



Guanajuato Fact Sheet

2020



Economically active population

2.6 million people:

- Manufacturing - 700,075
- Commerce - 493,266
- Agroindustry - 206,667



Privileged location with proximity to all the cities in central Mexico (2 hours away).



Graduates (per year): 19,183
 Technicians (per year): 2,723
 Engineers (per year): 5,200
 Higher Education: 125 institutions

Population: 6.1 Million
 Average Temperature: 23°C
 Industrial Parks: 35



Manufacturing processes:

- Automotive (light vehicles and auto parts)
 - Agroindustry
 - Tourism
- Leather products



Main processes:

- Metal Stamping
 - Plastic
- Rubber Injection
- Rubber Extrusion
 - Assembly
 - Painting
 - Engineering



Connectivity:

- Two of the most important highways in Mexico cross through Guanajuato
- Two railways, Kansas City and Southern, pass through Guanajuato connecting it to main ports and border points
 - International air connectivity (Dallas, Houston, Chicago, Detroit, LA)



State highlights:

- 2 cities declared World Heritage Sites
- 3rd largest producer of auto parts
- 2,000,000 vehicles produced in the Region during 2019

Established Industries:

- Automotive industry
 - Auto parts
- Leather & footwear
 - Agriculture
 - Tourism

Main Clusters:

- Automotive.
 - Leather & footwear
 - Agroindustry
 - Tourism
 - IT



OEMs established in the state:

- | | | |
|--------------|-----------|------------------|
| • Mazda | • Hirotec | • Michelin |
| • Toyota | • Bosch | • General Motors |
| • Honda | • Denso | • American Axle |
| • Volkswagen | • Magna | |
| • Ford | • Pirelli | |



Leading state in Mexico in tourism due to cultural attractions
 Main manufacturer of footwear and leather goods in Mexico
 Mexico's 6th largest economy (by GDP measurement)

Located in the center of the "Diamante de México" (formed by Monterrey, Guadalajara and Mexico City).
 The area represents:

80% of the Mexican market
 70% of the automotive industry
 70% of all foreign trade in Mexico
 60% of the population of the entire country

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