

POTOSÍ
sin límites

GOBIERNO DEL ESTADO 2021 ▶ 2027

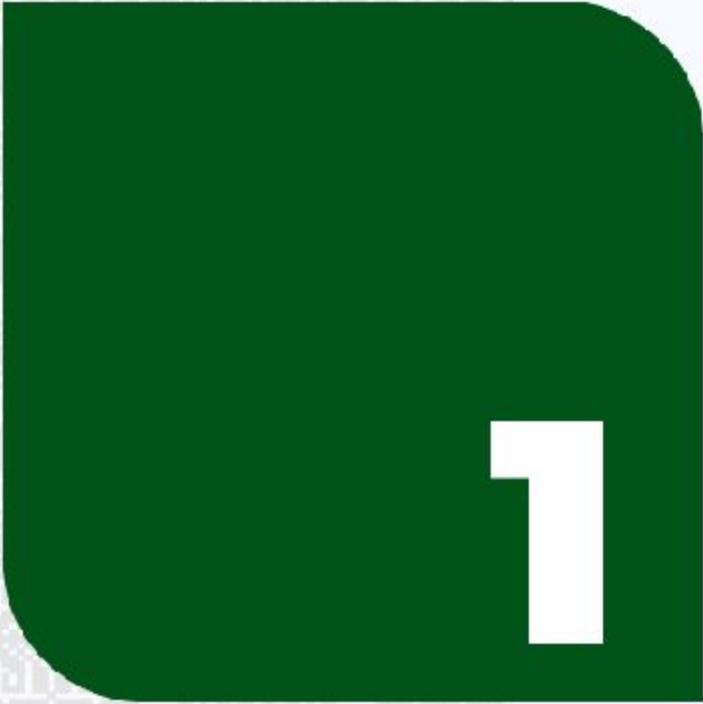


ECONOMÍA

SECRETARÍA DE DESARROLLO
ECONÓMICO

SAN LUIS POTOSÍ





Why choose
San Luis Potosí?



We are part of a
**Strategic
time zone**

By plane,
San Luis Potosí is:



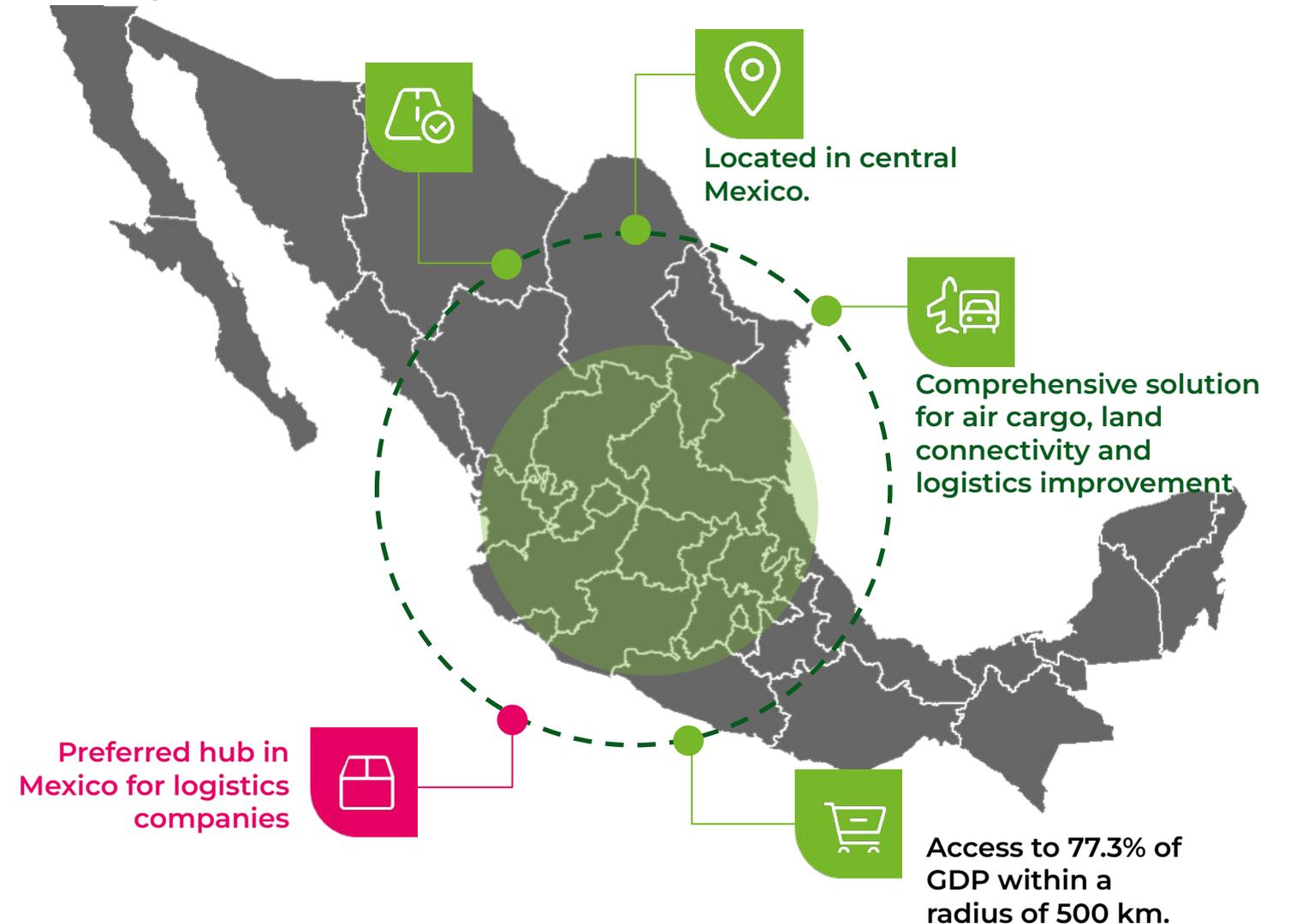
The time zone in which San Luis Potosí is located, coincides with the largest economic bloc in the world.



At the intersection of two
national highways:
México-Laredo
Tampico – SLP - Manzanillo

PRIVILEGED GEOGRAPHIC LOCATION

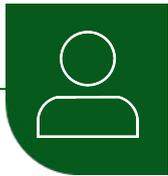
**OUR LOCATION OFFERS THE
RESOURCES, ATMOSPHERE,
AND COMPETITIVE
ADVANTAGES FOR
INVESTMENTS TO GROW IN THE
HEART OF MEXICO.**



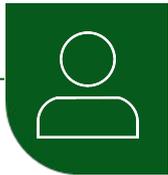
Demographics

are on our side

2'880,601
HABITANTES



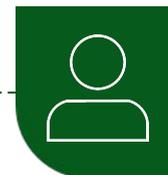
68.2% of the population is estimated to live in the urban area (2024)



76.9% of the total population is at working age(15 +)



44.6% of the total population is economically active.



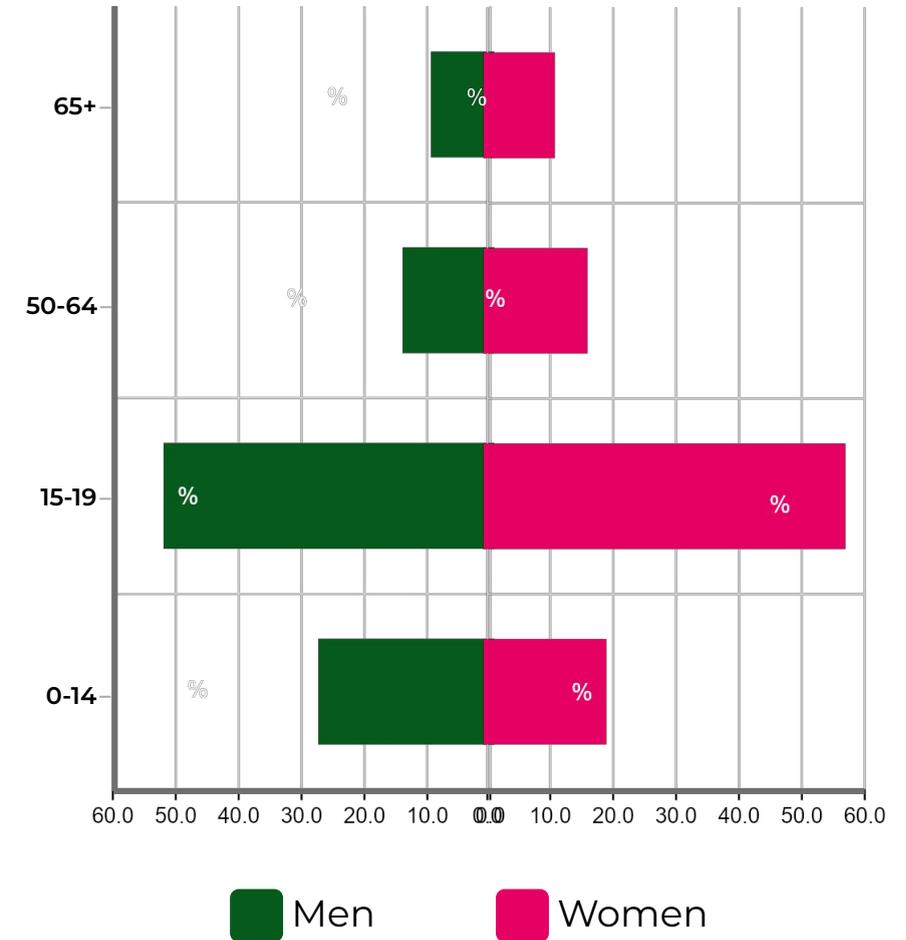
96.8% of the economically active population is dedicated to the goods and services production.

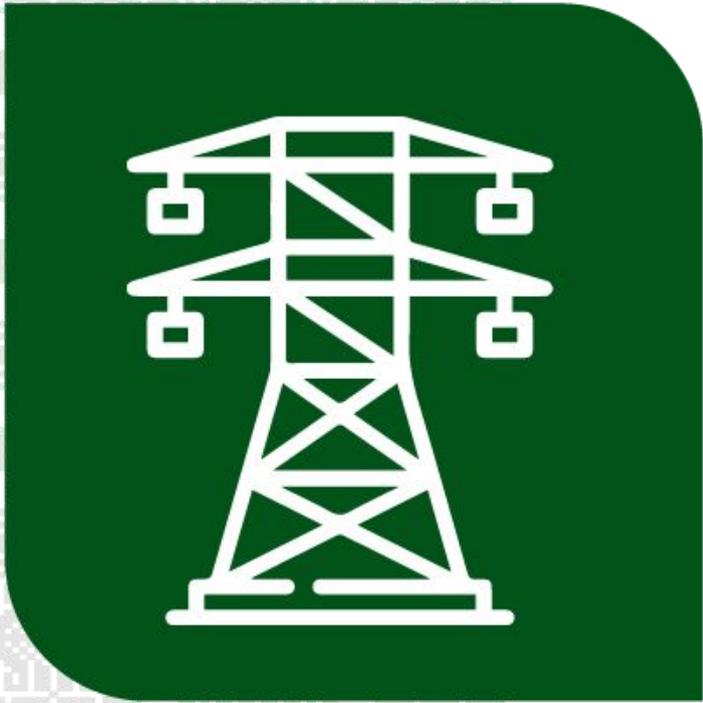


1,386,578



1,494,023





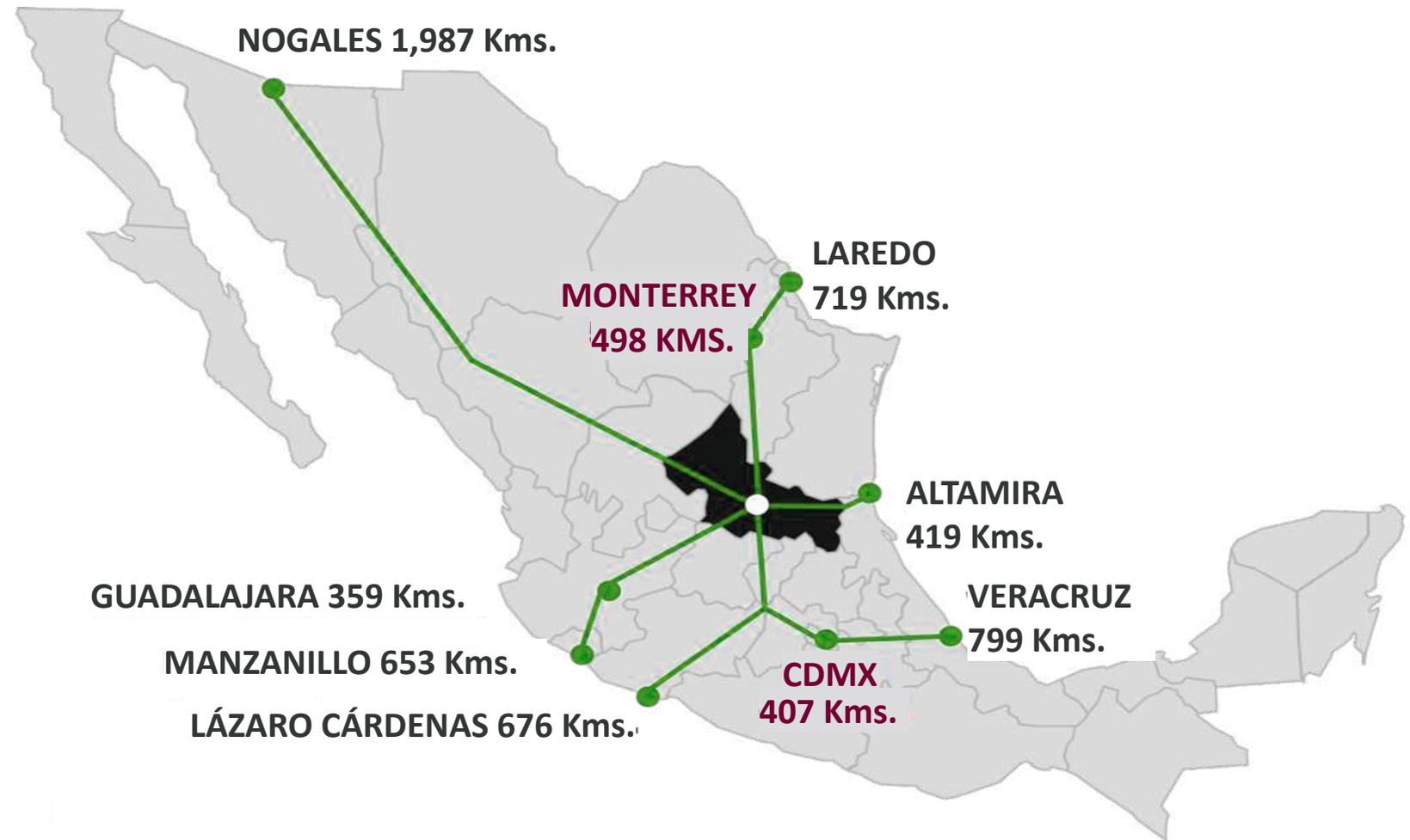
Infrastructure



San Luis Potosí is in the **9th place** of the entities with the longest road network in Mexico. (14,584 km.)

Main destinations:

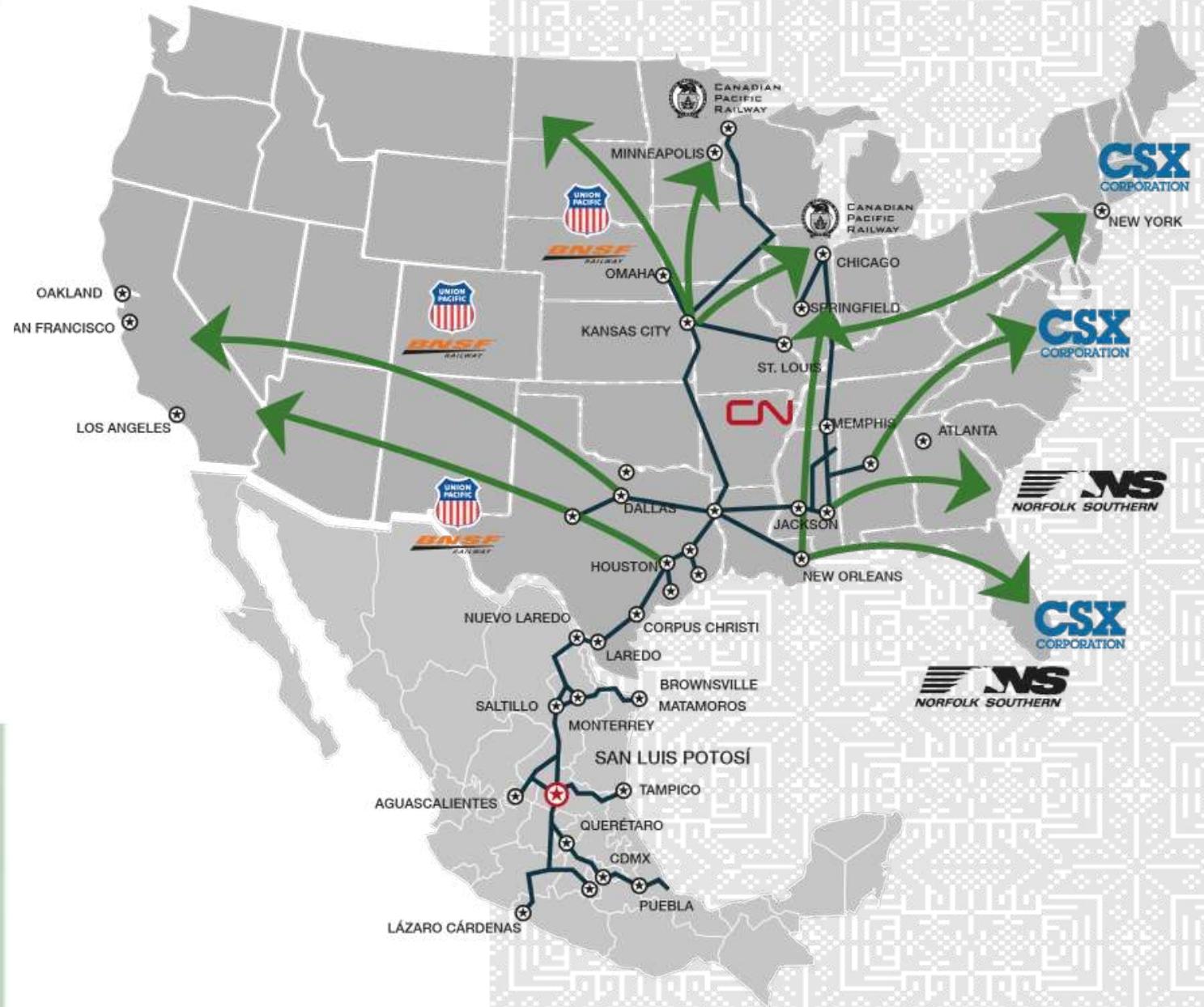
Manzanillo	653 Km
Guadalajara	359 Km
Altamira	419 Km
Veracruz	799 Km
CDMX	407 Km
Lázaro Cárdenas	676 Km
Monterrey	498 Km



Railways

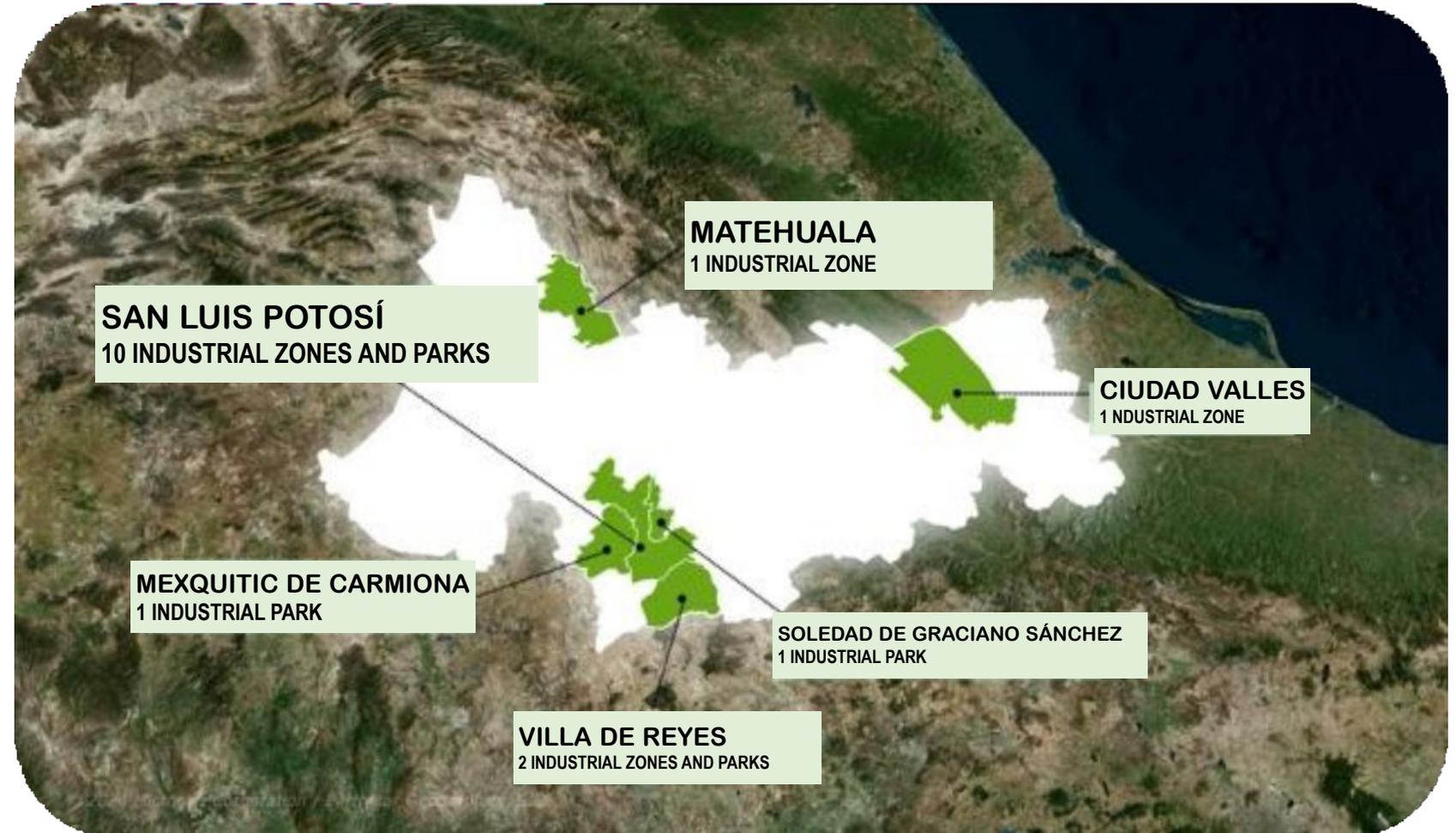
A state with a
solid railway
infrastructure

**San Luis Potosí is in the 5th
national position with the longest
length of railways
(1,408 km.)**

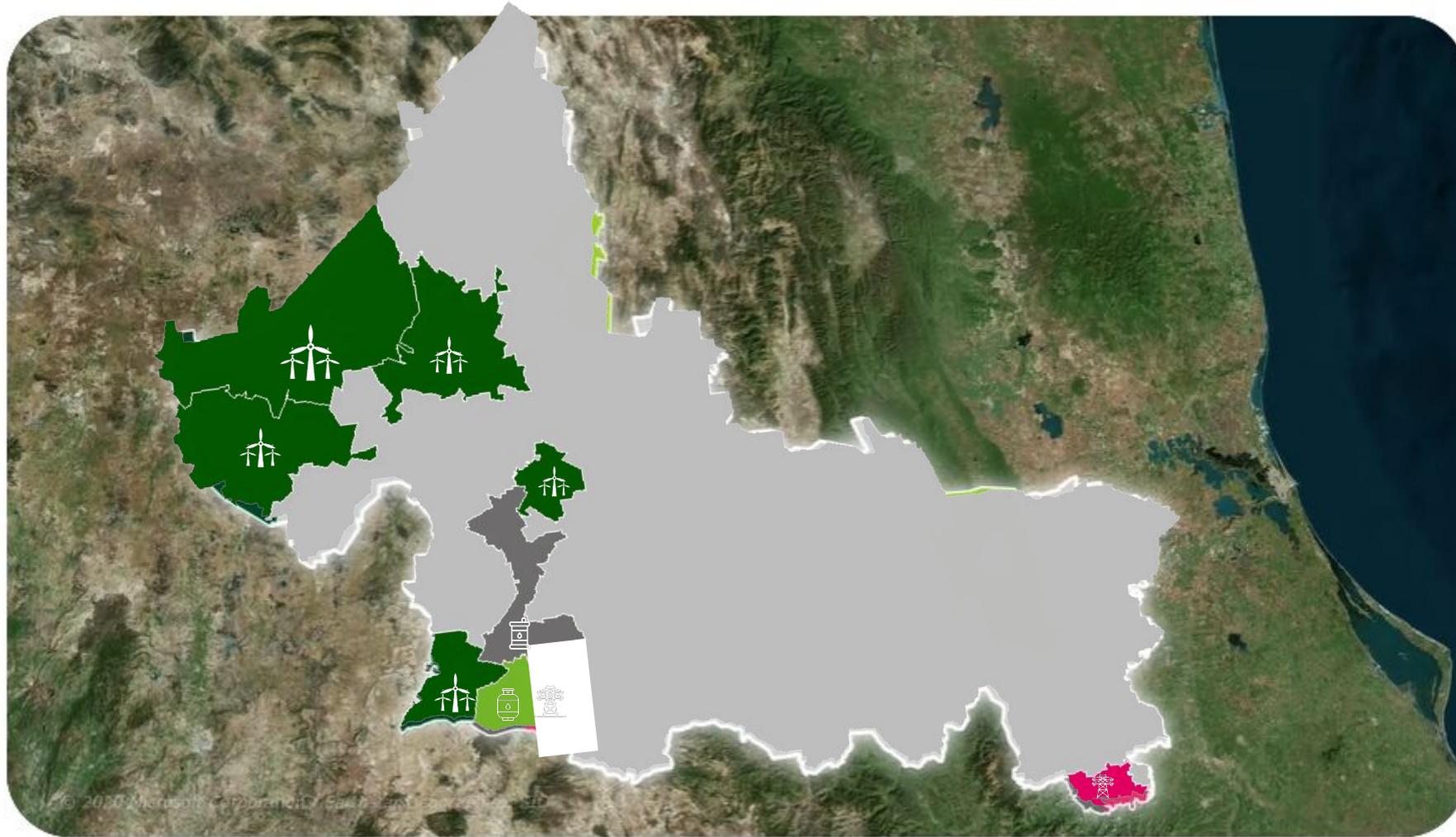


We facilitate investment in industrial zones and parks

SAN LUIS POTOSÍ HAS 16 INDUSTRIAL AREAS



Competitive Energy Infrastructure



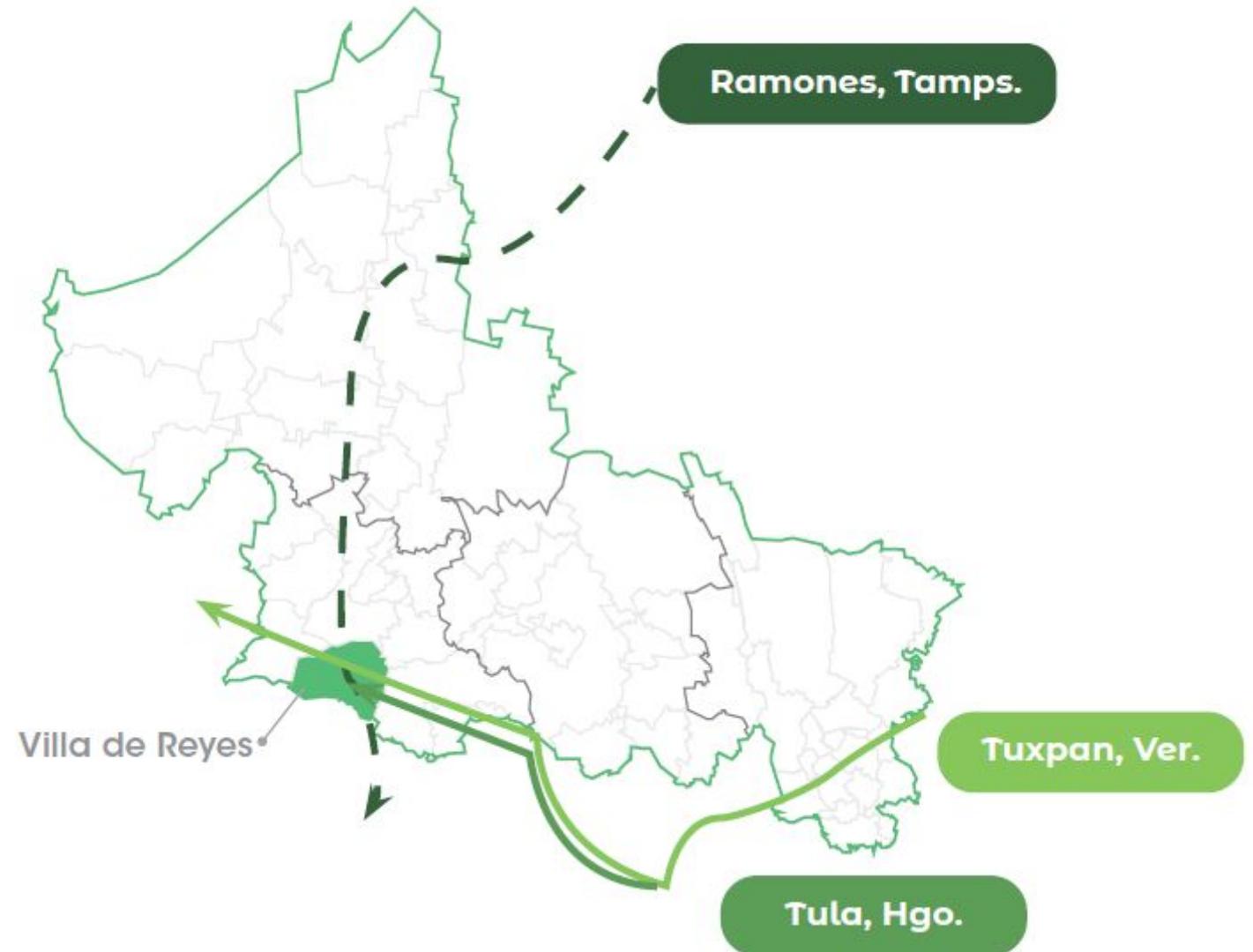
-  **Conventional Electric Generation** Projects
-  3 Strategic pipelines for the supply of **natural gas**
-  5 **Renewable energy generation plants**
-  3 **Open access oil storage terminals**





A competitive natural gas infrastructure has been developed

SAN LUIS POTOSÍ IS THE ONLY PLACE IN MÉXICO WITH 3 STRATEGIC PIPELINES FOR THE SUPPLY OF NATURAL GAS





Companies,
indicators and investment





**Main
manufacturing
companies**



thyssenkrupp

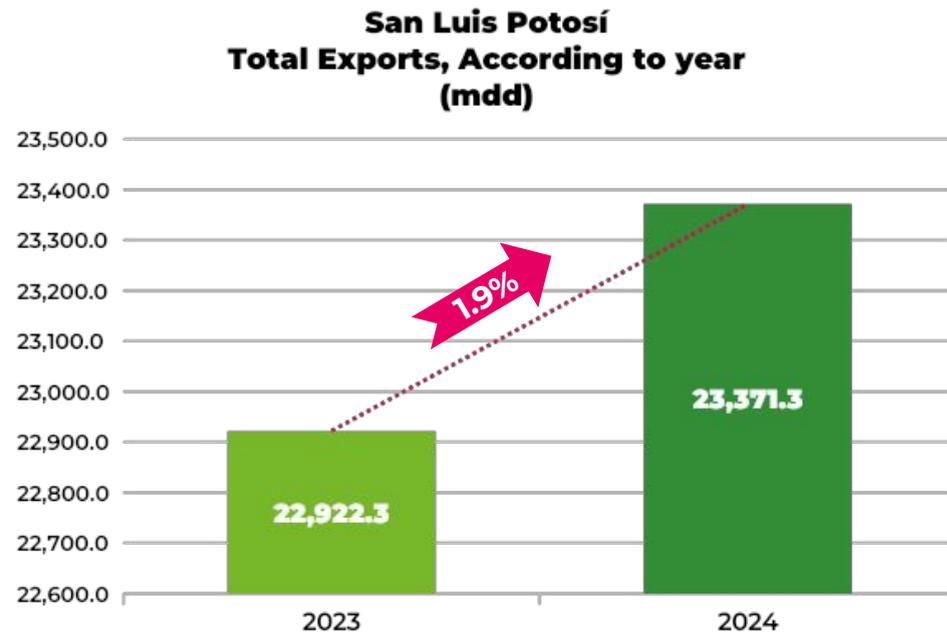


MACQUARIE

23,371.3 MILLION DOLLARS IN EXPORTS

(2024)

1.9% more than the same period from the previous year

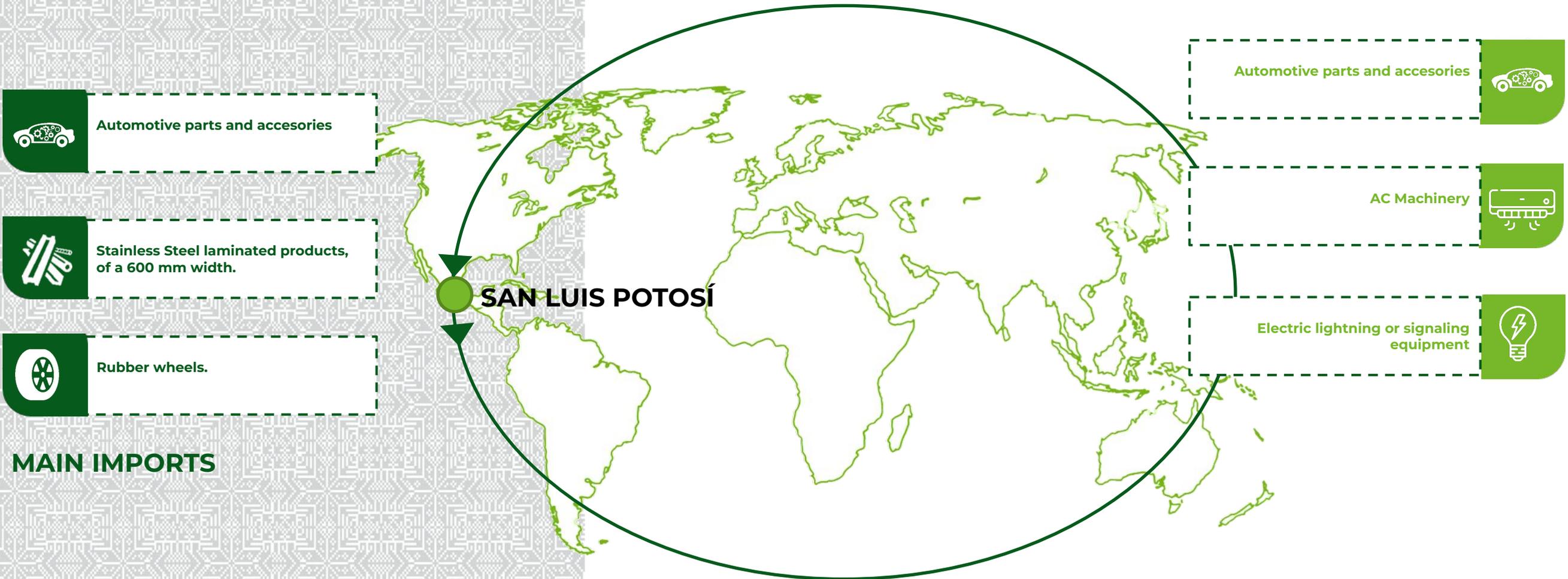


Fuente: INEGI. Exportaciones Trimestrales por Entidad Federativa.





MAIN EXPORTS



Investment means reliability, employment, income, social stability

TRUST FROM COUNTRIES HAS TRANSLATED
INTO 843.7 MILLION DOLLARS. THIS FOREIGN
DIRECT INVESTMENT PLACED US IN 13TH
NATIONAL PLACE
(2024)



**SOCIAL
STABILITY
+
TRUST**

MAIN COUNTRIES



Germany



Japan



Canada





Competitive
Advantages



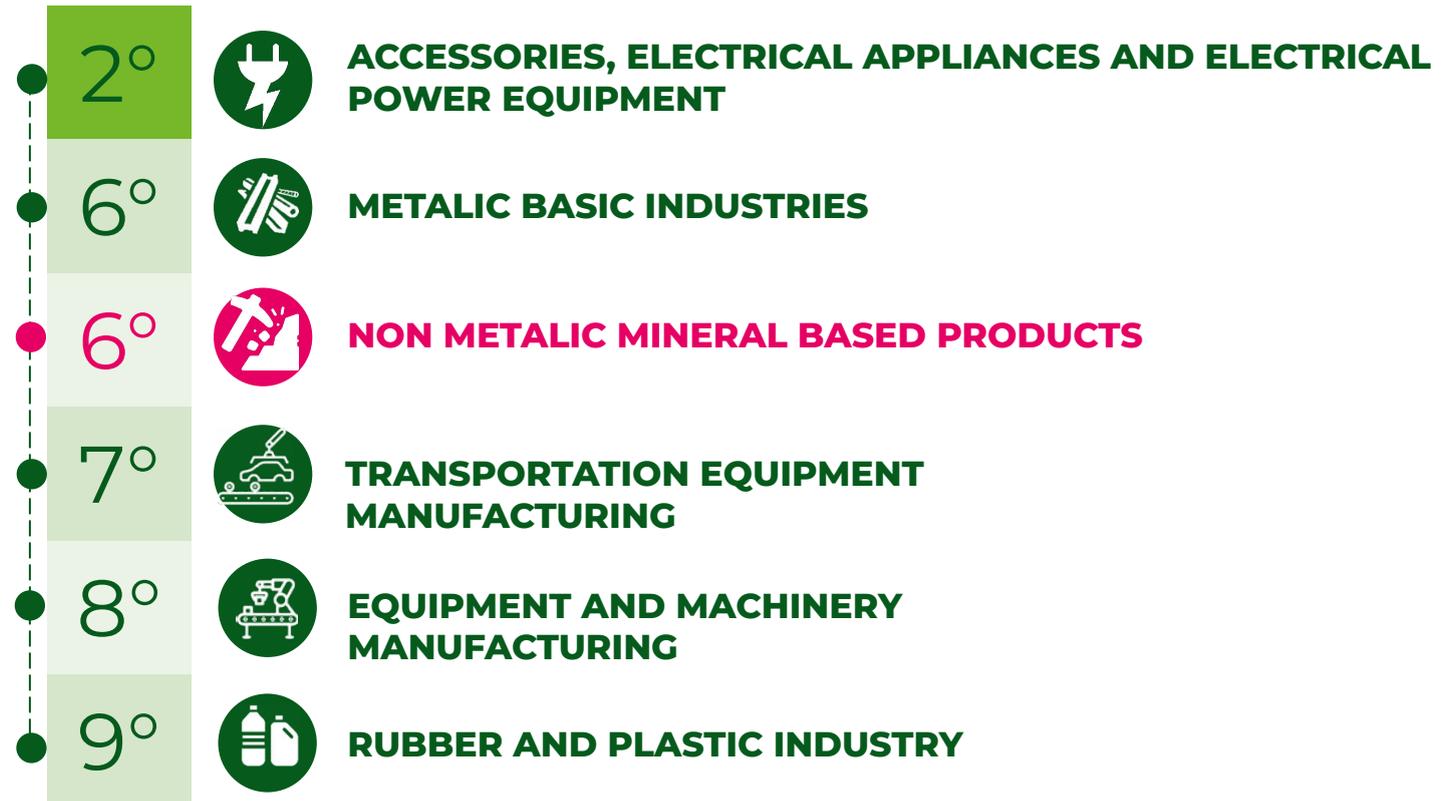


The corridor that covers the area of the countries that make up the Treaty between Mexico, the United States of America and Canada (T-MEC) is a 4,000-kilometer-long multimodal transportation network that links the three countries, from Alaska to the border with Guatemala and Belize.



Value chains with a global presence

NATIONAL POSITION





Innovation ecosystem open to the world

SAN LUIS POTOSI HAS TECHNOLOGIES AND INSTITUTIONS THAT FACILITATE INNOVATION PROCESSES IN PRODUCTIVE ACTIVITY

6

NATIONAL LABORATORIES

17

RESEARCH AND DEVELOPMENT CENTERS

2

CONSORTIA

PUBLIC RESEARCH CENTERS

5

HIGH EDUCATION INSTITUTIONS

92

KNOWLEDGE TRANSFER OFFICES

5



QX50(2019)
AGUASCALIENTES,
AGS

MARCH, VERSA,
SENTRA, NOTE (1982)
AGUASCALIENTES,
AGS

SEDÁN SERIE 3 (2019) Y
SERIE 2 (2021)

CHEVROLET TRAX,
EQUINOX Y TERRAIN
TRANSMISIONES (2008)



CHEVROLET CHEYENNE,
SILVERADO Y GMC
MOTORES Y
TRANSMISIONES (1992)
(SILAO, GTO.)

MAZDA 2 Y 3, SCION (2013)
(SALAMANCA, GTO.)



COROLLA (NUEVO) (2019)
(APASEO EL GRANDE, GTO.)

HONDA FIT, HR-V (2014)
(CELAYA, GTO.)

- The Centro-Bajío Region is an opportunity for investment and economic development in Mexico.
- It is made up of 542,692 micro, small and medium-sized businesses, from which 58,229 are manufacturing.
- San Luis Potosí is part of the geographic area where the automotive sector has the largest production of light vehicles in the country.



266

Automotive suppliers

(TI-T2-T3)

2

OEM

(Original Equipment
Manufacturer)

AUTOMOTIVE AND AUTO PARTS INDUSTRY

Logistics platform with international projection

Infrastructure that
empowers supply chains



1 Adjacent
Strategic
Bonded Area



2 Intermodal
Container
Terminals



1 Air cargo
terminal



3 Rail
Transfer
Terminals

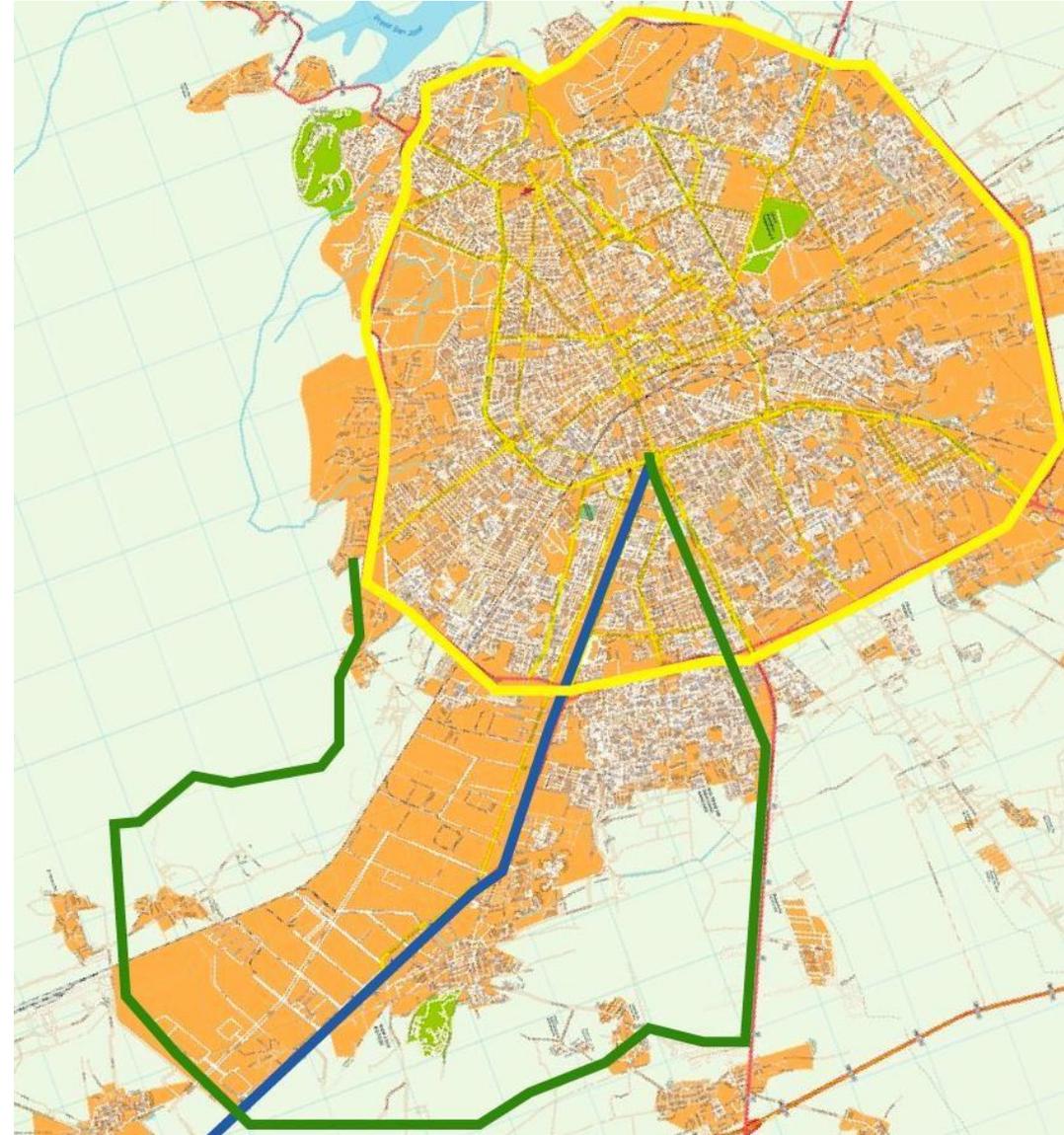


3 Customs sections

4 Non-adjacent
Strategic Bonded
Areas, all with
competitive National
infrastructure

2 Bonded areas

Industrial developments within the metropolitan area of San Luis Potosí have enough energy and water to operate and develop their production facilities





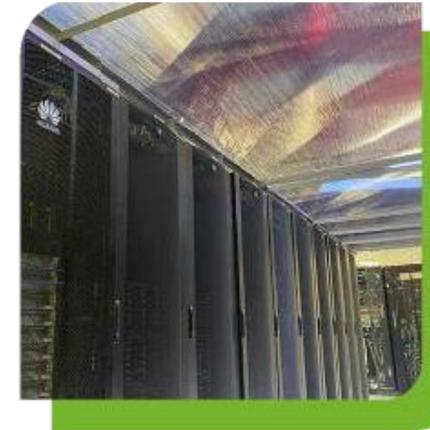
**Knowledge
development
and life quality**



SAN LUIS POTOSÍ OFFERS TALENT



San Luis Potosí
leads the North-
Center region of
the country



We have the
**national
supercomputing
center of "IPICYT"**
(Potosino Institute
of Scientific and
Technological
Research)



There are **17
research and
development
centers** in the state

The training of technicians for industry is carried out mainly through public and private educational centers.



The Autonomous University of San Luis Potosí ranks the 6th place in Mexico.



Graduates from high school and college represent a population of 49,301 students each year.



**We promote
talent and
maintain
workplace
peace...**

123

Higher
Education and
Postgraduate
Institutions

95,682

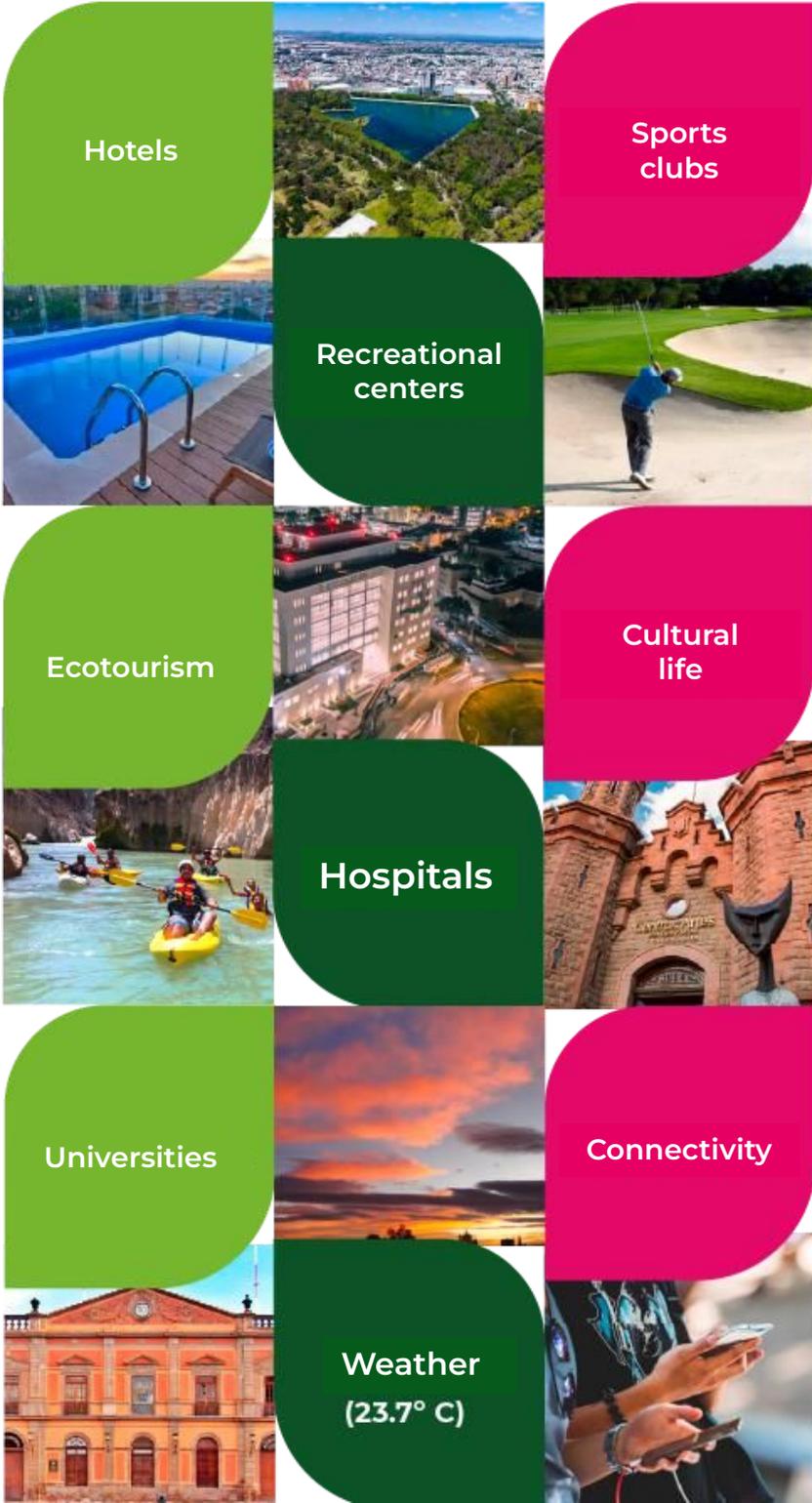
Students enrolled in
Higher Education
and Graduate
Studies

**IN THE STATE OF SAN LUIS
POTOSÍ THEY GRADUATE
ON AVERAGE,**

3,500

ENGINEERS
EVERY YEAR





IN SAN LUIS POTOSÍ, YOU WILL FIND AN EXCELLENT QUALITY OF LIFE, AMAZING CLIMATE, DIVERSITY AND CULTURAL WEALTH.

People and families who decide to visit San Luis Potosí have the opportunity to be close to nature, experience the culture and traditions, as well as access to quality services.

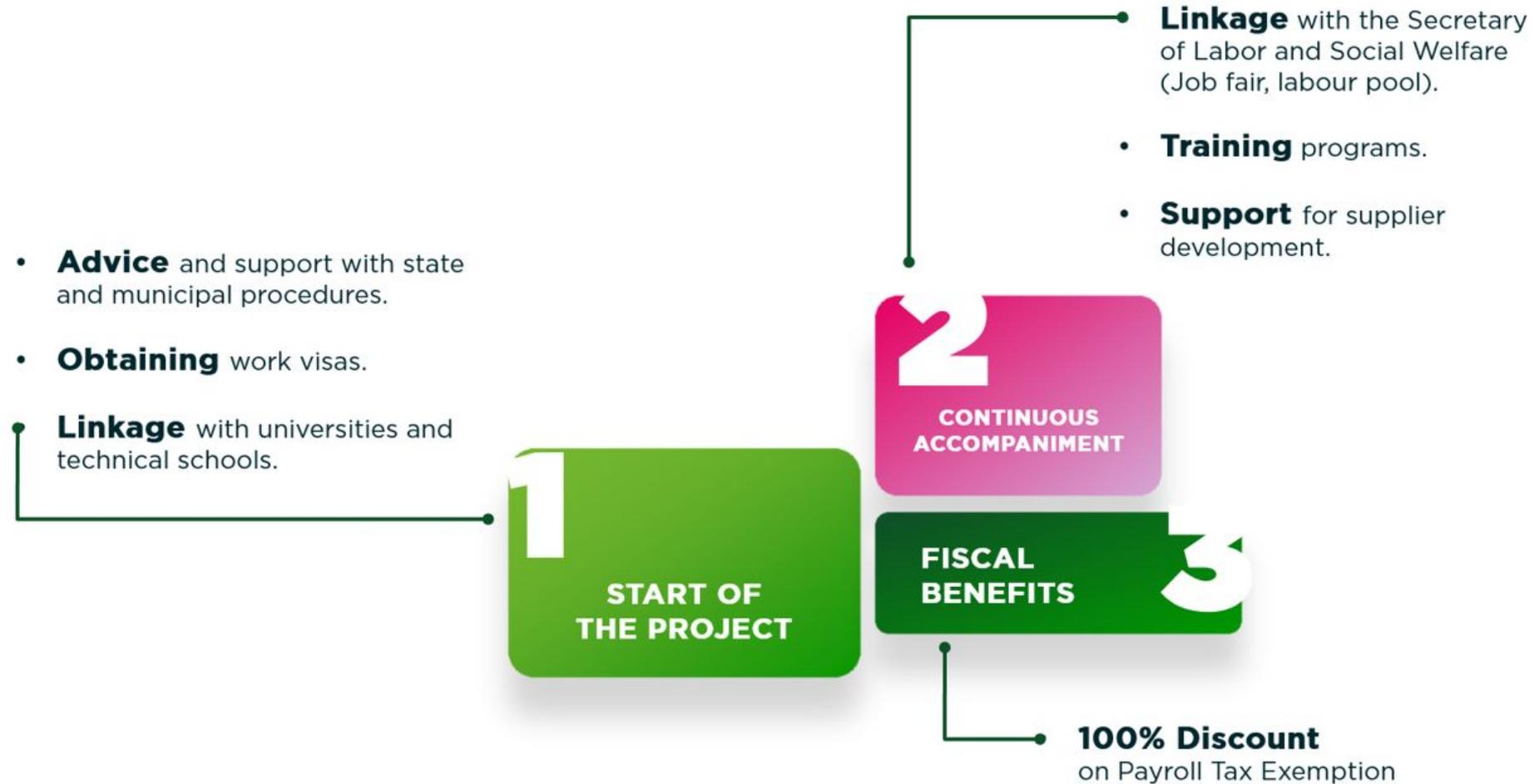




Incentives that attract
investment



MAIN INCENTIVES



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SECRETARÍA DE DESARROLLO
ECONÓMICO

Thank you

