Advertising Supplement

BAJA CALIFORNIA

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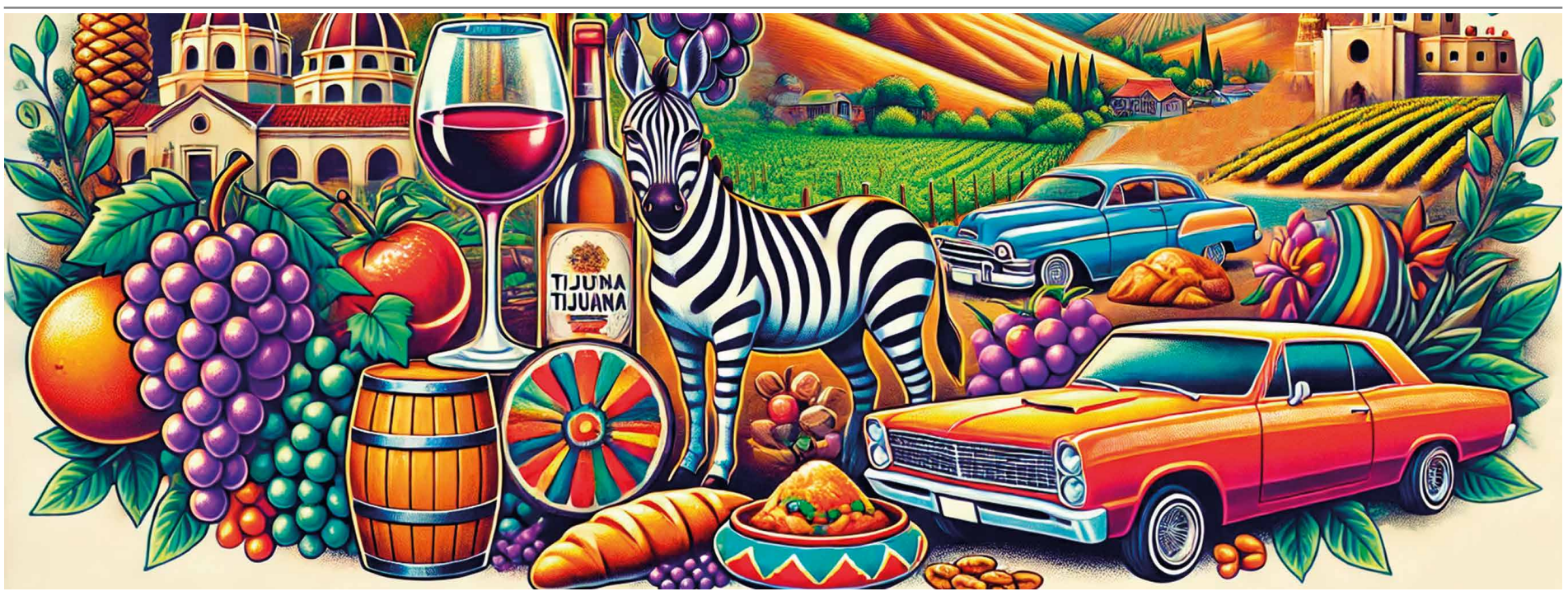

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BRIDGING BORDERS: BUSINESS AND TOURISM ON THE RISE

Baja California has emerged as a dynamic economic powerhouse, leveraging its strategic location along the U.S.-Mexico border to foster robust trade and investment. The region's close ties with the United States have played a key role in its success, with recent improvements in cross-border connectivity and direct flights from Tijuana to major U.S. cities like Phoenix, AZ, and Las Vegas, NV. According to the Secretary of Tourism of Baja California, the region attracted over $148 million USD in tourism-related investments during the second quarter of 2024.

The state's Secretary of Tourism, Miguel Aguíñiga Rodríguez, emphasizes that this growth is the result of concerted efforts across the tourism sector. "We are on a path to becoming a world-class, sustainable destination," he states, highlighting the importance of collaboration between public and private entities. Baja California has become known for more than its iconic beaches—it also boasts world-class wineries and outdoor activities that attract visitors from around the globe.

Data from the Mexican Wine Council confirms that Baja California accounts for over 70% of Mexico's wine production, with significant contributions from Valle de Guadalupe. Notable wineries such as De Cantos and Casta de Vinos have contributed to the state's growing reputation as a premier wine tourism destination. These wineries, along with the region's burgeoning craft beer scene, draw enthusiasts from all over.

For those seeking adventure, Baja California offers abundant opportunities for outdoor exploration, such as hiking and mountain biking in the Sierra de San Pedro Mártir. The state is also home to Latin America's largest observatory, making it a hub for astronomy enthusiasts. Its cuisine, blending diverse flavors, and the growing health and wellness tourism sector, further add to Baja California's appeal.

This unique combination of cultural, scientific, and wellness offerings aligns with the efforts of Tijuana Innovadora, which drives innovation and entrepreneurship, positioning Tijuana as a global business leader while fostering collaboration to fuel regional growth.

A major upcoming event in Baja California is the **Tianguis Turístico Mexico,** which will take place from **April 28 to May 1, 2025,** in the state. This prestigious event will be held for the first time in a northern Mexican state, underscoring Baja California's growing prominence in the tourism industry.

With its rich cultural offerings, stunning natural landscapes, and thriving economy, Baja California is well-positioned to continue attracting international visitors and business opportunities, offering a welcoming environment for all.

Innovation Hub:
Leading the Tech Wave

Founded in 2004 by Ángel Sánchez and partners, Arkus Nexus has become a nearshoring technology leader based in Tijuana, Mexico. Early on, they identified a key advantage over India: proximity to clients in California. Despite initial biases, their participation in TechBA in San Francisco shifted their approach to focus exclusively on the U.S. market.

The company specializes in custom software development tailored to client needs. Their personalized approach has yielded remarkable results, such as the recognition from an aerospace firm that individually rewarded their team. Arkus Nexus also excels in innovation, integrating artificial intelligence into projects like a health tourism-focused hospitality group. This project includes cutting-edge AI features for personalized hospitality experiences, such as customized lighting, sound, and even aromas.

With offices in Mexico, the U.S., and recently Medellín, Colombia, and a team of 440 collaborators, the company has expanded its presence across multiple regions. Their strategy includes attending networking events in cities like New York, Denver, and Chicago to stay ahead in the tech industry and build connections with potential clients. These efforts have helped them secure clients not only in California but also in the central and eastern U.S.

Their commitment to local talent is another strength. They've forged partnerships with universities and run training programs that regularly onboard new engineers. In 2014, they launched an incubator that has supported over 20 Mexican startups, fostering an entrepreneurial mindset in the tech sector. The incubator also provides mentorship and investment, creating opportunities for innovative projects to thrive.

Arkus Nexus stands out for creating innovative solutions, building long-term client relationships, and making a significant impact on the international technology industry. Their approach combines technological expertise, strategic geographic expansion, and a deep commitment to talent development, setting them apart in the competitive landscape.

FACT FILE

- Capital: **Mexicali**
- Largest City: **Tijuana**
- Area: **26,997 square miles**
- Population: **3.8 million (2022 estimate)**
- Foreign Direct Investment (FDI): **US$1.9 billion (2024)**
- Gross Domestic Product Growth (2022): **2.4%**

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Health and Wellness Tourism:
A Gateway to Affordable and Reliable Care

Since the COVID-19 pandemic, medical tourism in Tijuana has exploded, tripling in volume and accounting for over half of the 4.5 million visitors, generating a staggering $2.5 billion in revenue

Roberto Castro Torres
Founder and President of
Farmacias Roma

Baja California has emerged as a premier destination for medical tourism, attracting millions of international visitors seeking affordable, high-quality healthcare services. The Baja California State Health Department reported that in 2024, the region welcomed approximately 4.5 million medical tourists, contributing significantly to the local economy. This influx of visitors underscores the appeal of Baja California's cost-effective healthcare solutions, with patients saving between 36% and 89% compared to prices in the United States and other developed countries. Coupled with a robust healthcare infrastructure featuring state-of-the-art facilities and specialized practitioners, Baja California has positioned itself as a global leader in medical tourism. Among the key players in this thriving industry are Farmacias Roma, Certus Laboratorio, Obesity Out, and SIMNSA, each playing a vital role in enhancing the region's reputation as a hub for health and wellness.

Farmacias Roma, a pillar of health services in Baja California, has been serving the community since 1964. Originally established as a small pharmacy in Tijuana by J.M. Roberto Castro Torres and his family, Farmacias Roma has grown into a comprehensive health and convenience provider. Today, it operates more than 130 locations across the state, offering services that go far beyond the traditional pharmacy model. The concept of "more than a pharmacy" was introduced in the 1990s by Juan Carlos Castro Munguía, blending pharmaceutical services with convenience store offerings, home delivery, and even medical offices. This innovative approach has made Farmacias Roma a one-stop shop for health and daily needs.

For 60 years, Farmacias Roma has been committed to customer satisfaction, earning a reputation for reliability and accessibility. To enhance the customer experience, the company has embraced technology with online platforms and mobile apps, making it easier to access its products and services. This includes the Roma Loyalty Card program, which offers exclusive benefits and rewards. Additionally, its locations and medical offices remain open 365 days a year, with most locations operating 24 hours a day, ensuring unmatched convenience. This flexibility and customer-first philosophy have made it a trusted name in Baja California, especially for international visitors who value convenience during their travels.

Social responsibility is another cornerstone of Farmacias Roma's operations. Through the Castro-Limón Foundation, the company supports children battling cancer, providing them and their families with critical resources. Additionally, its involvement in the "Punto Naranja" project has created safe spaces for women and girls facing gender-based violence, further cementing its role as a community-oriented organization. By integrating social responsibility with business innovation, Farmacias Roma exemplifies the potential of medical tourism to benefit not only individuals but entire communities.

Complementing Farmacias Roma's role in retail and pharmaceutical services is Certus Laboratorio, a leader in clinical diagnostics. Founded nearly 30 years ago, Certus Laboratorio has become a cornerstone of health services in Baja California, with a network of 26 branches and a team of 350 professionals. Each year, Certus processes over 65 million tests, serving more than 300,000 patients. Its advanced facilities and rigorous quality standards, including ISO 9001, ISO 15189, and ISO 17025 certifications, have set it apart as a reliable provider of diagnostic services.

Certus Laboratorio's mission extends beyond providing accurate results; it aims to empower individuals through accessible and user-friendly services. The MiCertus.com platform has revolutionized the way patients interact with diagnostics, allowing them to book appointments, access test results, and receive updates in real-time. This platform is particularly valuable for medical tourists, who often have tight schedules and need efficient, reliable service. Certus also offers specialized services such as Certus Kids, a unique pediatric laboratory that transforms testing into a less intimidating and more engaging experience for children.

Top 5 Reasons to Seek Medical Care in Baja California

- **Significant Cost Savings:** Save 36% to 89% compared to U.S. prices.
- **High-Quality Care:** State-of-the-art facilities and certified specialists.
- **Convenience:** Close to the U.S. border, easy access.
- **Diverse Services:** From bariatric surgery to advanced diagnostics.
- **Personalized Attention:** Comprehensive care and patient-centered support.

Source: 2024 comparative pricing analysis conducted by Deloitte

Moreover, Certus Laboratorio has developed tailored health check-up packages designed to address the specific needs of different demographics. Whether for young adults, seniors, or those managing chronic conditions, these personalized diagnostic services ensure that every patient receives the attention and care they need. Certus's emphasis on prevention and early detection aligns seamlessly with the goals of medical tourism, providing international visitors with a sense of trust and reliability.

Obesity Out, another standout in Baja California's medical tourism sector, addresses one of the most pressing global health challenges: obesity. Established by Dr. Luis Cano in Tijuana, Obesity Out specializes in bariatric and metabolic surgeries. Its strategic location near the U.S. border has made it a popular choice for international patients from the United States, Canada, and even New Zealand. The clinic offers a wide range of procedures, including gastric sleeve surgery, gastric bypass, and single-incision laparoscopic surgery (SILS), all tailored to meet the specific needs of its patients.

What truly sets Obesity Out apart is its holistic approach to patient care. The clinic employs a multidisciplinary team of specialists, including endocrinologists, cardiologists, nutritionists, and psychologists, to ensure comprehensive pre- and post-surgical support. This level of personalized care not only enhances patient outcomes but also underscores the clinic's commitment to long-term health and well-being. Each patient undergoes a thorough evaluation before surgery, ensuring that they are physically and mentally prepared for the transformative process.

Additionally, Obesity Out places a strong emphasis on post-operative support. Patients receive guidance on adopting healthier lifestyles, including tailored dietary plans and exercise routines. This comprehensive approach ensures that weight loss is sustainable and contributes to an overall improvement in quality of life. By combining cutting-edge technology with empathetic care, Obesity Out has earned its reputation as a trusted leader in bariatric surgery.

The contributions of these companies illustrate the diverse and robust healthcare services available in Baja California. Together, these organizations embody the region's commitment to innovation, quality, and community service, making it a compelling destination for medical tourists worldwide. For visitors, the journey to Baja California is not just about receiving medical care—it's about embracing a holistic approach to health and well-being.

María Eugenia Acevedo
Founder and General Director of
Certus Laboratorio

SIMNSA: A Leader in Binational Healthcare

Francisco Carrillo
CEO of SIMNSA

Recognizing the demand for high-quality medical services, Sistemas Médicos Nacionales, S.A. de C.V. (SIMNSA Health Care) laid the foundation for its remarkable growth well before the new millennium.

Francisco "Frank" Carrillo, SIMNSA's founder and president, reimagined healthcare as more than just medical treatment. This vision enabled SIMNSA to offer a comprehensive range of services, including laboratory tests, urgent care, specialized surgeries, dentistry, therapeutic massages, and acupuncture. Taking innovation further, they integrated a veterinary clinic within their hospital complex, reflecting the deep bond between families and their pets. This holistic and forward-thinking approach has established SIMNSA not only as a leader in North America but as a trailblazer on the global stage.

Situated in Tijuana, SIMNSA leveraged its proximity to California—where healthcare plans are often expensive and limited—to revolutionize access. In 2000, the company secured a license to provide binational healthcare plans, allowing U.S. companies to purchase affordable plans in California while offering services to employees and their families in Mexico. This innovation positioned SIMNSA as the first provider of cross-border health plans, addressing a critical gap in the market.

SIMNSA's team comprises over 1,000 professionals, including 700 specialized physicians, nurss, and administrative staff, all of whom are bilingual and highly trained. Supported by state-of-the-art medical infrastructure, the company generates $170 million annually, significantly contributing to Baja California's economy. Its operations extend to Mexicali, further solidifying its regional impact.

From the outset, SIMNSA has prioritized warm, empathetic, and patient-focused care, which Carrillo regards as the company's hallmark. This dedication has earned the trust of nearly 100,000 beneficiaries, with an annual growth rate of 10-20%. Recognized for its outstanding service, SIMNSA received accolades from the County of San Diego and its Chamber of Commerce in 2022.

SIMNSA's commitment to giving back is exemplified by the creation of Fundación SIMNSA, A.C. in 2011, which works to improve lives through initiatives for underprivileged individuals and communities.

> "SIMNSA Health Care revolutionized access to quality care with the first binational health plans, bridging California and Mexico while setting a global standard for compassionate, patient-centered services."

Through collaboration with various non-profits, SIMNSA extends its support to vulnerable populations across Baja California. Its initiatives include Casa Eunime, which supports orphans affected by HIV; Uniendo Corazones, which assists women battling cancer; and Casa del Alimento, which helps women, children, and seniors impacted by migration. Manantial de Esperanza provides care for abandoned children, while Carita de Dios empowers youth with disabilities to thrive. Together, these efforts reflect SIMNSA's unwavering commitment to uplifting vulnerable communities and fostering meaningful change.

In Popotla, Fundación SIMNSA established an orphanage to provide comprehensive care for underprivileged children, ensuring their healthy development. Additionally, annual golf tournaments fund initiatives like mobile clinics for families living in extreme poverty in Tijuana's landfill. Since 2015, these efforts have brought critical medical care to hundreds.

Since 2019, Fundación SIMNSA has partnered with Bebé Cardio, A.C., and medical professionals from both Mexico and the U.S. to address congenital heart conditions in children and adolescents. To date, they have performed over 100 successful heart surgeries, with the youngest recipient being a three-month-old infant.

In November 2023, Frank Carrillo was appointed president of the Baja Health Cluster, an organization focused on promoting medical tourism and advancing healthcare standards in the region. Through strategic partnerships with key players in the hospitality and tourism sectors, Carrillo is raising global awareness of Baja California's healthcare excellence. The cluster's innovative practices earned it a prestigious Bronze accreditation from the European Secretariat for Cluster Analysis, recognizing its role in driving the growth of the medical tourism industry and enhancing the region's reputation.

April 22 is celebrated in honor of Carrillo's outstanding contributions to healthcare, community development, and the economic growth of Baja California. Under his visionary leadership, SIMNSA Healt Care and Fundación SIMNSA continue to bridge critical gaps in care, improve quality of life for vulnerable populations, and redefine the standards of community-focused healthcare. Their commitment to excellence, compassion, and sustainable impact ensures they will continue making a difference for years to come.

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Innovation that Transcends Borders

Baja California's manufacturing sector stood out in 2024 as one of Mexico's most dynamic, attracting significant foreign direct investment (FDI). The Secretariat of Economy in Mexico reported that Baja California received $5 billion in foreign direct investment in 2024, with over 60% originating from the United States. Baja California's strategic position as a manufacturing hub for key industries, including automotive, aerospace, and electronics, is bolstered by its proximity to the U.S. border and its strong supply chain network, making it an attractive destination for international businesses seeking efficiency and innovation.

Grupo PAGASA, a leader in Baja California's manufacturing sector since 1942, is known for its El Rosal flour and diverse wheat products. Its animal-shaped cookies and gingerbread houses, popular in the U.S., showcase its market influence. The company's El Rosal Pancake Mix, sold exclusively to U.S. restaurants, highlights its innovation. With a commitment to sustainability and quality, PAGASA employs over 1,200 people, reinforcing its economic impact.

> "60% of Baja California's FDI comes from the U.S."

For its part, Papel San Francisco stands as a prime example of a company that has navigated changing economic landscapes through innovation, strategic partnerships, and a commitment to sustainability. Papel San Francisco has become a benchmark for quality and reliability. Its extensive line of toilet paper, napkins, and towels is trusted by households and major institutions alike, including corporations, restaurants, hospitals, and government entities.

The company's origins began with Mario García Franco, who grew up in Mexicali and witnessed firsthand the evolution of the region's economy. In the 1970s, he partnered with Jack Dunne and Edgardo Grijalva to create Convertidora de Papel de Baja California. They initially purchased paper from the American paper giant Crown Zellerbach and turned it into bags that were sold to local businesses. Soon after, they began producing napkins and toilet paper, anticipating that these products would become more lucrative than bags.

By 1980, the company officially became Fábrica de Papel San Francisco, and their first paper machine was set up in 1982, marking a significant milestone with the production of 17,000 metric tons of paper per year. This placed them firmly within the national industry, expanding their reach to other states across Mexico.

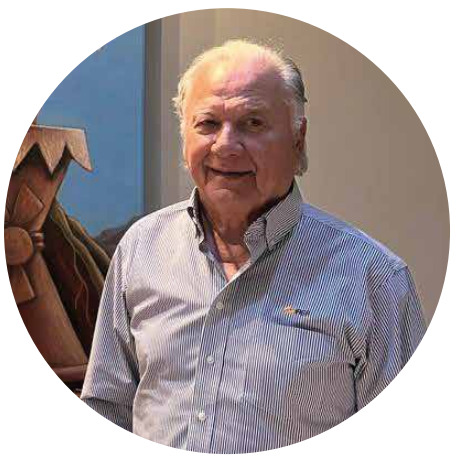
A defining moment came in the late 1980s when the company faced new challenges due to the growing market liberalization and competition. Mario García Franco successfully convinced both his family and the American company to form a partnership that allowed them to become a fully Mexican-owned business in 1992 after Crown Zellerbach's ownership stake was sold. This move solidified the company's identity as a 100% Mexican corporation committed to excellence.

> "With a growing innovation ecosystem, Baja California remains a key hub for high-tech and export-driven manufacturing"

Fábrica de Papel San Francisco continued to expand, installing a second production facility in El Salto, Jalisco, in the early 2000s, and later founding Golden Gate Paper Inc. in 2009. This subsidiary started supplying supermarkets in the southwestern United States, helping the company gain international exposure. The company also established a third production facility in Monterrey, Nuevo León, in 2017, and opened a new plant in Querétaro in 2024, broadening their national presence.

As of 2025, the company employs over 2,000 people and remains dedicated to sustainability and social responsibility. They have incorporated environmentally friendly practices, such as using renewable energy, water conservation initiatives, and biodegradable packaging. Their eco-friendly focus is further demonstrated by their use of recycled materials for packaging and solar panels at their production plants.

García Franco has never lost his commitment to Mexico and his dedication to strengthening the private sector. His leadership in business organizations reflects this vision. He served as president of CANACINTRA (National Chamber of the Transformation Industry) Mexicali from 1981 to 1983 and again from 1992 to 1993, later becoming national vice president of the chamber in 1995, overseeing border-related issues. Additionally, he was president of the Mexicali Business Coordinating Council from 1984 to 1986 and 2012 to 2013. From 2015 to 2018, he led the Chamber of the Pulp and Paper Industry, further contributing to the industrial sector's growth and development.



Mario García Franco
Founder of Fábrica de Papel San Francisco

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From Courts to Foundations: Baja California's Dynamic Growth

In 2024, the global sports industry experienced transformative trends, with technological advancements and innovative business models reshaping fan engagement and organizational strategies.

In Baja California, this global momentum is mirrored through local initiatives that blend business acumen with community development.

ENERSER, a leading energy corporation with a presence across 11 Mexican states, has become a vital force in fostering community engagement through sports in Baja California. Their dedication to baseball, in collaboration with the Toros de Tijuana, a professional team in the Mexican Baseball League, has strengthened local bonds and inspired regional pride. A standout initiative from this partnership is the annual "Súper Carrera Enerser," an athletic race that unites residents and visitors in a celebration of fitness and community spirit. This dynamic collaboration showcases the positive impact corporate support can have on promoting sports and enriching cultural traditions.

Similarly, the Tijuana Zonkeys are more than just a basketball team—they're a symbol of community pride and innovation in Baja California. As the only professional basketball team in Mexico with their own dedicated facilities, they have redefined what it means to connect with fans. Under the leadership of Rafael Carrillo Barrón, the Zonkeys have established programs like their unique youth academy, offering training in basketball and other sports like volleyball and karate to over 1,200 children. Their commitment to revitalizing public spaces has led to the rehabilitation of numerous basketball courts across Tijuana, creating safe, vibrant areas for recreation. With a track record of championships in 2014, 2015, and 2018, the Zonkeys continue to be a beacon of inspiration, blending athletic excellence with social impact. The team's name itself pays homage to Tijuana's cultural history, derived from the iconic striped donkeys that once welcomed visitors to the city.

For its part, the construction industry in Baja California has exhibited significant growth and resilience in recent years, playing a pivotal role in the region's economic development. According to the National Institute of Statistics and Geography (INEGI), Baja California's construction sector contributed 4.5% to the national construction output, encompassing various categories such as chemical and petroleum industries, electricity, telecommunications, and water systems.

> "In early 2024, the state experienced a substantial 49.5% increase in construction activity."

Data from Mexico's National Institute of Statistics and Geography (INEGI) indicates that in early 2024, Baja California experienced a substantial 49.5% increase in construction activity. This surge positioned Baja California just behind Quintana Roo, Campeche, and Chiapas in terms of construction growth.

The construction sector has been a driving force behind Baja California's economic recovery post-pandemic. The state has achieved 12 consecutive quarters of annual growth, sharing the second position with Oaxaca in this positive trend.

Grupo Abadi, Cosmopolitan Group and Frasa Desarrollos have been key players in Baja California's booming construction sector.

Cosmopolitan Group, under the leadership of David Saúl Guakil, is known for its ambitious projects that blend luxury, functionality, and innovation. Their standout developments include Distrito Revolución, a 27-story residential tower that sold out in just one week, and Cosmopolitan by the Sea, a prestigious mixed-use project in Ensenada. Additionally, they are behind the iconic Torre Sofía in Tijuana and the Holiday Inn project, which further solidifies their influence in commercial and hospitality construction. These projects not only redefine urban living but also set a high standard for quality and sustainability in the region.

Frasa Desarrollos, led by Raymundo Arnaiz, has also reshaped the city's skyline with projects designed to meet the needs of a diverse clientele. Their developments include a significant contribution to the Corredor 2000 industrial area, where they hold a 35% share of the nearly 3 million square feet of industrial spaces being built.

This commitment to innovation and growth mirrors the remarkable trajectory of Baja California's hospitality sector, which continues to draw increasing numbers of visitors with its blend of luxury and cultural richness.

Baja Inn, a prominent regional hotel chain, has played a vital role in Baja California's growth by offering accommodations that cater to diverse preferences. Its commitment to exceptional service has earned a loyal following among Mexican and American visitors, further enhancing the state's appeal as a tourist hotspot.

With over 70 years of experience as pioneers in the hospitality industry, Baja Inn continues a tradition of excellence rooted in the vision of Alberto Limón Padilla (1926-2012). A visionary entrepreneur, he played a key role in shaping the region's identity by driving business growth and actively supporting economic development. Beyond hospitality, he was also a committed benefactor in education and healthcare, always working to improve quality of life in the community. His contributions to Tijuana's progress are honored with a bust in the municipal presidency gardens.

Today, Alberto Limón Valerio, CEO of Baja Inn, upholds this legacy, leading a chain that blends tradition with innovation. With locations in Tijuana's La Mesa and Zona Río, as well as Ensenada, Baja Inn provides world-class hospitality with climatized pools, professional gyms, fine dining, and event spaces.

A Wellness-Centered Luxury Experience

Adding to the region's reputation for exceptional hospitality, Quartz Hotel & Spa offers a distinct experience centered on luxury and wellness, according to José Antonio Rico, General Director of the hotel. Located within the renowned NewCity Medical Plaza in Tijuana, Quartz seamlessly blends innovation and comfort, capturing the dynamic spirit of Baja California's growing tourism industry. Its unique integration of hospitality and healthcare services positions it as a premier destination for travelers seeking both relaxation and wellness. With its strategic location near the U.S. border, Quartz provides unparalleled accessibility for international visitors.

Since its opening in 2019, Quartz Hotel & Spa has set a new standard in luxury hospitality with its 155 elegantly designed rooms, ranging from sophisticated standard accommodations to a grand presidential suite. Every detail is crafted to ensure an atmosphere of relaxation and refinement. The hotel also features a state-of-the-art gym with over 45 specialized machines, catering to fitness enthusiasts and wellness seekers alike. At the heart of Quartz's appeal is the Senses Spa & Wellness Center, a sanctuary offering transformative treatments. From traditional Temazcal ceremonies rooted in Mexican heritage to modern therapies like sound healing and yoni steam, the spa has become a haven for rejuvenation and self-care.

This commitment to excellence has earned Quartz the prestigious AAA Four Diamond rating, underscoring its dedication to maintaining the highest standards of cleanliness, comfort, and service. Beyond accolades, Quartz has cultivated a loyal clientele who value its warm, personalized approach and innovative amenities.

Quartz's location within the NewCity Medical Plaza adds a distinctive dimension to its offerings. The plaza integrates medical facilities, residential spaces, and fine dining, creating an ecosystem that supports wellness tourism. Guests recovering from medical procedures benefit from seamless access to top holistic services while enjoying the tranquility and luxury of the hotel—a combination that has elevated Tijuana as a destination for wellness-focused travel.

The architectural brilliance of Quartz Hotel & Spa is a testament to Grupo Abadi, a construction firm celebrated for its transformative projects. Founded by Moisés Abadi, whose engineering expertise was honed through significant infrastructure projects in Panama, the company has become a leader in high-impact developments across Mexico. Guided by principles of transparency, efficiency, and sustainability, Grupo Abadi has delivered projects that not only meet but exceed international standards.

Grupo Abadi's work on Quartz exemplifies their visionary approach to design, merging luxury with functionality. The hotel stands as a centerpiece of the NewCity Medical Plaza, showcasing the firm's ability to create spaces that cater to diverse needs without compromising on elegance. Beyond hospitality, Grupo Abadi has been instrumental in modernizing urban landscapes through pioneering residential and mixed-use developments that reflect the region's evo lving identity. Sustainability is a cornerstone of Grupo Abadi's philosophy, evident in their use of eco-conscious materials and practices that minimize environmental impact. Their portfolio includes projects that redefine community living while enhancing the quality of life for residents and visitors alike. Quartz Hotel & Spa is a shining example of Grupo Abadi's impact on Baja California's construction and tourism industries. By seamlessly combining luxury, wellness, and innovation, Quartz and its creators have positioned the region as a global destination for leisure and investment. This visionary project not only reflects Grupo Abadi's commitment to excellence but also symbolizes the future of Baja California as a leader in world-class hospitality and development.

Most Visited Cities in Baja California 2023-2024

- 01 Tijuana
- 02 Cabo San Lucas
- 03 La Paz
- 04 Ensenada
- 05 Rosarito

Source: tijuanacity.com, mexiconewsdaily.com, thestreet.com and sandiegored.com