

**BR** **HER**  
BUSINESS DEVELOPMENTS

x

**BROWN HERRERA**  
ARQUITECTUR  
A

**DISTRITO**  
**WORLD TRADE**  
SALTILLO, COAHUILA  
**CENTER**



Render WTC Saltillo

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# TRANSFORM WITH THE WTC

## World Trade Center (WTC®)

It represents not only a **prestigious brand** but also a **symbol of success and global connectivity**. More than a mere development, a WTC serves as an ecosystem where trade, innovation, and business opportunities intersect.

## World Trade Center Association (WTCA)

- It constitutes a **worldwide network** of iconic developments that link business communities.
- Membership in this network provides privileged access to strategic markets, international alliances, and an exclusive, world-class business community.



# WTC VALUE



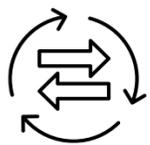
## **Exclusive access to a worldwide network.**

It offers distinctive positioning, visibility, and exclusive access to a global business ecosystem.



## **Business tourism and prestigious events.**

It draws international visitors and delegations, enhancing regional business tourism and increasing the influx of visitors to the complex.



## **Promotion of commerce and investment.**

It fosters international connections, establishing new trade relationships and promoting foreign investment and cross-border collaboration.



## **Business catalyst.**

Access to international contacts and services facilitates the emergence of new opportunities for collaboration, information exchange, and growth.



# WHERE PRESTIGE MEETS PROFIT

## GLOBAL PRESTIGE AND BRAND RECOGNITION

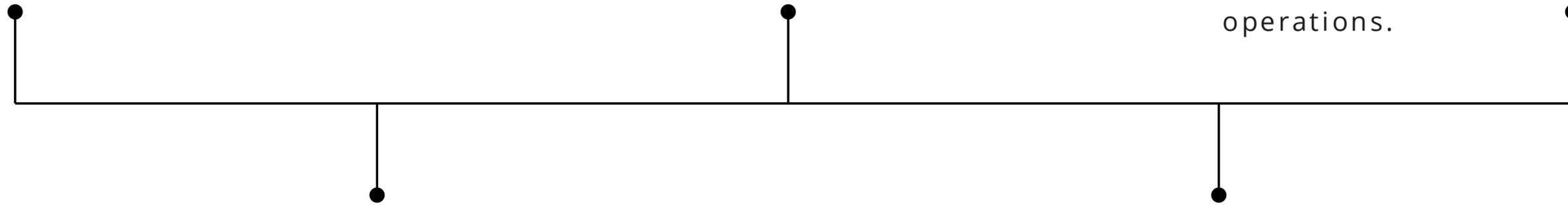
- Enhances the value of the property
- Corporate leadership
- Enhance tenant appeal and retention.

## SUPERIOR OCCUPANCY AND TENANT CALIBER

- Increase the market occupancy rate from 10% to 30%.
- Attraction for prestigious tenants and prominent industry leaders.

## BUSINESS SUPPORT SERVICES

- Comprehensive array of business services:  
Business club, professional connections, networking events, etc.
- Platform to enhance tenant business operations.



## INCREASED SALE AND RENTAL PRICES

- The WTC brand enables you to achieve a premium on rental and sales prices.
- An increase ranging from 20% to 30% above market prices.

## EXCLUSIVE AND ICONIC PRESENCE

- There is only one World Trade Center in the city.
- Competitive differentiation in relation to other developments within the region



# WORLD TRADE CENTER® SALTILLO

# A NEW GLOBAL ICON

## World Trade Center Saltillo

- It redefines commercial, residential, and cultural environments, fostering a **dynamic ecosystem** where business flourishes, life is celebrated, innovation prospers, and global connections are established.
- With over fifty years of global leadership, the WTC's presence ensures **trust, prestige, and access to strategic markets.**

**WTC Saltillo** will signify a pivotal moment in the region, drawing investment, talent, and business prospects.

As a member of the **exclusive network of WTC developments** globally, this project will serve as a distinctive platform for **international visibility**, solidifying its status as the epicenter of growth and transformation within the metropolitan region.



**WORLD TRADE CENTER®**  
**SALTILLO**



## SALTILLO: THE GATE TO THE NORTH

Located in **Northern Mexico's industrial heartland**, Saltillo is one of the most important centers for advanced manufacturing and the automotive industry in North America.

**Direct access to major supply chains**, logistics corridors, and international markets through USMCA and other trade agreements.



## WHY SALTILLO?



### Strategic positioning

Optimal proximity to the United States and key industrial hubs



### Economic capacity

A rapidly expanding city with flourishing manufacturing and automotive sectors. Mexico's most competitive city by 2024 (IMCO).



### National leaders in safety and quality of life.

Safest state capital in Mexico and among the top five safest in the country.



### Export Center

Coahuila ranks as the second-largest exporter of transportation equipment in Mexico and leads in overall exports. Saltillo's exports total \$12.6 billion, while imports amount to \$9.83 billion (SE, 2024).



### The Advantages of Nearshoring

Nearshoring surge: 11% of new industrial real estate developments in Mexico occurred in Saltillo-Ramos Arizpe (AMPIP).



### Skilled professionals

Over 30 universities and technical institutions in Saltillo and Ramos Arizpe accommodate 15,630 enrolled students and have produced 3,562 graduates in Engineering, Manufacturing, and Construction, accounting for 34% of total enrollment in 2021.



# SERVICES



## Trade Missions

Broaden international presence by establishing partnerships both domestically and internationally.



## Trade Shows and Expositions

Demonstrate our capabilities, engage with industry leaders.



## Business Incubator and Training Center for Advanced Manufacturing

Accelerate the development and innovation of domestic and international enterprises.



## Business intelligence and advisory services

Strategic insights, informed choices.



## Foreign Direct Investment and Nearshoring Services

Maximize investment potential through strategic site selection and soft landing services.



## Services for international executives

Transition and relocation services for expatriates, encompassing real estate and family support.



## Industrial security solutions

Asset and facility security, specialized training.



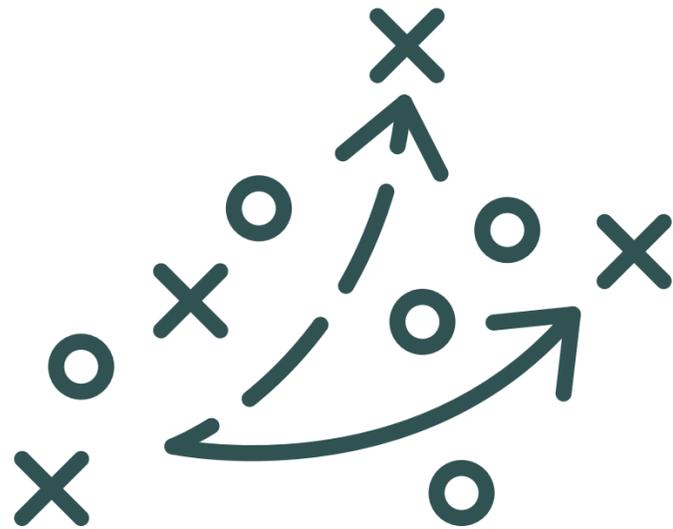


**WORLD TRADE  
CENTER®  
SALTILLO**

# PILLARS OF THE INITIATIVE



# PILLARS OF THE INITIATIVE



## Values and Principles

### SECURITY

- 1 Integrity in design
- 2 Location
- 3 Transparency

### COMMUNITY

- 1 Closeness
- 2 Freedom
- 3 Meetings

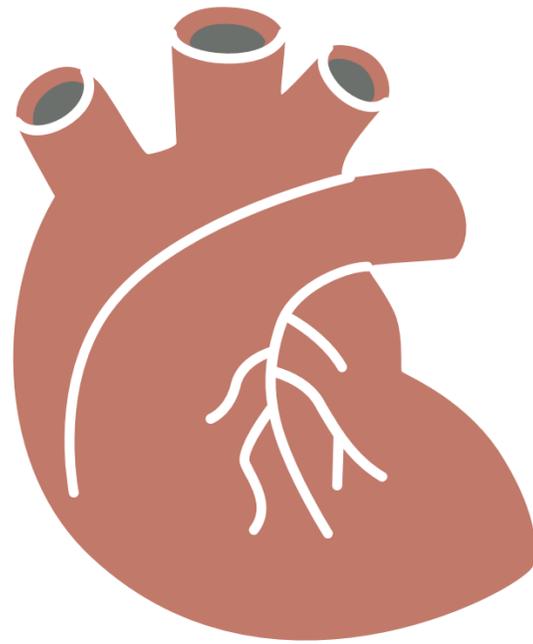
### INNOVATION

- 1 Collaboration
- 2 Creativity
- 3 Resilience

### COMMITMENT

- 1 Sustainability
- 2 Universal accessibility
- 3 Integration

## CORE OF THE PROJECT



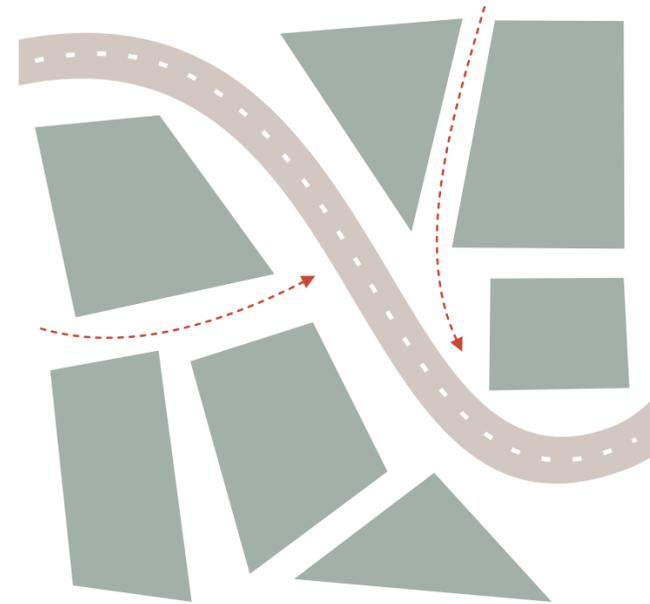
### Core

*"WTC **transcends** the basic notion of a workspace; it aspires to be a **landmark** within the city, fostering a **professional and communal ecosystem**. It is a space where users experience a sense of **security**."*

*A venue for interaction and networking, **facilitating collaboration** and cultivating a **sense of community**.*

02/  
**SITE ANALYSIS**

WTC



**Site**

# WORLD TRADE CENTER SITE



Situated at the municipal boundary of **Saltillo**, Arteaga, and Ramos Arizpe.

Within the **Northern and Consolidation** area of Saltillo.

Saltillo experiences a **population growth rate of 2%**.



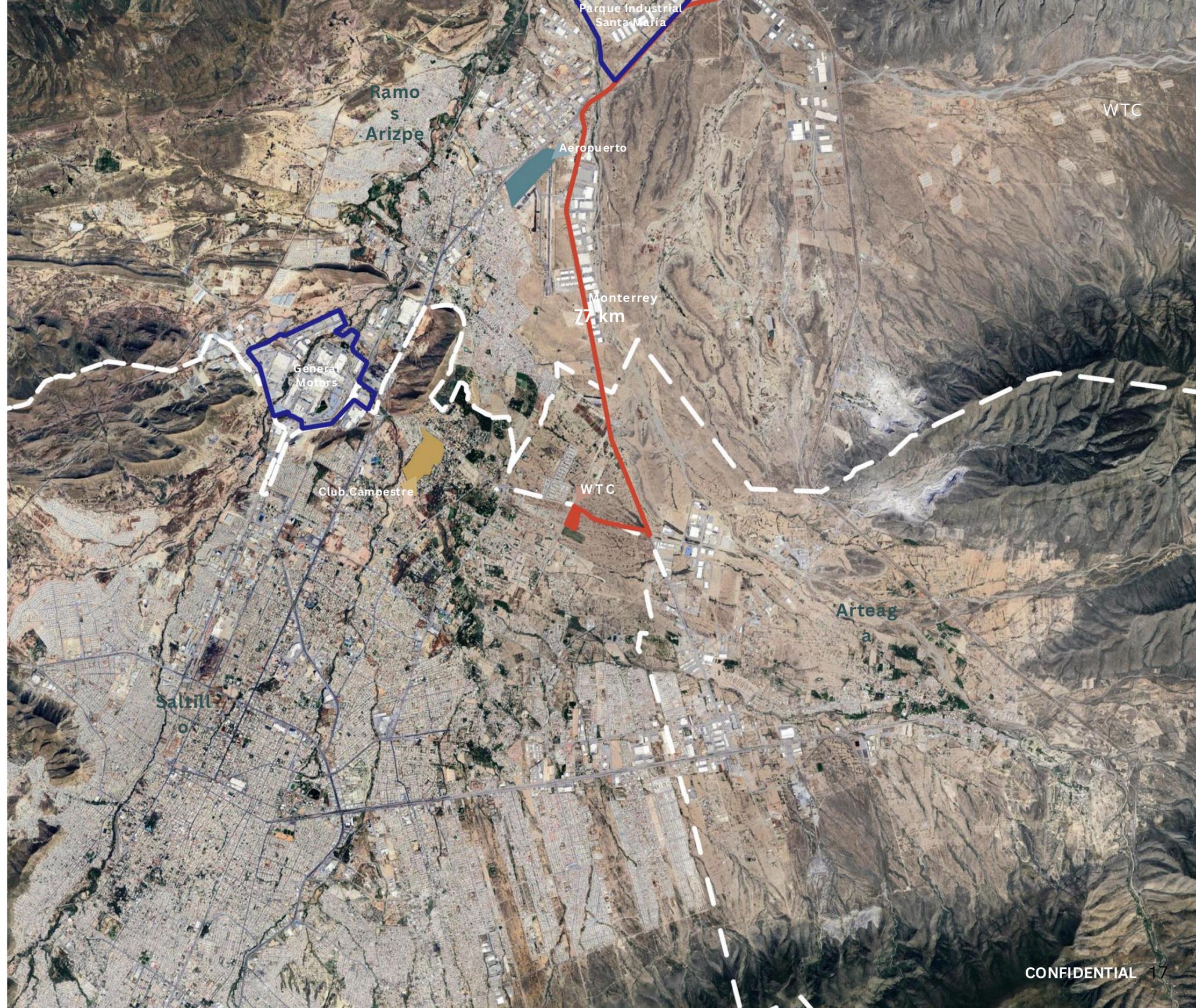
# POINTS OF INTEREST

3.8 kilometers away  
Approximately 7 minutes

7.2 kilometers away  
Approximately 11 minutes

General Motors  
3.8 kilometers away

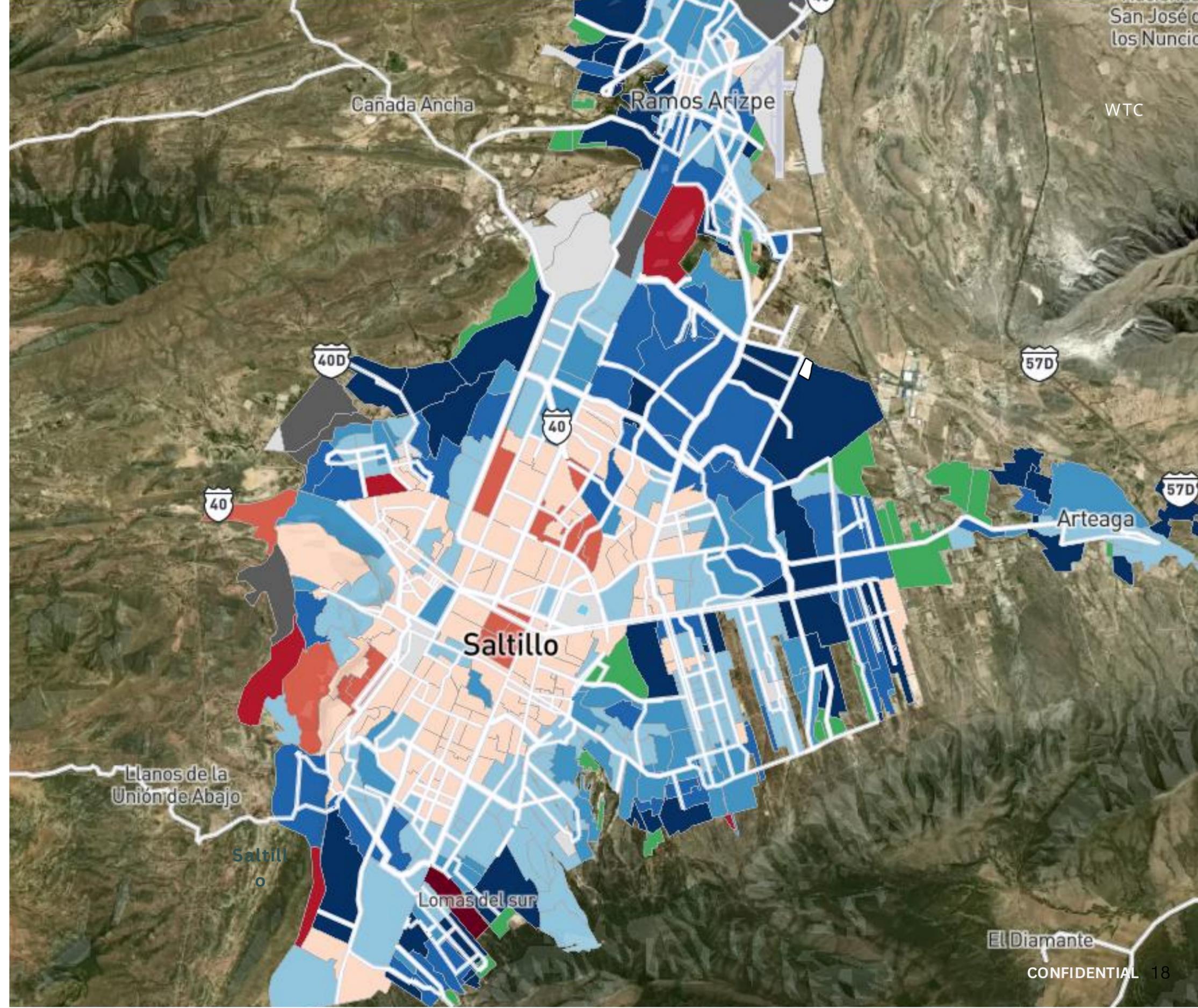
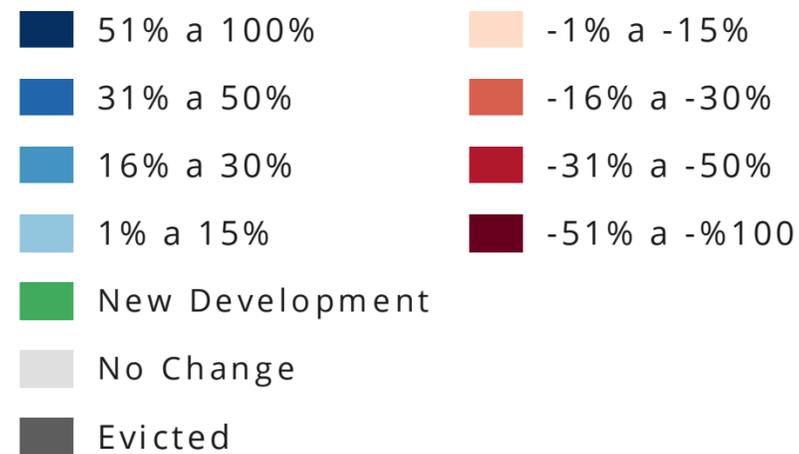
Sta. María Industrial Park  
19.1 kilometers away



# GROWTH TRAJECTORY (2010- 2020)

**Exponential growth** in the **northern** region of Saltillo, along its boundaries with Arteaga and Ramos.

No growth is evident in the central and central-northern areas of the city.



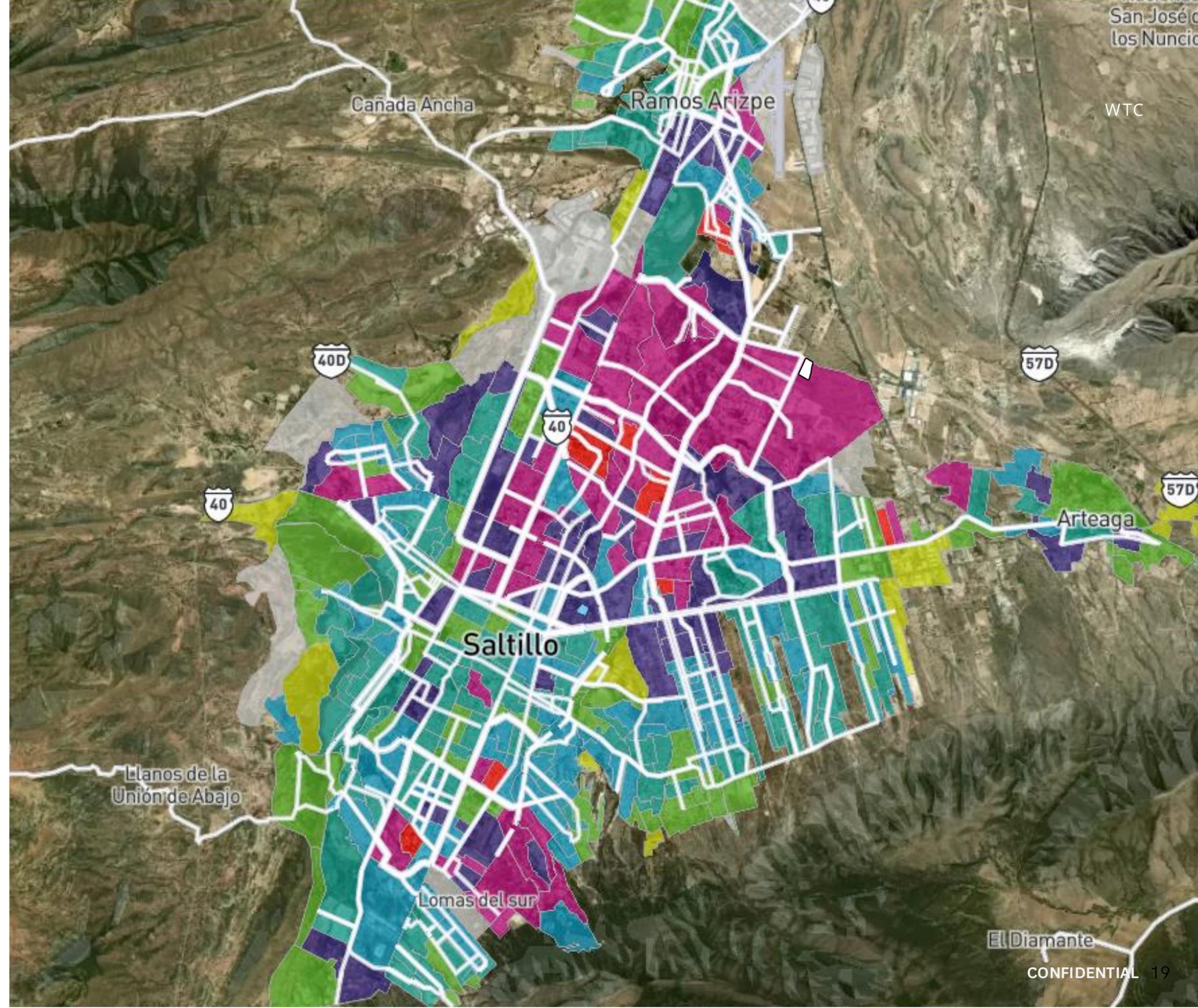
# SOCIOECONOMIC STATUS

The **A/B** population is primarily concentrated in the **Center-North** region.

Approximately **fifty percent** of Saltillo's residents possess an intermediate proficiency level. (C+/C/C-)

AB	+ de \$79,701
C+	\$42,501 to \$79,700
C	\$27,601 to \$42,500
C-	\$19,101 to \$27,600
D+	\$12,700 to \$19,000
D	\$6,300 to \$12,701
E	less than \$6,300

Censo Poblacional 2020  
INEGI\*



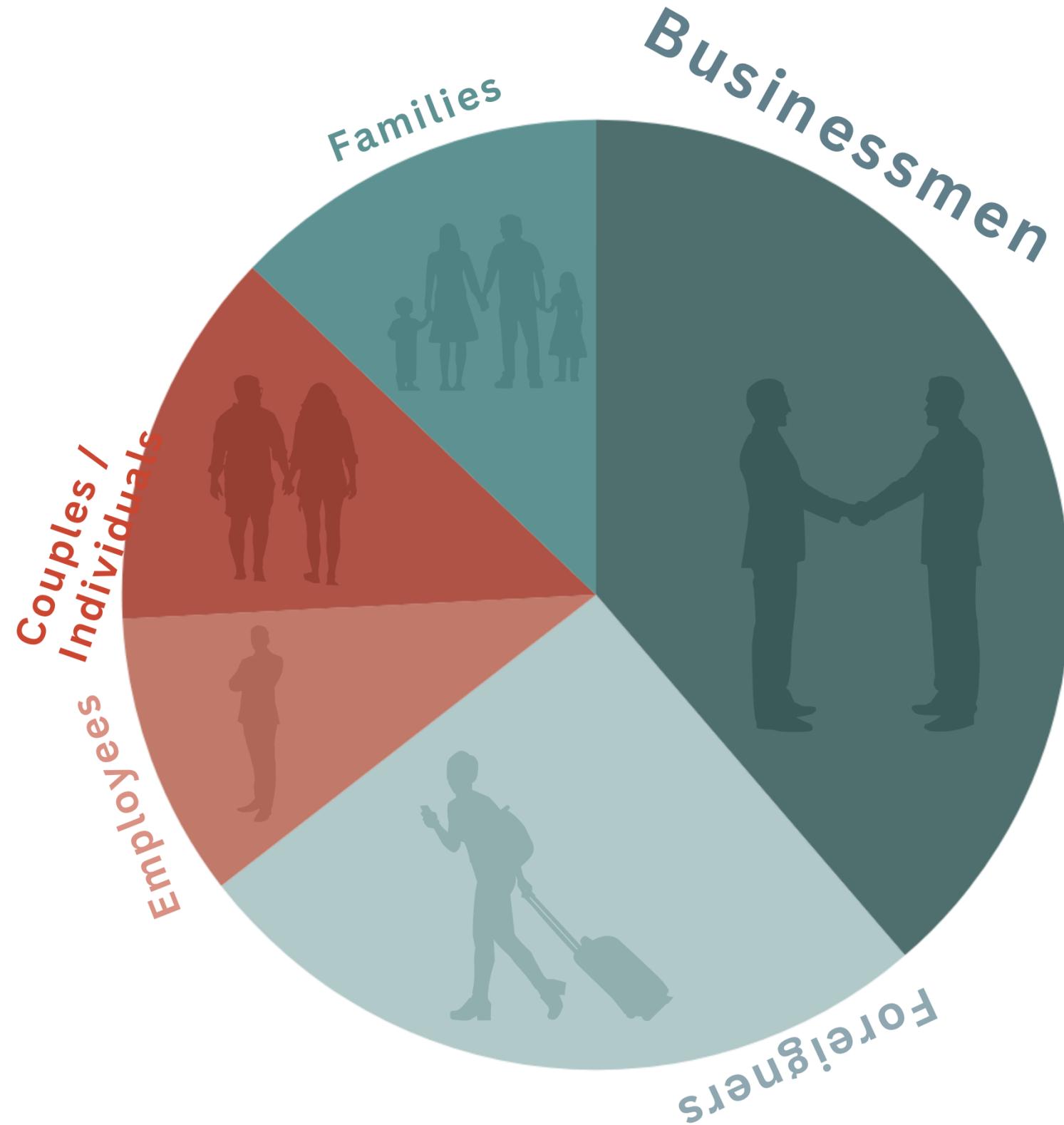
# 02/ USERS

WTC

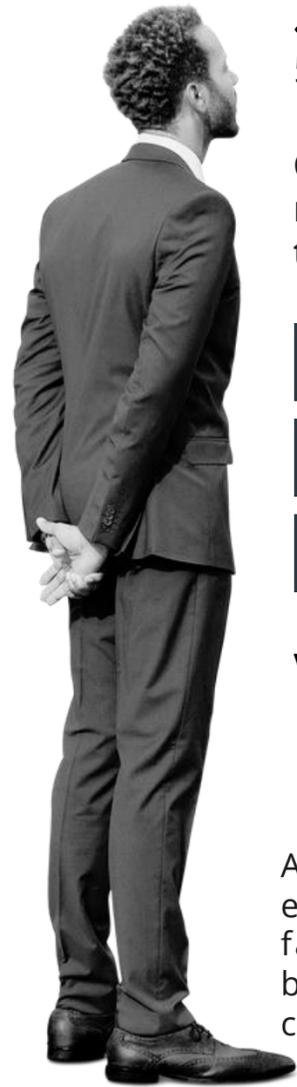


## Users

# TARGET USER



# PERMANENT USERS



JORGE  
57 y.o.  
**RAMÍREZ**

**CEO** of an automotive manufacturing firm with **offices in the World Trade Center.**

Works extended hours

Maintain your professional image.

Adheres to an exercise regimen

### Values

- Professionalism
- Innovation
- Corporate Social Responsibility

A corporate environment designed to enhance your **professional network**, facilitate swift access to essential business sectors, and offer a contemporary and efficient workspace.

CARLOS Y MARÍA **GONZÁLEZ**  
30 y.o.

Carlos is an **industrial engineer**, María is an elementary **school educator.**

Carlos works from 6 to 5, while Maria enjoys more flexible hours.

They prioritize family time.

They participate actively in school activities.

### Values

- Family
- Stability
- Security

A **secure and pleasant environment** for raising children, featuring access to green spaces, **safety**, proximity to reputable schools, and convenient routes to major roads for commuting to work.



# PERMANENT USERS



**LUIS MARTÍNEZ**  
27 y.o.

**Process engineer** at a manufacturing firm.

Morning running

Mountain biking

Socializing with friends on weekends.

**Values**

- Health
- Efficiency
- Personal development

A contemporary and functional apartment with convenient access to the main thoroughfares leading swiftly to the industrial park. You seek a tranquil setting, while remaining in proximity to amenities such as fitness centers and dining establishments.

**JOON-WOO**  
**PARK**

**Project Director** at a Korean automotive manufacturing firm.

He enjoys exploring the city and its environs.

He typically experiences hectic days.

He engages in exercise early.

**Values**

- Discipline
- Respect
- Teamwork
- Commitment

A contemporary and comfortable setting that enables you to work from home when needed, conveniently located near your workplace and essential services such as restaurants and supermarkets. You prioritize tranquility and security, while also requiring swift access to the airport for your business travel.



# PASSING USERS



## LAURA Y JORGE

32 y.o. / 10 y.o.

Laura serves as an **Administrator**,  
Jorge is an **Accountant**.

Family leisure activities

Visits to retail establishments and  
family gatherings.

Exhibition attendance

### Valores

- Household unit
- Well-being and security
- Family time

A secure environment for family enjoyment, featuring activities for both adults and children, expansive open spaces, and a varied culinary selection. Visitors value green areas for leisurely walks and entertainment options, including cinemas and playgrounds.

## SEBASTIAN DUBOIS

40 y.o.

French **international sales advisor**.

enjoys exploring new cultures  
and their culinary traditions.

Explore galleries, bars, and clubs.

### Valores

- Efficiency
- Multiculturalism
- Exploration

A location that enables you to live and work comfortably throughout your stay, with convenient access to services such as international dining and transportation. You favor a well-connected and secure environment.



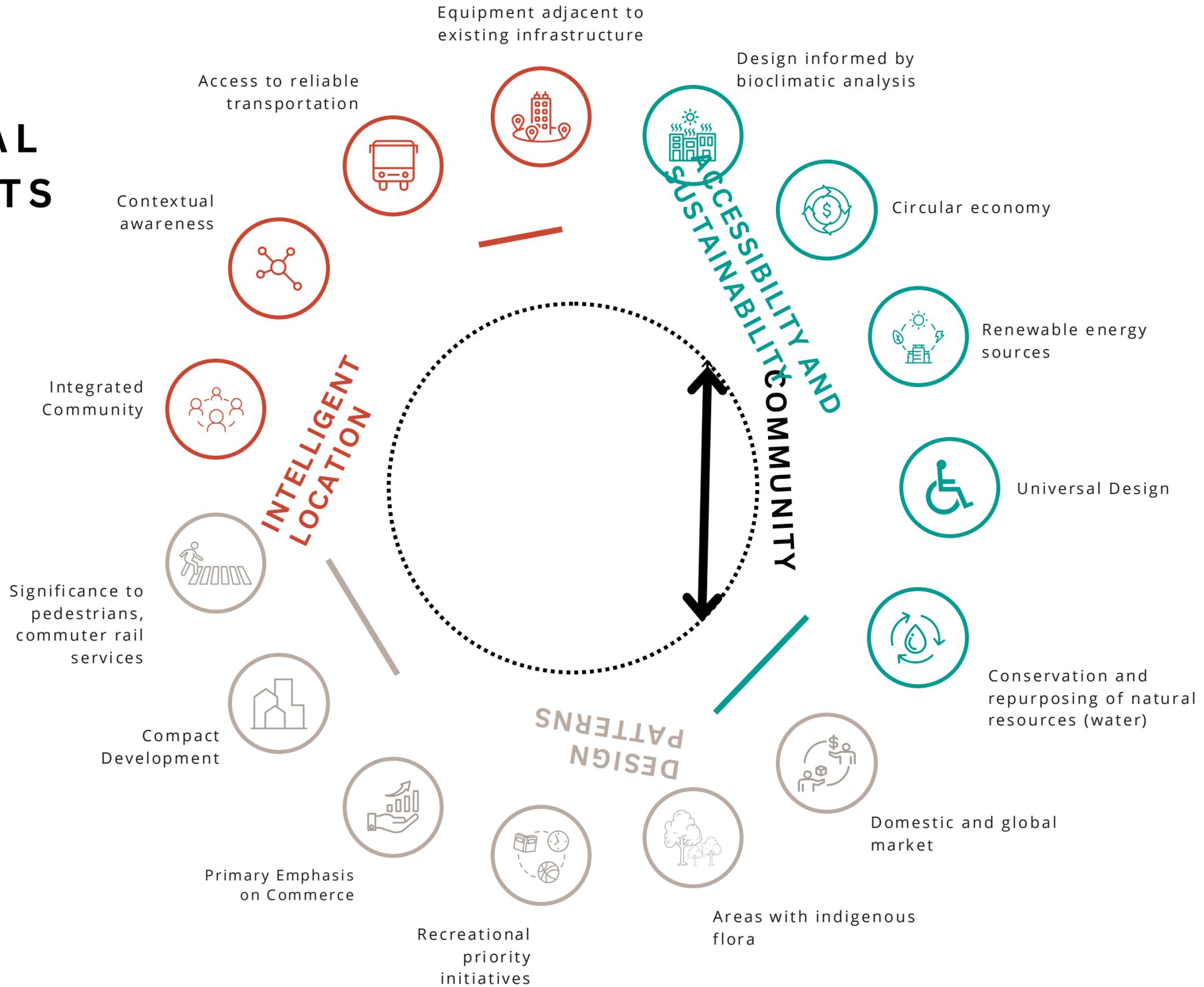
03/  
**PROGRAM**

WTC



**Program**

# FUNDAMENTAL REQUIREMENTS



# PROGRAM PHASE 1

18,000 m<sup>2</sup>

## BUSINESS

- Executive suites
- Coworking
- Executive office spaces
- Conference rooms
- Event and conference center (Convention center)
- Business Incubator and Innovation Center
- Showroom and exhibitions

### WTC Elite Club

- Kitchen for exclusive catering
- Graduate programs

10,000 m<sup>2</sup>

## DWELLING

- Luxury Hotel
- Aparthotel
- Prolonged residence Suites

18,000 m<sup>2</sup>

### Vertical housing

- Departments
- Pent-house
- Amenities

6,200 m<sup>2</sup>

## COMMERCIAL

- Apparel and accessory retailers
  - Beverages and spirits
- Bookshop  
Convenience retail establishments
- Electronics retailers
  - Furniture retailers
  - Premium mini-supermarket (international products)

13,200 m<sup>2</sup>

## SERVICES

- Pharmacy
- Healthcare facilities
- Banks
- Telecommunications and cable services
- Barber shops and beauty salons
- Personal grooming and wellness spa
- Financial and insurance services
- Corporate travel services
- Automobile rental
- Childcare

7,900 m<sup>2</sup>

## ENTERTAINMENT

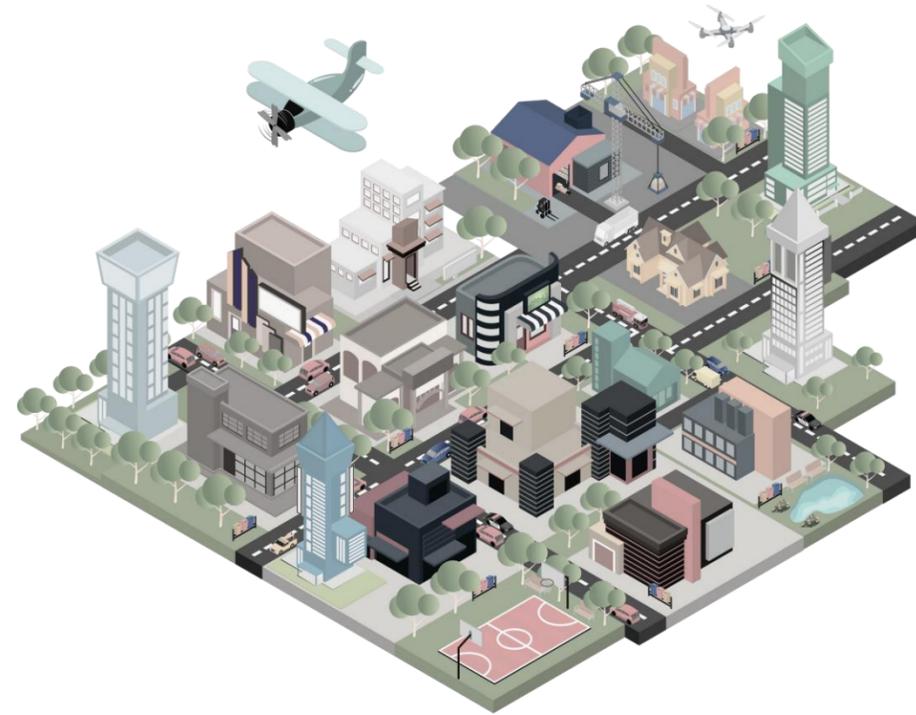
- Restaurants
- Culinary marketplace
- Bars: American, Mexican, Asian (Japanese karaoke)
- Cigar lounge, spirits establishment, champagne salon
- Cafeterias and Patisseries
- Ice cream parlors
- Rooftop lounge
- Exercise\*
- Club
- Gym
- Golf simulator
- Fell
- Pilates and yoga.
- HIIT

## PARKING FACILITY

- Underground
- Ground level (grove classification)
- Heliport

04/  
**PROYECTO**

WTC



# Masterplan

# MASTERPLAN

- GREEN SPACE
- ROADS
- CYCLE PATH



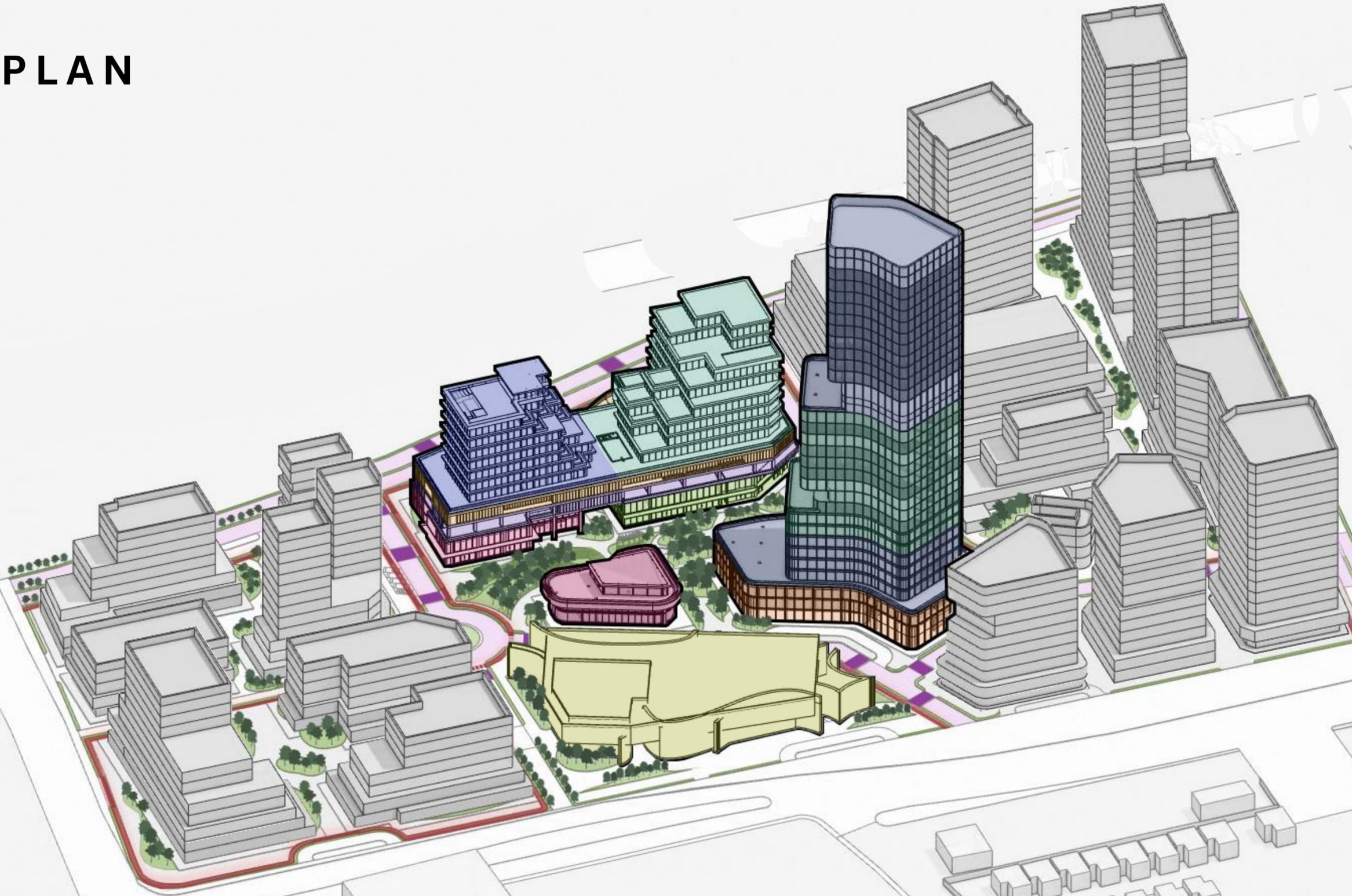
# MASTERPLAN



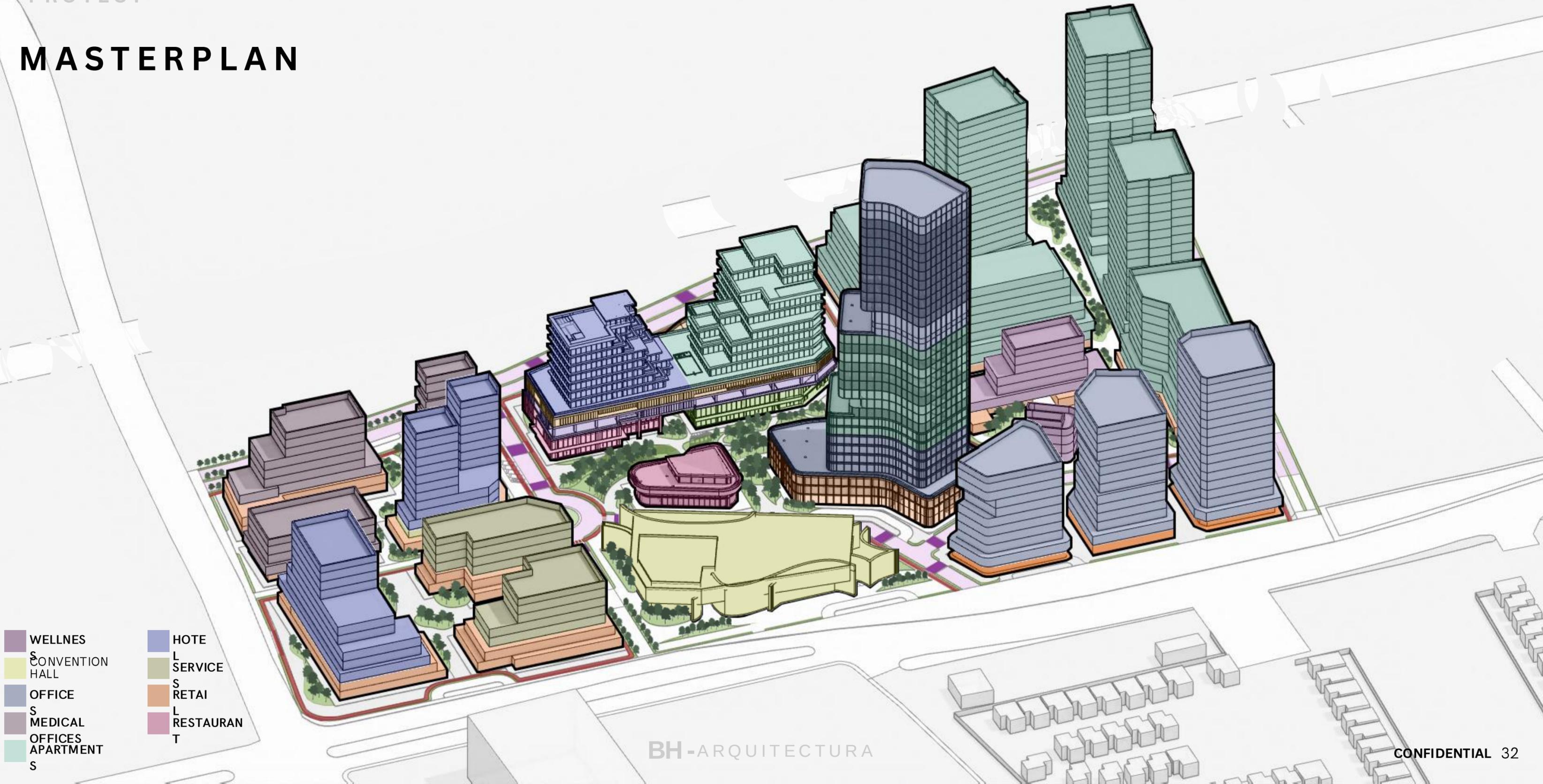
- GREEN
- SPACE
- ROADS
- CYCLE PATH

# MASTERPLAN PHASE 1

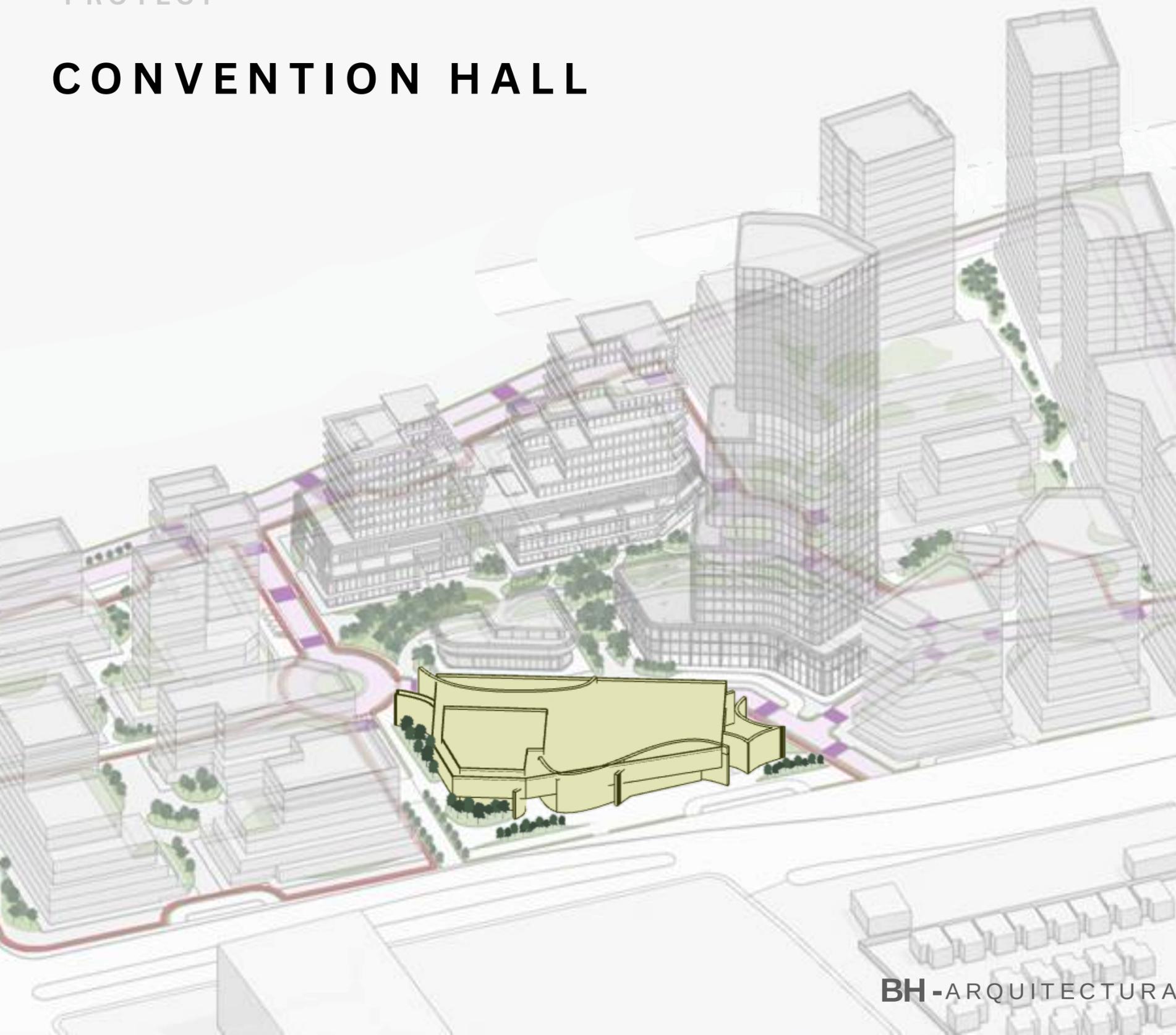
- CONVENTION HALL
- OFFICES
- DEPARTMENTS
- RETAIL
- RESTAURANT
- HOTE L



# MASTERPLAN



# CONVENTION HALL



BH-ARQUITECTURA





WORLD TRADE CENTER  
SALTILLO



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SALTILLO

























