



FOR IMMEDIATE RELEASE

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Contact: Irma Chapa, Director of Communications / C: 956-995-2815 / E: ichapa@mcallen.net

Ticketopolis Establishes U.S. Headquarters in McAllen
Soft-Landing Pilot Program success highlights new opportunities for international business growth

The City of McAllen is celebrating the first successful completion of its Soft-Landing Pilot Program as Mexican technology company Ticketopolis establishes its U.S. headquarters in the city, marking a significant step in the company's international growth and our efforts to attract global business and economic development.

Founded by Fernando Medellin and Blanca Guerra, Ticketopolis provides a cloud-based, AI-powered platform that helps organizations plan, manage and execute events.

Ticketopolis' journey to McAllen began in 2024 at Café con Texas in Monterrey, a cross-border business and networking event organized by the World Trade Center Monterrey at the Universidad Autónoma de Nuevo León. What began as an introduction to the opportunities available in the region developed into a partnership between Ticketopolis, the World Trade Center Monterrey, our Offices of International Relations and Office of Retail and Business Development, and the McAllen Chamber of Commerce.

Through the Soft-Landing Pilot Program, Ticketopolis gained access to local resources, business leaders and experts as it explored its expansion into the U.S. market. The company ultimately chose McAllen as the home of its U.S. headquarters and has since become a member of the McAllen Chamber of Commerce.

"Ticketopolis choosing McAllen is a powerful statement about the unique opportunities our community offers," said Isaac J. Tawil, City Manager. Together, we will help support their mission to create new opportunities, strengthen the business community and show international companies that McAllen is a place where they can put down roots and grow."

"I recently attended the 2026 Café con Texas in Monterrey, and opportunities like this demonstrate the importance of building strong connections," said Mayor Javier Villalobos. "Ticketopolis' success shows what is possible when international businesses have access to the right resources and partnerships. Through initiatives like McAllen Means Business, we are continuing to create those connections and open the door for more businesses to trust McAllen."

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Dr. Eugenio Reyes, Director of the World Trade Center Monterrey at the Universidad Autónoma de Nuevo León, attended the event and highlighted Ticketopolis as an example of how cross-border partnerships can help businesses successfully enter the U.S. market.

For more information about the Soft-Landing Program and resources available to businesses exploring opportunities in the area, visit McAllen Means Business at mcallenmeansbusiness.com and select the International tab.

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About the City of McAllen

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest-growing cities along the U.S.–Mexico border. Known as the “City of Palms,” McAllen serves as a hub for international trade, retail, tourism, and culture in the Rio Grande Valley. Today, the city employs more than 2,600 dedicated public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. McAllen city leaders remain committed to transparent governance, fiscal responsibility, and enhancing quality of life through innovation, infrastructure, and community engagement. For more information, visit www.mcallen.net and follow us on social media @cityofmcallen