



American Industries®

Site Selection - Shelter Administrative Services - Industrial Real Estate

Partner for Success®

Guanajuato Fact Sheet

2021



State Highlights:

Area:
30,607 km² / 11,807 mi²
Population:
6.1 M Inhabitants
Population density:
201.5 per km²
Municipalities: 46



State Distinctions:

Mexico's 6th largest economy
(in terms of GDP)
State with the 6th largest population
3rd most important state
in auto part production
2 million vehicles produced
in 2019

2nd

SPAIN

\$110 Million USD

1st

JAPAN

\$170 Million USD

3rd

USA

\$105 Million USD

Leaders in Foreign Direct Investment

Guanajuato City

City Highlights:

Area: 487 km² | **Population:** 1.8 Million Inhabitants
Elevation: 1,815 m. | **Avg. Temp.:** 19.5°C

Competitive Advantages:

- Privileged location in Mexico's geographic center
- Proximity to ports
- Connectivity to air, rail and road infrastructure
- Located in the heart of the area known as the "Diamante de México" that represents:
 - 80% of the Mexican market
 - 70% of the automotive industry
 - 70% of all foreign trade in Mexico





Industry

Main Industrial Sectors:

- Automotive
- Agriculture
- Leather-Footwear
- Tourism

Business Opportunities:

Main processes and capabilities

- Metal Stamping
- Plastic & Rubber
- Injection
- Rubber Extrusion
- Die Casting
- Plastic molding
- Machining
- Assembly
- Harnesses
- Painting
- Engineering



Education

Higher Education Institutions: 111+

19,000+ graduating per year

Technicians:

2,000+ graduating per year

Engineering students :

46,000+ enrolled || 5,000+ graduating per year



Employment

Total jobs / Manufacturing jobs / IMMEX jobs

2.53 Million / 250,000+ / 18,000+

Turnover (monthly avg.): 6.3%

Wages increase (per year): 5.5%

Talent and industrial culture / Stable labor environment



Talent

Labor Availability

(labor on hand)

GOOD



Labor Stability

(maquila / mfg)

GOOD



Labor Culture

(mfg)

GOOD



Labor Costs

(Fully loaded costs)

Direct Labor

\$3.9

Supervision & Engineering

\$11.5

Indirect Labor

\$5.1

Management

\$30.69

(average cost USD/hour)



Main Clusters

Automotive

180,000+ | 400+

Employees | Companies



Real Estate

Market Size:

457+ buildings / 65+ M FT²

284+ Class "A" buildings / 39+ M FT²

Vacancy Rate (8.8%) Class "A" (13.3%)

Average Rent Class "A" \$0.38 US/FT²/Month

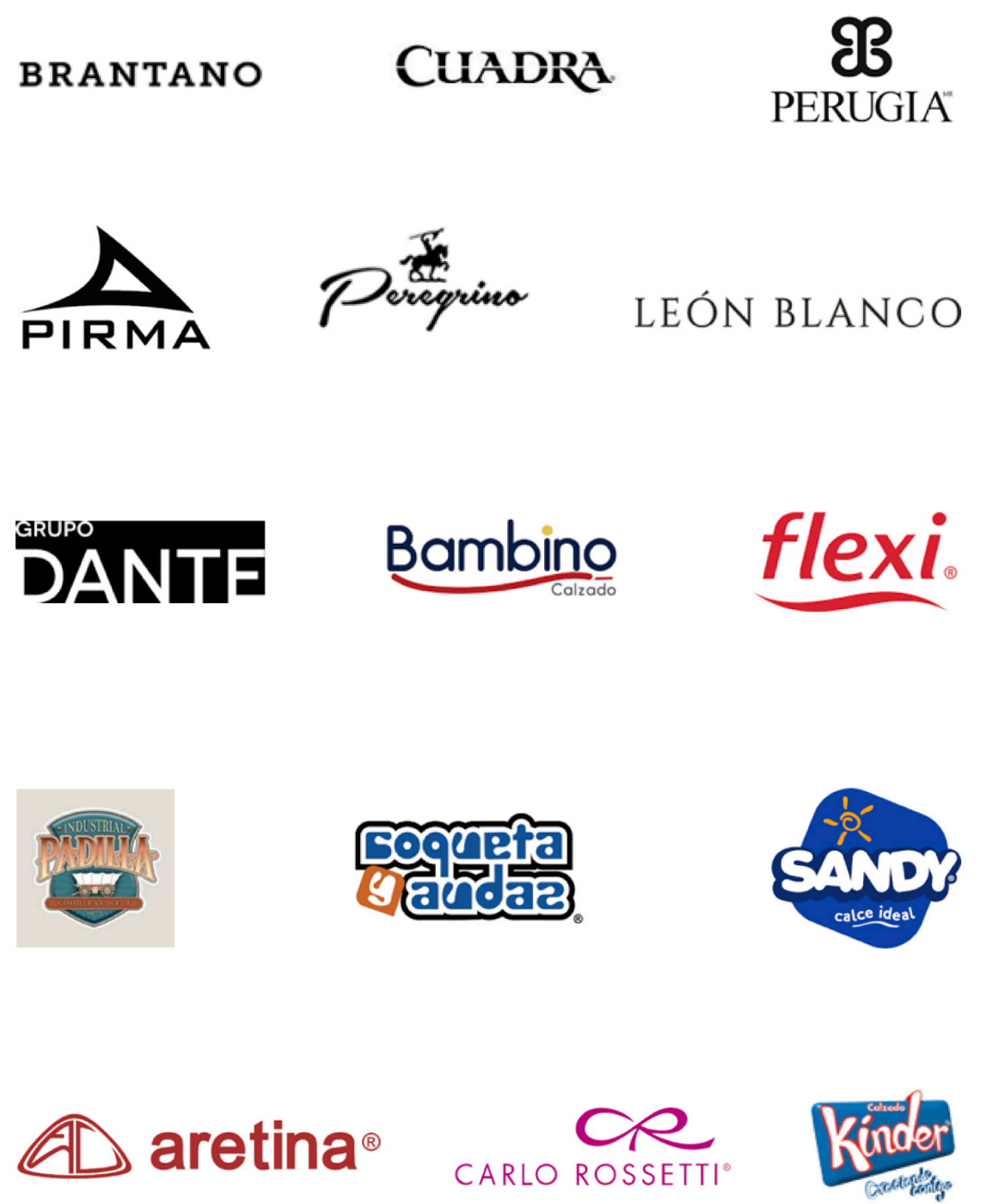
GUANAJUATO

⚙️ Main Companies

Automotive:



Footwear-Leather:



🌐 Logistics & Connectivity

Distance to closest border city (Kms / miles)
FTL to the border (USD)
 Direct Air Destinations (#)
Air Passengers carried (million)
 International Airport

893 / 554
\$1,200
 16 (10 local, 6 abroad)
2,746,824
 YES

🛡️ Security

Mfg. Related

EXCELLENT
 No Issues Reported



🏠 Quality of Life

- Bi-Cultural Community
- Certified Colonial Towns
- Shopping Centers
- Convention Center
- Sports Stadiums
- Theaters/Museum
- Zoo
- Aquarium
- Golf Courts

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