

MICHOACAN STATE GOVERNMENT

Promotional Brief



2015 - 2021



Michoacan Strategic Location

One of Mexico's 32 states, is rich and diverse.

- Formed by 113 towns
- 58,000 km² surface
- 213 kms of coasts in the Pacific

Within 300 kms of its capital, Morelia:

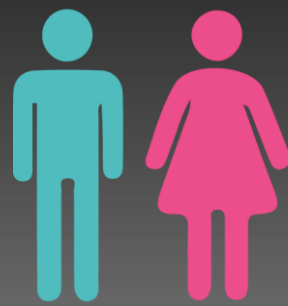
- 54% Mexico's total population
- 60% of consumer market

Distances to:

Mexico City 298 km

Guadalajara City 287 km





Population 4.7 millions

Human Capital for business

Every year, around 20,000 new professionals graduate in Michoacan.

121

Universities

240

Upper Secondary
Education Institutions

4

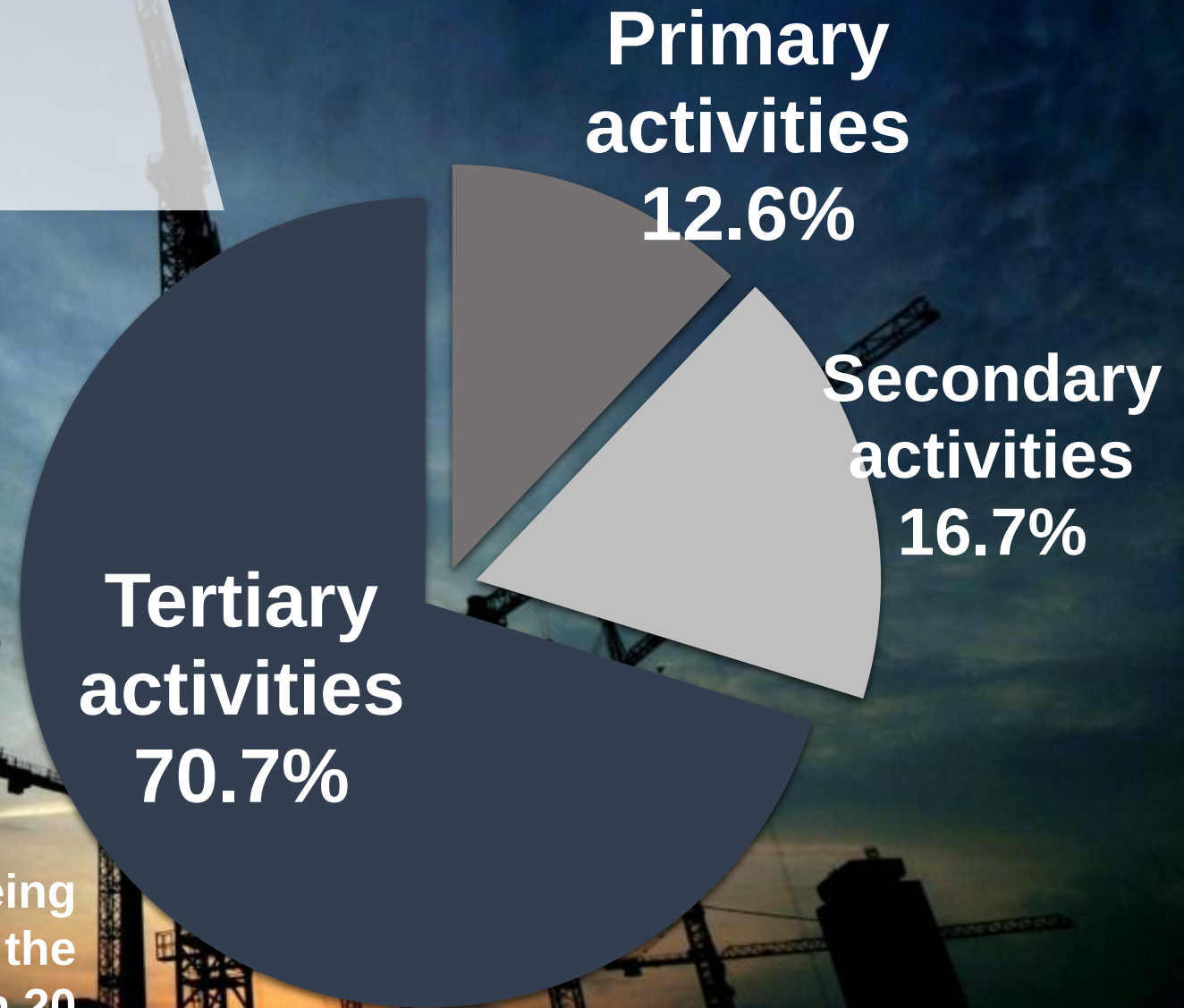
Universities
within 100 best
in country

Source: CONAPO (early 2019). ANUIES Higher Education Statistical Yearbook 2018-2019

State GDP 2017: 421.2 billions of pesos

Michoacan has a rich and strong economy, full of opportunities.

Its diverse economy is growing strong, being the country's leader for 7 years in a row in the primary sector, generating more than 20 different agricultural products.

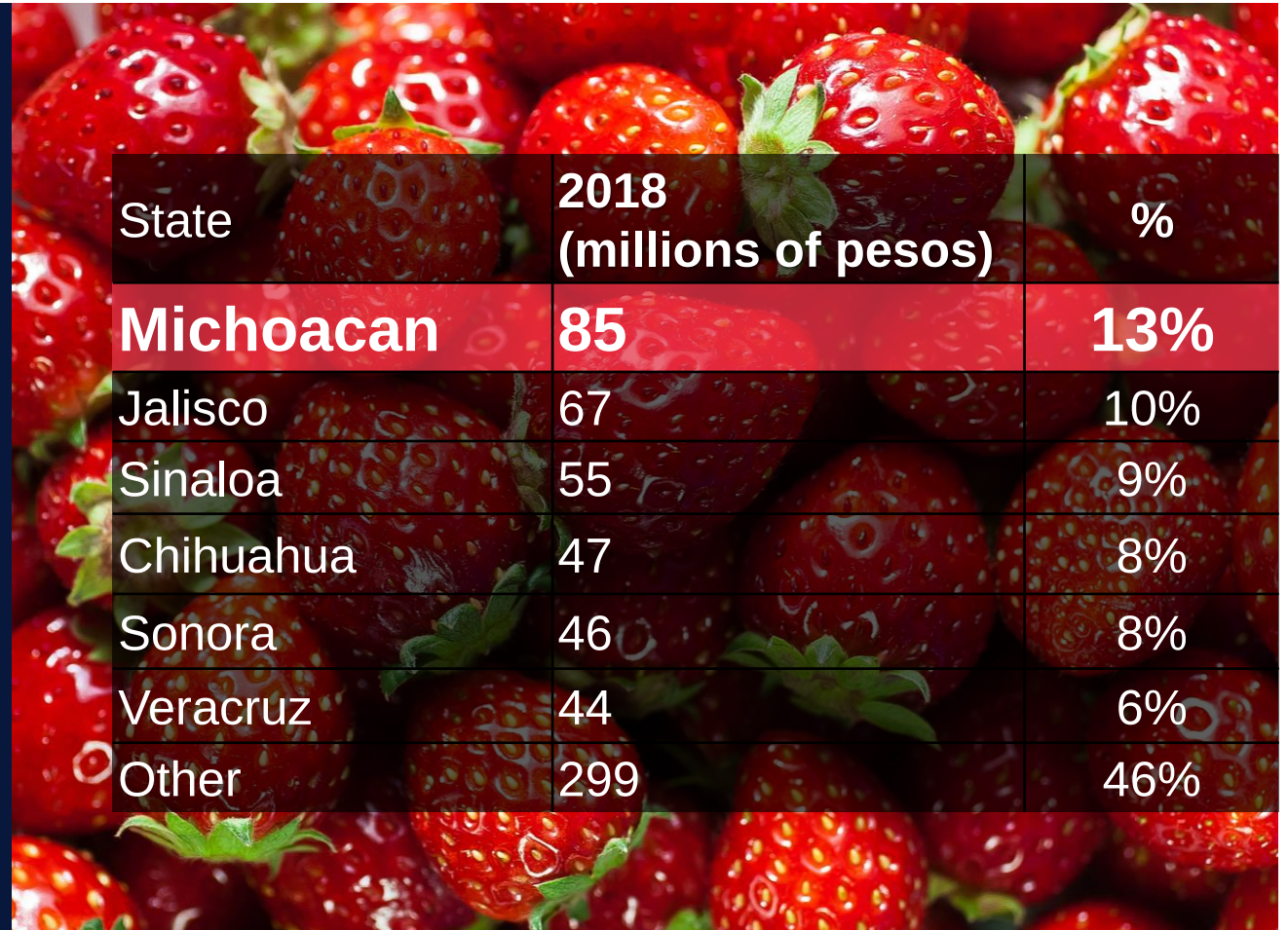


Leader in **Agricultural Production**

Total value of the national agricultural production 2018

In 2018, Michoacan contributed with 13.2% of the total value of

Mexico's agricultural production, becoming the **National
Top Producer.**



State	2018 (millions of pesos)	%
Michoacan	85	13%
Jalisco	67	10%
Sinaloa	55	9%
Chihuahua	47	8%
Sonora	46	8%
Veracruz	44	6%
Other	299	46%

Source: SADER (2018).

AVOCADO

1st. Place

Production World Ranking



2.2 million tons

Exports to

39

Countries

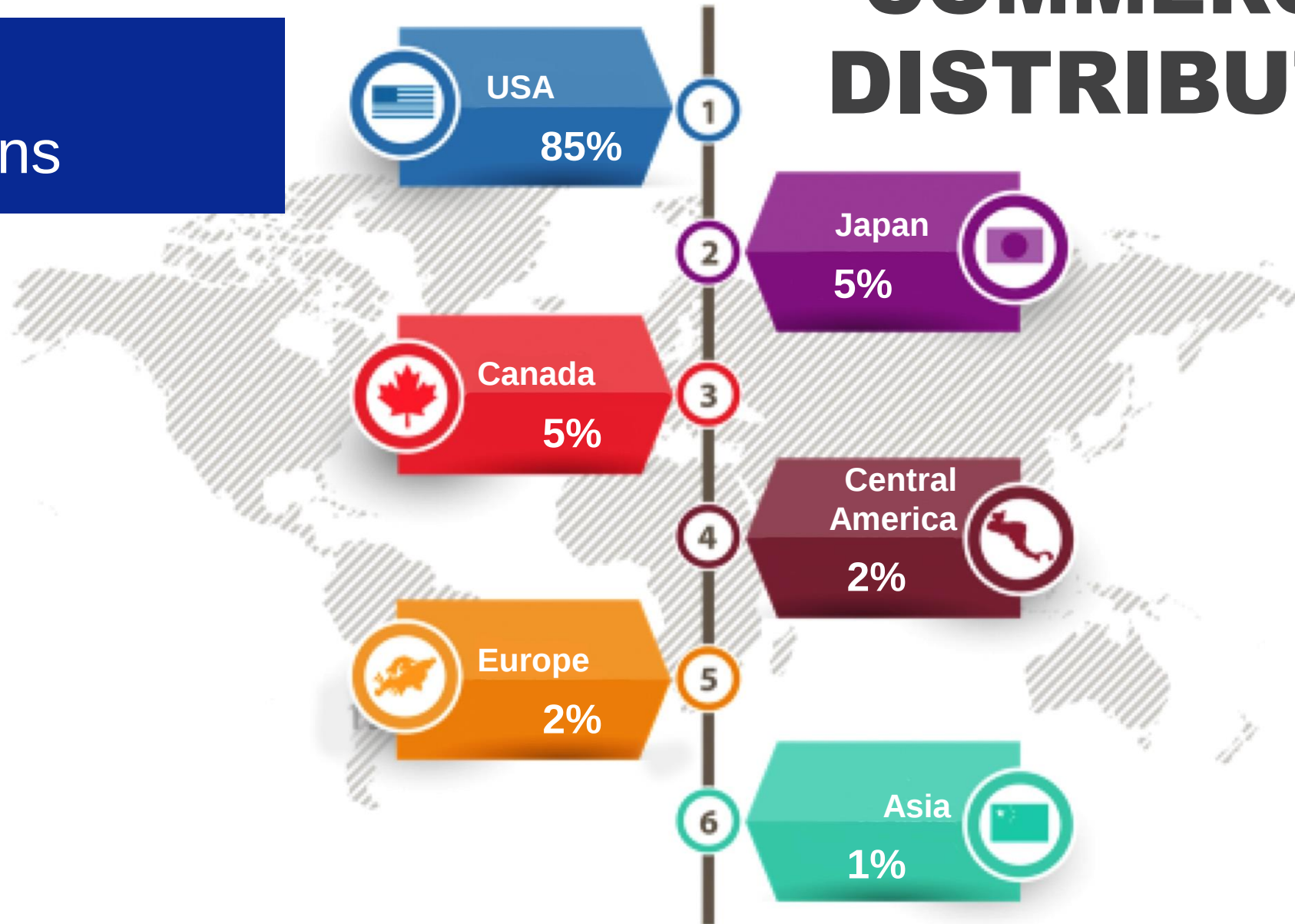
In 2018 Michoacan's production amounted
to **77% of the country's total**,
becoming the top national producer.

Source: SIAP / [trademap.com](https://www.trademap.com)

Avocado Exports:

2018-2019
914,000 tons

COMMERCIAL DISTRIBUTION



BERRIES EXPORTS

EXPORT HARVEST VOLUME
367,081 anual tons

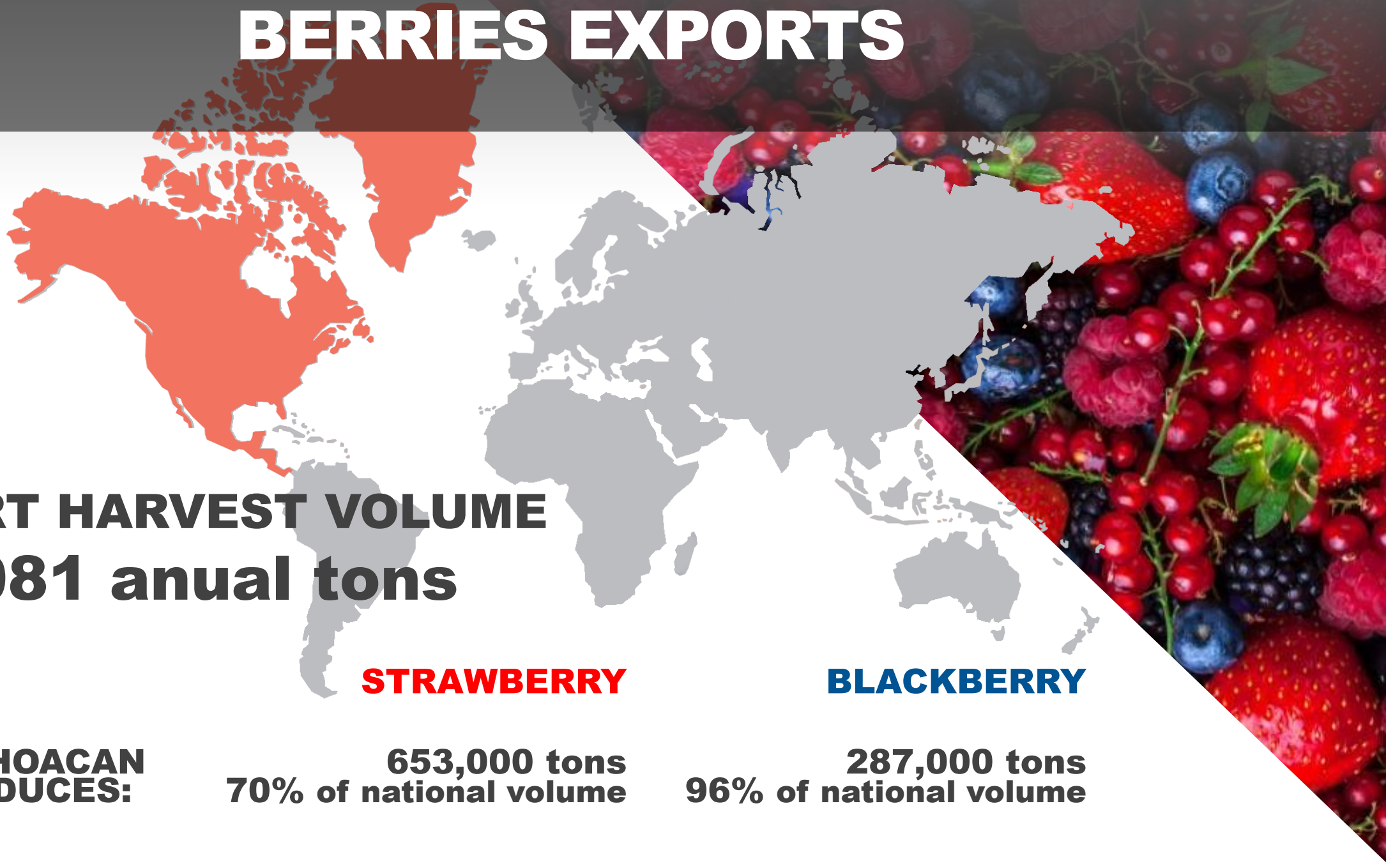
STRAWBERRY

BLACKBERRY

**MICHOACAN
PRODUCES:**

653,000 tons
70% of national volume

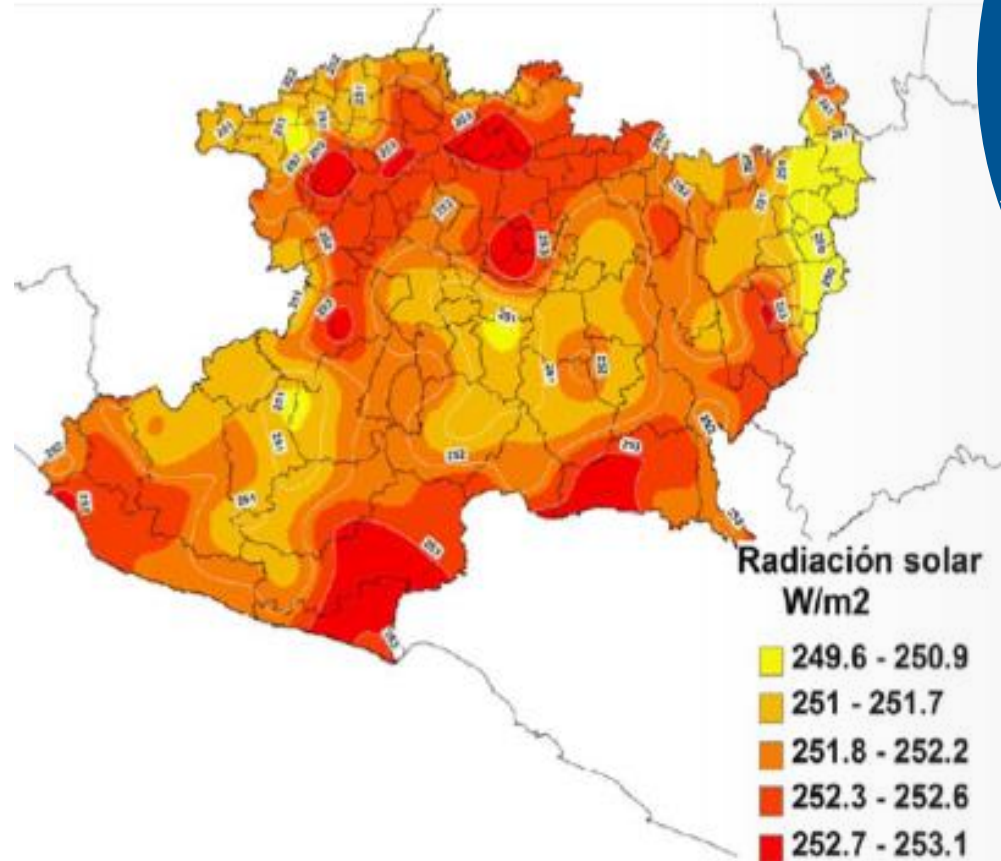
287,000 tons
96% of national volume



National Leader in Renewable Energy Production

High hydroelectric and geothermal resources.

35 cities in Michoacan with high potential to develop solar energy projects



- Economic Growth
- Sustainability



More than \$3,000 usd M in new investments



Work agenda to generate a virtuous circle of economic development.

Port of Lazaro Cardenas

**Total load movement
32 million tons**

**Mexico's busiest port by cargo tonnage.*

Deepest port in Mexico (19 m)

**Allows ships up to 165,000 tons and
7th generation container carriers.**

Load types:

- **Loose cargo** – 3 million tons
- **Containerized** – 9 million tons
- **Mineral bulk** – 16 million tons
- **Agricultural bulk** – 306 million tons
- **Fluids** – 3.4 million tons



MAERSK



ArcelorMittal



HPH

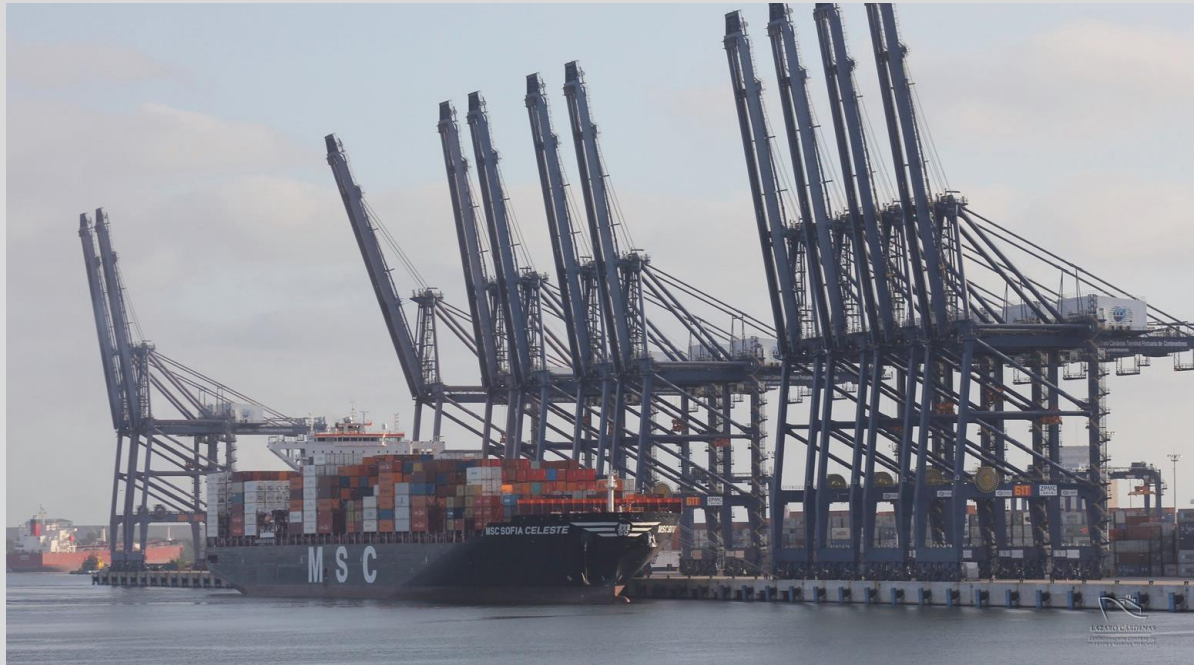


PEMEX

59 Shipping lines working at the Port of Lazaro Cardenas



Together, these companies move up more than 70% of container movement.



Both terminals have the capacity to handle the equivalent to the national port system total movement, which in 2018 was 7 million TEU's (Twenty- foot Equivalent Unit)



ISUZU



HYUNDAI



SUBARU



HINO



HONDA



**北京汽车
BAIC MOTOR**

Specialized Vehicle Terminal SSA

Port of Lazaro Cardenas is number one in the Mexican-Pacific handling vehicular cargo

Static Capacity: 13,000 cars

Annual movement: 660,000 units



First of its kind in Mexico.

North America

- USA
- Canada

Central America

- Panama
- Costa Rica
- Guatemala
- Nicaragua
- El Salvador
- Honduras

South America

- Chile
- Colombia
- Peru
- Ecuador
- Brasil
- Uruguay
- Argentina
- Trinidad and Tobago

Source: APILAC Handbook.



107

Ports

41

Countries

Europe

- Germany
- Ukraine
- Belgium
- France

Africa

- Angola
- Morocco

East Pacific

- Russia
- China
- Japan
- South Korea
- Taiwan
- Australia
- Indonesia
- India
- Thailand
- Singapore

Port of Lazaro Cardenas Connected to the world

Connectivity with Automotive Industry



28 automotive industry factories within 300 km distance

MICHOACAN MEANS QUALITY OF LIFE



Michoacan has appeared several times on UNESCO's World Heritage List, for its extraordinary culture and natural beauty.



Alfonso Cuarón,
asistente a las
ediciones 2007 y 2013
del FICM

INTERNATIONAL FESTIVALS



- Morelia International Film Fest
- Miguel Bernal Jiménez Music Festival
- Morelia's Pipe Organ International Fest



Cinepolis
Headquarters
Location



A wide-angle photograph of a spacious, modern lounge area. The room features high ceilings with exposed stone and a series of large, arched doorways. The walls are made of rough-hewn stone. In the foreground, there is a large, dark, rectangular fire pit with a fire burning inside. To the right, there is a large, dark leather sofa and a matching ottoman. In the background, there are more sofas, a dining table with chairs, and a large potted plant. The lighting is warm and ambient, with a large, modern chandelier hanging from the ceiling.

**We have everything to receive
national and international
tourism.**

**4 thousand rooms
availables in Morelia**



Morelia's Downtown UNESCO's World Heritage Site

TRES MARIAS GOLF CLUB



Host of 5 dates from the LPGA

SHOPPING MALLS

Paseo Altozano Morelia



Espacio Las Américas Morelia



MEDICAL CENTERS



First class public and private health infrastructure.

EXTRAORDINARY VISITORS

3 Annual Natural Migrations:

Sea Turtle



White Pelican



Monarch
Butterfly

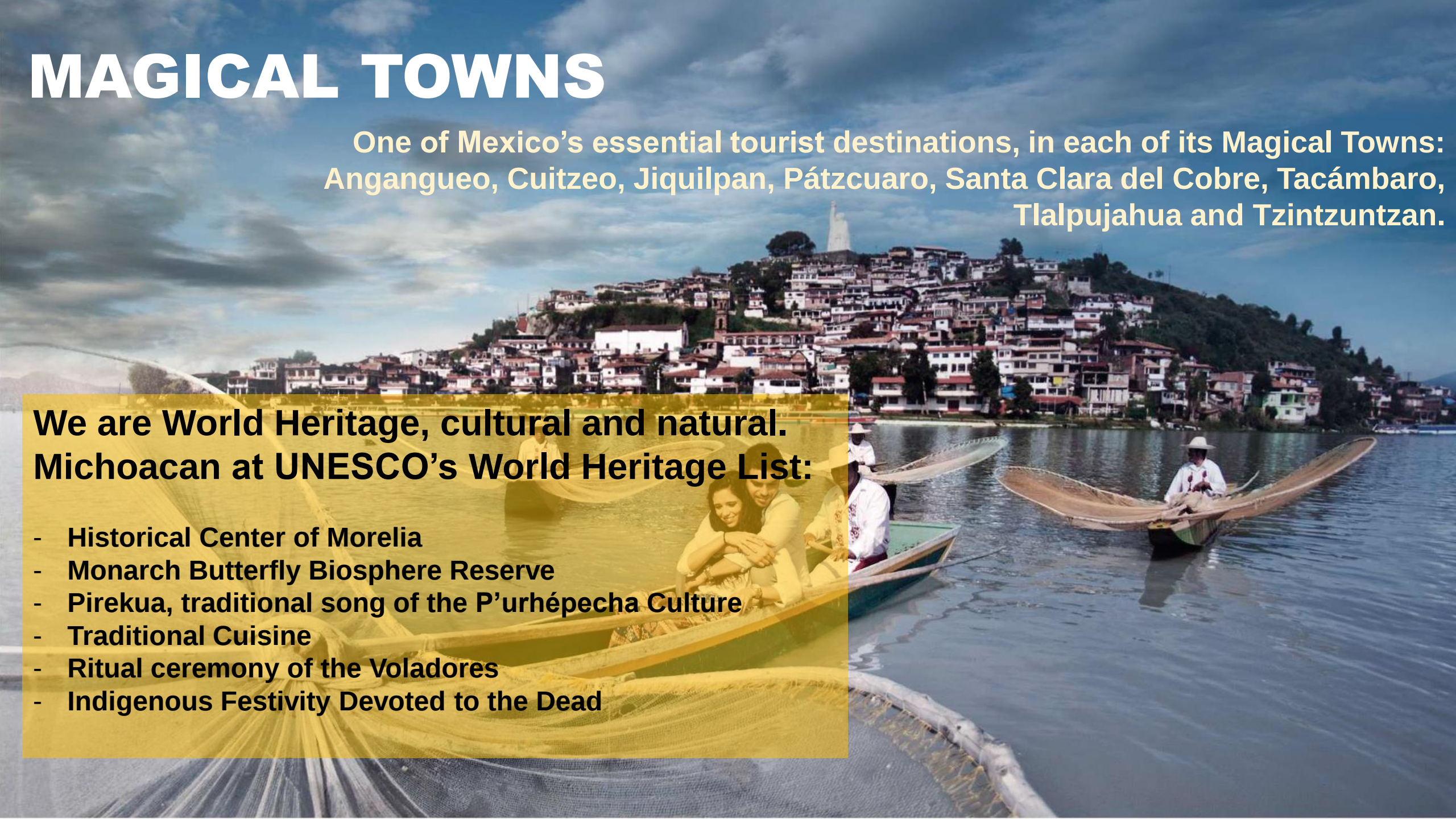


MAGICAL TOWNS

One of Mexico's essential tourist destinations, in each of its Magical Towns: Angangueo, Cuitzeo, Jiquilpan, Pátzcuaro, Santa Clara del Cobre, Tacámbaro, Talpujahua and Tzintzuntzan.

**We are World Heritage, cultural and natural.
Michoacan at UNESCO's World Heritage List:**

- Historical Center of Morelia
- Monarch Butterfly Biosphere Reserve
- Pirekua, traditional song of the P'urhépecha Culture
- Traditional Cuisine
- Ritual ceremony of the Voladores
- Indigenous Festivity Devoted to the Dead



CULTURAL HERITAGE



For all this, among other things, the State of Michoacán is the best place for investment and Mexico's most attractive business destination.

WELCOME TO MICHOACÁN



2015 - 2021

