



Baja California

June 2024



71,450 km²
of surface area, 3.6% of
the national territory

5 Municipalities
Northwest Region

3.8 million people
(Mar. 2024)

1.9
million

1.9
million

4.4 million people
(Projected to 2030)

Source: INEGI



1.8
million

Economically
Active Population
(EAP)
(Mar. 2024)



30
years

Average age
of population
(Dec. 2020)



10.4

Average of
schooling
(2022-2023)



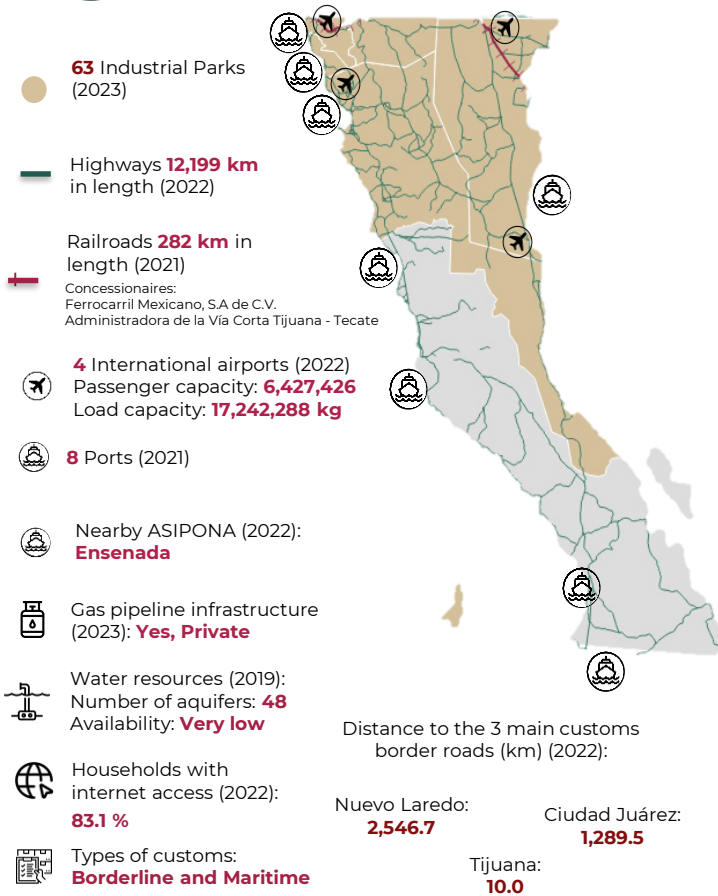
2.1% with
respect to the
EAP

Unemployment
rate
(Mar. 2024)

Source: INEGI-SEP



Infraestructure and resources



Source: SICT-INEGI



Mexican talent in higher education

14,850

Graduates
(2022-2023)



28

Institutions

4,982

STEM fields
graduates



3,830
Engineering,
manufacturing
and construction



641
Information and
communication
technologies



511
Natural sciences,
mathematics and
statistics

Main institutions

with the highest number of STEM graduates



Universidad
Autónoma de Baja
California

1,987



Instituto
Tecnológico de
Tijuana

1,079



Universidad
Tecnológica de
Tijuana

955

Engineering, manufacturing and construction

graduates and postgraduates:



525

Architecture
and
construction



3,197

Mechanical, electrical,
electronic engineering,
chemical and related
professions



108

Manufacturing
and processes

Source: ANUIES (2022-2023 school year)



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MSMEs



126,246
enterprises

- Micro **111,601**
- Small **12,209**
- Medium-sized **2,436**

Vocations aligned to industrial policy



Iron works products manufacturing



Machinery and equipment repair and maintenance



Fishing



Potential sectors



Mining



Agroindustry



Cultural and sporting recreation services

Source: Data MX



Foreign trade



11,803
M USD

International purchases



12,774
M USD

International sales



Main indicators

Source: INEGI - DENEU (Mar. 2024)

7 GDP position

\$ 48 B USD at market prices (Dec. 2022)



2.9%

Economic activity growth (Dic. 2023)

\$ 12,565

USD of GDP per capita (Dec. 2022)



18

Position by economic growth (Dic. 2023)

3.8%

National GDP (Dec. 2022)

Source: INEGI

Main export sectors



4,069
M USD

Electrical machinery, appliances and material, and parts



1,967
M USD

Optical, photography or cinematography instruments and devices



1,192
M USD

Road vehicles, parts and accessories

Source: SE. Merchandise Trade Balance of Mexico (Mar. 2024)



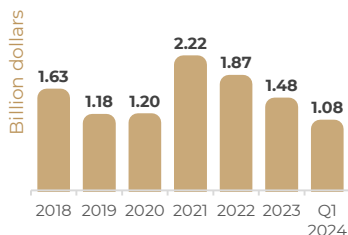
Foreign Direct Investment

Top 3 by investment origin country first quarter of 2024

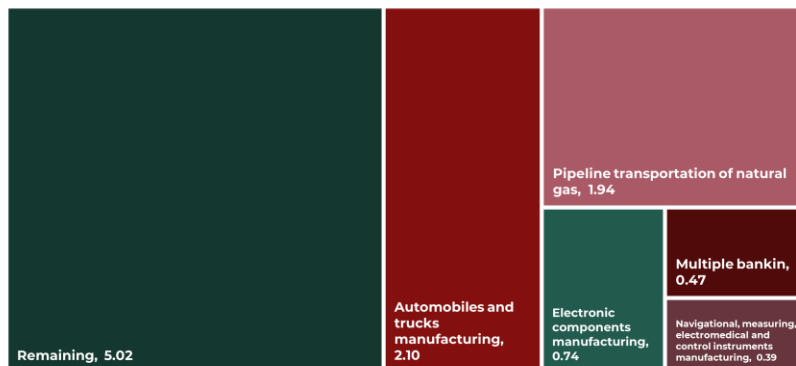
- 1 U.S.A. 7.12 B USD
- 2 Japan 1.25 B USD
- 3 Spain 0.73 B USD

Historic FDI (2018-Q1 2024)

10.66
(B USD)



FDI by sector (Billion dollars)



Source: SE (Mar. 2024)