

VENTANA

...your window to opportunities in Mexico



Celebrating with Colonial spirit, p.12

- UNIQUE ART & DESIGN CENTER,
LA AURORA p. 20
- SOFTEC: REAL ESTATE MARKET
IN SAN MIGUEL DE ALLENDE p. 34
- THE EVOLUTION OF RETIREMENT
COMMUNITIES p. 48
- CULINARY TREASURES IN OAXACA p. 58

\$4.95 US \$50.00 MXN



74470 25052 4

• Mexico Resort • Development

Conference

The 5th Annual Mexico Resort Development Conference held at the Hard Rock in San Diego, September 12-14 turned out to be a big success with over 200 of the top industry executives attending.

The conference core focus was on the financial issues due to current economic conditions but the conference was well balanced and also discussed issues such as amenities and sales and marketing fundamentals. One of the most lively panel discussions that engaged the entire audience was on social media and how it impacts the buying communities today. Seemed like almost every person in the audience had a question or comment on this subject as they made plans to utilize social media in their marketing mix. Initial feedback about the conference from a number of participants indicated that they enjoyed the very professional manner in which all panels discussed their topics at hand, telling things as they are, and not sugar coating anything. It turned out to be a valuable conference for all involved.

On Monday the keynote luncheon featured an enlightening discussion by Jonathan Ellerby PhD., spiritual director at Canyon Ranch Health Resorts and the highlight of the conference was most certainly Tuesday's keynote address by 4-time LPGA Player of the Year, former LPGA #1 golfer and Mexico's unofficial ambassador, Lorena Ochoa. Lorena's chat embraced the audience with her comfortable way while she discussed the fact retire-





The Mexico Resort Development Conference (MRDC) is produced by the resort real estate development company of Contact Development Company, LLC and the international law firm of Baker & McKenzie.

ment from professional golf does not mean complete retirement and will include focusing on her Foundation as well as entering the world of golf design among other things.

The entire audience had a great time and the entire group was looking forward to enacting many of the concepts discussed and is looking forward to the 2011 Mexico Resort Development Conference. ■



PUNTA SAYULITA

BAKER & MCKENZIE



Contact Development Company is currently developing an extraordinary oceanfront residential project called PUNTA SAYULITA, situated on a 33-acre private peninsula adjacent to the quaint town of Sayulita along the Riviera Nayarit, only about 30 minutes north of the Puerto Vallarta airport. For more information on this unique project please visit: www.puntasayulita.com

Baker & McKenzie is the largest law firm in the world with 67 offices in 39 countries, including 5 offices in Mexico in the cities of Mexico City, Guadalajara, Monterrey, Tijuana/Baja California and Ciudad Juarez. One of Baker & McKenzie's strongest practice areas is that of the international resort and leisure industry. For more information about Baker & McKenzie please visit: www.bakernet.com

