

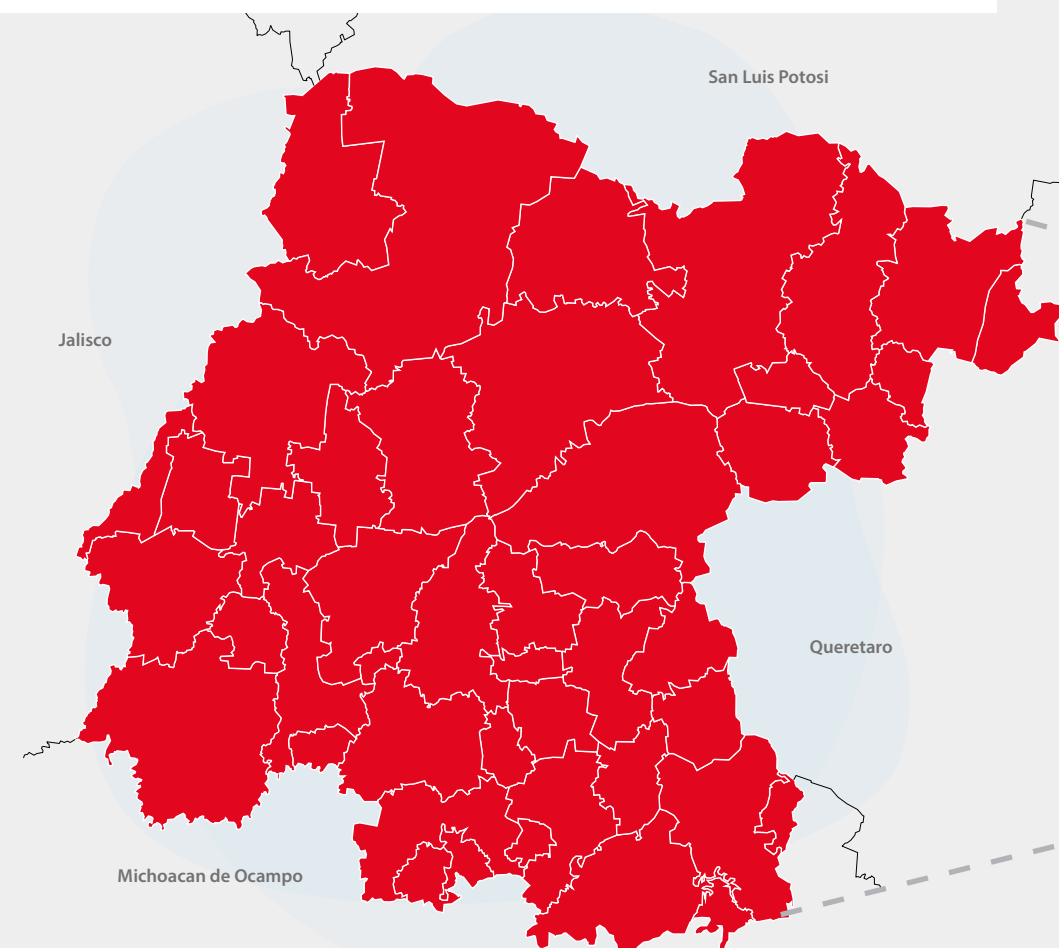


INVEST IN
GUANAJUATO

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GUANAJUATO STRATEGIC LOCATION

Total Territorial Surface
30,607 KM²



GUANAJUATO DEMOGRAPHIC PROFILE

46 MUNICIPALITIES
CAPITAL CITY GUANAJUATO

Total Population
6.11 MILLION
INHABITANTS



2.6 MILLION
ECONOMICALLY ACTIVE
POPULATION



6TH Most
populated
state

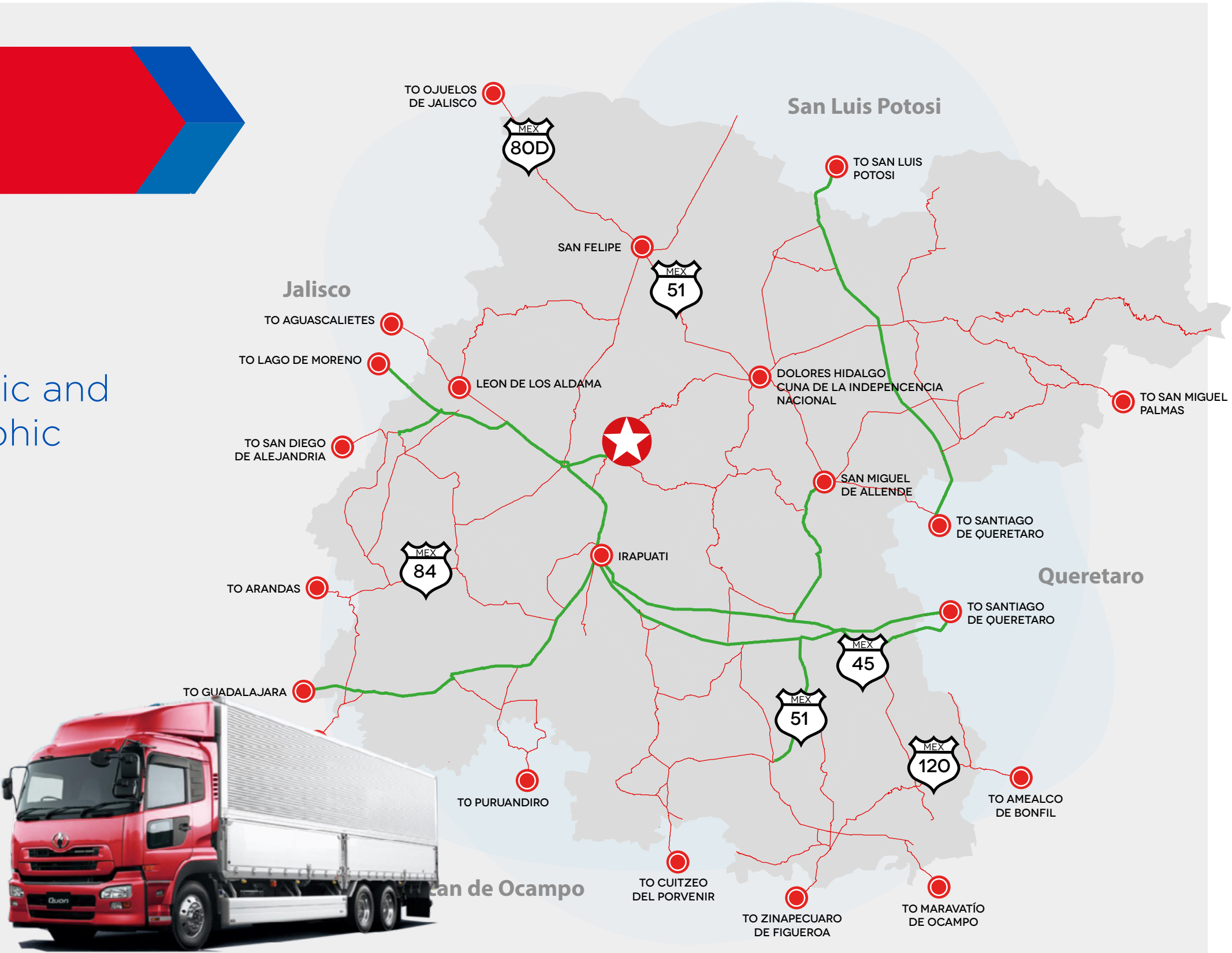
GUANAJUATO ROAD CONNECTIVITY

Guanajuato
13,224 KM
Roads and highways

Linking
Economic and
Geographic
Regions

DISTANCE FROM **GUANAJUATO** TO

USA MAIN CITIES	KM	MILES	CANADA MAIN CITIES	KM	MILES
Atlanta, GA.	2,671	1,660	Calgary, QC.	4,263	2,649
Chicago, IL.	3,162	1,965	Edmonton, AB.	4,552	2,828
Cleveland, OH	3,509	2,180	Montreal, QC.	4,386	2,725
Dallas, TX.	1,605	997	Ottawa, ON.	4,243	2,636
Detroit, MI.	3,515	2,184	Quebec, QC	4,650	2,889
Houston, TX.	1,396	867	Regina, SK.	3,857	2,397
Los Angeles, CA.	2,638	1,639	Toronto, ON.	3,858	2,397
New York, NY.	4,017	2,496	Vancouver, BC.	4,446	2,763
San Francisco, CA.	3,251	2,020	Victoria, BC.	4,442	2,760
Seattle, WA.	4,253	2,643	Winnipeg, MB.	3,645	2,265



GUANAJUATO RAILROAD CONNECTIVITY

Guanajuato
670 KM Railways



● GUANAJUATO INLAND PORT

25 Has surface
27,000 containers
per year

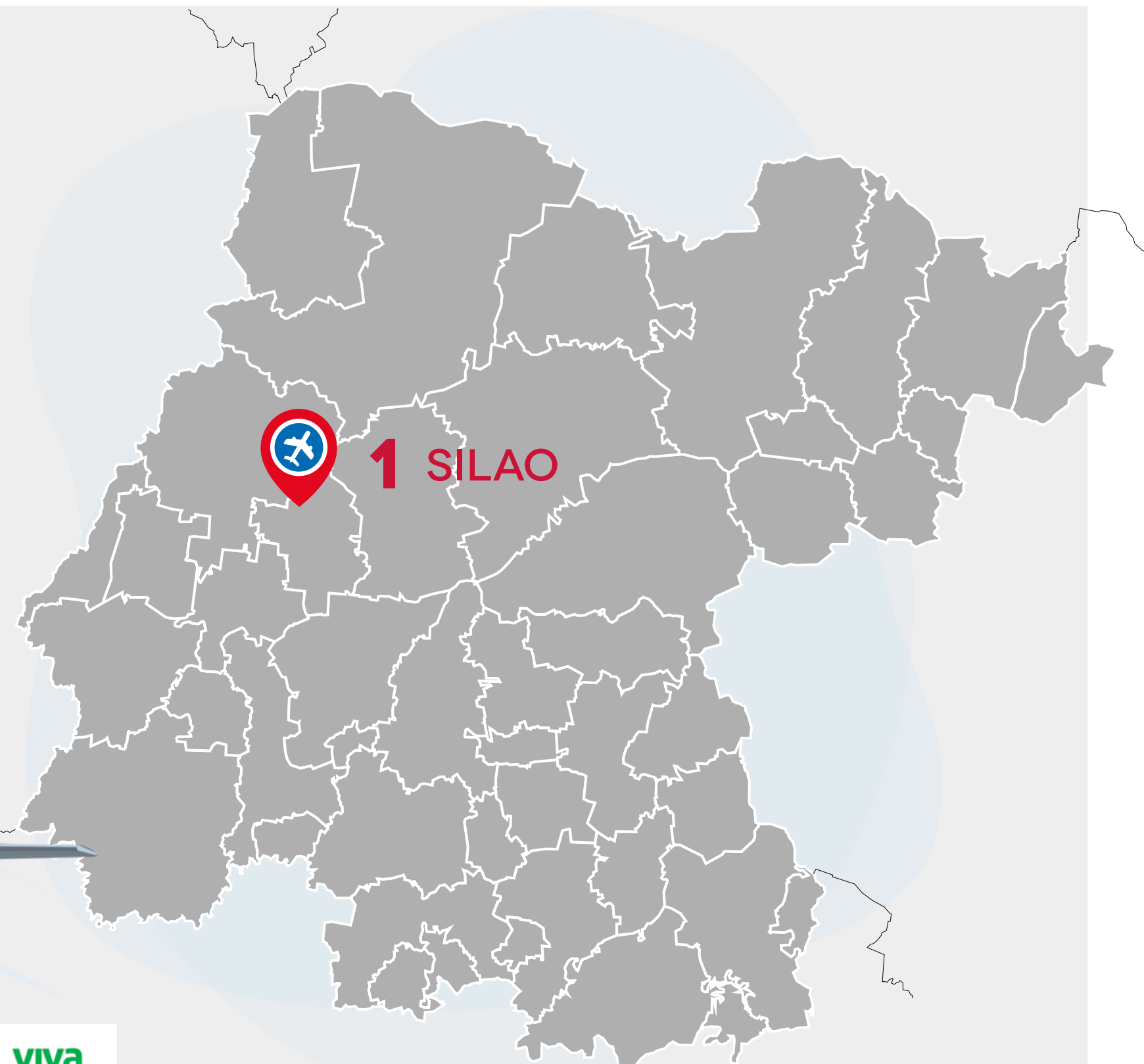
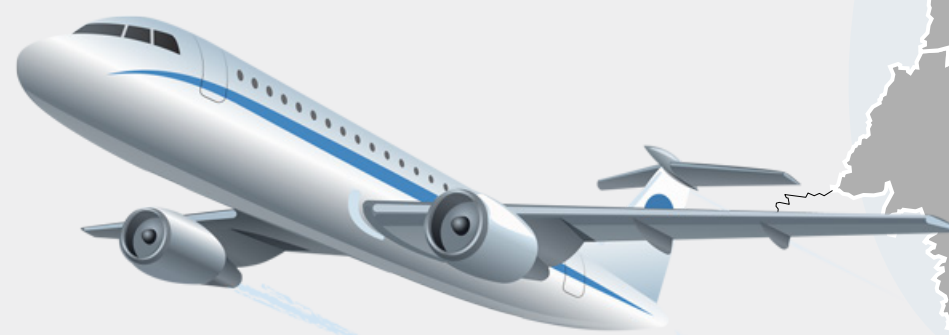


GUANAJUATO AIR CONNECTIVITY

Guanajuato
**1 INTERNATIONAL
AIRPORT**

 • Silao

7 AIRLINES



GUANAJUATO INDUSTRIAL PARKS



58 INDUSTRIAL PARKS



SAN FELIPE

- 1. SAN FELIPE TORRES MOCHAS INDUSTRIAL PARK

SILAO

- 1. VYNMSA POCKET PUERTO INTERIOR I
- 2. VYNMSA POCKET PUERTO INTERIOR II
- 3. ADVANCE PUERTO INTERIOR
- 4. NOVOTECH SILAO
- 5. ADVANCE SANTA FE I INDUSTRIAL PARK
- 6. ADVANCE SANTA FE II INDUSTRIAL PARK
- 7. APOLO SILAO INDUSTRIAL PARK
- 8. CERRITOS INDUSTRIAL PARK
- 9. GUANAJUATO PUERTO INTERIOR
- 10. SKY PLUS LOGISTICS & AEROSPACE PARK
- 11. LAS COLINAS INDUSTRIAL & BUSINESS PARK
- 12. FIPASI INDUSTRIAL PARK

LEON

- 1. PILBA-LEON BAJIO INDUSTRIAL PARK
- 2. VYNMSA LEON INDUSTRIAL PARK
- 3. POCKET PARK LEON
- 4. COLINAS DE LEON INDUSTRIAL PARK
- 5. STIVA LEON INDUSTRIAL PARK
- 6. PARQUESUR INDUSTRIAL LEON
- 7. LEON INDUSTRIAL ZONE
- 8. CIMS INDUSTRIAL PARK

SAN FRANCISCO DEL RINCON

- 1. COLINAS DEL RINCON INDUSTRIAL PARK

IRAPUATO

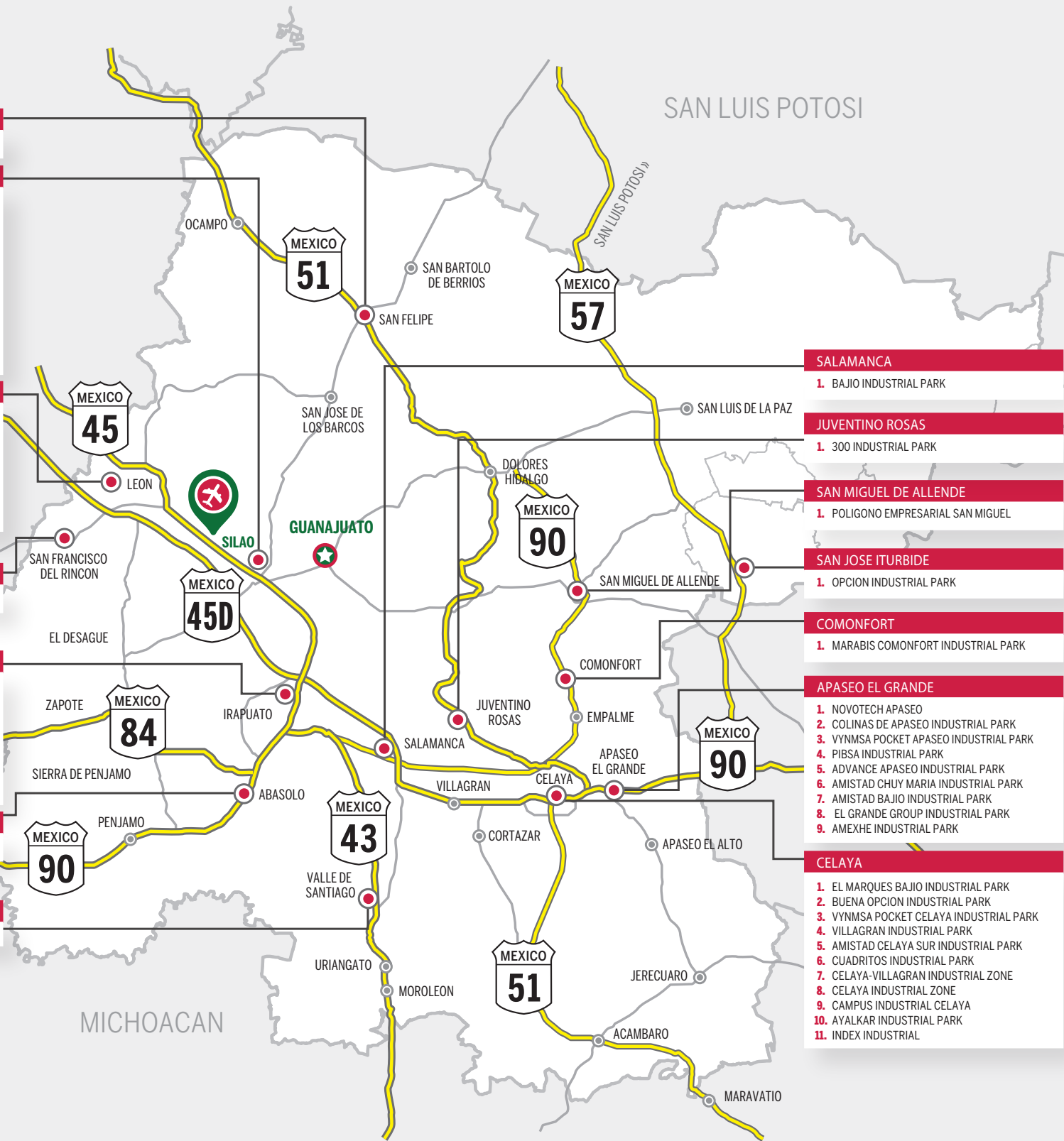
- 1. VYNMSA GUANAJUATO INDUSTRIAL PARK
- 2. LOGISTICS LOS INFANTES
- 3. PARQUE CENTRAL GUANAJUATO
- 4. APOLO INDUSTRIAL PARK
- 5. MARABIS CASTRO DEL RIO TECHNOINDUSTRIAL PARK
- 6. SMART PARK
- 7. EL VENADO INDUSTRIAL PARK
- 8. CENTRO INDUSTRIAL GUANAJUATO

ABASOLO

- 1. MARABIS ABASOLO INDUSTRIAL PARK

VALLE DE SANTIAGO

- 1. SENDAI INDUSTRIAL PARK



SALAMANCA

- 1. BAJIO INDUSTRIAL PARK

JUVENTINO ROSAS

- 1. 300 INDUSTRIAL PARK

SAN MIGUEL DE ALLENDE

- 1. POLIGONO EMPRESARIAL SAN MIGUEL

SAN JOSE ITURBIDE

- 1. OPCION INDUSTRIAL PARK

COMONFORT

- 1. MARABIS COMONFORT INDUSTRIAL PARK

APASEO EL GRANDE

- 1. NOVOTECH APASEO
- 2. COLINAS DE APASEO INDUSTRIAL PARK
- 3. VYNMSA POCKET APASEO INDUSTRIAL PARK
- 4. PIBSA INDUSTRIAL PARK
- 5. ADVANCE APASEO INDUSTRIAL PARK
- 6. AMISTAD CHUY MARIA INDUSTRIAL PARK
- 7. AMISTAD BAJIO INDUSTRIAL PARK
- 8. EL GRANDE GROUP INDUSTRIAL PARK
- 9. AMEXHE INDUSTRIAL PARK

CELAYA

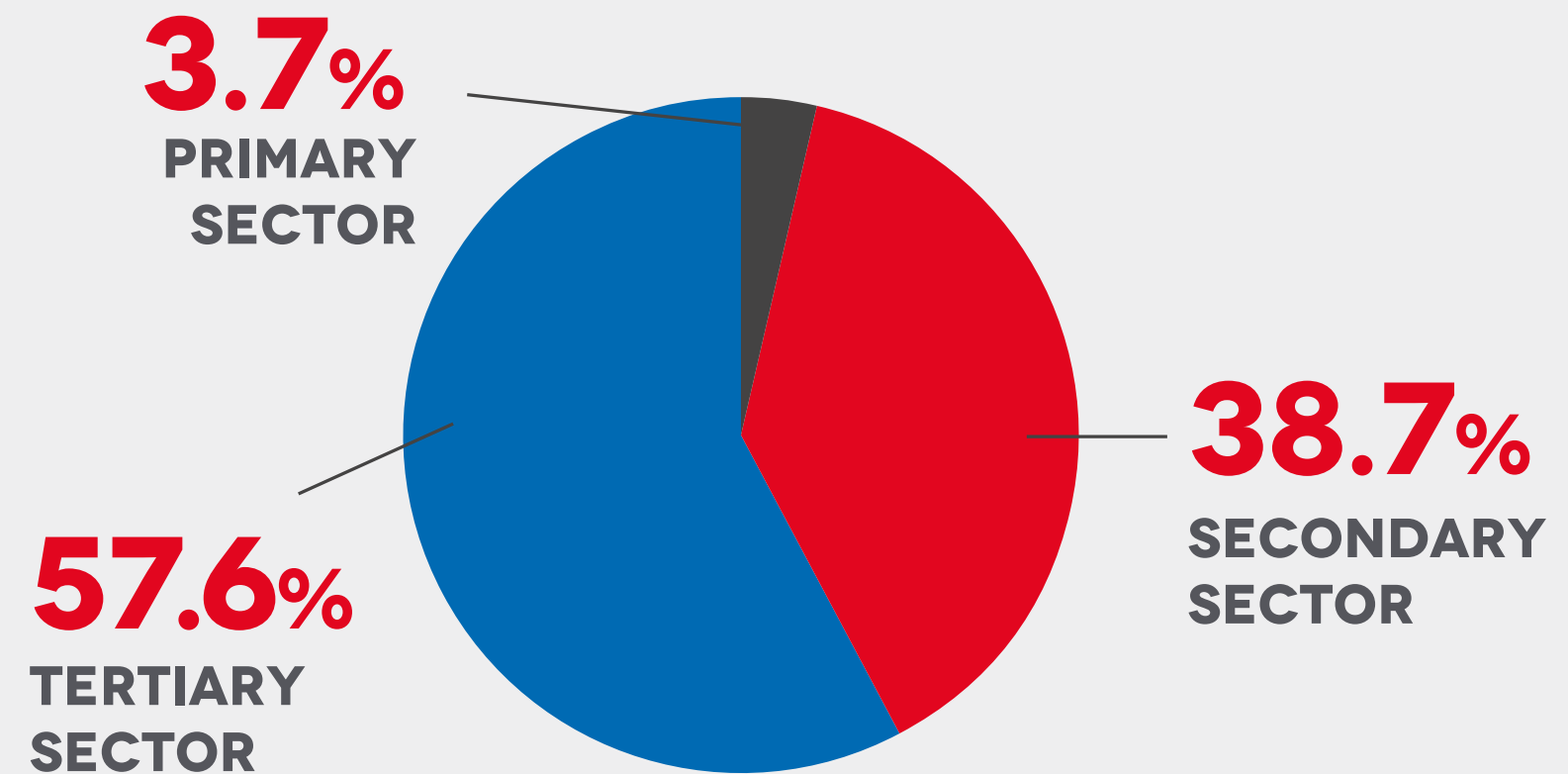
- 1. EL MARQUES BAJIO INDUSTRIAL PARK
- 2. BUENA OPCION INDUSTRIAL PARK
- 3. VYNMSA POCKET CELAYA INDUSTRIAL PARK
- 4. VILLAGRAN INDUSTRIAL PARK
- 5. AMISTAD CELAYA SUR INDUSTRIAL PARK
- 6. CUADROS INDUSTRIAL PARK
- 7. CELAYA-VILLAGRAN INDUSTRIAL ZONE
- 8. CELAYA INDUSTRIAL ZONE
- 9. CAMPUS INDUSTRIAL CELAYA
- 10. AYALKAR INDUSTRIAL PARK
- 11. INDEX INDUSTRIAL

GUANAJUATO GROSS DOMESTIC PRODUCT

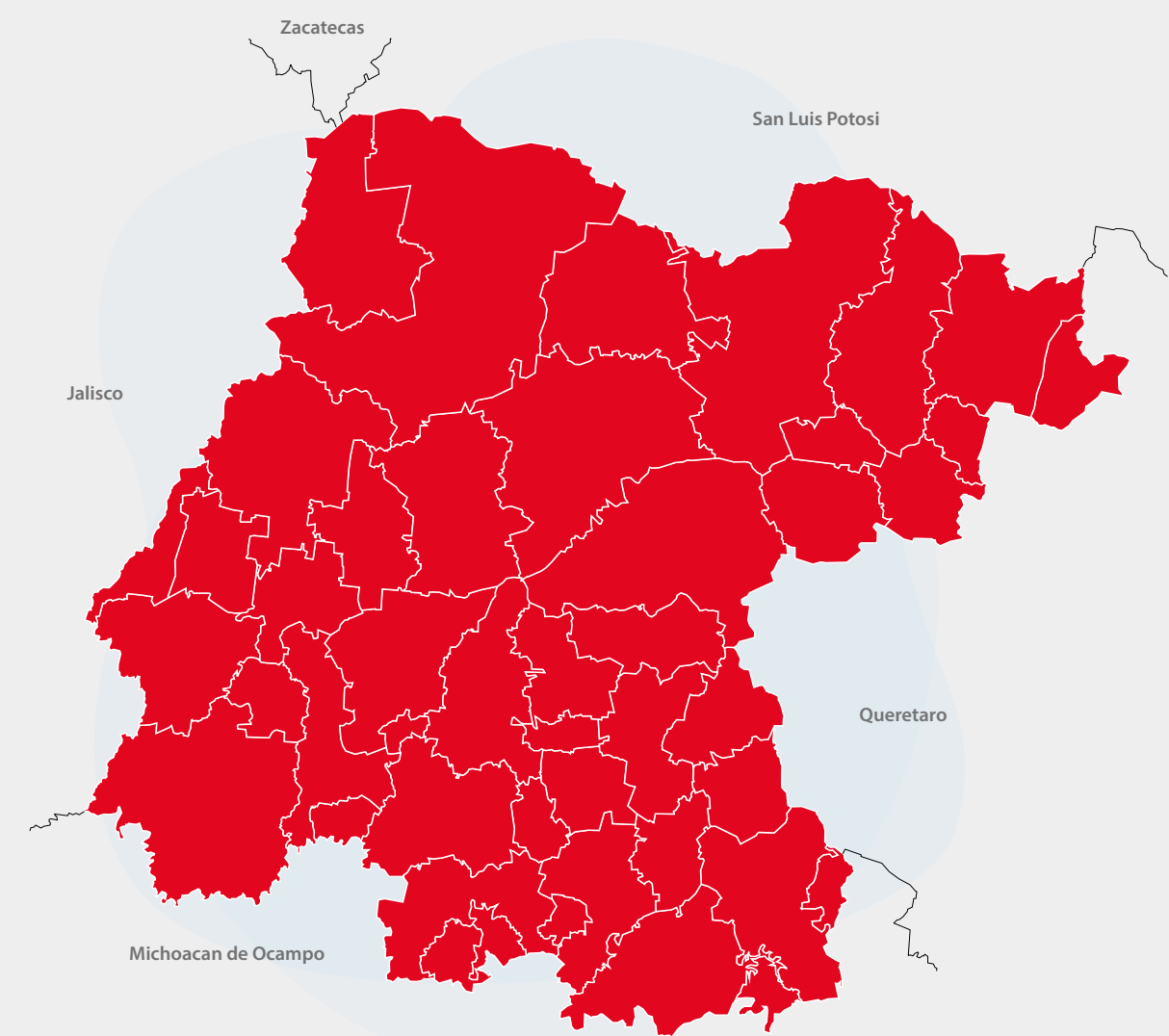
DIVERSIFIED ECONOMY IN PRODUCTIVE COMPETITIVE SECTORS



\$48.3
BILLION USD



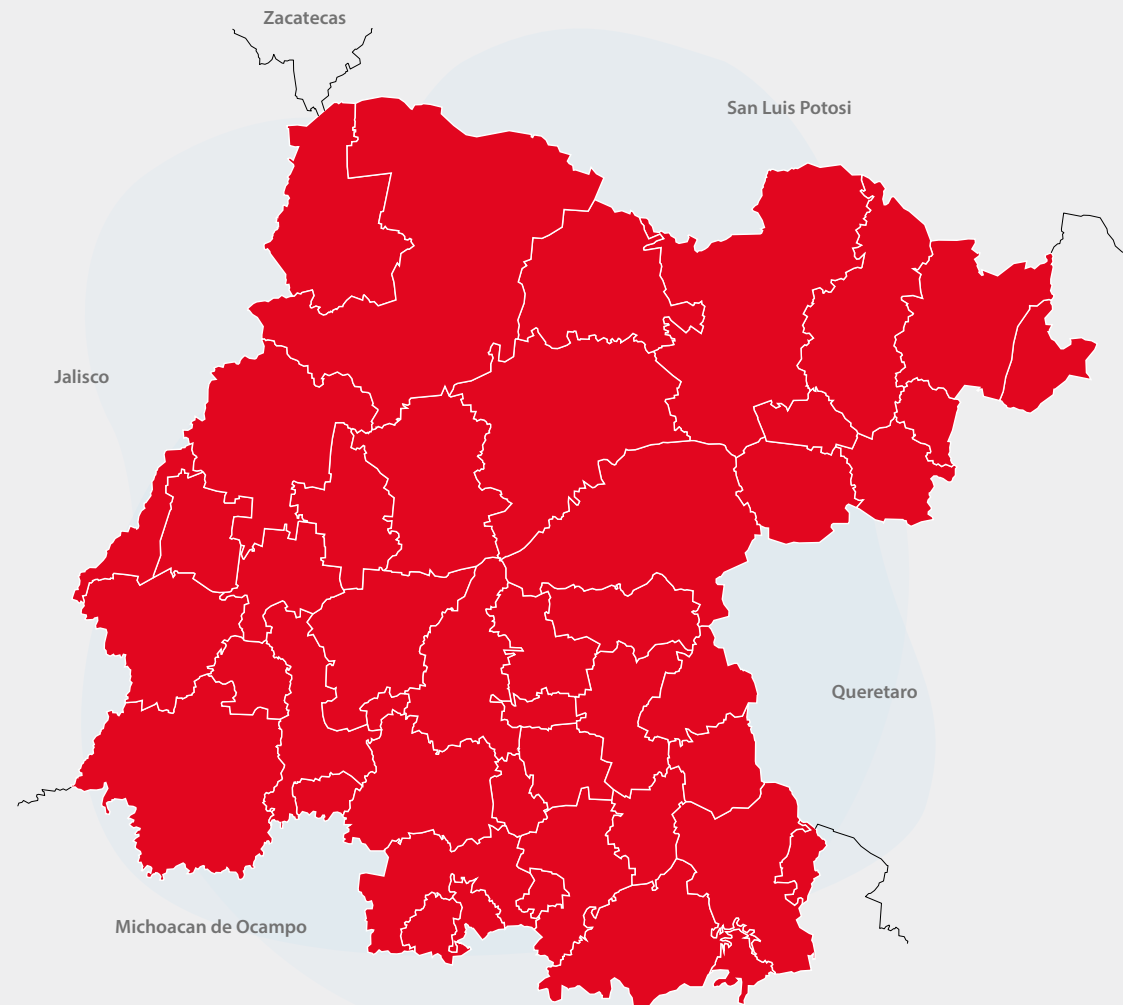
GUANAJUATO FOREIGN DIRECT INVESTMENT



FROM 2006 TO 2020
\$22,095
MILLION USD

USA	JAPAN	SPAIN	BELGIUM	CHINA	FINLAND	TURKEY
GERMANY	ITALY	CANADA	FRANCE	GUATEMALA	INDIA	CZECH REPUBLIC
SWITZERLAND	UNITED KINGDOM	AUSTRIA	BRAZIL	HOLLAND	ISRAEL	
KOREA	MEXICO	PORTUGAL	SLOVENIA	TAIWAN	TUNISIA	

GUANAJUATO FOREIGN TRADE



23.8
BILLION USD
IN EXPORTS

ELECTRONIC INDUSTRY

Exported

78.6 MILLION USD

GUANAJUATO
**REGIONAL
PRODUCTIVE
VOCATION**



AUTOMOTIVE



AGRO-INDUSTRY



FASHION



CONSTRUCTION



CHEMICAL



HANDCRAFTS



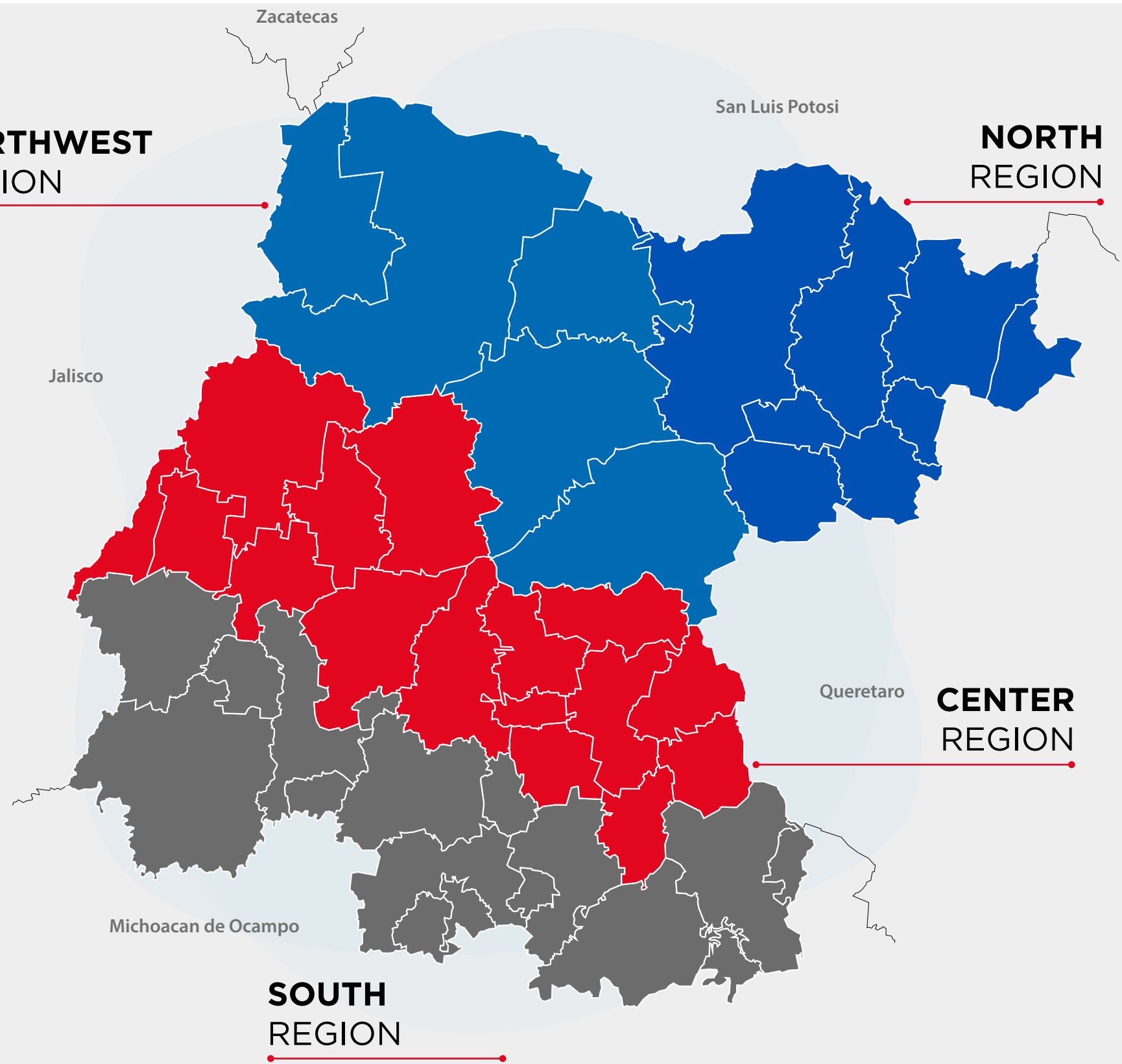
MINING

**NORTHWEST
REGION**

**NORTH
REGION**

**CENTER
REGION**

**SOUTH
REGION**



GUANAJUATO

WHY INVEST IN GUANAJUATO?



**STRATEGIC
LOCATION**

**SOLID INFRASTRUCTURE AND
CONNECTIVITY WITH COMPETI-
TIVE ADVANTAGES IN LOGISTICS**



**YOUNG HAND WORK
COMMITTED AND
QUALIFIED**



GUANAJUATO

WHY INVEST IN GUANAJUATO?



**DIVERSIFIED ECONOMY
WITH COMPETITIVE
PRODUCTIVE SECTORS**

**EMERGING AND DEVELOPING
INDUSTRIAL CLUSTERS**



**YOUNG, COMMITTED AND
QUALIFIED WORKFORCE**

GUANAJUATO AUTOMOTIVE INDUSTRY



2ND NATIONWIDE
IN PRODUCTION VALUE AND VOLUME

MAIN COMPANIES

GM, Honda, Mazda, Toyota,
VW, Ford, Pirelli, Continental,
AAM.



Installed companies

420



Jobs generated in the state

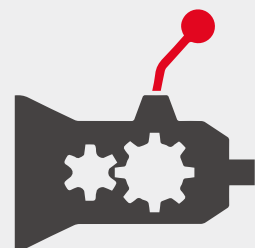
190,000

GUANAJUATO AUTOMOTIVE INDUSTRY



ENGINES

1,130,000



TRANSMISSION PARTS

2,000,000



LIGHT VEHICLES

1,100,000

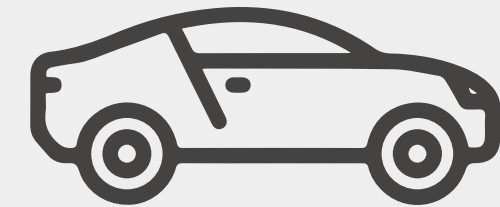
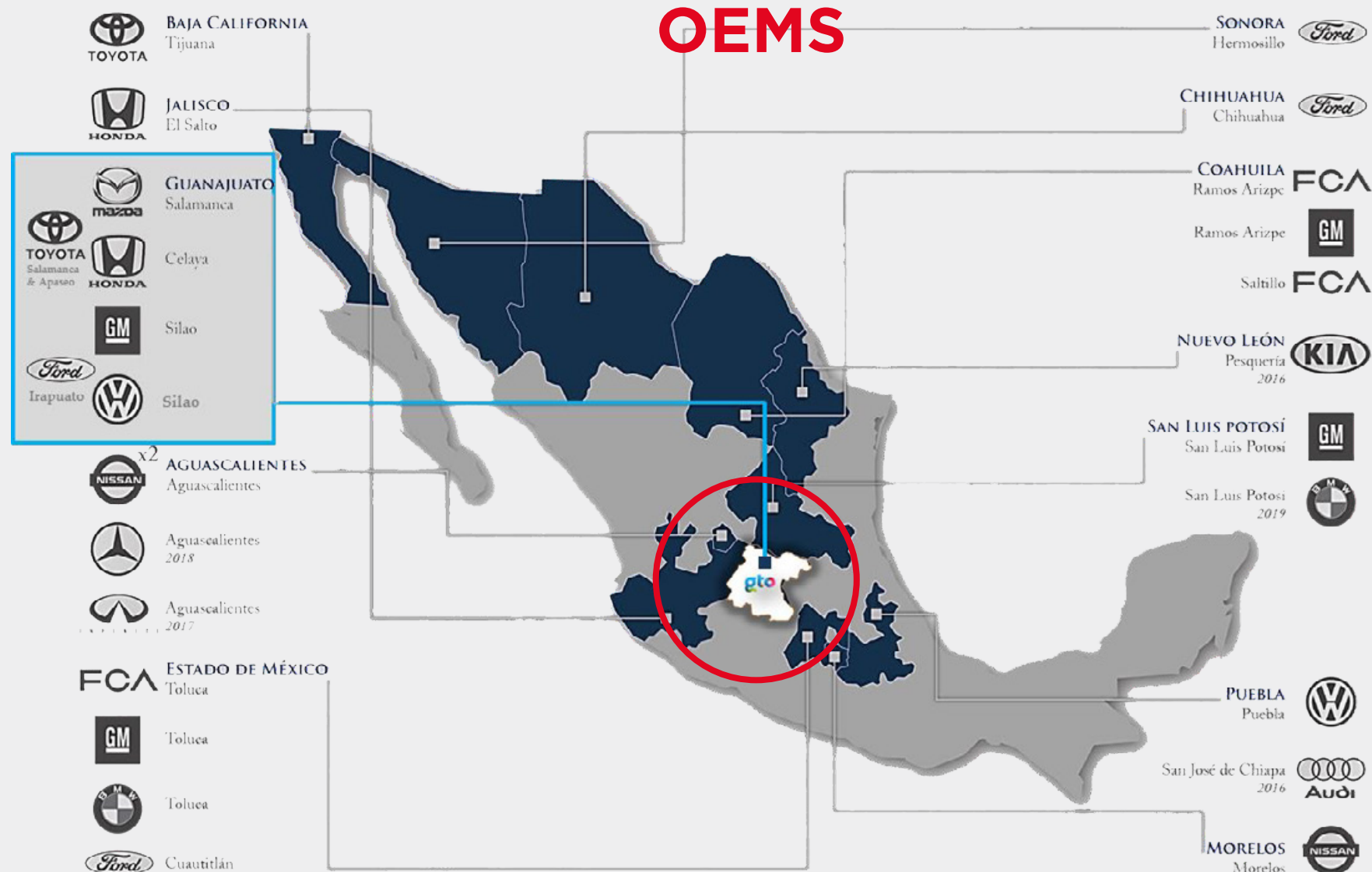
ESTIMATED BY 2021



3RD NATIONWIDE

IN THE MANUFACTURING
OF AUTO PARTS

GUANAJUATO AUTOMOTIVE INDUSTRY



WITHIN A 200 KM RADIUS

2'000,000

VEHICLES BY 2020

70%
OF MEXICAN
PRODUCTION OF

- INDUSTRY
- AUTOMOTIVE INDUSTRY
- FOREIGN TRADE

GUANAJUATO AGROINDUSTRY



Gamesa-Quaker
Investment Origin: U.S.A.

Location: Celaya, Gto.
Celaya plant is the world's largest of this group.

Products: Cookies, largest maker in the world.
This plant is the largest in Latin America and 50% of the raw material is sourced from the Bajío Area.



Coca – Cola FEMSA
Carbonated Drinks

Investment Origin:
U.S.A.

Location: León, Gto.

Products: Carbonated Drinks , Bottled Water and Juices

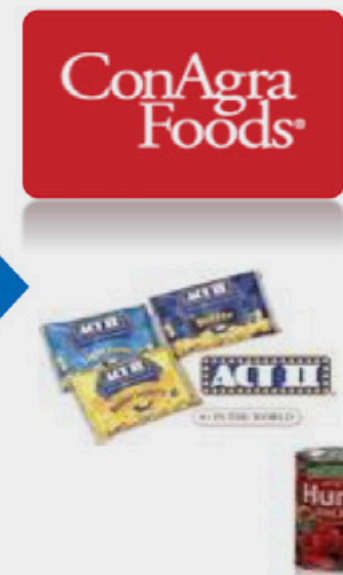
CONAGRA FOODS DE MEXICO SA DE CV

Food Products

Investment Origin: U.S.A.

Location: Irapuato, Gto.

Products: Pop Corn, Canned food, Sauce, Vegetable oil



MAIN COMPANIES

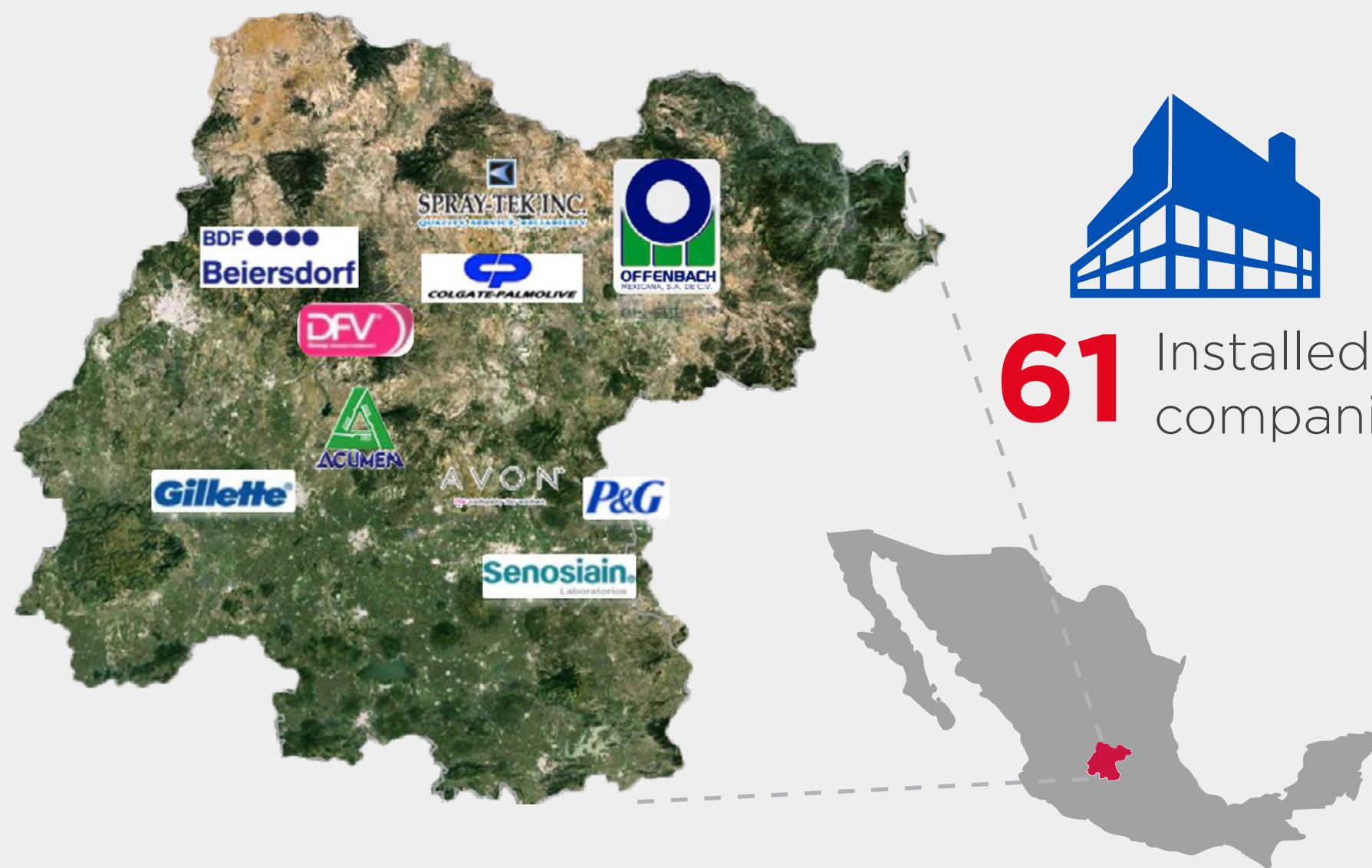
Danone de Mexico, Gamesa-Quaker, ConAgra Foods, General Mills, Coca-Cola FEMSA, and Ferrero de Mexico



Jobs generated

10,000

GUANAJUATO PHARMACEUTICAL & MEDICAL



61 Installed companies

MAIN COMPANIES

BDF Beiersdorf, Pfizer, P&G, Senosiain, Gillette, and Mission Hills.



Jobs generated

87,000

GUANAJUATO ELECTRONIC INDUSTRY



11TH NATIONWIDE
IN PRODUCTION OF
ELECTRONICS

MAIN COMPANIES

Schaeffer, Siemens, Honda
Trading, Komax, Würth
Elektronik, Daikyonishikawa

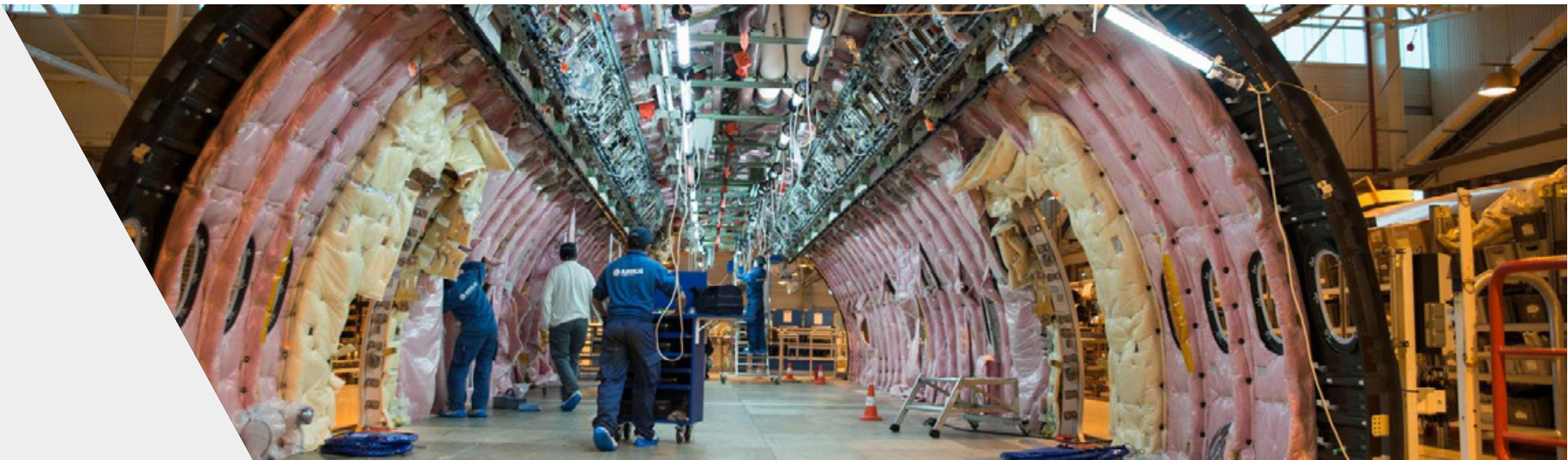


Installed companies
121



Exported
78.6 MILLION USD

GUANAJUATO
AEROSPACE INDUSTRY



Installed companies
6

MAIN COMPANIES



Jobs generated in the state
200

GUANAJUATO AEROSPACE INDUSTRY



OPERATIONAL DEVELOPMENT OPPORTUNITIES:

IT & Development:

- Flight simulation, aerodynamic testing, and assembly
- Embedded systems
- Data and image processing
- Control systems
- New technologies and IoT

Training center:

- Training of pilots and flight attendants for commercial lines
- Certification centers for operators and companies
- CNC IECA Salamanca and Silao

MRO & Aftermarket:

- Turbine and engine maintenance
- Interior repair and redesign
- Electrical and electronic systems
- Propellers
- Dynamic components
- Coatings, corrosion and protection
- Landing Systems

GUANAJUATO TEXTILE & FOOTWEAR



13TH NATIONWIDE

IN PRODUCTION OF FOOTWEAR

MAIN COMPANIES

Charly, Andrea, Cuadra,
Flexi, Capa de Ozono,
Emyco, Pirma, Concord



Installed companies

3,394



Jobs generated in the state

171,000

GUANAJUATO
EDUCATIONAL PROFILE



80,000 ENROLLED
IN ENGINEERING



45
HIGHER EDUCATION
INSTITUTIONS



19,183
YEARLY GRADAUTED FROM
BACHELOR'S DEGREE



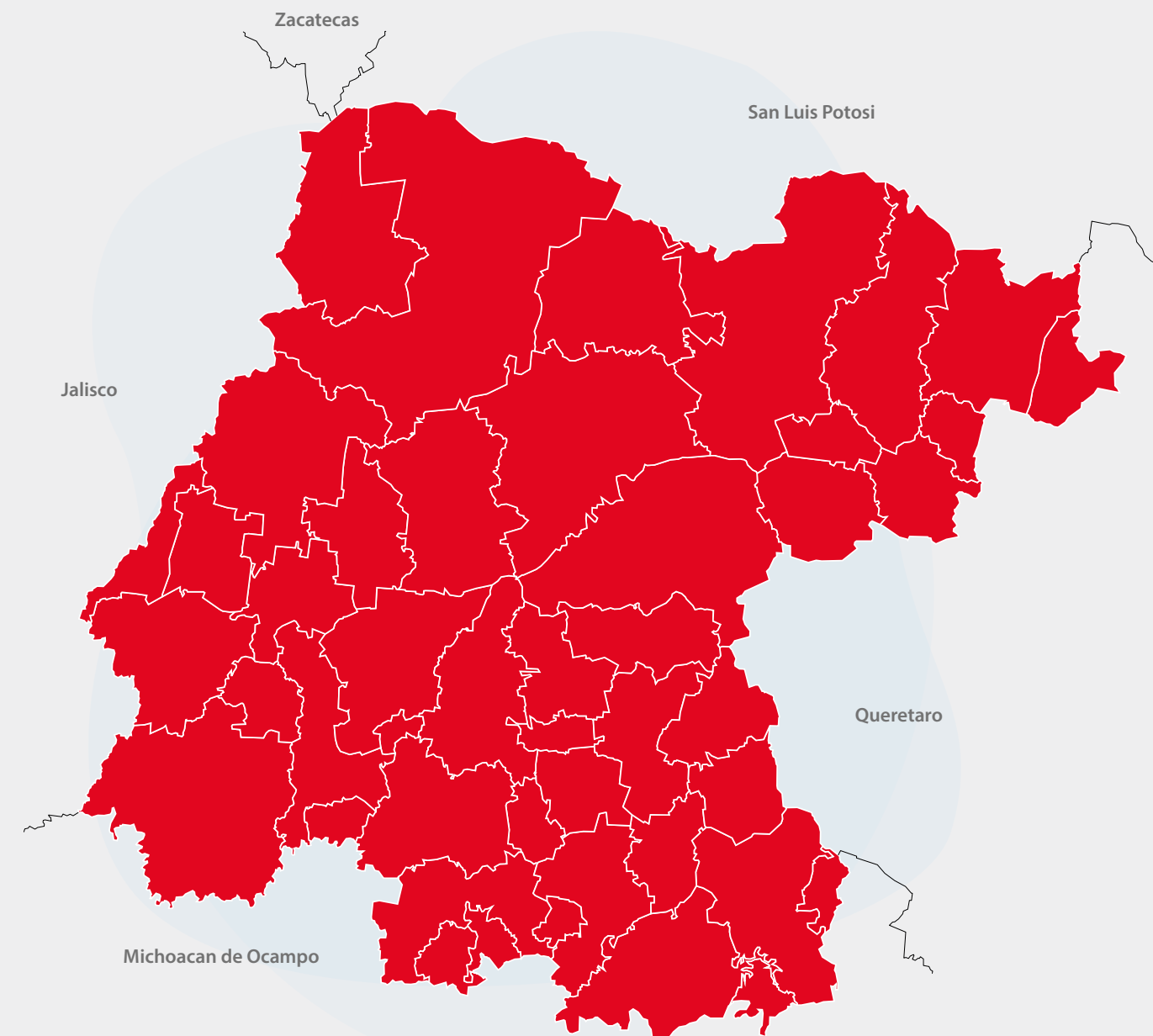
STUDENTS

10,000
130,000

FROM TECHNOLOGICAL
EDUCATION
FROM HIGHER
EDUCATION



GUANAJUATO QUALITY OF LIFE



GUANAJUATO
HEALTH SERVICE



273 hospitals
private & public



6,389
hospital beds



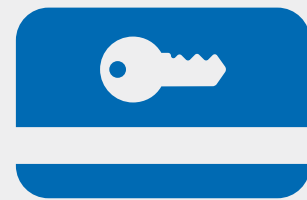
9,784
Doctors & Specialists



GUANAJUATO HOTELS



4 AND
5 STARS
HOTELS
959



HOTEL ROOMS
32,000



LEON, GTO

- 5th most populated city in Mexico
- 35 of the GDP of GTO is generated here
- Plenty of residential areas, recreational, schools, universities



GUANAJUATO, GTO

Founded by the Spanish in the early 16th century, Guanajuato became the world's leading silver extraction center in the 18th century.



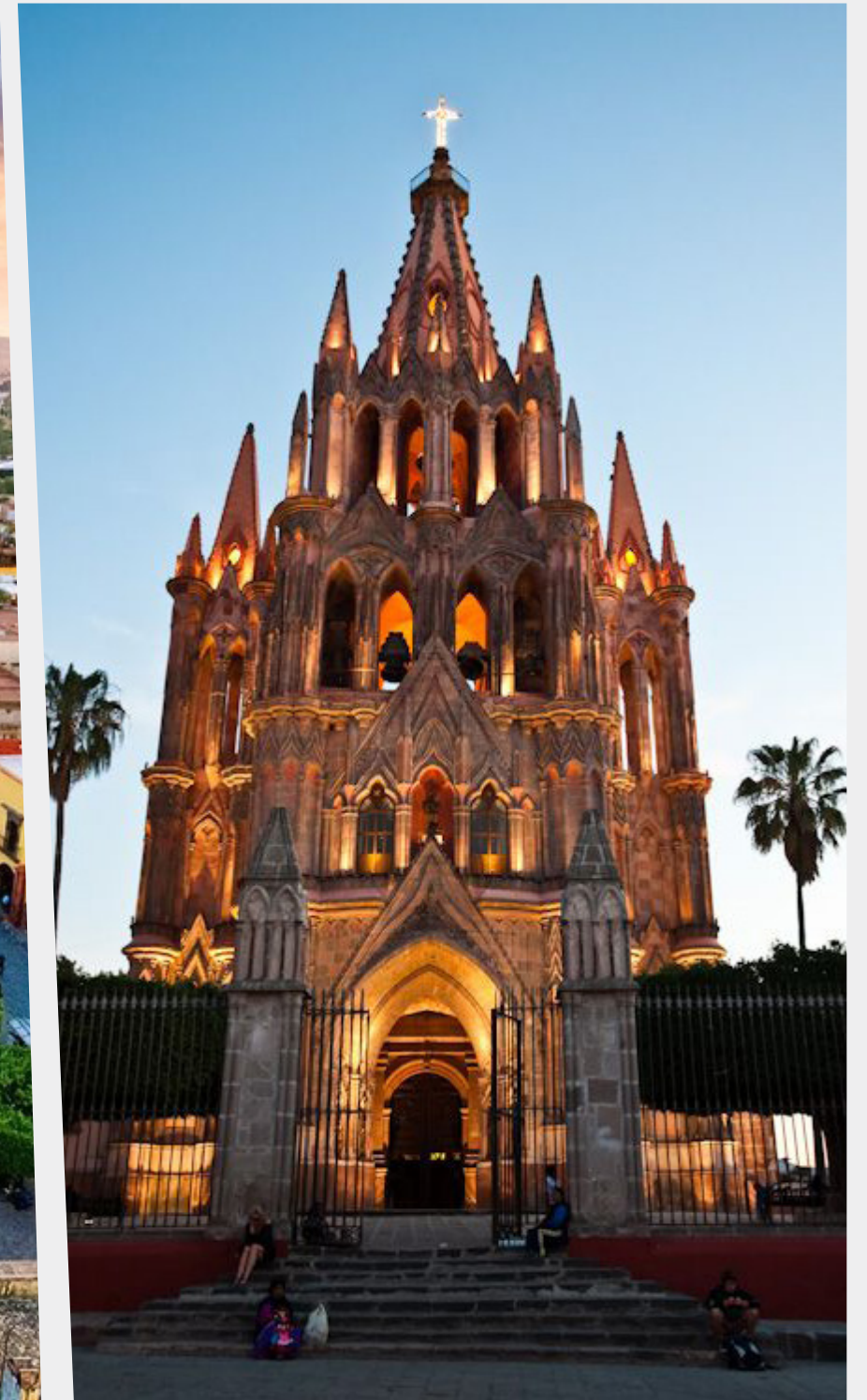
TUNNELS



MINING TOWN

SAN MIGUEL DE ALLENDE, GTO

With its colorful, flower festooned architecture and cobblestoned streets, San Miguel has the feel of a village, but its large population of artists lends it a cosmopolitan air.



GUANAJUATO TOURISM



SAN MIGUEL DE ALLENDE

FOR THE 2ND TIME, BEST CITY OF THE WORLD



GUANAJUATO TOURISM



2 WORLD
HERRITAGE



6 MAGICAL
TOWNS



5 ARCHAEO –
LOGICAL
SITES



2 RELIGIOUS
SITES



2 ROUTES
• WINE
• MEZCAL



DOLORES HIDALGO



JALPA DE CANOVAS



MINERAL DE POZOS



COMONFORT



YURIRIA

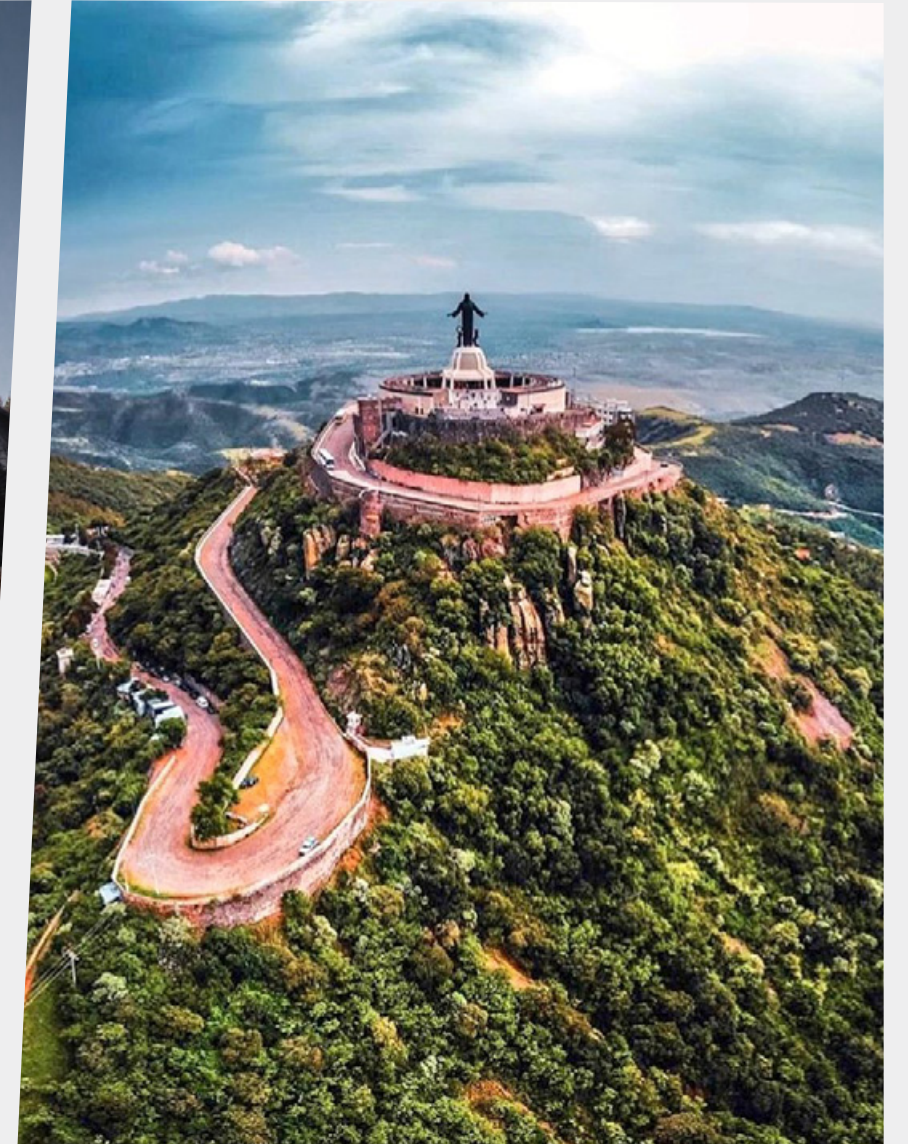


SALVATIERRA

5
**ARCHAEOLOGICAL
SITES**



2
**RELIGIOUS
SITES**



GUANAJUATO TOURISM

WINE ROUTES



GUANAJUATO TOURISM

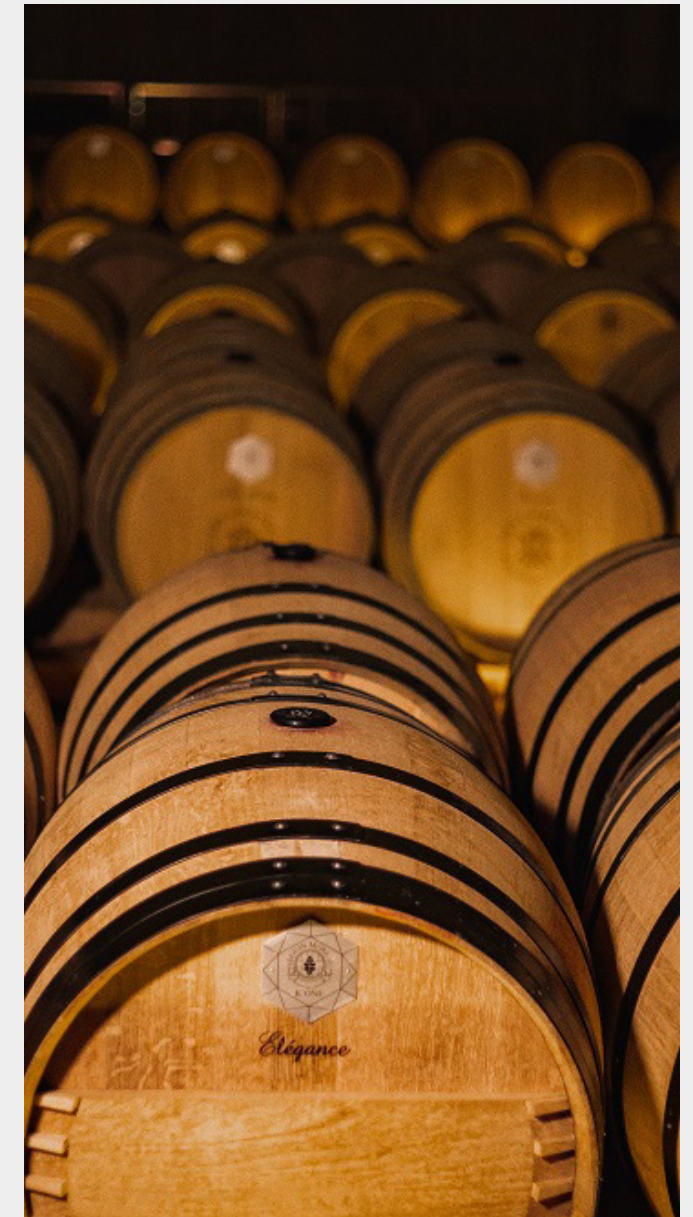
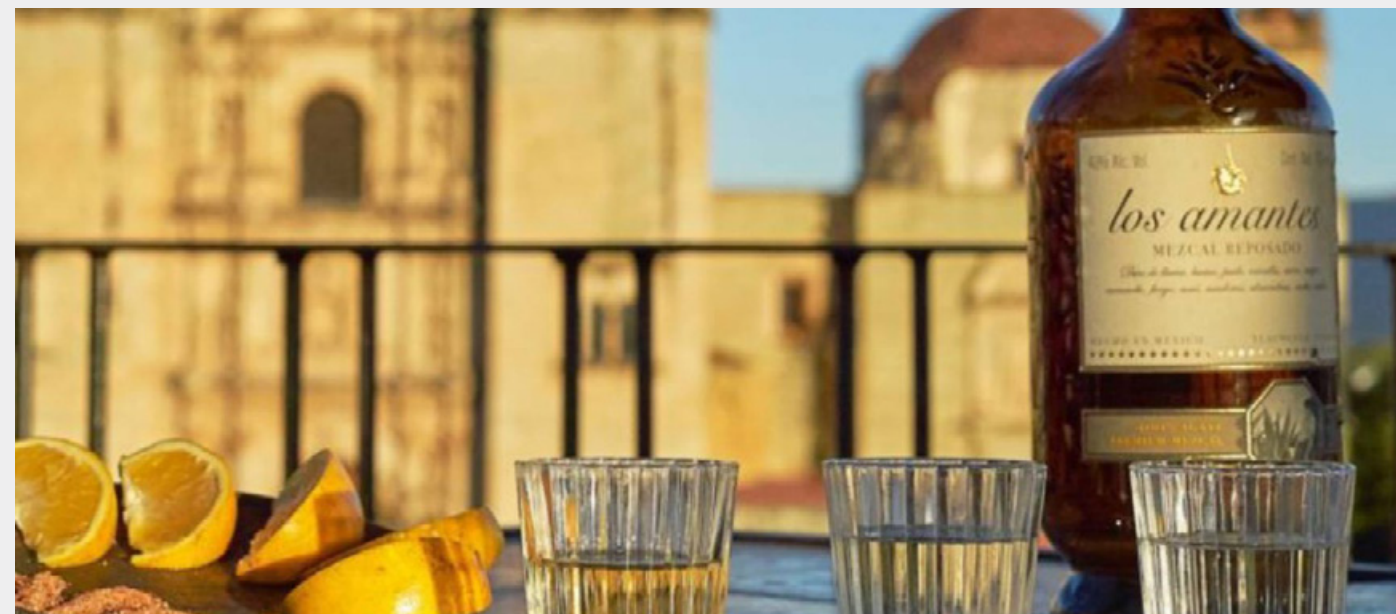
WINE ROUTES

GUANAJUATO

MEXICO'S CULTURAL DESTINATION



MEZCAL ROUTES



GUANAJUATO
TOURISM

MEZCAL ROUTES



GUANAJUATO
MEXICO'S CULTURAL DESTINATION

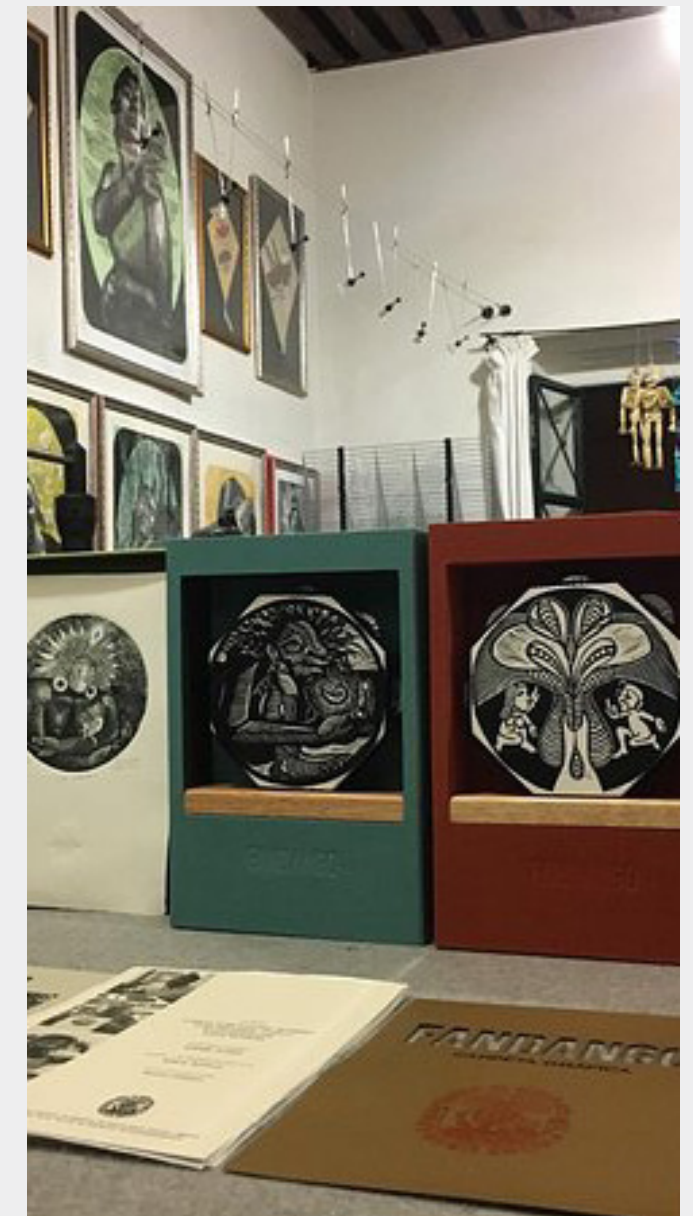
GUANAJUATO CULTURE

MUSEUMS, ART & CULTURE



GUANAJUATO CULTURE

ART GALLERIES AND ANTIQUES



GUANAJUATO RECREATION AND TOURISM

CALENDAR OF EVENTS



HANNOVER MESSE FAIR

NOVIEMBRE



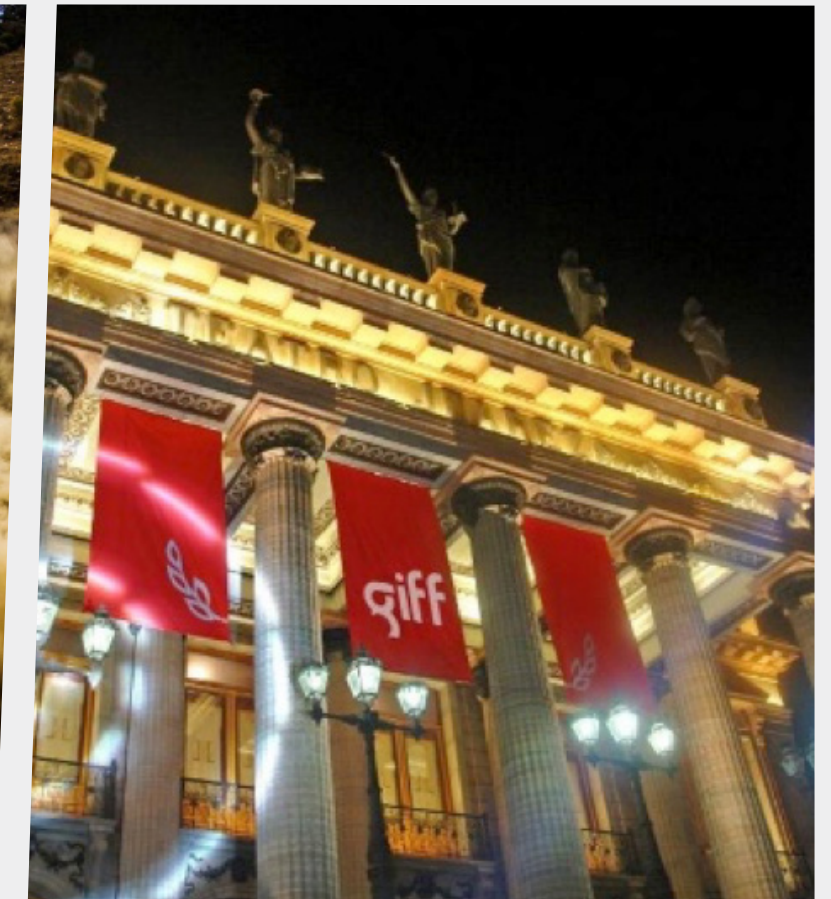
LEÓN'S FAIR

JANUARY – FEBRUARY



WORLD RALLY CHAMPIONSHIP (WRC)

MARCH. LEÓN, GUANAJUATO AND SILAO



GUANAJUATO INTERNATIONAL FILM FESTIVAL (GIFF)

JULY

GUANAJUATO RECREATION AND TOURISM



HARVEST FESTIVAL

JUNE – OCTOBER



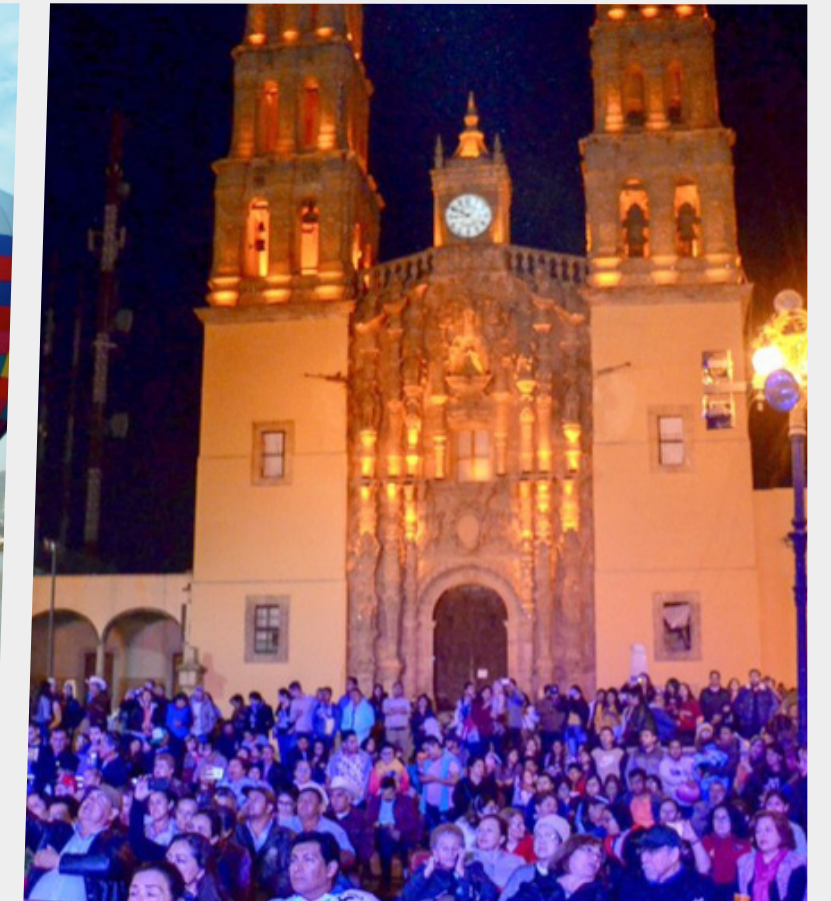
CERVANTINO INTERNATIONAL FESTIVAL

OCTOBER



HOT AIR BALLOON FESTIVAL

NOVEMBER



JOSE ALFREDO JIMENEZ INTERNATIONAL FESTIVAL

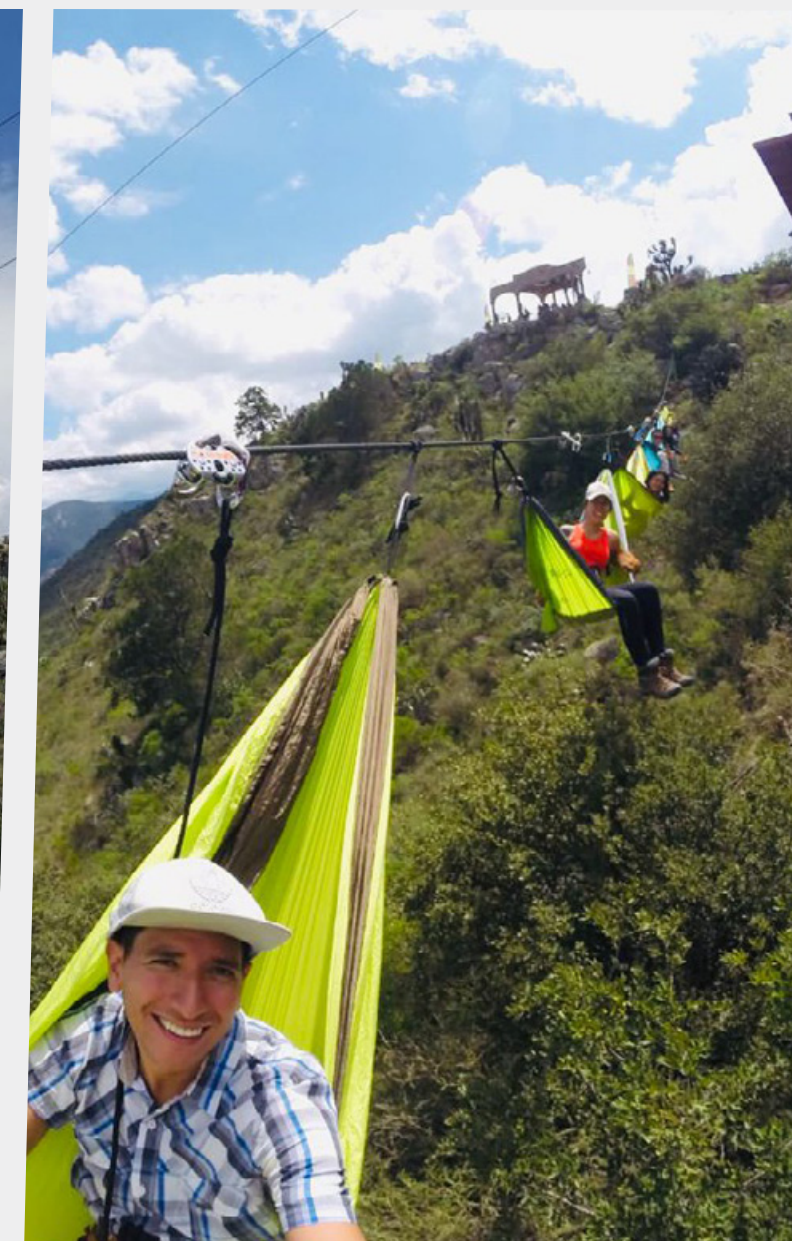
NOVEMBER

GUANAJUATO RECREATION AND TOURISM

SKY DREAM

FLY AND HIKE IN SAN JOSÉ ITURBIDE

LOCATED ON A MAJESTIC HILL THAT DOMINATES AN ENTIRE VALLEY, THIS RESORT HAS BECOME A FAVORITE OF LOCALS AND VISITORS.





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