



Why Mexico?



Mexico



México is a natural bridge between Latin America, the United States and Canada making it a **Strategic Global Position** for business opportunities.



Over a million American citizens currently live in Mexico



Many large global companies have chosen to locate significant operations in Mexico



Mexico could be the 5th largest trading nation in the world by 2050, according to Goldman Sachs

Mexico



Mexico's highly attractive cost structures, domestic market scale, proximity to other global economies contribute to its appeal.



More than 18,000 US companies operate in Mexico



The US accounts for more than **40%** of all foreign direct investment in Mexico



Mexico is the United States' **second-largest export market and third-largest trading partner**

Global Companies Operating in Mexico





Why Baja?

Tijuana, B.C.



“The gateway to Latin America”

5th

Largest city

In Mexico



Population

2,096,784



Bilingual Tijuana Residents

49.14%



Tijuana, Zona Río

**4th most important Financial
District in Mexico**

Tijuana, B.C.



World Class Infrastructure



#1 City for aerospace manufacturing in Mexico and low cost manufacturing



#1 North America's medical device capital



#1 Export manufacturer in Mexico



Leader for business & technology outsourcing

Tijuana, B.C.



Universities
35+



Annual graduates
16,906



Autonomous University Of Baja California
#1 In Mexico's northwest region
Top 5 best universities in the country
Top 50 best universities of Latin America



Baja California



Baja California's Wine Country, “**Valle de Guadalupe**”, referred by some as **the new Napa**, is home to a variety of wineries, with 600,000 visitors a year.

Baja offers a wide variety of natural beauties, which tourists gravitate to, with all it's beautiful valleys, coasts, deserts, forests, archeological sites, etc.



It brings the best cuisine experiences thanks to the big mix of cultures that the state attracts, better known as **Baja Med cuisine**

Why Baja, Mexico?

- Same ocean
- Same time zone
- Same culture
- Rich talent pool
- Easy access
- Ease of doing business

Tijuana is the birthplace of **Caesar Salad**, Puerto Nuevo has the **best Lobster on the coast**, the **best tacos in the country** are found in Baja and also, Tijuana is the home of a large number of worldwide known **craft beer** breweries

