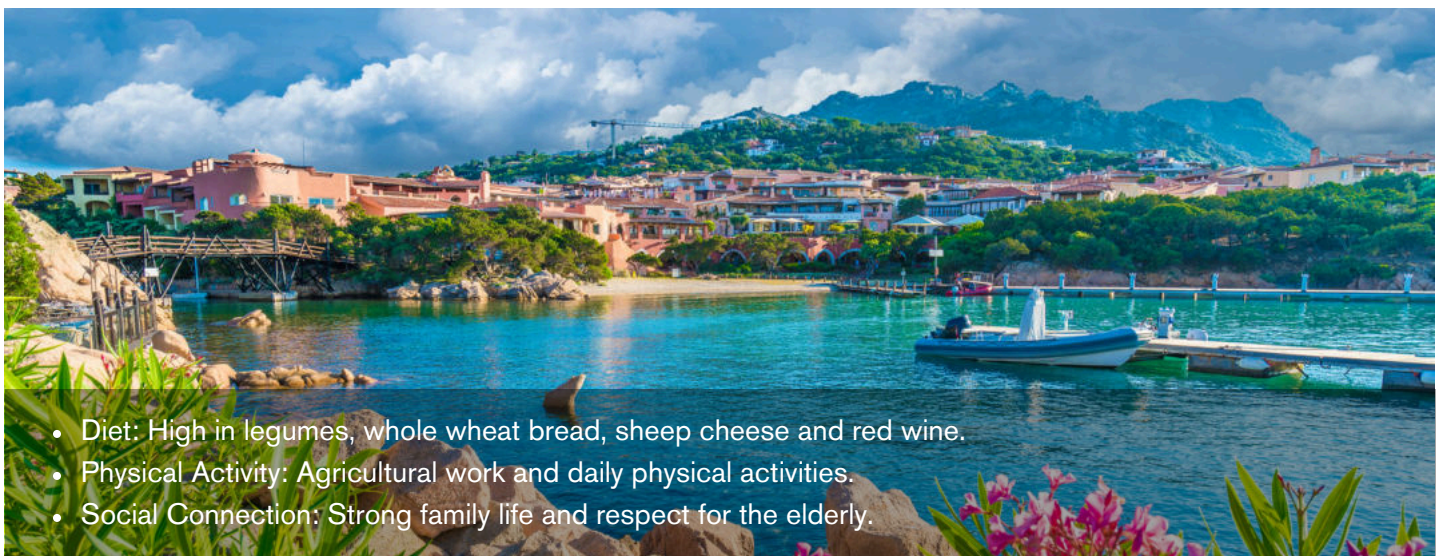
"Blue Zones" are regions of the world identified by researcher Dan Buettner and his team, in collaboration with National Geographic, where people have a remarkably high life expectancy and an unusually low prevalence of chronic diseases. These areas have been the subject of numerous studies to understand the factors that contribute to the longevity and exceptional health of their inhabitants.

Main Blue Zones

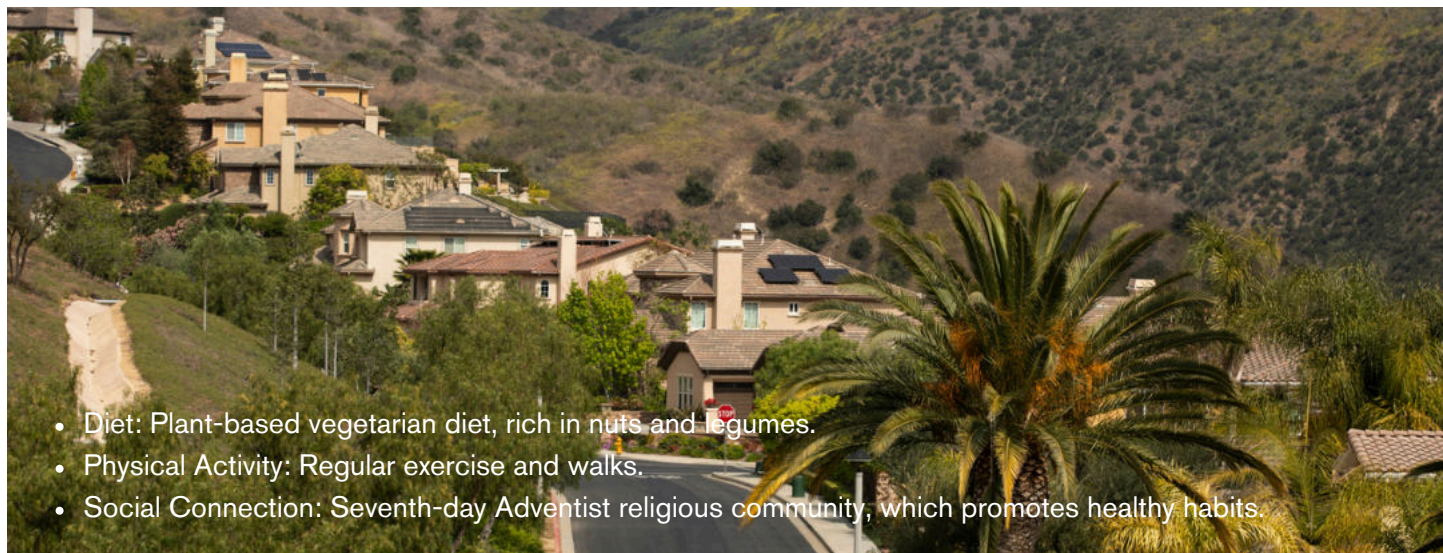
Okinawa, Japón



Sardinia, Italia



Loma Linda, California, EE.UU.



- Diet: Plant-based vegetarian diet, rich in nuts and legumes.
- Physical Activity: Regular exercise and walks.
- Social Connection: Seventh-day Adventist religious community, which promotes healthy habits.

Nicoya, Costa Rica



- Diet: Corn, beans, pumpkin and tropical fruits.
- Physical Activity: Daily physical work and outdoor life.
- Social Connection: Strong family and community ties.

Ikaria, Greece



- Diet: Mediterranean diet rich in olive oil, legumes, vegetables and wine.
- Physical Activity: Agriculture and daily physical activities.
- Social Connection: Active social life and strong community support.

EXPO INVIERTE
EN MÉXICO, EL SURESTE Y PLAYAS

Quiero ser expositor Quiero ser visitante

LA EXPOSICIÓN INMOBILIARIA MÁS
CONSOLIDADA
DEL SURESTE

DEL 29 AL 01
NOVIEMBRE DICIEMBRE

WTC
CENTRO ORGANIZACIONAL DE
INVERSIONES Y COPERACIONES
CIUDAD DE MÉXICO

58	12	37	50
DÍAS	HORAS	MINUTOS	SEGUNDOS

REGÍSTRATE

DEL 29 AL 01

NOVIEMBRE DICIEMBRE

UBICACIÓN

Cercanía con las playas más atractivas de la república, Playa del Carmen, Tulum, Cancún

CALIDAD DE VIDA

Ciudades seguras para vivir, con una gran riqueza gastronómica y cultural

INFRAESTRUCTURA

Aprovecha la ola de inversiones y la economía en plena expansión

The most consolidated expo in Mexico City

THE MOST CONSOLIDATED EVENT TO INVEST IN THE SOUTHEAST OF MEXICO



The city of Mérida, capital of the state of Yucatán, is preparing to welcome investors, businessmen and entrepreneurs at the Expo Invest in Mérida and the Southeast 2024, a key event that seeks to promote economic development and attract capital to the southeastern region of Mexico .

The Expo will take place on [exact date], at the facilities of the prestigious World Trade Center in Mexico City. This event will bring together leaders from the public and private sector, as well as experts in various industries, who will share their vision on investment opportunities in Mérida and other cities in the Mexican southeast.



DEL 29 AL 01
NOVIEMBRE DICIEMBRE

Main Topics to Address:

- Infrastructure projects in development.
- Emerging sectors: technology, tourism, sustainability.
- Tax incentive policies and government support.
- Testimonials from investors who have been successful in the region.

Event Agenda:

- Keynote conferences with opinion leaders.
- Round tables on investment trends.
- Networking to foster strategic alliances.
- Exhibition of key projects and investment opportunities.





DEL 29 AL 01

NOVIEMBRE

DICIEMBRE



EXPO INVIERTE

EN MÉRIDA, EL SURESTE Y PLAYAS

