

Plan México

Strategy for Equitable and Sustainable Economic Development for Shared Prosperity

First draft

Mission

- Long-term development plan for the country.
- Promote reshoring.
- Increase national and regional content. Import substitution.
- Relaunch the "Hecho en México" ("Made in Mexico") program.
- Create well-paid jobs in manufacturing and service sectors.
- Increase higher-value local supply chains.
- Promote poles for development and wellbeing, based on regional strengths.
- Expand access to high school and higher education and improve its relation to the development plan.
- Strengthen scientific and technological development and innovation.
- Promote continental integration.

2030 Goals

1. **Become one of the top 10 economies** by strengthening the domestic market and international participation.
2. **Boost investment-to-GDP ratio**, with investment rates above 25% by 2026 and above 28% by 2030.
3. **1.5 million additional jobs** in specialized manufacturing and strategic sectors.
4. **50%** of national supply and demand in strategic sectors will be made in Mexico.
5. **Increase by 15% the national content** in global value chains in these sectors: automotive, aerospace, electronics, semiconductors, pharmaceutical, chemical, and others.
6. **50% of public procurement** will be sourced nationally. Public procurement will be a development tool.
7. **Vaccines made in Mexico**: we will promote the development of pharmaceutical manufacturing processes and local packaging with emphasis on advanced biotechnology.
8. **Reduce from 2.6 to 1 year the time needed to set up an investment**: 50% fewer procedures and requirements, with a digital single window for investors.
9. **150,000 professionals and technicians per year**, with ongoing training aligned with strategic sectors and 100% dual education in technical high schools.
10. **Environmental sustainability**: promote investments with ESG practices such as water reuse, investment in clean energy with backup, solid waste management systems, and community impact actions.
11. **30% of SMEs with access to financing**.
12. **Become one of the 5 most visited countries worldwide**.
13. **Reduce poverty and inequality**.

Actions

January-April 2025

1. **January 9:** First session of the Regional Economic Development and Reshoring Advisory Council (CADERR).
2. **January 13:** Presentation of Plan México.
3. **Beginning January 15:** Monthly progress reviews of the private investment portfolio and 100 industrial parks.
4. **January 6-15:** Start of work between companies, universities, and government on strategic projects, such as, Olinia, Data Center, Drones, launch of Mexican Satellite, generic medicines and biosimilars, etc.
5. **January 17:** Publish Reshoring Decree for accelerated depreciation of new investment in fixed assets for Mexican global companies, without sector discrimination, valid until 2030. Presentation of the National Digital Investment Window.
6. **January 17:** Presentation of the National Simplification and Digitalization Law initiative.
7. **January 20-24:** Start of working groups with importing companies to develop local and regional suppliers, with North American tariff harmonization.
8. **February 3-7:** Launch Development Banking fund for MSMEs, suppliers/exporters with anchor companies.
9. **February 3-7:** Rules for energy consumption and programs for private sector participation in energy generation.
10. **February 17-21:** Relaunch of the “Hecho en México” (“Made in Mexico”) brand.
11. **February 17-21:** Mixed investment programs for infrastructure projects. Launch tenders in 2025 for projects requiring at least 100 billion pesos in private investment.
12. **February 17-21:** Create collaboration network for technical, curricular, and continuing education in middle and high schools, Ministry of Science, Humanities, Technology and Innovation, Economy, Tecnológico Nacional, IPN, UNAM, and business sector.
13. **February 24-28:** Publish decree that includes at least 1 development pole per industrial corridor as in the case of CIIT.
14. **February 24-28:** Creation of IMMEX 4.0 program.
15. **April 18-19:** Sign agreement between Bank of Mexico, Mexican Banking Association, and Federal Government to increase access to financing for SMEs by 3.5% annually.

Industrial Development Strategies

Reshoring Decree

- Immediate deduction (ID) of new investments in incremental fixed assets, applying the highest percentages to investments in high-technology sectors, research and development.
 - No distinction between foreign and Mexican companies.
 - No discrimination by industry or sector.
- **Additional deduction of 25%** of incremental spending to train workers in collaboration with educational and research institutions.
- The Decree will end in October 2030.

Poles of Wellbeing Decree

Legal Frameworks

Requirements

- Government contribution of land with Environmental and Social Impact assessment.

Planning Instruments

- Master Plan.
- Development programs.

Legal certainty

- Tax incentives, special customs regime, single digital window.

IMMEX 4.0

Consolidate the current IVA and IEPS Certification process with the new Export Manufacturing 4.0 Program within the Ministry of Finance.

- **This reduces the startup time for a new company by 50%.**

Development Banking

- **Reverse factoring flow**, where the bank estimates the risk of the anchor company and not of the MSME.
- **An anchor company** sells between 100 and 500 million USD annually, depending on the sector.
- **MSME supplier registry** for anchor companies.
- Design of supply chains **with scale and specialization.**

Public Investment

Energy

- **22,000 MW increase in energy generation by 2030.**
- First portfolio of **100 expansion and modernization projects for the National Transmission Network.**
- Investments to reach **54% participation of the Mexican State.**
- Production of **1.8 million barrels of oil.**

Water

- **17 infrastructure projects** benefiting 31 million people.
- **20 million USD of public investment** in water projects for 2025.
- **Sanitation** of water bodies, particularly the **Lerma Santiago, Atoyac, and Tula rivers.**
- **National Agreement for the Human Right to Water and Sustainability:** +21 billion pesos of private investment.
- **National Technification Program: 200,000 hectares** of irrigation benefiting 225,000 producers.
- A decree will be issued to regularize concessions and enable residents to access subsidies, credits, and programs.

Transportation

- More than **3,000 kilometers of railway tracks** for passenger and cargo transport.
- Urban Mobility **Infrastructure.**

Professional and Technical Education

- Reduce the 31 high school subsystems to **only 2: general academic and technological/vocational**
- **Consolidation of upper secondary programs:**
 1. "The School Belongs to Us" Program
 2. Benito Juárez Universal Scholarship
 3. Expansion
- Two universities will become national: **Rosario Castellanos and Health**, which will serve **330,000** more students

Housing

- **1 million** social housing units built
- **1 million** housing units regularized
- **450,000** home improvements and expansions
- Freezing of balance and monthly payments for **2 million INFONAVIT loans**
- **148 architectural projects** between INFONAVIT and the Tecnológico Nacional de México

Regulatory Framework

Decrees

- **Reshoring** Decree
 - **Development Poles** Decree
 - Operation Rules for **Development Banking Programs**
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Laws

- National Law of **Simplification and Digitalization**
 - Secondary Laws for the **energy sector**
 - **Updated** Mexican official norms (NOM)
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Foreign Trade Policy

- **Trade** agreements
- **Tariff** policy
- Customs **intelligence**

Inter-Agency Coordination

- Economy - Ministry of Economy (SE)
- Science and Technology - Ministry of Science, Humanities, Technology and Innovation (SECIHTI)
- Environment - Ministry of Environment and Natural Resources (SEMARNAT)
- Tourism - Ministry of Tourism (SECTUR)
- Regional Economic Development and Reshoring Advisory Council (CADERR)
- Finance - Ministry of Finance and Public Credit (SHCP)
- Energy - Ministry of Energy (SENER)
- Health - Ministry of Health (SSA)
- Digital Transformation - Digital Transformation and Telecommunications Agency (ATDT)

Office of the President

Public Capabilities

- Good Governance - Ministry of Anti-corruption and Good Governance
- Communications - Ministry of Infrastructure, Communications and Transportation (SICT)
- Agriculture - Ministry of Agriculture and Rural Development (SADER)
- Defense - Ministry of National Defense (SEDENA)
- Education - Ministry of Public Education (SEP)
- Labor - Ministry of Labor and Social Welfare (STPS)
- Navy - Ministry of the Navy (SEMAR)
- Security - Ministry of Security and Citizen Protection (SSPC)
- Customs - National Customs Agency of Mexico (ANAM)










Why These Strategic Sectors and Products?

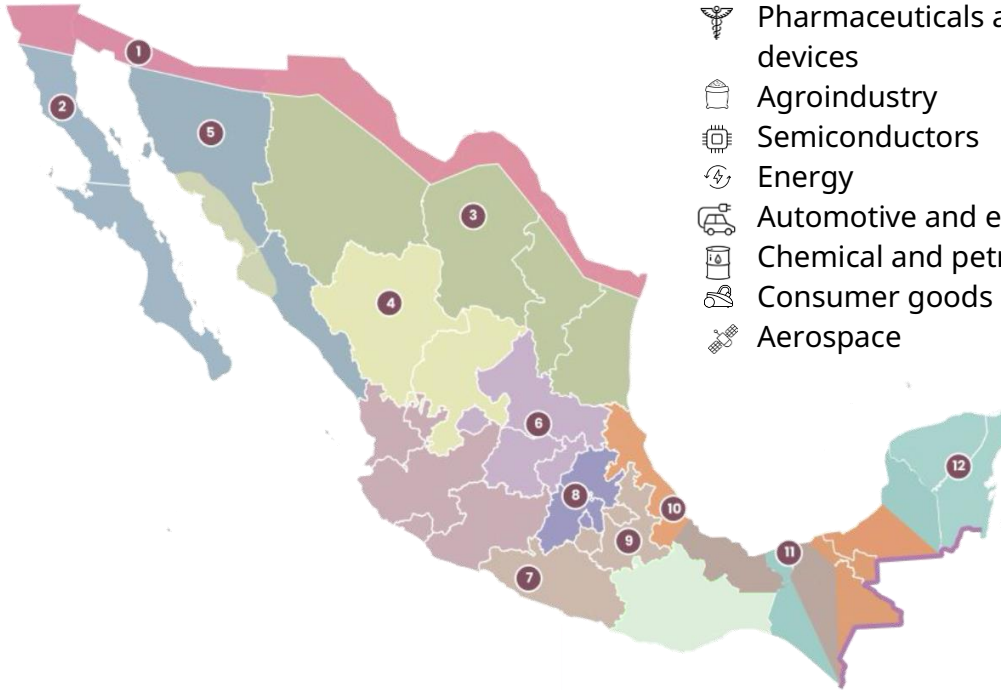
1. **Identification of Strategic Activities** – The activities must meet three key criteria:
 - Contribute to important goals:
 - Create better jobs: Activities that promote formal, well-paid jobs.
 - Combat climate change: Sectors that promote clean energy or reduce emissions.
 - Economic diversification: To reduce dependence on traditional or concentrated exports.
 - Supply-side viability: Mexico must have the technical capabilities, infrastructure, or natural resources necessary for production.
 - Demand-side viability: There must be an accessible market, either domestic or international.
2. **Classification of Strategic Activities** – The activities must also fall into one of these categories:
 - Expansion of existing sectors: Sectors where Mexico already produces but with potential to scale production and improve competitiveness.
 - New productive activities: Sectors where Mexico does not currently produce but can develop within a reasonable timeframe.
 - Industrial Import Substitution: Imported products or inputs fundamental to the country's industrial processes that could be manufactured locally.

The sectors mentioned are indicative only. There is a comprehensive plan for the rest of the sectors.











Poles of Wellbeing

Strategic Sectors

-  Textiles and footwear
-  Pharmaceuticals and medical devices
-  Agroindustry
-  Semiconductors
-  Energy
-  Automotive and electromobility
-  Chemical and petrochemical
-  Consumer goods
-  Aerospace



Polygons

1. Border Region - 300 hectares, Nuevo Laredo 
2. Gulf of California - 555 hectares, Hermosillo  
3. North - AHMSA 740 hectares, Piedras Negras Binational Park 300 hectares 
4. Durango - 470 hectares 
5. Northwest - Plan Sonora 
6. Bajío - 52 hectares, Celaya
7. Pacific - 608 hectares, Port Lazaro Cardenas 
8. AIFA - 300 hectares, Tula
9. Center - 462 hectares, Puebla 
10. Gulf - 935 hectares, dry port, Tamaulipas 
11. Isthmus - 12 poles
12. Maya - 223 hectares, Merida and Progreso 

100 New Industrial Parks

The polygons described here are indicative only; official designation will occur upon publication of the decree.

Sectors: Textiles and Footwear

2030 Goals

- **5% annual growth in sales.**
- 50% national content in finished products with local SME suppliers replacing imports from Asian countries.
- 30% increase in the use of recycled fibers.
- Substitution of 15% of sewing thread imports.
- Recover 49,000 jobs in the textile and footwear industry.

Key Projects

- **Job Recovery**
 - Description: Recover 20,000 jobs in the textile and footwear industry.
 - Location: Guanajuato, State of Mexico, Jalisco, Coahuila, Hidalgo, and Chihuahua.
- **20% increase in synthetic fiber production.**
- **Sales growth in the automotive and tourism sectors.**
 - Description: Alliance with automotive and tourism industries to grow sales at the industry level by 30%.

Regions

North, Bajío, Pacific, AIFA, Center.

Actions (2025 - 2027)

- **SE:**
 - Announce support for national industry with tariffs and elimination of temporary importation of finished products. End the pricing of finished goods below the raw material costs. Sign cross-sectoral agreement for the textile industry with other national industries. Maintain tariffs on 49 classifications of producers or finished products including garments and manufactured products.
- **Good Governance/Federal Public Administration:**
 - Public procurement from national suppliers and SMEs.
- **ANAM/Tax Administration Service (SAT):**
 - Increase customs collection, with smuggling controls.

Sectors: Pharmaceuticals and Medical Devices

2030 Goals

- **Attract 2 billion USD of annual investment in clinical research.**
- **15% increase** in the manufacturing of supplies, packaging, labels, pharmaceutical chemicals, blood derivatives, generic medications, machinery, connectable medical devices, glycosylated hemoglobin analyzer, hospital clothing, surgical instruments, prosthetics and osteosynthesis material, intraocular lenses for ophthalmology, inputs for peritoneal dialysis (dialysis bags), aseptic and antiseptic materials, and hospital furniture.
- Produce 90% of SRP-V, Rotavirus, influenza vaccines within **Mexico's National Vaccination Plan**.
- Achieve a **mixed investment project** to produce generics for diabetes and hypertension, for example: liraglutide, dapagliflozin, and valsartan.

Key Projects

- **mRNA Technology Vaccine Factory:**
 - Description: Private investment in the first mRNA technology vaccine production plant in Mexico for national consumption and export.
 - Location: AIFA Corridor.
- **Joint venture for diabetes generics**

Regions

Gulf of California, North, Pacific, AIFA.

Actions (2025 - 2030)

- **SSA/Federal Commission for Protection against Sanitary Risks (Cofepris):**
 - Campaign for authorization of extensions and low-risk modifications, medical devices, pesticides, and plant nutrients through presumed consent (afirmativa ficta).
 - Resolve presumed consent in the first instance.
 - Sign agreements with states to accelerate operation of the Federal Health System.
- **ATDT, Mexican Social Security Institute (IMSS)/Cofepris:**
 - Self-management of adhesion of new research centers after approval of the initial protocol.
 - 40-day response time reduction for clinical research authorizations.
- **SE/Development Banking:**
 - Present import substitution plan/develop local suppliers for the medical industry with factoring programs and preferential rates for R&D investment.
- **Cofepris:**
 - Join the WHO's List of National Regulatory Authorities of Confidence (WLA) by 2026.
- **ATDT/Cofepris:**
 - Simplification and Digitalization of procedures: Import permits, export support certificates.
- **IMSS/ SSA/ ATDT:**
 - Establish multi-annual consolidated purchase operation rules and distribution program with BIRMEX.
- **Ministry of Public Function (SFP)/ ATDT/Federal Public Administration:**
 - Public procurement from national producers and SMEs: gradual increase up to 60% by the sixth year.
- **SECIHTI/ SSA:**
 - Consolidate the production of active substances, generic medications, biocomparables, maquila manufacturing, patents, trademark registrations, technological licensing.

Sectors: Agroindustry

2030 Goals

- Make export permits **contingent** on compliance with labor and environmental laws.
- **Promote** the creation of packaging, labeling, and export packaging cooperatives.
- **Double** cold chain storage capacity for exports.
- **Increase** agricultural financing through development and commercial banks by 30 billion pesos for cultivation and processing of basic and exportable foods.

Key Projects

- **Designations of Origin:**
 - Description: Promote collective brands and designations of origin for: Ponche de Granada, Guayaberas Yucatán, Chicle de Talpa Jalisco, Barro Canelo Tonalá, Jalisco, Birote Salado Guadalajara, Equipales Zacoalco de Torres, Jalisco, Chile Chiltepin Sonora, Sal de Colima, Carne Seca de Sonora.
- **SAF Plan (sustainable aviation fuel)**
 - Description: Reduce SAF dependency by 20% to benefit sugar mills and cane producers while developing the local ethanol market.
- **Special Plan for Campeche and Tabasco**
 - Description: Increase rice, milk, and meat production with pasteurization plant in Campeche and drying plant in Michoacán.
 - Location: Tabasco, Michoacán and Campeche.

Regions

Gulf, Isthmus, Maya, Border, South Central, North, Bajío, Pacific, AIFA Center.

Actions (2025 – 2027)

- **STPS:**
 - Announce IMSS Express program for avocado export orchards.
- **SADER:**
 - Announce purchase agreement for Sinaloa corn and relaunch of the “Maíz por México” program.
- Design a marketing program for buyers and producers that includes protection against international price and exchange rate fluctuations.
- Design and implement a program to support regionally grown crops with access to national and international markets.
- **ATDT/COFEPRIS:**
 - Allow electronic signatures and payments for sanitary inspections of exports. Digitize export certification and advertising notices in DIGIPRIS. Reduce processing times for pesticide registrations and eliminate errors in biocide registrations and new technologies.
- **Development Banking:**
 - Announce expansion of credit portfolio and guarantee programs. Announce program with capital for packing, bottling, and export companies.
- **SEP/ SECIHTI:**
 - Special program for technological universities to specialize in the Plant Variety Law.
- **SADER/National Water Commission (Conagua):**
 - Technology upgrades for at least 200,000 hectares of irrigation systems.

Sectors: Semiconductors

2030 Goals

- **Double local supply in equipment manufacturing: OEM, ODM, and CMO.**
 - 10% reduction in dependency, develop local suppliers of sensors, actuators, smart controllers, and systems and components for electric vehicles, including batteries.
- **Double the value of exports:** Reshore 10 billion USD in ATP operations.

Key Projects

- **Reshore ATP company**
 - Description: Secure investment from producer of more than 30% ATP.
 - Location: Jalisco.
- **AI semiconductor plant**
 - Location: Jalisco.

Regions

Northwest: Northern Border, Pacific, Sonora.

Actions (2025 – 2030)

- **SE:** Announce creation of IMMEX 4.0 with special section for semiconductors.
- **Collaboration with U.S.:** Semiconductor Alliance Mexico, International Technology and Security Innovation Fund, USMEC-USAID, US technical delegation on semiconductors and human capital development.
- **SECIHTI, Technical Universities and Technological Centers offer programs** in engineering (chemical, mechatronics, robotics, telecommunications, systems, industrial). Cybersecurity, programming and informatics specialists. Technicians and specialists in advanced manufacturing, logistics and machinery.
- **SE:** Harmonize security standards and end devices with North America.
- **SENER:** Guarantee energy supply.
- **ATDT:** Digital infrastructure (internet, software, data centers).
- **SAT/ANAM/ATDT:** 24/7 customs operations.

Sectors: Automotive and Electromobility

2030 Goals

- **10% increase** in vehicle production for domestic consumption.
- **15% increase** in national content of vehicles through import substitution of electronic components, expansion of aluminum auto parts production, and development of battery cell production for electric vehicles.
- **Manufacture trains** and/or their components in Mexico.
- Double **dual education** plans.

Key Projects

- **OLINIA**
 - Description: Design and assemble a 100% Mexican small electric car accessible to the general public.
- **"Routes of Wellbeing"**
 - Description: 10 electromobility projects in public transportation systems.
 - Location: Nuevo León, Mexico City, Jalisco, Guanajuato, Michoacán, Tamaulipas, Aguascalientes, Guerrero, and Oaxaca.

Regions

Northern Border, Pacific, North, Northwest, Bajío, Center.

Actions (2025 – 2030)

- **States/SICT:**
 - 10 public transportation projects with electromobility.
- **SEP/Universities/States/STPS:**
 - Extend dual education programs in State of Mexico, Coahuila, Jalisco, Guanajuato, Querétaro and Aguascalientes.
- **Technical schools/National College of Technical Professional Education (CONALEP):**
 - Implement professional English policy.
- **SE:**
 - Authorizations under Rule 8, of automatic notifications for steel imports, prior import permits for fuels, compliance certification for NOM 119-SCFI-2000, and regulations for logistics yards at AIFA Airport. Transparency of INEGI data.
- **SE/Development Banking:**
 - Announce development program for local suppliers of micro-alloyed steel, polymers, fasteners, bearings, plastic injection components, wiring harnesses, steering casting, etc.
- **ATDT/SICT/SHCP/SE:**
 - Harmonize requirements and eliminate administrative burdens across all three levels of government.
 - REPUVE (Public Vehicle Registry) must be a reliable and secure source of information. The portal, which is currently outsourced, should be brought back under direct control.
- **SENER/Technical Agency:**
 - Issue permits for legally compliant applications and issue regulations for charging stations and chargers.
- **Federal Government with States:**
 - Consolidation of the 10 emblematic electromobility projects.

Sectors: Chemical and Petrochemical

2030 Goals

- **10% annual growth beginning in year three.**
- Reactivate production capacity of Morelos and Cangrejera petrochemical complexes for ethane derivatives, increasing from 250,000 to 520,000 tons.
- **Double private investment projects in the industry.**
- **Substitute 14 billion USD in imports of strategic products** such as advanced polymers, lightweight compounds (carbon fiber), material refining, metal-mechanics, packaging materials, and structural components.

Key Projects

- **Reactivation of the Cangrejera complex**
 - Description: Investment to modernize the plant under the Cangrejera petrochemical refinery concept.
 - Location: Veracruz.

Regions

Baja, North, Pacific, AIFA, Center.

Actions (2025 - 2027)

- **SE:** Tariffs on products whose imports have increased by more than 100% in the last two years.
- **Petróleos Mexicanos (PEMEX)/Private sector (IP):** IP-Pemex agreement on petrochemical strengthening.
- **SECIHTI/States:** Dual education. Signing of agreements with 25 leading companies in the Central and Gulf regions.
- **Federal Attorney for Environmental Protection (PROFEPa)/ATDT:** Eliminate pre-verifications for precursor chemicals, modernize VUC (Single Trade Window). Implement USMCA Annex 12.
- **ANAM:** Allow imports of soda ash and potash through alternative authorized locations, reduce intrusive customs inspections to under 10%. Eliminate customs shipment retention, modernize Veracruz and Coatzacoalcos customs facilities.
- **PEMEX:** Increase secondary petrochemical production.

Sectors: Consumer Goods

Food and beverages, personal hygiene and cleaning products, home appliances, toys, handicrafts, furniture and decoration, consumer electronics (cellphones, TVs, etc.)

2030 Goals

- **20% increase in national content (cross-sector supply).**
- 35% increase in digital payments in retail.
- 10% increase value-added content in exports.
- 25% increase in consumer goods production.
- 40% increase in public procurement of consumer goods with SME participation.
- 100% of appliances and consumer electronics with recycling or reconditioning plans.
- 20% reduction in single-use plastic packaging, substituting recyclable or compostable materials.

Key Projects

- **Cross-industry integration program**
 - Description: Construction, tourism, health, and tier 1-3 manufacturing industries.

Regions

Border, Northwest, North, Bajío, Pacific, Center, Gulf, Isthmus, Durango.

Actions (2025 – 2027)

- **SE/Development Banking:**
 - Announce a development program for local suppliers for polymers in general with Pemex, virgin plastic pellets, textile and sewing materials, metal parts for chemistry sets, coated and recyclable paper, cardboard boxes, decorated cardboard, silicone, pigments, solvents, adhesives, 6V batteries, electronic chips, electric motors, recycled glass, kiln construction materials, various resins including sugar cane-based resins, controlled chemicals and additives, displays and meshes, polyethylene bags and boxes, injected PVC accessories, standard and decorated plastic bags, and metal parts.
- **ATDT/SAT:**
 - Eliminate administrative burdens for tax payments for businesses with annual sales under 200,000 pesos.
- **SE:**
 - 5-year QUOTA policy to strengthen national and regional toy and furniture industry for finished products and progressively for inputs and components.
- **Good Governance:**
 - Public procurement for national suppliers and SMEs.

Sectors: Aerospace

2030 Goals

- **Rank in the top 10 countries by value of aerospace production.**
- 10% increase in local and regional content of industry exports.
- Design and build components for a national constellation of observation satellites.

Key Projects

- **Lead the first 100% Latin American space mission.**
- **Complete engine integration in Mexico.**
 - Description: Become one of three countries able to fully assemble an engine for Safran.
- **100% Mexican satellite in orbit.**

Regions

Northwest, North, AIFA, Center, Gulf, Maya.

Actions (2025 - 2028)

- Approve Outer Space Law
- Offset with at least 0.5 to 1 national integration ratio
- **SE/Development Banking:**
 - Announce development plan for local suppliers of steel, polymers, fasteners, bearings, plastic injection components, wiring harnesses, steering casting, etc.
- **SENER/Technical Agency:**
 - Streamline permit processes
- **SE:**
 - Authorizations under Rule 8, automatic notifications for steel imports, prior permits for fuel imports, compliance certification for NOM 119-SCFI-2000, regulations for logistics yards at AIFA
- **SECIHTI:**
 - 2027 space mission
- **ATDT:**
 - New Geostationary Satellite in 2028:
 - Replaces Bicentenario satellite (operational until 2031).
 - 100 times current capacity.
 - HTS (High Throughput Satellite) technology for greater efficiency and speed.
 - Coverage of national territory and exclusive economic zone (at least 300 Gbps).
 - Will address digital inclusion needs (internet access points).
 - Satellite backhaul (high-capacity services for mobile networks).
 - Promote knowledge transfer through incorporation of Mexican components.