

INVEST IN PUEBLA



**Gobierno
de Puebla**

Hacer historia. Hacer futuro.



Government of the State of Puebla
Making history. Making the future.





WHY TO INVEST IN **PUEBLA**

STRATEGIC LOCATION

40 Million people

Live within 200 km from Puebla.

40% of the National GDP

is produced in this area.



75% of the automotive plants in Mexico are located less than 650 km away.



CONNECTIVITY



Fly

International Airport of Puebla "Hermanos Serdan"

15 minutes from the main production centers and industrial parks.

National Flights

- Cancun
- Guadalajara
- Monterrey
- Puerto Vallarta
- Tijuana

International Flights

- Houston-Intercontinental, with more than 300 connections

Drive

Distance from Puebla to:	Travel time	
Mexico City	129 km	1:40 hrs.
Veracruz Port	280 km	2:52 hrs.
Manzanillo Port	956 km	9:08 hrs.
Nuevo Laredo (USA border)	1,236 km	11:50 hrs.

ECONOMIC PERFORMANCE



GDP= 31.1 billion

Economic growth of **6.4%**, the eighth largest entity.

306,121 establishments.

HUMAN CAPITAL



6.54 millions habitants

2.89 millions of economically active people.

437,000 people employed in the manufacturing industry.

In 2018, the unemployment rate was **2.3%**, the lowest in the last 13 years.

SKILLED LABOR



State with the largest number of universities per capita after Mexico City.

486 institutes of higher education in the state.

More than **300,000 students** at undergraduate level or higher per year.



A SAFE PLACE

TO INVEST

Financial Stability

Credit ratings



DOING BUSINESS IN PUEBLA



DOING BUSINESS 2016

Puebla is considered by the World Bank among the **4 best cities** for doing business in Mexico.



PLACE ON EASE OF STARTING A BUSINESS

The ease of doing business in the State is comparable to some countries of the OECD. Such as France or Belgium.

FOREIGN DIRECT INVESTMENT

Puebla has received almost **9 billion dollars** in the last **10 years**, placing it as the 5 entity that receives the most **FDI**

Puebla is the main destination of German investment in Mexico.



AUTOMOTIVE INDUSTRY

608,471

Produced in 2018

2 OEMs in the state.



VW, largest plant of VW group outside Europe.



Audi, first premium vehicle manufacturer plant in Mexico.



The automotive sector represents **55.3%** of the State's Total Gross Manufacturing Production.

40,000
people employed.

CENTRAL ZONE AUTOMOTIVE-CLUSTER (CLAUZ)

More than 228 suppliers, 93 Tier 1

14,637.4 MDD of exports.

2,268.9 MDD of imports.



TRIPLE HELIX WORK

OEMs, Tier 1 suppliers

Educational institutions

State governments



MILITARY

INDUSTRY



Since 2017, the National Military industry is being relocated to the state of Puebla.

600 hectares.

14 factories and 4,000 employees

2 laboratories

Starts operation in 2018

SECTORS



Renewable
energy



Textile &
Apparel



Foods &
Beverages



Agroindustry



Automotive
and autoparts



Health &
Biotechnology



ICT Information and
Communications
Technologies



Tourism



Creative



Military

SUCCESSFUL EXPERIENCES



ThyssenKrupp



Audi





TOURISM

World Heritage

Cultural

Historic Center of Puebla Earliest 16th-Century

Monasteries on the Slopes of Popocatepetl:
Huejotzingo, Calpan and Tochmilco.

Mixed

Tehuacan-Cuicatlan Valley: originary habitat of Mesoamerica.

Intangible

The ritual ceremony of the Flyers.
Traditional Mexican cuisine, community culture, ancestral and living.
Indigenous festivals dedicated to the dead.

UNESCO / Memory of the World

Palafoxiana Library of Puebla,
bibliographic wealth and objects

Municipal Historical Archive of Puebla - Memory of
Latin America and the Caribbean

Lienzo de Quauhquechollan - Memory of Latin
America and the Caribbean.

American colonial music: sample of its
documentary wealth: Gaspar Fernandes (c. XVII)

Creative Cities Network

Participate in the design category since 2016.



Memory of
the World





QUALITY OF LIFE

4th biggest metropolitan city in the country.

Puebla's hospitals have avant-garde health services.

Weather: **21°C** annual average temperature.

The historical center of Puebla city is acknowledged by UNESCO as **World Cultural Heritage of Humanity** since 1987.

Member of the Creative Cities Network.

2nd state with the highest number of museums and exhibitions areas.

INCENTIVES & SERVICES

(STATE GOVERNMENT)

ONE-STOP SHOP FOR INVESTORS



Analysis

Property scouting

- Information of:
- Economy
 - Local suppliers
 - Costs
 - Labor
 - Utilities
 - Constructors
 - Legal and H.R.



Construction and equipment

Discounts in permits and licenses

Training programs

Government funds

Equipment

Tailored support



Installation

- Industrial Government land
- Recruitment
- Tailored support



Operation

Taxes discounts:

Eg: Property tax, payroll tax,...

Subsidies for new employments

Subsidies for R&D

Tailored support



www.investin.puebla.gob.mx

Secretariat of Economy of Puebla



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