Why 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'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
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

Why Baja, Mexico?

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

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 its 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.

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.