



# Monterrey - City Business Guide

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## Overview

Anyone conducting business in Mexico will likely find themselves in Monterrey at some point. Known as "The Sultan of the North," Monterrey is Mexico's third largest city, and the center of Mexican industry. Colonial buildings can be found in Monterrey but it is really one of Mexico's most modern cities, with plenty of cultural offerings. The Gran Plaza of Monterrey, with its modern buildings, gardens, and monuments is a reflection of the city that has fully embraced the spirit of modern industrialism rather than old-world colonialism. But there is much more to Monterrey than just business and industry. That's why tourism has become more prevalent in recent years, as business travelers spread the word about Monterrey and even return to vacation with their families

## Business Etiquette

\* Attire is formal for corporate executives, and firms in the accounting, banking, law, and consulting industries. But for other businesses, particularly those in technology fields, the dress code tend to be more casual, especially because of the hot weather.

\* It is customary for a meeting to start with a few minutes of casual conversation to know each other. "La Plática" or the art of "chatting" is a real pleasure for Mexicans. Nevertheless, it is recommended to avoid topics like religion and politics.

\* Business cards are exchanged at the beginning or the end of a meeting.

\* Polite gestures are part of the Mexican way of communicating. Do not be afraid to use courteous expressions with Mexican business partners.

\* Do not lose your temper or make a fuss in case of conflict. Mexicans do appreciate friendly agreements.

\* Smoking is theoretically not allowed in public places but Mexicans are very tolerant with smokers.

\* In restaurants, do wait for the waiter before sitting at a table.

## Chamber of Commerce

**Monterrey Chamber of Commerce** , Tel.: +52 81 8343 5060

**American Chamber of Commerce** , Tel.: 00 52 81 8114 2000

**National Chamber of Commerce** , Tel.: 00 52 81 8150 2424

## Embassies and Consulates

**United States General Consulate** , Ave. *Constitucion Pte. 411, C.P. 64000*

*Monterrey, Nuevo Leon, Tel.: 00 52 81 8345-2120*

**Canada Consulate** , *Edificio Kalos, Piso C-1, Local 108-A, Zaragoza 1300 Sur y Constitucion 06400 Monterrey, Nuevo Leon Tel.: 00 52 81 8344 3200*

**United Kingdom Consulate** , Ave. *Ricardo Margain No.240 Colonia Valle del Campestre San Pedro Garza Garcia 66265 Monterrey, Nuevo Leon, Tel.: 00 52 81 8356 5359*

**France Consulate** , *Morones Prieto 502 Pte Monterrey, Nuevo Leon, Tel.: +52 81 8335 0404*

**Czech Republic Consulate** , *Pabellon Tec, Ave. Garza Sada 427 Sur, Local 20, Planta Alta, Col. Alta Vista, C.P. 64840 Monterrey, Nuevo Leon, Tel.: 00 52 81 8369 1605*

**Italy Consulate** , *Prolongacion Maralillo 109, Col. 66240, Garza Garcia, Nuevo Leon, Tel.: 00 52 81 8378 2444*

## Business Centers

Business centers generally provide a range of services that include secretarial, translation/interpretation, and office services, including computer rentals, audio/visual equipment rentals, cellular phone rentals, copy and printing services, and temporary office space and staff. Most large hotels (some of which may be listed here) also have business centers that offer many of the same services that independent centers provide.

**Oficina de Convenciones y visitantes de Monterrey** , Av. *Fundidora y Adolfo Prieto S/N, Col. Obrera, Tel.: +52 81 8369 6894*

**Hotel Sheraton Ambassador** , *Hidalgo 310 Oriente Zona Centro, Tel.: 00 52 81 8380 7000*

**Miravalle Center** . *Batallon de San Patricio 109, Piso3 Sur, San Pedro Garza Garcia. Tel.: 00 52 81 8399 0000*

## Conference and Exhibition Centers

**Cintermex** , Ave. *Fundidora 501 Col. Obrera, Tel.: 00 52 81 8369 6969*

**Auditorio Luis Elizondo** , *Luis Elizondo 540, Tel.: 00 52 81 8359 0487*

**Hotel Fiesta Americana** , *Corregidora 519 Ote, Tel.: 00 52 81 8319 0900*

**Hotel Crowne Plaza Monterrey** , *Constitucion 300 Ote, Tel.: 00 52 81 8319 6000*

## Translation Offices

**Intel Trad**

*San Pablo 1367, Tel.: +52 81 8383 3613*

## Courier/Messenger Services

**DHL** , Tel.: +52 55 53 45 70 00

**Fedex** , Tel.: +52 81 8155 9900

**UPS** , Tel : 01 800 902 9200

**Estafeta** , Tel.: 00 52 81 8370 2463

**Senda-Express** , Tel.: 00 52 81 8319 4444

## Internet Connection Place

All upper-range and most medium-priced hotels are equipped with dataports that allow guests to use laptop computers. Many hotels offer business centers equipped with computers and Internet access. Outside hotels, cyber cafés are available.

## Visas & Customs

Passports valid are required for all except Canadian citizens who only need a proof of their citizenship and identity (birth certificate). Citizens of many countries - including the USA, Australia, New Zealand, Japan, Argentina, Chile and virtually all Western European countries - do not require visas to enter Mexico as tourists. However, if they are staying longer than 72 hours, or are traveling beyond the Border Zone or certain exempted areas, they must obtain a 180-day Mexican government tourist card (tarjeta de turista), available from embassies or at border crossings (US\$18).

## Phone Information

The Area Code for Monterrey is 81. It is not necessary to dial the area code in making calls in Monterrey.

The emergency phone number for Monterrey is 080.

## Emergency Phone Numbers

**Police** 8125 9494

**Traffic Police** 8370-0206

**Municipal Police** 8328-0606

**Fire Department** 8342-0053

**Ambulance** 8375-1212

## Tips and Rules for Use of Phone in Country

For local calls, dial the eight-digit telephone number. For long-distance calls in Mexico, first dial 01 then area code ( 2 figures in Mexico, Guadalajara and Monterrey, 3 figures in other areas), then the eight-digit number for Mexico, Monterrey and Guadalajara or the seven-digit number for others regions in the country. For international calls, dial 00, then the country code, then the telephone number. " 800 " is a toll-free call. To make a toll-free call, dial 01, then 800, then a seven-digit number. " 800 " and " 888 " can be American or Canadian toll-free calls : some of these calls are free from Mexico dialing 00-1, then 800 or 888, then a seven-digit number. For national directory assistance, dial 040.

## Tips and Rules for Use and Rental of Mobile Phones

There are several cellular service providers to Mexico including Telmex and Nextel. If you call a cell phone which number starts by 044, dial 044, then the area code, even if it is a local call. Others cell phone numbers follow the regular phone telephone number convention. If you choose to bring your cell phone to Mexico, check with your home cellular service provider the compatibility of your phone with systems abroad. Rent a locally compatible cellular telephone before you arrive to obtain reasonable rates and reliable services.

## Money

Foreign currencies must be exchanged to pesos. Money can be exchanged at banks and various foreign-exchange services called "Casas de cambio." Most restaurants, shops and hotels will take travelers checks and major credit cards. Travelers can also withdraw from ATMs.

The basic unit of Mexico currency is the peso, which equals 100 centavos.

Coins are 5, 10, 20 and 50 centavos and 1, 2, 5, 10, 20 and 50 pesos. Paper bills come in denominations of 20, 50, 100, 200 and 500 pesos.

In heavily touristed areas, you can often spend US dollars as easily as pesos

at hotels and restaurants (although the exchange rate will not be worthwhile).

Note that the dollar sign is used to refer to pesos in Mexico; prices in US

dollars are usually marked US\$ or USD.

## Tipping

**Restaurants** : 10 to15 % of bill, none at fast-food restaurants

**Bars** : 10 to15 % of the drinks price

**Taxis** : none

**Hotel Room service** : 10 % of bill

**Hotel Bell Desk** : US\$1 for two pieces of luggage

**Service station** : US\$ 0,25 to US\$0,50

## Time Difference

Monterrey follows "La Hora del Centro" (GMT - 6 hours in winter and GMT - 5 hours in summer).



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## VAT & Taxes

Mexico has a 15% value-added tax (IVA) which by law must be included in quoted prices. Sometimes - usually in top-end hotels - prices are quoted without this tax.

## Voltage

110V, 60Hz, plugs are of the flat, two-pin type.

## Local Transportation

An easy way to move around Monterrey is by eco-taxi. These are usually hailed in the street and are easily recognized by their green and white paintwork. Eco-taxis are equipped with meters, but many drivers apply a set price. Ask for the price before going into the vehicle or do insist that the driver use the meter. A special taxi service operates between the airport (about 6 km Northeast of Monterrey) and the city. Buy a flat-rate ticket from the taxi counter in the arrivals hall. For the return journey, it is best to call a taxi from the reception desk of your hotel.

Monterrey also has a metro system, which functions efficiently. Linea 1 is elevated and crosses the city east-west. Linea 2 runs underground and connects the northern part of the city with Macro Plaza (at the General Zaragoza station).

Public buses provide very good coverage of the city. Mastering the Monterrey bus system is, however, quite an art. Bus stops are rarely marked, and the driving is sometimes more suited to a Formula 1 racetrack than to a public thoroughfare.

Cars can be rented. However, be careful to note national companies are often more expensive than local ones.

Advantage : 8345-7374

Budget : 8340-4100

## Health Info

No specific immunizations are needed to enter Monterrey. Traveling in Monterrey does not present many risks, but water must be purified or boiled.

## Climate

Monterrey is located in Mexico's Northeast desert area at the edge of the Sierra Madre Oriental mountain range at an altitude of approx. 3000 ft. The city of Monterrey possesses a slightly radical climate, with quick changes in the weather possible at any time, summer or winter. The evenings can get downright cold in the winter and summers in Monterrey are usually very hot. Afternoon rains come during the summer months, mainly late June to September. Normally the rain lasts for only a few hours after which the sun comes out and the air is much cleaner. November to June are, most often, the driest months.

## Public Holidays

**New Year's** : January 1

**Constitution Day** : February 5

**Day of the Flag** : February 24

**Benito Juárez birth Anniversary** : March 21

**Good Thursday** : April 17

**Good Friday** : April 18

**Labor Day** : May 1

**Battle at Puebla** : May 5

**Independence Day** : September 16

**Day of the Discovery of America** : October 12

**Dia de los muertos (All Saints Day)** : november 1 and 2nd

**Revolution Day** : November 20

**Virgin of Guadalupe** : december 12

**Christmas** : December 25 Beware, the easter holidays are subject to changes every year

## Where to Eat

**El Rey del Cabrito** is the most famous and oldest restaurant which serves Cabrito (baby goat slowly cooked over mesquite coals), the regional specialty.

**La Bikina** specializes in new Mexican cuisine, and is very appreciated by politicians, artists and celebrities. The **Meiji-en** is well-known for its refined Japanese cuisine. For an International/Oriental meal in an original place, visit

**Genome**, a restaurant that resembles an enormous swimming pool, with walls covered in small blue tiles. **El Regio** is an excellent place to savour regional dishes including the baked or fried leg of lamb, beef stew or grilled pork.

Decorated in a neoclassical style, **Luisiana** is one of the best providers of the haute cuisine Monterrey has to offer. **La Catarina** is a nice and upscale restaurant with a great selection of Mexican wines.

## Local Gift Ideas

In the near future Monterrey could rival Guadalajara as the undisputed shopping capital of Mexico. Modern, sophisticated malls and shopping plazas are located throughout the city. Smaller specialty shops sell gifts and crafts from all over Mexico.

## Leisure Time

Quality restaurants, modern shopping malls, numerous museums and cultural attractions abound in Monterrey. Things to do and see near the city center are the Macro Plaza or Gran Plaza, the Tower of Commerce, El Barrio Antiguo or Old Town which is the center of Monterrey's nightlife, the Cathedral, the MARCO Museum, the Museum of Mexican History, el Paseo Santa Lucia, the Fountain of Life, the Metropolitan Museum and the City Theatre. The mountains, canyons and desert that surround the city offer pleasant diversion and a wide variety of tourist activities, many of which are not readily available anywhere else in Mexico. Some of Mexico's best hiking, mountain biking, cave exploring and nature areas are located within fairly close proximity to the city.

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