



Puebla

August 2024



34,310 km²
of surface area, 1.7% of
the national territory

217 Municipalities

South-Southeast Region



3.0
million

Economically
Active Population
(EAP)
(Mar. 2024)



28
years

Average age
of population
(Dec. 2020)



9.4

Average of
schooling
(2022-2023)



1.7% With
respect to
the EAP

Unemployment
rate
(Mar. 2024)

6.6 million people
(Mar. 2024)



3.0
million



3.5
million

Source: INEGI

7.4 million people
(Projected to 2030)

Source: INEGI - SEP



Infrastructure and resources

20 Industrial Parks (2024)

11,556 km
in length (2023)

1,065 km in
length (2021)

Concessionaries:
Ferrocarril del Istmo de Tehuantepec, S.A. de C.V.
Ferrosur, S.A. de C.V.

1 International airport (2022)
Passenger capacity: **406,020**
Load capacity: **8,324,623 kg**

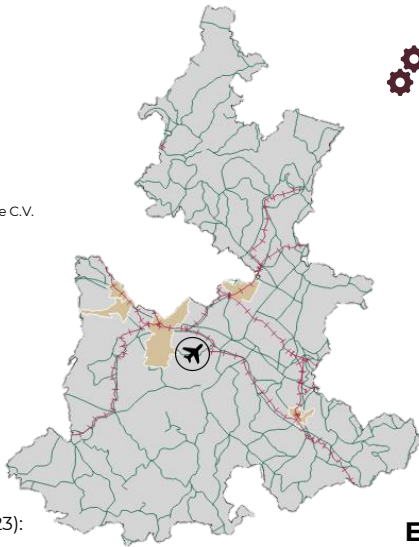
Nearby ASIPONA (2022):
Puerto de Tuxpan,
Veracruz

Gas pipeline infrastructure (2023):
Yes, Public and Private

Water resources (2019):
Number of aquifers: **6**
Availability: **Mean**

Households with internet
access (2022): **58.1 %**

Types of customs: **Indoor**



Distance to the 3 main customs border
roads (km) (2022):

Nuevo Laredo:
1,328.5

Ciudad Juárez:
1,964.5

Tijuana:
3,085.4

Source: SICT-INEGI-SEDECO



Mexican talent in higher education

29,026
Graduates
(2022-2023)



58
Institutions

10,510
STEM fields
graduates

7,658
Engineering,
manufacturing
and construction



1,634
Information and
communication
technologies



1,218
Natural sciences,
mathematics and
statistics

Main institutions

with the highest number of STEM graduates



Benemérita
Universidad
Autónoma de Puebla

3,669



Universidad
Tecnológica de
Puebla

828



Instituto
Tecnológico de
Puebla

802

Engineering, manufacturing and construction graduates and postgraduates:



955
Architecture and
construction



5,992
Mechanical, electrical,
electronic engineering,
chemical and related
professions



711
Manufacturing
and processes

Source: ANUIES (2022-2023 school year)



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MSMEs



343,932
enterprises

- Micro **328,643**
- Small **13,049**
- Medium-sized **2,240**

Vocations aligned to industrial policy



Iron works products manufacturing



Machinery and equipment repair and maintenance



Parts machining for general purpose machinery and equipment



Potential sectors



Clean energy generation



Agroindustry



Automotive



Medical services



Communication Technologies



Main indicators

Source: INEGI - DENUE (Mar. 2024)

10 GDP position
\$ 42 B USD at market prices (Dec. 2022)

\$ 6,323
USD of GDP per capita (Dec. 2022)

3.4 %
National GDP (Dec. 2022)



3.6 %
Economic activity growth (Mar. 2024)



9
Position by economic growth (Mar. 2024)

Source: INEGI

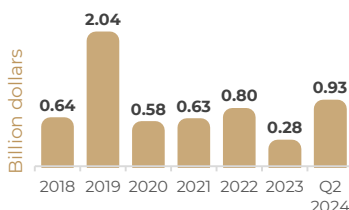


Foreign Direct Investment

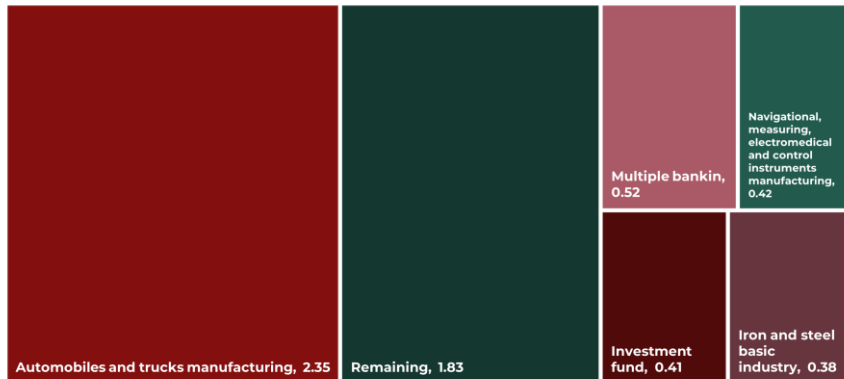
Source: SE. Merchandise Trade Balance of Mexico (Jun. 2024)

Top 3 by investment origin country second quarter of 2024

- 1 Germany 2.96 B U S D
- 2 U.S.A. 1.14 B U S D
- 3 Spain 0.65 B U S D



FDI by sector (Billion dollars)



Source: SE (Jun. 2023)

Historic FDI (2018-Q2 2024)

5.91
(BUSD)