

# PROJECT THUNDERBIRD

55,000 sqm | 2024

Location: Mexico

Industry: Healthcare

**Service provided:** Location Strategy Assessment. Analyzed 11 industrial markets in Mexico based on a set of key location criteria provided by the client.

## Project information

### Highlights:

- Analyzed 11 industrial markets: Acuña, Chihuahua, Juárez, Mexicali, Monterrey, Nogales, Nuevo Laredo, Reynosa, Saltillo/Ramos Arizpe, San Luis Potosí, and Tijuana, based on a 14 different location criteria provided by the client.

- To address the need for specialized labor, a second phase focused on workforce availability in Juárez, Reynosa, and Saltillo.

### Results:

- The client is currently considering using their existing facility in Reynosa, with the brokerage team providing support as needed.



**MARIBEL GAYTÁN ACOSTA**  
SENIOR STRATEGIC CONSULTANT

Maribel.gaytan@cushwake.com

