

Outstanding field services and superbly equipped facilities in the powerhouse of Central America.

Mexico City Focus is conveniently located in the most exclusive business and residential area of Mexico City, only 15 minutes from the major business centers. Mexico City is the world's most populous city, with more than 20 million people. Colonial mansions, ancient pyramids, outstanding museums and galleries give the city an irresistible cultural lure while modern towers of concrete and glass speak of dynamism and progress.



Modern, comfortable, practical facilities

- Two spacious focus group rooms with floor-to-ceiling mirrors
- Bilingual moderators, integrated simultaneous translation cabins
- Oversized, tiered viewing rooms seating 15 people
- Individually-controlled air conditioning in each room
- Separate respondents' waiting area, private client lounges
- Audio and video recording with mobile cameras
- Integrated simultaneous translation cabins
- Full-service kitchen
- Direct access to secure underground parking
- Wireless Internet, and audio, video and DVD recording

A full range of services

- Recruiting (consumer/professional/medical/children)
- Minority recruiting and interviewing
- Focus groups and one-on-one interviews
- In-store or location projects
- Intercept interviews, executive interviewing
- Automobile clinics and drive tests
- Product taste tests and product placements
- Asociación Mexicana de Agencias de Investigación (AMAI) member
- Jury projects
- Mystery shopping
- Customized training
- Professional catering
- Nationwide field operation
- Coding and data processing
- Telephone surveys

For more information, contact

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Directions from the Mexico City International Airport

1. Take Churubusco Avenue south to Viaducto Expressway.
2. Take Viaducto Expressway to the exit for Periferico / Reforma.
3. Go north until the Reforma Lomas exit.
4. Follow Reforma Avenue to the Bosques de Reforma entrance.
5. Turn left at Bosque de Duraznos St. and go to the underground parking lot located in building #75.
6. Mexico City Focus is located on the second floor.

Facility specifications

	Focus Rooms	Viewing Rooms
Focus Room 1	17'x19'	16'x14'
Focus Room 2	21'x17'	19'x13'

Convenient hotels

Hotel Presidente
Intercontinental
Campos Eliseos No. 218
Col. Polanco
C.P. 11560, Mexico D.F.
Tel: (52)(55)53277777

W Mexico City
Campos Eliseos 252
Col. Polanco
C.P. 11560, Mexico D.F.
Tel +(52)(55)91381800

JWMarriott
Andres Bello No. 29
Col. Polanco
C.P. 11560, Mexico D.F.
Tel: (52)(55)52828888

Hotel Sheraton Suites
Guillermo Gonzalez Camarena No 200
Col. Centro
Ciudad Santa Fé
C.P. 05001, Mexico D.F.
Tel: (52)(55)52588500

More about The Focus Network

Whether your qualitative research takes place in North America or Europe, count on The Focus Network to deliver successful marketing research solutions. Every one of our facilities provides a comprehensive range of high-quality marketing research services in a comfortable environment. Each of our facilities is staffed by experienced, knowledgeable, energetic personnel ready to provide the expertise, reliability and personal service you demand.

When you call on The Focus Network, we begin by making every effort to understand the specific needs and objectives of your project. Then we customize our services to suit, combining friendly surroundings and state-of-the-art equipment. After making you feel right at home, we proceed with your project to completion – as planned and expected.