

# Investment Profile for Baja California Sur



February 2026



Secretaría de  
**Turismo y Economía**  
Gobierno de Baja California Sur

## Vocations and Investment Opportunities Sectors Promoted by the Government

- Agriculture
- Fishing and Aquaculture
- Goat Farming
- Processing and Manufacturing Industry
- Renewable Energy Sources
- Construction
- Food Industry
- Extractive Industry (Non-metallic Mining)
- Alternative Tourism
- Information and Communication Technology (ICT)
- Real Estate Services
- Technological Development and Innovation
- Water Resources
- Logistics and Supply
- Industrialization of Sea Salt and Gypsum



# Investment Opportunities Project Portfolio

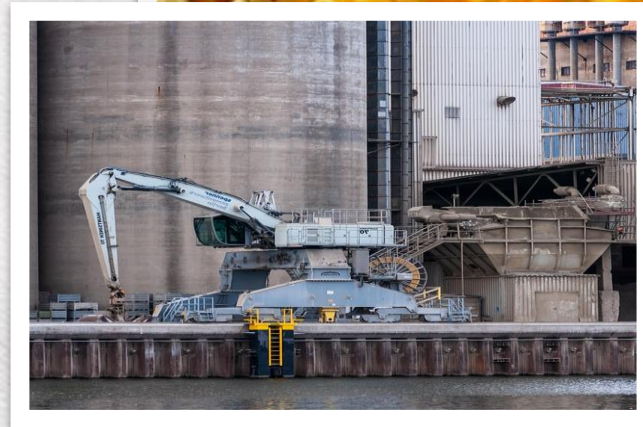
## Type of Specific Projects (1/2)

- Installation of water desalination plants
- Ocean Thermal Energy Conversion (OTEC)
- Hybrid energy generation systems
- Solar energy utilization systems for electricity generation
- Wind energy utilization systems for electricity generation
- Construction of refrigeration facilities in fishing fields
- Construction of plants for the industrial utilization of sea salt and gypsum



## Type of Specific Projects (2/2)

- Recycling plants for various types of materials.
- Construction and modernization of transportation infrastructure.
- Construction of supply and distribution warehouses.
- Manufacture of machinery and equipment for agriculture, fishing, and aquaculture.
- Construction of food production plants for humans and animals.
- Construction of plants for the comprehensive processing of non-metallic minerals.
- Construction of infrastructure for rainwater harvesting and retention for aquifer recharge.



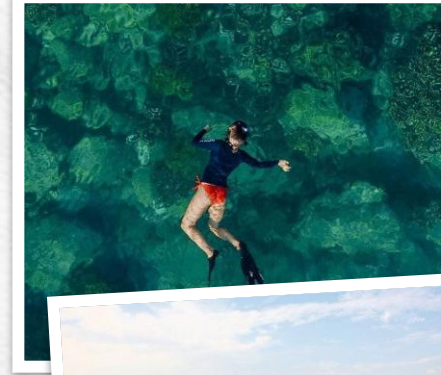
## **Investment Opportunities Energy Project Portfolio**

- **Expansion and strengthening of electrical transmission lines and substations to ensure the timely and sufficient supply of electricity to meet the growing demand of the economic and social sectors in the five municipalities of the state.**
- **Utilization of renewable energy resources to supply electricity for productive purposes in remote communities far from electrical transmission networks.**
- **Strengthening the supply of electricity for productive purposes in remote communities with limited supply using photovoltaic panels.**
- **Establishment of infrastructure for the timely and sufficient supply of energy, using technologies based on renewable energy sources.**
- **Utilization of renewable energy resources to produce electricity for self-supply and sale of surplus to the Federal Electricity Commission (CFE).**



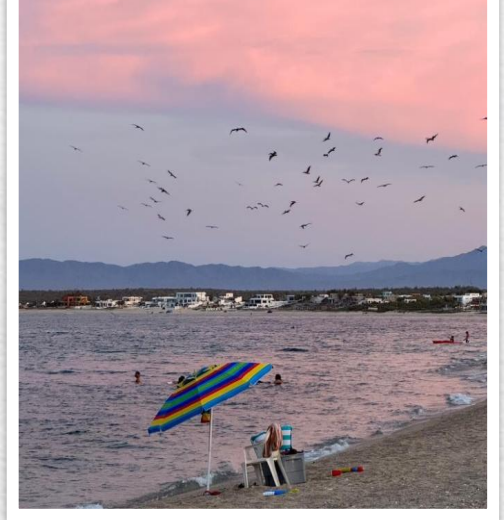
## Strengths (1/3)

- **Unbeatable geographical location:** it serves as a bridge between the main markets of North America, Asia, and South America, among others.
- **Extensive coastlines and a wide variety of marine species:** it has the longest coastline in Mexico, positioning it as one of the country's four main producers.
- **Development of aquaculture:** extensive professional experience in the field through its renowned research centers.
- **Positioning in national and international markets:** specifically in activities such as agriculture, fishing, and mining.
- **Food health and safety:** it is free of pests and diseases (health) and physical, chemical, or microbiological agents (safety).
- **Alternative energies:** it has land, air, and sun that can be used to generate clean, non-polluting energy.
- **Alternative tourism:** surrounded by sea, natural beauty, and a missionary culture that make it a region suitable for scientific, cultural, and adventure activities.



## Strengths (2/3)

- **Conventional tourism:** with natural beauty and contrasting landscapes, it is the ideal destination for conventional tourism, film shoots, and conventions.
- **Direct air connections** between BCS and Europe (Germany); via Mexico City and the USA to Madrid, London, Paris, and Amsterdam. Also with Canada and Panama.
- It receives 4 million foreign and domestic tourists.
- In 2024, 681,473 cruise passengers were welcomed.
- **Alternative tourism:** 3 magical towns (Loreto, Todos Santos, and Santa Rosalía) and 12 missions in the five municipalities of the state.
- **Expanding real estate and rental market:** to meet the demand of high-income individuals seeking paradisiacal, safe, unpolluted locations with a high quality of life.



## Strengths (3/3)

- **Significant scientific infrastructure:** a considerable percentage of the population has a high academic level, and there are research institutions recognized nationally and internationally.
- **High level of economic competitiveness:** efficient use of resources enables strong economic growth.
- **Quality of life:** the second least populated state in the country, with much of its population having access to most of the resources generated, resulting in a high standard of living.
- **It ranks among the safest states to live and invest in.** In 2021, it held the second position as the safest state.



## Competitive Advantages of Baja California Sur

- **Economic Growth:** The state ranks among those with the highest economic growth in the country, with a 4.3% increase recorded in the third quarter of 2025.
- **High Standard of Living:** Baja California Sur stands out for having one of the highest average salaries nationwide, exceeding \$15,800 MXN per month.
- **Tourism Leadership:** Baja California Sur is the second state with the highest share of tourism in its economy.
- **Investment Certainty and Partnerships:** Within the framework of the Concanaco seminars, efforts are made to generate legal certainty for foreign investment, in collaboration with the State Ministry of Tourism (SETUE).
- **Connectivity:** Focus on strengthening connectivity with international markets, especially European markets.



# Infrastructure and Resources

Industrial Parks: **5**  
(**4** in La Paz and **1** in Cabo San Lucas)

Highways: **6.115 km** in length

International airports: **5**  
Passenger capacity: **6,144,198**  
Cargo capacity: **3,208,886 kg**

Ports: **13**  
System Administrations  
National Port: **1** (Cabo San Lucas)

Water resources  
Number of aquifers: **39**  
Availability: 22 **low** and 17 **medium**

Households with internet access: **62%**

Type of customs: **Maritime**

Photovoltaic capacity: **184 MW**  
Wind capacity: **50 MW**

Desalination plants: **11 public service plants**  
**and 39 private plants.**



## Distance to the 3 main customs border roads:

Nuevo Laredo: **1,811 km**  
Ciudad Juárez: **1,485 km**  
Tijuana: **1,471 km**



## Regulations

### Incentives for Investors under the Economic Development and Competitiveness Law of the State of Baja California Sur (1/5)

#### Local fiscal incentives:

- Exemption or reduction of the property transfer tax.
- Exemption or reduction of the real estate acquisition tax.
- Exemption or reduction in the payment of fees generated by the Public Registry of Property and Commerce.
- Temporary exemption or reduction of property tax.
- Exemption or reduction of construction permit fees.
- Exemption or reduction in the payment of fees for potable water and sewage connection.
- Temporary exemption or reduction of the motor vehicle ownership or use tax.
- Special incentives for research and technology development projects.
- Special incentives for projects located outside the metropolitan area.



## Regulations

### Incentives for Investors under the Economic Development and Competitiveness Law of the State of Baja California Sur (2/5)

#### Non-Fiscal Incentives:

##### 1. Administrative / Management Support

- Simplification of procedures for the creation, establishment, and operation of business activities.
- Support for access to financing.
- Advisory services to address issues that hinder business competitiveness and affect operations.
- Linkage between companies and universities and educational centers in the state to promote administrative, technological, and sustainable development projects.



# Regulations

## Incentives for Investors under the Economic Development and Competitiveness Law of the State of Baja California Sur (3/5)

### Non-Fiscal Incentives:

#### 2. Business Development



Through development, promotion, and competitiveness programs focused on:

- Training and workforce development.
- Specialized consulting services.
- Access to financing.
- Coordination of programs, instruments, products, tools, and actions to increase competitiveness.
- Statistical, sectoral, and economic information for decision-making.

# Regulations

## Incentives for Investors under the Economic Development and Competitiveness Law of the State of Baja California Sur (4/5)

### Non-Fiscal Incentives:

#### 3. Market Access

This consists of the intervention of the Ministry, in coordination with the relevant authorities, to encourage the participation of companies especially micro, small, and medium-sized enterprises in external markets through the following actions:

- Provide technical assistance to companies with export potential.
- Support company participation in national and international trade fairs and events to promote products.
- Establish sector-specific programs and programs for groups of companies to promote exports.
- Establish sector-specific programs and programs for groups of companies to strengthen the domestic market, with special emphasis on the primary sector.



## Regulations

### **Incentives for Investors under the Economic Development and Competitiveness Law of the State of Baja California Sur (5/5)**

#### **Non-Fiscal Incentives:**

#### **4. Infrastructure**



- It will consist of support for the development of public infrastructure works that facilitate the establishment and operation of companies, such as land leveling, construction of access roads, paving, electrification works, and construction of water connections, among others.

## Industrial Parks in Baja California Sur (1/2)

Name of the park	Characteristics: Total perimeter and perimeter of each lot or fraction	Services offered: Water, electricity, others, access roads.	Location address	Location	Municipality of location	Name of the managing or operating company	Email Contact	Contact or company phone number
1.- Novotech SINOW	Area: (approximate) 19 hectares Perimeter: 4.05 km Lots: 166, mainly 1000 m2	<ul style="list-style-type: none"> <li>- Lighting on roads and common areas</li> <li>- Electricity (15 KVA)</li> <li>- Water supply tank (30m)</li> <li>- Fiber optics</li> <li>- Underground cabling</li> </ul>	Col. Arcoiris, Highway to Los Cabos, in front of CEDIS Ley.	La Paz	La Paz, Baja California Sur	SI NOW Group  Marqués de León No. 794, corner of Guillermo Prieto, Commercial Zone, Postal Code 23000	<a href="mailto:welcomebcs@sinow.com">welcomebcs@sinow.com</a>	+52 612 138 2381
2.- Elite La Paz	Area: 13 hectares Perimeter: 1.96 m Plots: 61 for light industry and low risk, mainly 1200 m2.	In project: <ul style="list-style-type: none"> <li>-Foundation platform</li> <li>-Low-voltage electrical network and preparation for medium voltage.</li> <li>-Voice and data network.</li> <li>-Entrance control booth.</li> <li>-Intelligent process automation.</li> </ul>	Col. Arcoiris, Highway to Los Cabos, in front of CEDIS Ley.	La Paz	La Paz, Baja California Sur	SI NOW Group  Marqués de León No. 794, corner of Guillermo Prieto, Commercial Zone, C.P. 23000	<a href="mailto:bienvenidobcs@sinow.com">bienvenidobcs@sinow.com</a>	+52 612 138 2381
3.- Industrial Park Opposite Jardines del Sur	Area: 45 hectares  Plots: 800 to 5000 m2. Perimeter: 2.70 km	<p><b>Water:</b> Supplied through the municipal network operated by SAPA La Paz. Most warehouses have storage systems (cisterns) for industrial processes.</p> <p><b>Electricity:</b> Medium-voltage network operated by CFE. The area is equipped for industrial loads and commercial refrigeration.</p> <p><b>Other services:</b> Telephone and broadband internet (fiber optics), sanitary drainage, and public lighting.</p> <p><b>Access roads:</b> Luis Donaldo Colosio Boulevard: Main access connecting to the center and east of the city.-<b>Forjadores Avenue:</b> A few meters away, connecting to the south (Los Cabos).-<b>Juan de Dios Angulo Bypass:</b> For heavy traffic to the port of Pichilingue.</p>	Transpeninsular Highway, opposite the Jardines del Sur subdivision, La Paz, B.C.S., Zip code 23085.	La Paz	La Paz, Baja California Sur	La Paz City Council, Department of Economic Development and Municipal Planning.  Dom. Blvd Colosio, Colonia Donceles	<a href="mailto:presidencia@lapaz.gob.mx">presidencia@lapaz.gob.mx</a>	+52 612 123 7900.

## Industrial Parks in Baja California Sur (1/2)

<p><b>4. Olas Altas Industrial Park (park 2)</b></p>	<p>Area: 60 hectares Perimeter: 4.68 km Lots:</p>	<ul style="list-style-type: none"> <li>- Water and electricity guaranteed by OOMSAPAS and CFE.</li> <li>- Strategic road access to the Transpeninsular Highway.</li> <li>- Complementary services such as telecommunications and administrative offices.</li> <li>- Focus on SMEs and light industrial activities.</li> </ul>	<p>Olas Altas Industrial Park, Transpeninsular Highway Km. 10, La Paz, Baja California Sur, Postal Code 23089</p>	<p>La Paz</p>	<p>La Paz, Baja California Sur</p>	<p><b>Baja California Sur Housing Institute (INVI), Government of the State of BCS.</b></p> <p><b>At C. Allende and Dionisia Villarino, Col. Centro.</b></p>	<p><a href="https://www.invibcs.gob.mx/">https://www.invibcs.gob.mx/</a></p>	<p>+52 612 122 0901</p> <p>+52 612 122 0977</p>
<p><b>5.- Airport Logistics Port (San José del Cabo)</b></p>	<p>Area: 16 hectares Perimeter: 1.98 km Lots:</p>	<p><b>Water and Drainage:</b> Industrial supply and sewerage systems specific to the development.</p> <p><b>Energy and Communications:</b> Electrification by CFE (medium voltage), fiber optics for high-speed internet, and 24/7 security with controlled access.</p> <p><b>Access roads:</b> Direct access from the Transpeninsular Highway and immediate proximity (less than 2 km) to Los Cabos International Airport (SJD).</p>	<p>Transpeninsular Highway Km. 43.5, Airport Industrial Zone, San José del Cabo, Baja California Sur, C.P. 23400.</p>	<p>San José</p>	<p>Los Cabos, Baja California Sur</p>	<p>CDC Development de México.</p>	<p><a href="mailto:gmedivil@mexico.retailadvisors.com">gmedivil@mexico.retailadvisors.com</a></p>	<p>+52 624 172 2221</p> <p>+52 624 173 9738</p>



## Festivals and events of tourist interest in Baja California Sur by location (1/2)

Municipio	Evento / festividad	Tipo de evento	Mes aproximado	Localidad
<b>La Paz</b>	La Paz Carnival	Cultural / Touris	February	La Paz
	Gray Whale Festival	Tourism / Nature	February–March	Puerto Chale
	Mango Festival	Gastronomic	July	Todos Santos
	Day od the Dead Festival	Cultural	November	La Paz
	Todos Santos Film Festival	Cultural / artistic	Noviembre	Todos Santos
	Coastal Half Marathon	Sports	March	Malecón de La Paz
<b>Los Cabos</b>	Fiestas Tradicionales de San José del Cabo	Cultural / religioso	March	San José del Cabo
	Torneo de Golf Abierto de Los Cabos	Sports	June	Los Cabos
	Festival Internacional de Cine de Los Cabos	Cultural	November	Cabo San Lucas / San José del Cabo
	Ironman Los Cabos	Sports (International triathlon)	Octover	Cabo San Lucas / San José del Cabo
	Festival del Arte de San José del Cabo	Cultural	June	San José del Cabo
	Festival Gastronómico Sabores de Baja	Gastronomic	December	Cabo San Lucas
<b>Comondú</b>	Expo Comondú	Agricultural / Livestock Fair	July	Ciudad Constitución
	Festival de la Ballena Gris	Tourism / Nature	February–March	Puerto San Carlos
	Festival de la Pitahaya	Cultural / Gastronomic	August	Comondú
	Carreras Off-Road regionales	Sports	Various dates	Municipio
	Festival de Fundación de Ciudad Constitución	Cultural	February	Ciudad Constitución



## Festivals and events of tourist interest in Baja California Sur by location (2/2)

<b>Loreto</b>	Loreto Foundation Festivities	Cultural / Historical	October	Loreto
	Festivities of Our Lady of Loreto	Religious	September	Loreto
	Blue Whale Festival	Tourism / Nature	Winter	Loreto
	Loreto 400 Trail Run	Sports (Adventure race)	November	Loreto
	Loreto Gastronomic Festival	Gastronomic	Various dates	Loreto
	California Missions Festival	Cultural / Historical	October	Loreto
<b>Mulegé</b>	Mulegé Carnival	Cultural	February	Mulegé
	Gray Whale Festival	Tourism / Nature	February–March	Guerrero Negro
	Expo Guerrero Negro	Commercial / Cultural	July	Guerrero Negro
	Mobil Guaycura Desert Challenge	Sports / Off-road	February	Santa Rosalía
	Santa Rosalía Foundation Festivities	Cultural	September	Santa Rosalía
	Baja 1000 (municipality stage)	Sports / Motorsport	November	Mulegé

## Job supply and demand by sector in Baja California Sur (1/2)

Economic Sector	Employment Demand Situation	Employment Supply Situation	Main Characteristics
<b>Tourism and Hospitality</b>	Very high	High	It is the sector that generates the most jobs in the state; hotels, restaurants, and tourism activities constantly require staff.
<b>Commerce and Services</b>	High	High	Large number of jobs in shops, transportation, restaurants, and professional services.
<b>Construction</b>	Medium–high	Medium	Generates employment due to urban and tourism growth, but it may vary depending on investments and projects.
<b>Agriculture and Fishing</b>	Medium	Medium	Work is mainly temporary or seasonal, especially in rural areas.
<b>Industry and Manufacturing</b>	Low–medium	Low	Small sector in the state; it does not generate as many jobs as in other industrial states.
<b>Energy and Public Services</b>	Low	Low	Few jobs but with high technical specialization.
<b>Information Technologies</b>	Medium (growing)	Low–medium	Emerging sector with opportunities in service and technology companies.

## **Job supply and demand by sector in Baja California Sur (2/2)**

### **Classification Related to the Supply and Demand of Employment:**

- **Low:** There are few job opportunities or few people working in this sector. It does not generate many jobs.
- **Low–Medium:** There are some opportunities, but it is still a small sector or one with limited growth.
- **Medium:** It has a moderate number of jobs. It is not among the main sectors, but it generates consistent employment.
- **Medium–High:** It generates a considerable number of jobs and has strong economic activity, although it is not the sector that produces the most employment.
- **High:** It is an important sector that offers many jobs and has high demand for workers.
- **Very High:** It is one of the largest sectors in the state and the one that generates the most employment; it consistently requires workers.



## Economic Structure 2024

Activity	%
Primary activities	4.0
Mining	2.6
Electricity and water generation	5.7
Construction	7.4
Manufacturing Industries	2.4
Commerce	7.4
Transportation, mail, and storage	9.7
Financial services	4.0
Real estate services	8.4
Educational services	3.4
Health services	3.2
Temporary accommodation and food serv.	13.8
Government activities	4.8
Other services	6.9

## Exports 2024

\$590.3 million USD (2024)

Activity	%
Agriculture	61.1
Livestock	4.8
Fishing	7.8
Mining	25.4
Manufacturing	n.r.
Unspecified subsectors (n.s.)	n.e.

n.r. Not significant

n.e. Not specified

## Main Exports 2024



Exported products include vegetables, asparagus, aromatic herbs, chickpeas, strawberries, dates, figs, lobster, abalone, shrimp, processed fish products, salt, copper, and gypsum.



## Foreign Direct Investment 2024

\$1,354.0 million USD  
(2024)



Country	%
United States	85.4
Canada	6.5
Spain	2.7
Germany	1.6
Netherlands	1.4

## Labor Force Graduates by Field of Study 2024



Degree program	Graduates	%
Administration and Management	569	15.1
Agronomy, Horticulture, Forestry, and Fishing	56	1.5
Architecture and Construction	252	6.7
Arts	46	1.2
Biological and Environmental Sciences	104	2.8
Education Sciences and Pedagogy	279	7.4
Information Sciences	65	1.7
Physical, Chemical, and Earth Sciences	6	0.2
Dentistry	14	0.4
Social Sciences and Behavioral Studies	281	7.4
Law and Criminology	322	8.5
Nursing	103	2.7
Teacher Training	363	9.6
Humanities	69	1.8
ICT Implementation	25	0.7
Mechanical, Electrical, Electronic, and Chemical Engineering	313	8.3
ICT Innovation (Information & Communication Tech)	140	3.7
Manufacturing and Processes	7	0.2
Business and Accounting	402	10.6
Personal Services and Sports	193	5.1
Therapy, Rehabilitation, and Alternative Treatments	134	3.5
Veterinary Medicine	37	1.0
<b>Total</b>	<b>3,780</b>	<b>100.0</b>

## Professionalization

**21 Higher Education  
Institutions**



**Private  
Universities**

**Teacher  
trainers**

## Postgraduate



**Higher education institutions  
present in the five  
municipalities of the state**

Higher education institutions in all municipalities.

**THANK YOU FOR YOUR ATTENTION**

**To the characteristics of Baja California Sur.**

**For your interest in considering it as an  
INVESTMENT OPTION.**

**WELCOME TO  
BAJA CALIFORNIA SUR!**

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**Rosa Maribel Collins Sánchez**  
**Secretary of Tourism and Economy**

**Alonso Gutiérrez Martínez**  
**Undersecretary of Economy**

**Contact:**  
612 122 7827  
612 688 2314  
612 122 9995

