

Strategic Location of the Centenario Industrial Park in La Laguna

The Centenario Industrial Park is located in the industrial sector of Mieleras, within the municipality of Matamoros, Coahuila, directly southeast of Torreón, opposite the CFE South Substation on Blvd. Mieleras. This site is strategically positioned within the Metropolitan Area of La Laguna, providing exceptional road connectivity, effective logistics for heavy cargo, and rapid access to a skilled labor pool from the surrounding region. Below are the key factors that contribute to its competitive advantage.

Trunk Roads for Swift Connectivity in La Laguna

The park is seamlessly linked to the primary arterial roadways of the region, enabling rapid transit without the hindrance of urban congestion.

- **Bulevar Torreón–Matamoros (Carretera Mieleras):** This principal thoroughfare of the Mieleras industrial zone links the park to Torreón within minutes. It has undergone recent modernization to enhance traffic flow, ensuring a seamless movement of vehicles.
- **Periférico Raúl López Sánchez:** A ring road that encircles Torreón and Gómez Palacio. While it has been incorporated into the city in certain areas, it continues to serve as a high-capacity route for circumventing the city center. It connects to the west with the highway to Durango and to the east with the road to Saltillo.
- **Libramiento Norte de La Laguna:** Bypass de cuota inaugurado para desviar tránsito foráneo de la mancha urbana. Con 40 km de longitud, enlaza la carretera Gómez Palacio–Chihuahua con la autopista Torreón–Saltillo , formando parte del corredor 40D (Mazatlán–Matamoros). Este libramiento permite rodear la ciudad por el norte de forma rápida .
- **Libramiento La Joya–La Partida (Segundo Anillo Periférico):** Nueva vialidad en construcción (segunda etapa) que conectará el ejido La Partida (al norte de Torreón) con el Blvd. Mieleras . Tendrá cuatro carriles y está diseñada específicamente para tránsito de carga pesada . Esta vía funcionará como un segundo anillo periférico sur-oriental, comunicando Matamoros (zona del parque) con Gómez Palacio y Lerdo sin pasar por zonas urbanas .

- **Laguna Boulevard and the Alianza Road System:** A series of recent metropolitan infrastructure projects, including overpasses and interchanges, enhance the connectivity between Torreón and Gómez Palacio. Notably, the Mieleras–Laguna Overpass significantly decreases travel times in this industrial area by segregating local traffic from heavy vehicles.
- **Torreón–San Pedro Highway (Federal 30):** A four-lane thoroughfare linking Torreón to the east with San Pedro de las Colonias, Cuatro Ciénegas, and Monclova.

Its modernization has enhanced connectivity with the north-central region of Coahuila. At La Partida, it links to the new bypass leading to the park, enabling trailers from the east (Monclova/Piedras Negras) to access the park without traversing the urban area.

- **Intermunicipal Bridges:** The communication between Coahuila and Durango in La Laguna is facilitated by various bridges and interchanges, such as the Carlos González Bridge, Plateado Bridge, and El Tajito Viaduct. These structures link the Gómez Palacio ring road with the Torreón ring road. The high-quality roads effectively manage metropolitan traffic and mitigate congestion in residential zones.
- **Important:** This backbone network enables Centenario Park to be seamlessly integrated into the metropolis, eliminating the need for trucks or personnel to traverse central residential zones. Notably, the Mieleras area is situated on the industrial periphery, devoid of nearby housing, thereby facilitating its expansion and continuous operation without affecting residential neighborhoods.

Logistics Infrastructure for Heavy Cargo (Uncongested Departures)

- The urban-industrial design of Centenario Park emphasizes the efficient transfer of heavy cargo to regional highways, thereby circumventing traffic in metropolitan areas. Specifically:
- Controlled access to Mieleras Blvd.: The park features expansive access points directly onto the boulevard, enabling loaded trailers and trucks to promptly reach this primary thoroughfare. From this location, the junction with the federal highway to Saltillo/Monterrey or the connection to the northern ring road can be attained in under five minutes.
- Connection to Monterrey (Corredor 40): Traveling east along Blvd. Mieleras, public transportation utilizes the Torreón–Saltillo Highway (Federal Highway 40). This highway provides access to Monterrey and the Matamoros–Mazatlán interoceanic corridor. In practical terms, the park is nearly “on” this route: the junction in Matamoros, Coahuila, is direct and free of traffic lights. Monterrey is accessible in approximately 4 hours via Saltillo, while the Texas border (Nuevo Laredo/Reynosa) can be reached in about 6–7 hours total, leveraging the connection to Highway 57 north of Saltillo.
- Durango/Mazatlán Connection (Corredor 40D): To the west, heavy goods vehicles can utilize the Peripheral Highway/Libramiento Norte (Northern Bypass) to link with the Gómez Palacio–Durango Highway (40D) without traversing downtown Gómez Palacio. This high-quality highway facilitates access to Durango City in roughly two hours and to Mazatlán in about five hours, connecting to the Pacific Ocean. The newly constructed northern bypass features a cloverleaf interchange in Matamoros, ensuring convenient access from the park to both Durango and Saltillo.
- Connection to the Texas Border (Corridor 30/57): To the northeast, the park links with the Torreón–Monclova–Eagle Pass route. By taking the ring road to the Torreón–San Pedro exit, trucks traverse the sparsely populated highway until they connect with Highway 57 at Castaños/Monclova. From that point, proceeding north, Piedras Negras (Eagle Pass border crossing) can be reached in approximately four additional hours. This route is part of the Ports-to-Plains corridor, establishing La Laguna as a pivotal hub between the Pacific Ocean and Texas. Alternatively, via Saltillo–Monterrey, there exists the option to access Nuevo Laredo (Colombia Bridge) or McAllen/Reynosa. In all instances, the exit from the park circumvents urban crossings, swiftly linking to toll roads and high-speed federal highways.

- Interchanges and turnarounds for safe maneuvers: The infrastructure features turnarounds and access ramps specifically designed for trailers. For instance, the La Joya bypass junction with Mieleras will be at highway level, enabling a trailer originating from Gómez Palacio to proceed toward Monterrey via Mieleras without halting. Likewise, in Matamoros, the junction with the northern bypass is a direct trumpet-type junction, facilitating the efficient flow of trucks toward Durango/Mazatlán.
- Railway Port and Interior Customs: Adjacent to Centenario Park lies the Laguna Railway Port and its associated railway terminals.
- This offers a further logistical advantage, as inputs or products can be transported by rail without the need to navigate urban routes. The existence of inland customs in Torreón streamlines export procedures, reinforcing the park's status as an international logistics hub.

Rapid Access from the Principal Cities and Districts of La Laguna

- In addition to its logistical connectivity, the location offers significant advantages from a labor perspective: workers from across the La Laguna Metropolitan Area can access the park swiftly and without encountering traffic congestion. La Laguna is a metropolis with over 1.3 million residents, comprising five principal municipalities (Torreón, Matamoros, and Francisco I. Madero in Coahuila; Gómez Palacio and Lerdo in Durango). Below are ten urban centers or high-density labor zones in the region, along with their direct access routes to the park:
- Torreón, Coah. (Central and Southern Zone): The principal city in the region, with a population of approximately 720,000 inhabitants. From downtown Torreón, commuters proceed along Blvd. Revolución eastward, subsequently connecting with Blvd. Mieleras. Thanks to modern vehicular crossings, this route is predominantly linear and efficient. Estimated travel time is around 15 minutes (approximately 10 km) to the park. Traditional neighborhoods in Torreón, such as Centro, Nuevo Torreón, and Las Julietas, feature public transportation routes, including the “Nuevo Mieleras” route, which can reach the park in under an hour, thereby circumventing downtown traffic.
- Gómez Palacio, Dgo. (Urban Zone): The second largest city. Workers access the park via the Periférico Ejército Mexicano (Mexican Army Ring Road) that encircles Gómez Palacio, traversing the El Tajito Bridge to reach the Torreón ring road, and from there

Continue south to Mieleras. With the inauguration of the second La Joya–Mieleras ring road, travelers will have the opportunity to detour earlier, utilizing the northern exit of Gómez, and access the park beyond the urban area. Estimated travel time: approximately 25 minutes from the center of Gómez Palacio (around 18 km). Densely populated neighborhoods such as Filadelfia and Fidel Velázquez in Gómez offer convenient connections to this ring road, facilitating efficient transfers for their workforce.

- Ciudad Lerdo, Dgo.: Municipalities neighboring Gómez Palacio, which is part of the La Laguna Metropolitan Area. Workers from Lerdo typically access the Gómez–Torreón ring road via Tecnológico Boulevard or the León Guzmán–Periférico highway. From that point, the journey to Mieleras is uninterrupted. Estimated travel time: approximately 30 minutes from downtown Lerdo (around 20 km). Although it is the most distant city on the list, reaching it within half an hour is feasible due to the expressways devoid of traffic signals.
- Matamoros, Coah. (Municipal seat): The city in which the park is situated. The municipal seat, with a population of approximately 50,000, adjoins the industrial park, allowing many neighborhoods in Matamoros to be within a five-minute commute. For instance, residents of Colonia Expoferia or downtown Matamoros can reach their workplaces by traveling roughly 3 km along Mieleras Blvd. This proximity renders the park a local employment hub that is easily accessible on foot, by bicycle, or via internal municipal transportation.
- Francisco I. Madero, Coahuila: A city situated in the Laguna region, approximately 30 km east of Torreón. With around 60,000 residents in its urban area, it offers a labor force that can be accessed via the Torreón–San Pedro Highway (Fed. 30). Currently, workers from Madero utilize a suburban bus that transports them to the Torreón ring road, from which they proceed to the park; however, the completion of the San Pedro–Cuatro Ciénegas Highway and the La Partida connection will render the journey even more direct. Estimated travel time is approximately 35 minutes by car from Madero (35 km), reaching Mieleras via the second ring road. Intermediate rural communities (ejidos of Madero and Matamoros) are also situated along the route, facilitating the integration of workers from those areas.

- San Pedro de las Colonias, Coahuila: A significant city located approximately 50 kilometers east of Torreón. While it lies outside the immediate metropolitan area, San Pedro (population approximately 100,000) is an integral part of the Laguna region, with many residents commuting daily. The recently modernized highway facilitates a connection to Torreón in about 40 minutes. Personnel trucks can transport workers from San Pedro directly to the park in the morning, entering through Mieleras and bypassing the center of Torreón. This efficient connection enhances the availability of human resources, incorporating the employment potential of San Pedro and its neighboring areas (Col. Morelos, Villas del Aguaje, etc.) into the workforce of companies situated in Centenario.
- Northern Torreón (neighborhoods of Ciudad Nazas, La Unión, and communal lands): The northern sector of the metropolis (including La Partida, La Unión, and other communal lands) has traditionally been disconnected from the southern industrial hubs; however, the newly constructed La Joya–Mieleras bypass alters this dynamic. Residents of the La Unión neighborhood (northern Torreón) can now utilize the second ring road to access Mieleras/Parque Centenario within 15 to 20 minutes, circumventing the city. This enhancement will facilitate the integration of the workforce from communities situated north of the Laguna (such as Tlahualilo, Dgo., and smaller rural towns in Torreón) that previously faced challenges in accessing the southern parks. The Matamoros–La Partida conurbation, via this route, simplifies access for workers residing north of Gómez Palacio, allowing them to bypass the city and reach the park from the periphery.
- Torreón’s Eastern Neighborhoods (Ampl. Abastos, Provitec, etc.): Numerous working-class neighborhoods are situated in the east and southeast of Torreón, in proximity to the Mieleras and Matamoros exits. For instance, Colonia Abastos and the Ana subdivision (located at the Mieleras exit) are merely a few kilometers from the park. Residents of these areas access the park via Mieleras Boulevard or San Miguel Boulevard, which leads directly into the industrial zone. Internal travel time ranges from 5 to 10 minutes. Consequently, the workforce in much of Torreón’s eastern sector (including neighborhoods such as Magdalenas and Rincón La Merced) enjoys the convenience of having Centenario Park “right around the corner,” with minimal traffic aside from that of the industrial area itself.

- Popular Neighborhoods of Gómez Palacio (e.g., Filadelfia, 5 de Mayo): Gómez Palacio boasts numerous high-density neighborhoods populated by residents employed in the Laguna industrial corridor. These areas are efficiently connected by internal expressways, such as Miguel Alemán Boulevard and Guerrero Avenue, to the Peripheral Road. Once on the Peripheral Road, travel to Centenario is swift. For instance, a worker residing in the Cinco de Mayo neighborhood can utilize the González de la Vega extension to access the Peripheral Road junction, reaching the park in approximately 20 minutes. The availability of urban and intercity transportation further ensures that the talent in Gómez Palacio is readily accessible, with bus and van routes operating along the Peripheral Road, delivering workers to the Mieleras parks without the need to enter Torreón.
- San Antonio del Coyote and Colonias de Matamoras, Coah.: In addition to the city of Matamoras, the municipality encompasses communities such as San Antonio del Coyote (population 9,000), Congregación Hidalgo, Coyote Urbano, and others. All of these communities are situated to the southeast along the Saltillo highway, near the park. For instance, residents of Coyote can reach the CFE substation junction via the Matamoras-Saltillo highway, located just at the park's entrance, in under ten minutes. This presents an employment advantage: Centenario Park can also attract workers from these semi-rural areas, who discover industrial opportunities without the need to travel to downtown Torreón. The benefits are twofold: it provides employment for the local population of Matamoras, decentralizing opportunities, and alleviates congestion on urban roads, as these workers commute entirely on peripheral routes.
- The entire La Laguna Metropolitan Area is encompassed within a 50-km radius of Centenario Park, with the majority of significant cities and neighborhoods situated less than 20 km away, typically a 20 to 30-minute commute. Highways, bypasses, and boulevards facilitate residents in the region—Torreón, Gómez, Lerdo, Matamoras, and even adjacent cities—to commute to their jobs in the park punctually, avoiding the burdens of heavy urban traffic.

Urban and Competitive Advantages

- From a strategic perspective, the location of Centenario Industrial Park provides: (1) efficient logistics for businesses, facilitated by rapid access to national corridors; (2) metropolitan access to a skilled workforce, owing to its proximity to all population centers in La Laguna; and (3) a seamless integration with the city, as it is situated on the designated industrial periphery. This positioning allows for the expansion of “heavy” infrastructure—such as industrial warehouses, maneuvering yards, and the continuous movement of trailers—without causing traffic disruptions or inconveniences in residential areas, as there are no neighborhoods in the immediate vicinity.
- In comparison to other locations, Centenario Park capitalizes on the region’s existing and planned infrastructure. Coahuila and Durango have made significant investments in La Laguna’s connectivity, acknowledging its importance as a central hub among Mexico’s major industrial centers. For instance, recent interchanges have been constructed to minimize travel times in Mieleras, the Periphery Road has been expanded with overpasses, and at the federal level, funding has been allocated for the northern bypass to redirect foreign traffic. This comprehensive array of enhancements converges in the vicinity of the park. Consequently, foreign companies considering the area can be assured of efficient routes for exporting and importing (to ports and borders) while also having the confidence that their employees can traverse the city swiftly from all directions.
- Centenario Industrial Park is distinguished by its advantageous location, providing an ideal balance between logistical connectivity and urban accessibility. Situated on Mieleras Blvd., on the southern periphery of the metropolitan area, it facilitates swift access to highways leading to Monterrey, Durango/Mazatlán, and Texas, all while avoiding congested urban zones. Additionally, its proximity to all cities in La Laguna enables the attraction and retention of a substantial workforce, ensuring that commute times do not pose a barrier. For decision-makers in site selection, this presents a compelling opportunity: at Centenario, an industrial facility can function with an optimized supply chain, characterized by rapid shipping and receiving times, alongside a readily available labor pool from the entire metropolitan region, all without the usual challenges of being situated within a city. In summary, it is a location where heavy industry thrives in synergy with urban infrastructure, enhancing productivity while reducing the costs and risks associated with transportation and mobility.

Proximity to Torreón's Labor Force and Essential Areas

The Centenario Industrial Park is situated opposite the CFE South Substation on Mieleras Blvd. in Matamoros, Coahuila, facilitating direct access to the primary residential, educational, and service sectors of Torreón. Next,

A detailed analysis by representative areas is provided, emphasizing their population density, prevailing socioeconomic status, distance, and estimated travel time to the park:

- Residential Areas – Prospective Workforce

1. East Zone of Torreón

- Population density: Extremely high
- Socioeconomic level: E, D-, D+
- Distance: 8.1 km
- Estimated time: 10 minutes

2. South Zone of Torreón

- Population density: Extremely high
- Socioeconomic level: E, D-, D+
- Distance: 11 km
- Estimated time: 16 minutes

3. Torreón Downtown

- Population density: Moderate
- Socioeconomic level: D+ ○ Distance: 20 km
- Estimated time: 27 minutes

4. West Zone of Torreón

- Population density: High
- Socioeconomic level: D-, D+
- Distance: 22 km
- Estimated time: 33 minutes

5. Northwest Zone of Torreón

- ☐ Population density: Extremely high
- ☐ Socioeconomic level: D-, D+
- ☐ Distance: 13 km
- ☐ Estimated time: 14 minutes

6. North-North Zone of Torreón (High residential and semi-rural)

- ☐ Population density: Low
- ☐ Socioeconomic level: C+, A/B
- ☐ Distance: 20 km ☐ Estimated travel time: 27 minutes

7. New Economic Housing Zone (East Torreón)

- ☐ Population density: Extremely high
- ☐ Socioeconomic level: E, D-, D+
- ☐ Distance: 8.8 km
- ☐ Estimated travel time: 9 minutes

Educational and Technical Zones – Skilled Workforce

8. Ciudad Universitaria Torreón

- ☐ Profile: Technical education, engineering, and specialized programs
- ☐ Distance: 12 km
- ☐ Estimated time: 15 minutes

High Capital Gain Zones – Executive Residences

9. Montebello Golf Course / Exclusive Residential Area

- ☐ Population density: Low
- ☐ Socioeconomic status: A/B
- ☐ Distance: 11 km
- ☐ Estimated travel time: 14 minutes

Aviation Connectivity Framework

10. Torreón International Airport (TRC)

- Purpose: Air cargo and international executive transport
- Distance: 17 km
- Estimated duration: 26 minutes

Strategic Summary The close proximity to regions characterized by high labor density and technically skilled profiles, combined with convenient access to the airport and executive zones, positions Centenario Industrial Park as an optimal site for manufacturing enterprises that demand both a plentiful operational workforce and specialized technical or executive staff, all within a connected and congestion-free setting.