



PUEBLA
Gobierno del Estado
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**Desarrollo
Económico y Trabajo**

Secretaría de Desarrollo Económico y Trabajo

POR **AMOR**A
PUEBLA

en **Pensar
Grande**

INVEST IN
PUEBLA

STATE INCENTIVES FOR INVESTMENT

LAW ON SUSTAINABLE ECONOMIC DEVELOPMENT OF THE STATE OF PUEBLA

FINANCIAL



TRANSFER OF REAL PROPERTY:
-DONATION.
-SALE.



INFRASTRUCTURE DEVELOPMENT



TAX INCENTIVES (ISN)



SCHOLARSHIPS AND TRAINING
SUPPORT

NON-FINANCIAL OR MANAGEMENT



CREATION, INSTALLATION OR
IMPROVEMENT OF PUBLIC SERVICES.



ASSISTANCE IN OBTAINING PERMITS
AND LICENSES.



SUPPORT IN HIRING HUMAN TALENT.

Incentives will be valued in national currency and their value may not exceed 8% of the total amount of the investment. Exceptionally, they may be 10% of the total amount of the investment in projects that promote long-term sustainable and balanced economic growth and fully comply with the requirements set forth in the [Law on Sustainable Economic Development of the State of Puebla](#).

INVESTMENT CRITERIA

1

Investment in the installation and start-up of productive investments in the state.

2

Creation of new permanent jobs thanks to investments.

3

Development of technological and industrial infrastructure as part of investments.

4

Incorporation of mitigation measures into production processes.

5

Use of clean and/or renewable energy to prevent the effects of climate change.

6

Contribution to sustainable and balanced development as a central objective.

The background is a dark teal color with large, stylized, light teal leaf or fan-like patterns on the left and right sides. The text is centered in the middle of the image.

WHERE TO INVEST IN
PUEBLA?

INDUSTRIAL LAND AVAILABLE

MAP
MUNICIPALITIES

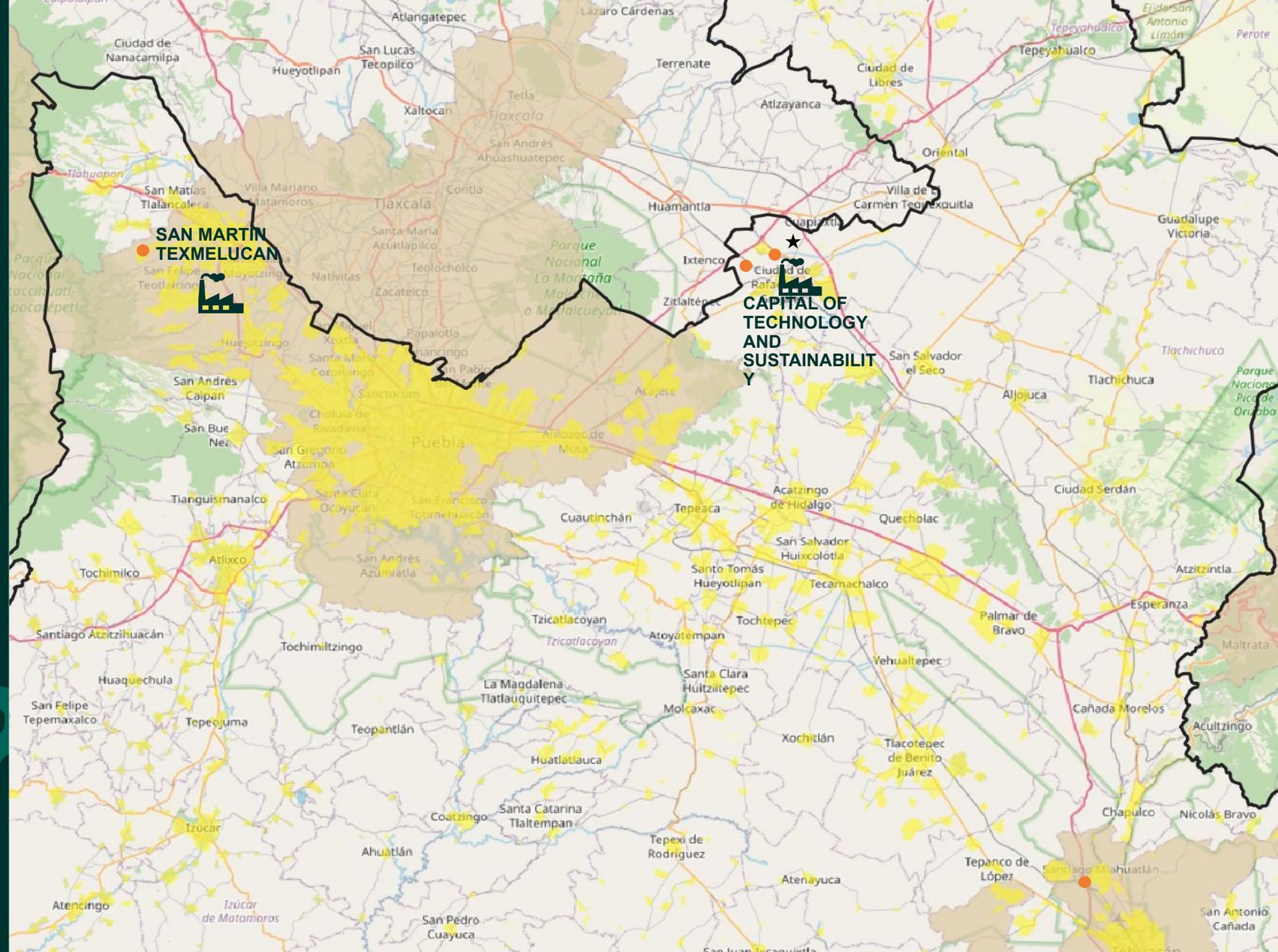


LOCATION

- Metropolitan
- Urban Area
- Municipal Capitals
- Industrial Park
- Toll Road
- Federal Highway
- Municipal Boundary
- State Boundary

General Directorate of Economic
Analysis

Source: INEGI. Geostatistical
Framework, December 2021



CHARACTERISTICS OF THE AVAILABLE INDUSTRIAL LAND

	SAN MARTÍN TEXMELUCAN	CAPITAL OF TECHNOLOGY AND SUSTAINABILITY
Services	Industrial Land	Industrial and Transition Zone
 <p>LAND</p>	<p>25 Ha</p>	<p>200 ha.</p>
 <p>WATER</p>	<p>18.01 million m³/year.</p>	<p>856,000 m³ /year, with the possibility of increasing in the medium term.</p>
 <p>ELECTRICITY Supplier: Federal Electricity Commission (CFE)</p>	<p>Supply feasibility 35 MW Average cost at medium voltage: \$2.4639/kWh</p>	<p>Supply availability: 60 MW Average cost at medium voltage: \$2.4639/kWh</p>
 <p>GAS** Supplier: Gas Natural del Noreste (GNN): GASAMEX</p>	<p>Maximum available: 230,480 m³/day Cost: 3.7354 (USD/MBtu)</p>	<p>Maximum Available: 200,000 m³/day Cost: 3.7354 (USD/MBtu)</p>

*If monthly consumption exceeds 200 m³, excess consumption will be calculated according to the following formula: Industrial Use: Factor = \$62.04 + ((N – 200) x 0.0030)
Where N is the total m³ consumed per month.

**Wholesale Natural Gas Price Reference Indices do not include transportation and service costs. The price may vary depending on demand and project location.

The background is a solid light brown color. In each of the four corners, there is a stylized leaf icon. The leaves are light brown with a darker brown outline and a grid of small, dark brown rectangular holes, resembling a mesh or a specific type of leaf. They are arranged symmetrically around the central text.

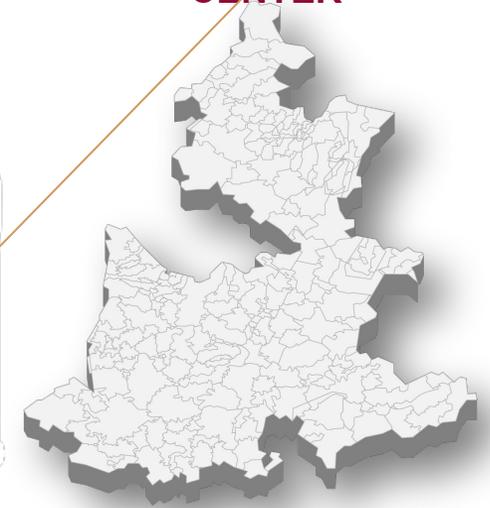
CAPITAL OF TECHNOLOGY AND SUSTAINABILITY

WELLNESS POLES

Well-being Hubs are defined geographical areas that have the conditions to attract investment and boost productive capacities, with the aim of triggering economic and social development in the region.



**POLÍGONO
9
- CENTER**



200 hectares earmarked for the development of **industrial parks**



PLAN MEXICO

Sectores estratégicos

- | | |
|------------------|-------------------------------|
| Textil y zapatos | Automotriz y electromovilidad |
| Energía | Química y petroquímica |
| Agroindustria | Bienes de consumo |
| 9 PUEBLA | Aeroespacial |

Plan Mexico is a strategy that coordinates the actions of the Mexican government with the aim of making our nation the best country in the world by reducing poverty and inequality. It includes a portfolio of domestic and foreign investments totaling US\$277 billion.

Source: <https://www.planmexico.gob.mx/>

FEDERAL INCENTIVES FOR INVESTMENT

And in order to comply with the objectives of the national strategy known as "Plan Mexico," the "Decree granting tax incentives to support the national strategy known as 'Plan Mexico', to promote new investments that encourage dual training programs and drive innovation" was published in the Official Gazette of the Federation, through which incentives are granted to nearshoring and national companies that have the capacity to integrate into value chains are promoted.



BENEFITS



Accelerated deduction of investments in "new" fixed assets.



Additional deduction equivalent to 25% of the increase in expenditure on technical training and technological innovation



DECREE

As measures to evaluate and control these incentives, the government will create an Evaluation Committee made up of representatives from the Ministries of Finance and Public Credit and Economy, with the participation of the Advisory Council for Regional Economic Development and Relocation.

The benefits are subject to compliance with various requirements. These include having a certificate of compliance issued by the Evaluation Committee and complying with the guidelines to be published by the committee within 60 days, which will remain in force **until September 30, 2030.**

DEMOGRAPHIC DATA



Source: Own elaboration.

Number of inhabitants and employees

Municipality	Population
San José Chiapa	10,44
Rafael Lara Grajales	15,952
Nopalucan	32,772
Mazapiltepec de Juárez	3,176
Soltepec	13,631
San Salvador el Seco	30,639

Area	Employees
AUDI Mexico	5,500

STRATEGIC PLANNING

AVAILABLE AREA: 70.21 ha.

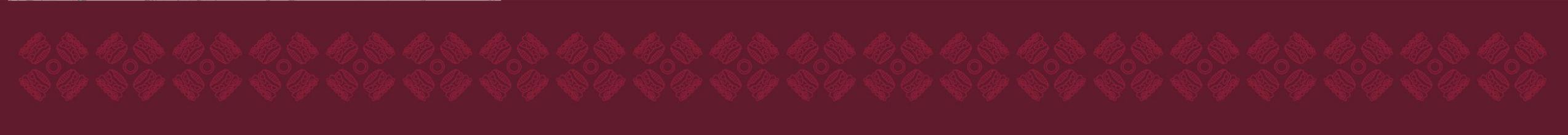
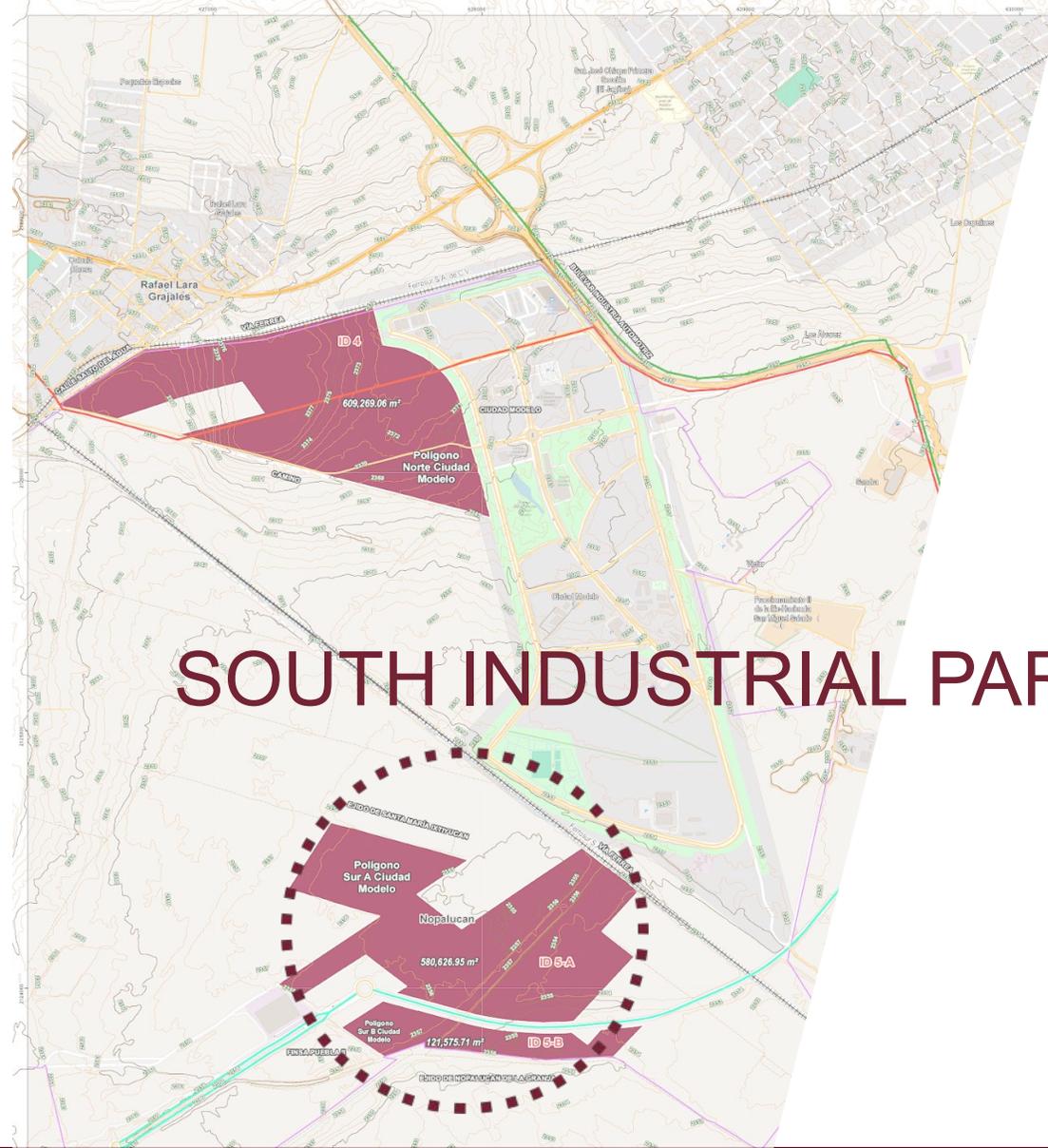
STRATEGIC LOCATION:

- 1) Direct access to main roads
- 2) Close to logistics infrastructure
- 3) Surrounded by technological universities

SOUTH INDUSTRIAL PARK

INDUSTRIAL PARK SPECIALIZATION

1. Advanced production and smart manufacturing
2. Industrial innovation centers linked to universities
3. Technology transfer laboratories
4. Circular economy projects
5. Technical training and dual training spaces



NORTH POLYGON



STRATEGIC PLANNING

SURFACE AVAILABLE: 130 ha.

UBICACIÓN ESTRATÉGICA:

- 1) Optimal road connectivity
- 2) Close to the Audi Mexico plant
- 3) First-class urban infrastructure

POLYGON VOCATION

1. Technology companies (software, hardware, automation, electromobility)
2. Smart Logistics and Services 4.0
3. Clean Energy and Circular Economy
4. Energy and advanced manufacturing laboratories

EFFICIENT CITY



Installation of
Solar Street Lights

Clean Energy
Clean Energy through
Solar Panels



Testing of Hybrid, Electric,
and Autonomous Vehicles

Free Internet
(WIFI)

Chargers for **Electric
Vehicles**



Sustainable Mobility
Sustainable

Eco-friendly
Infrastructure



The image features a solid brown background with four stylized leaf icons, one in each corner. Each leaf is filled with a pattern of small, rounded rectangular shapes, resembling a woven texture or a specific type of leaf. The leaves are oriented towards the center of the page.

SAN MARTIN TERRITORIAL RESERVE

San Martín Texmelucan



Location:

Km 76.3 of the Mexico-Puebla Federal Highway, in the town of San Jerónimo Tianguismanalco, municipality of San Martín Texmelucan, Puebla.

Area:

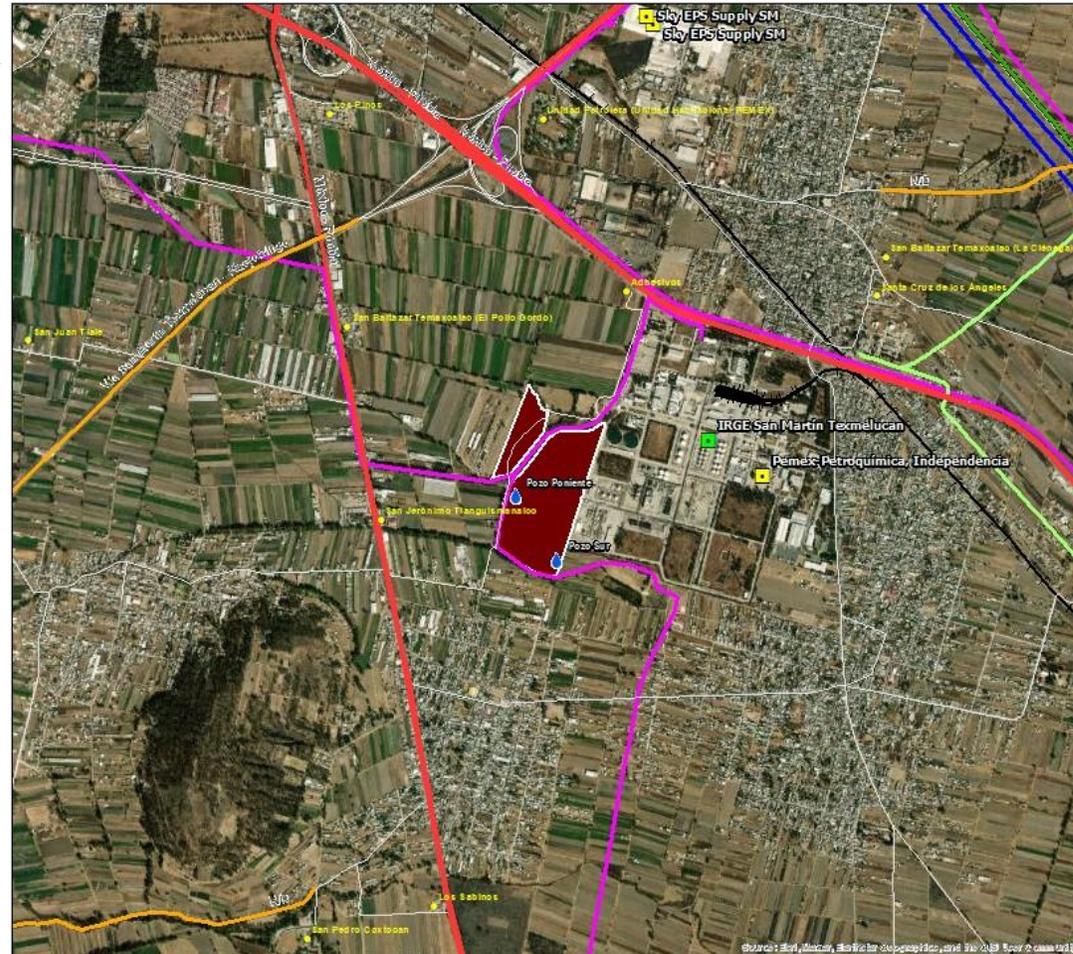
250,326.37 m² / 25.03 ha

Owner:

Fideicomiso Público denominado “Banco Estatal de Tierra”

Gobierno del Estado de Puebla

San Martín Texmelucan



Simbología

- Localidades
- Pozos
- Almacenamiento de Gas
- Térmica convencional
- Uso Industrial 1
- Línea de transmisión 400 kV | Distancia aproximada al polígono 2.9 km
- Línea de transmisión 115 kV | Atraviesa por el predio
- Poliducto Pemex logística | Distancia aproximada al polígono 1.8 km
- Transporte de gas natural - SNG | Distancia aproximada al polígono 2.9 km
- Carretera Estatal
- Carretera Federal
- Caminos Locales
- Vía férrea | Distancia aproximada al polígono 1.2



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POR **AMORA**
PUEBLA

en **Pensar
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**INVEST
PUEBLA**