



**Aguascalientes**

*The giant of Mexico*

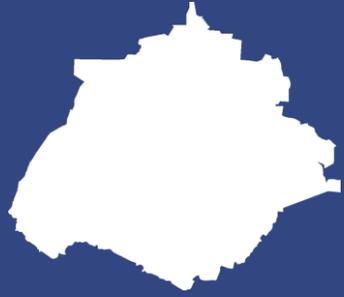
STATE GOVERNMENT



**AGUASCALIENTES, MEXICO**



**YOUR DESTINATION FOR INVESTMENT  
GROWTH AND INNOVATION**



# STATE OF AGUASCALIENTES

Located in the  
HEART of Mexico.



# "BAJIO" REGIONAL ALLIANCE



Comprised by the 5 most competitive states in Mexico: Aguascalientes, Guanajuato, Jalisco, Queretaro and San Luis Potosi.

Population: More than 22 million.

The most attractive region for foreign direct investment.

High economic dynamism.

9 strategic economic sectors.

# INTERNATIONAL COMPANIES IN AGUASCALIENTES



**BALLUFF**



**TEKLAS**



**EAT•N flex**

Capgemini



**MAHLE**  
**ALLGAIER**



**PARKER CORPORATION MEXICANA S.A. de C.V.**



# FOREIGN DIRECT INVESTMENT IN AGUASCALIENTES



Japan: 62.2%  
(US\$7,906 USD million)



United States: 19.7%  
(US\$2,502 million)



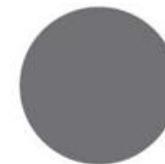
Germany: 8.9%  
(US\$1,135.5 million)



Spain: 3.7%  
(466.61 USD million)



China: 0.5%  
US \$68.7 million



Others: 10.2%  
US \$1,715 million



- ✓ Aguascalientes has recorded \$13,790.4 USD from 1999 to 4Q 2024.
- ✓ FDI 7th place in automotive sector (percentage share 8%)
- ✓ Investments from 36 countries.



Manufacture: 82%



Transport: 2.9%



Trade: 4.9%



Others: 7.3%



Construction: 2.75%

# OUR STRATEGIC SECTORS FOR DRIVING GROWTH AND VALUE ADDED



# OUR FOUNDATIONS ARE SOUND



Total population:  
1.5 million

INEGI/ENOE 2024

GDP growth 6.2% for  
2024

INEGI, 2024

\$13,790.4 USD million FDI  
(1999 – 2024)

SE, 4Q 2024



7<sup>th</sup> place: Exports of  
transportation  
equipment.

SEC. OF ECONOMY 2024



AAA(mex) Fitch Ratings  
BBB Standard & Poors

2024



6<sup>th</sup> Most  
Competitive State

IMCO 2024



Average annual  
growth: 3<sup>rd</sup> place.

INEGI, 2011-2024



1<sup>st</sup> place: Water  
Management and  
sustainable environmental  
sanitation

Index Social Progress 2024



2<sup>nd</sup> place: Social  
Progress Index

Mexico Como Vamos, 2024



# CONNECTIVITY



Home of Highway 45, one of the main roads in Mexico.



International Airport



Customs Office



Two train companies serving both coasts



51.3% of all foreign trade activity occurs within 500 kilometers, mainly within the area known as the "Triangle of capitals"

# AIR CONNECTIVITY

Our International Airport has international routes and numerous daily flights to Mexico City.

With two connections you can reach any part of the world.





Due to its location, Aguascalientes has become a pivot point for the convergence of the two main rail lines in Mexico: Ferromex and Canadian Pacific Kansas City (CPKC).

This allows us to connect the Atlantic and Pacific coasts with our northern neighbors in the United States and Canada.

# RAILWAY CONNECTIVITY



# ROAD CONNECTIVITY

## Driving distances

- 1 Ciudad de Mexico / 505 Km / 5h
- 2 Guadalajara / 236 Km / 2h
- 3 Monterrey / 691 Km / 7h
- 4 Manzanillo / 531 Km / 5h
- 5 Altamira / 626 Km / 7h
- 6 Matamoros / 880 Km / 10h
- 7 Nuevo Laredo / 782 Km / 9h
- 8 Ciudad Juárez / 1,310 Km / 13h
- 9 Tijuana / 2,449 Km / 24h



# INFRASTRUCTURE AND SERVICES

Torreon - Zacatecas - Aguascalientes  
30" 681 km



ELECTRICAL SUBSTATION



NATURAL GAS (NATURGY FENOSA)



NATURAL GAS (FERMACA)

San Luis de la Paz - Aguascalientes  
30" 270 km

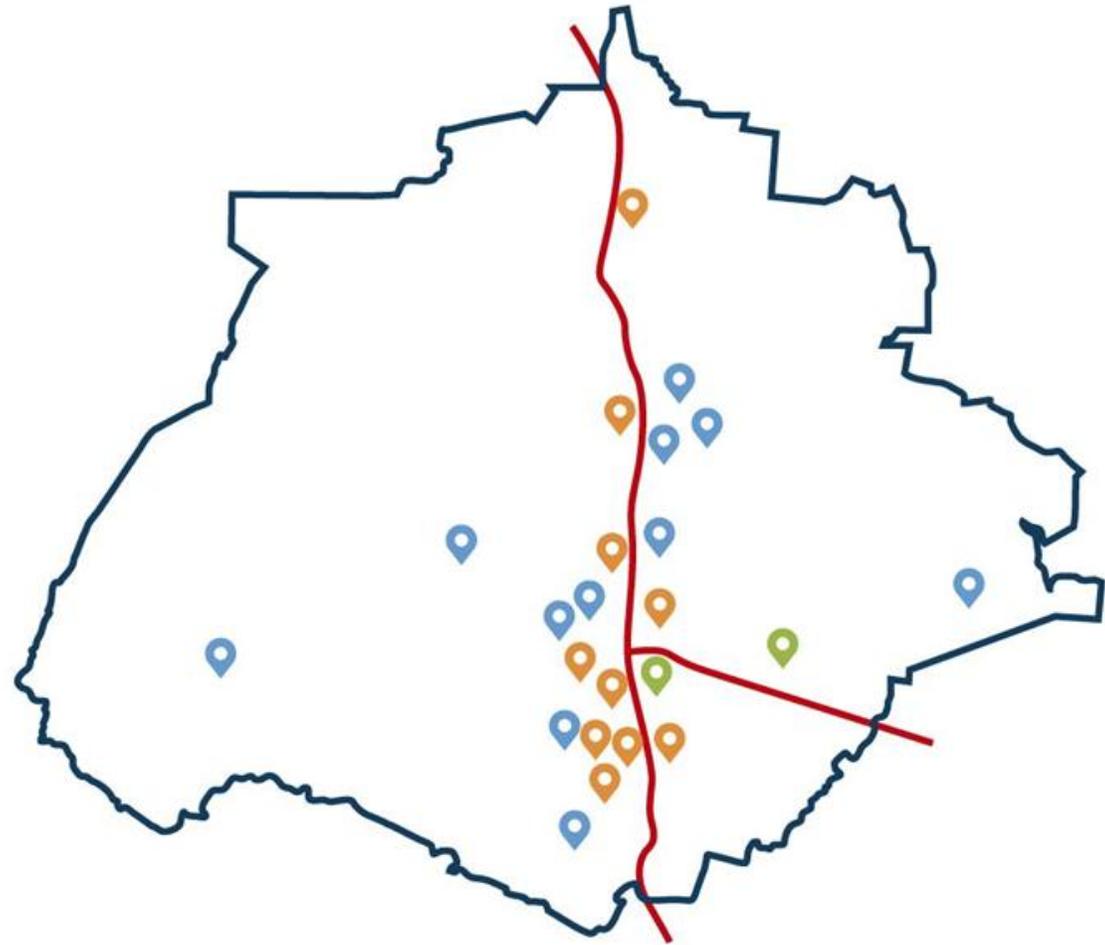
Aguascalientes - Guadalajara  
30" 255 km

AIRPORT

CUSTOMS

# INFRASTRUCTURE AND INDUSTRIAL PARKS

- ✓ Power redundancy that ensures permanent power supply.
- ✓ Fuel storage facility, for liquids and gases.
- ✓ 10 solar plants, photovoltaic technology.
- ✓ 1.430 MWpk generation capacity.



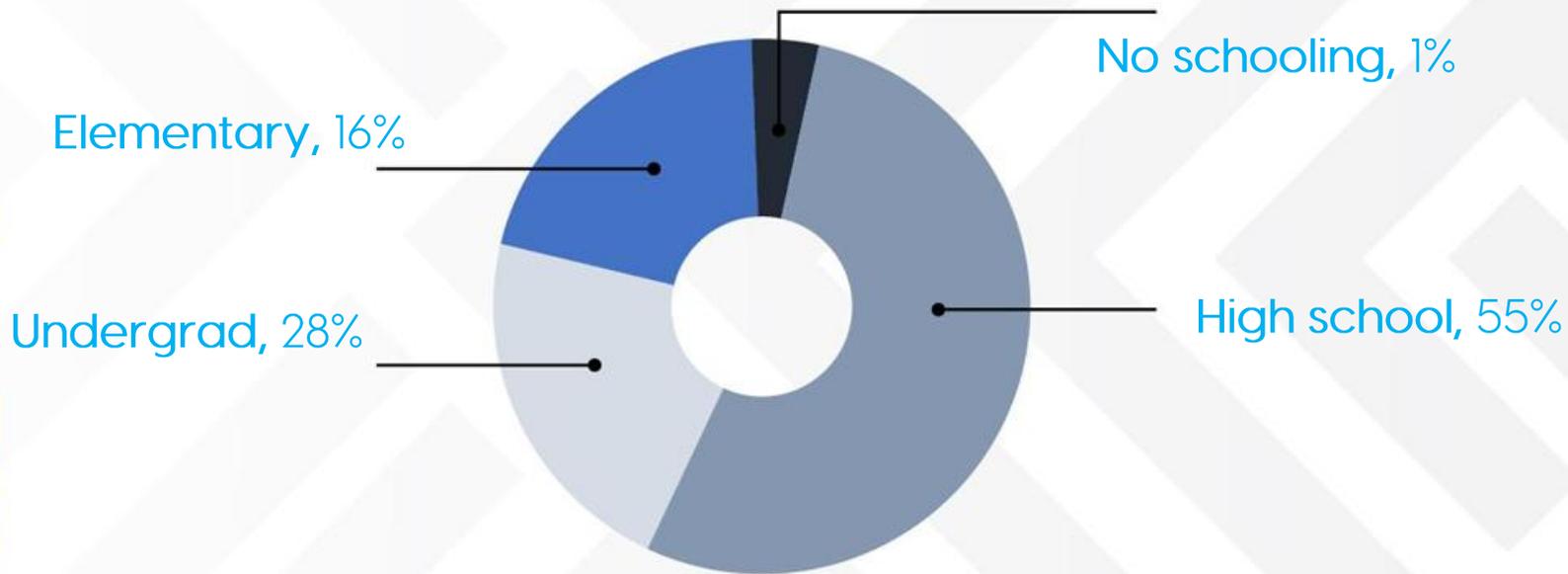
📍 11 State-owned    📍 14 Private    📍 2 Municipals





# OUR PEOPLE: MULTI-TALENTED AND EDUCATED

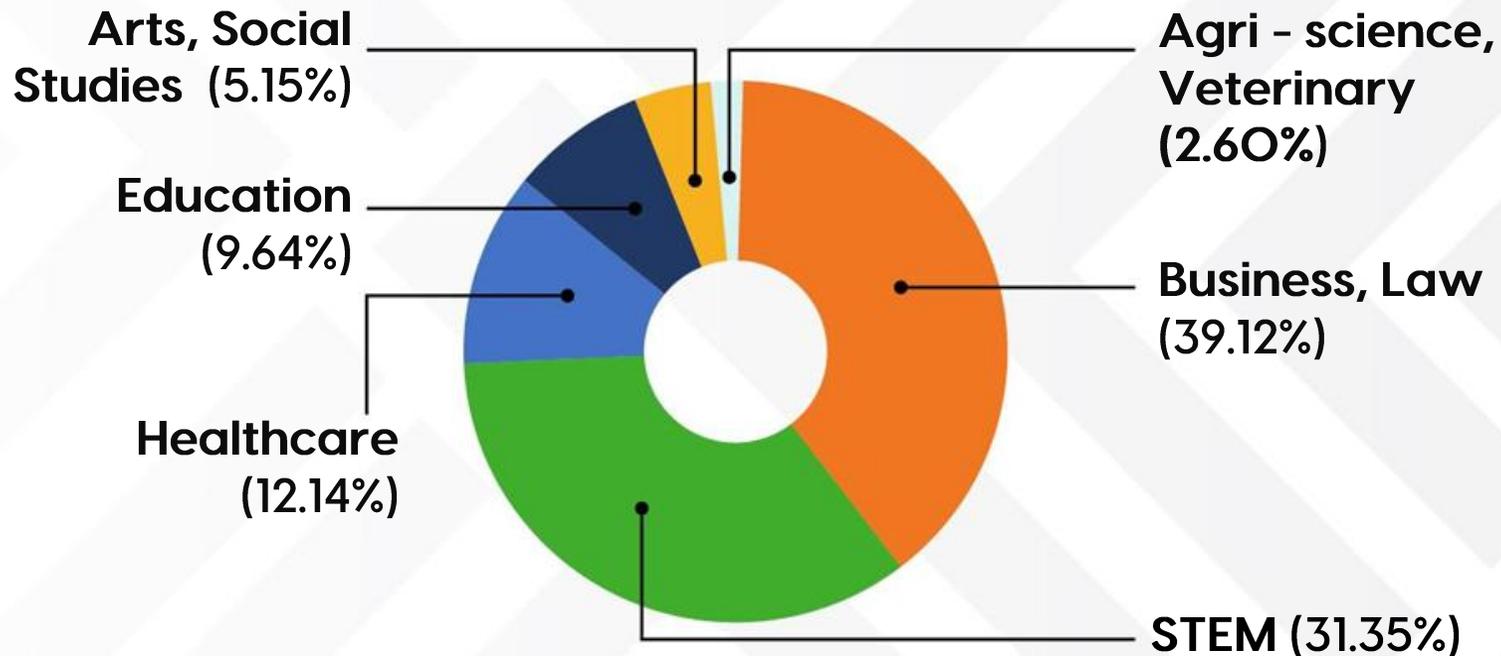
Working population by level of education



- Working age population: 1.1 5million
  - Employed population: 653,142
  - Population available for work: 59,655
  - Unemployment rate: 3.4

# OUR PEOPLE: MULTI-TALENTED AND EDUCATED

## Students by specialties



- Students enrolled in bachelor's degree by area of knowledge: 64,046
- Science, Technology, Engineering, Manufacturing and Construction: 21,640





## EDUCATION FACTS



69 Higher education institutions, including master degrees.



3rd place of states with greater access to higher education.



26% of the population under 25 years with higher or technical education.



Schooling average: 10.7 years.



6th place of the country with lowest illiteracy rates.

# LABOR STABILITY



More than 50 years  
without strikes [STPS](#)

Ongoing dialogue with  
unions and associations

23 unions in the industrial  
sector [STPS](#)

3.4% unemployment rate  
[INEGI, ENOE 2Q 2024](#)

Highest rate of formal  
salaried workers (77%)  
[INEGI, 3Q 2024](#)

30% in personnel turnover  
annual average



# SALARIES



City	Annual average Laborers and technicians (USD)
AGUASCALIENTES	\$ 9803
GUANAJUATO	\$ 9050
QUERÉTARO	\$ 11368
NUEVO LEÓN	\$ 11514
JALISCO	\$ 10120
SAN LUIS POTOSI	\$ 10666
CIUDAD DE MÉXICO	\$ 13009

Fuente: IMSS DICIEMBRE/2024  
Tipo de cambio: 24/01/2025

# A GREAT PLACE TO LIVE



City	Difference in cost of living
Monterrey:	+23%
México City	+28%
Guadalajara	+15%
Guanajuato	+9%

- **3rd place** at social perception of security in Mexico
- **3rd place** in Sustainable Environmental Management
- Monthly average house rental cost (USD):
  - Economic 350 USD
  - Traditional: 500 USD
  - Medium: 1000 USD
  - High: 1500 USD

# A GREAT PLACE TO LIVE



- ▶ 1st place with the shortest transfer times.
- ▶ 68% own their home.
- ▶ 12 general hospitals, 3 specialty hospitals
- ▶ 19 international health services.

# PUBLIC SECURITY



- 1st place in most effective police
- 2nd place in most reliable police in the country
- 5th place in Perception of Security

1st place in  
Emergency 911



1st place in  
C5i





## Aguascalientes, the safest city in El Bajío Region

▶ +3,600 security cameras. 911 analytical cameras (license plate identifiers and facial identifiers)

▶ Modern intelligence center for safety

▶ 600+ surveillance mobile cameras in public transportation system.

▶ 450 panic buttons.

# TRADITIONS & CULTURE

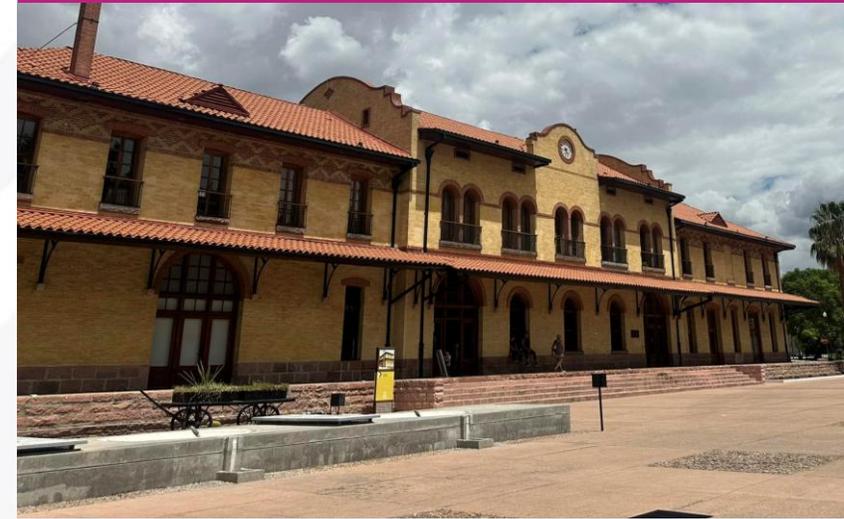
ARTS UNIVERSITY



GOVERNMENT PALACE



3 CENTURIES SQUARE



SAN MARCOS INTERNATIONAL FAIR



CALAVERAS CULTURAL FESTIVAL



4 MAGIC TOWNS



# BENEFITS PROPOSAL



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STATE GOVERNMENT

# HUMAN CAPITAL

## Recruitment



National Employment Services (SNE)



Hiring media campaigns



Personal assistance and support

## Training and Scholarship



DICOI



State Universities System

# GOVERNMENT AND SOFTLANDING SERVICES



Scouting and  
site inspection



Foreign Trade  
Services



Identification of  
local supplier



Linkage with  
industrial groups

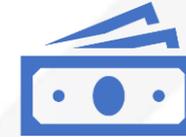


Links with Federal,  
State, Municipal  
Government Entities



Continuous  
support

# FINANCIAL SUPPORT



State Payroll  
Tax (ISN)



"E" Level  
Daycare



Program



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STATE GOVERNMENT



Invest in Ags