



# Baja California

December 2024



**247,413 km<sup>2</sup>**  
of surface area, 12.6 % of  
the national territory

67 Municipalities

Northwest Region



**1.8 million**

Economically Active  
Population (EAP)  
(Jun. 2024)



**34 years**

Average age of  
population  
(Dec. 2020)



**10.2**

Average of  
schooling  
(2022-2023)



**2.7 %**  
With respect  
to the EAP

Unemployment  
rate  
(Jun. 2024)

Source: INEGI

Source: INEGI-SEP-SEDECO

**3.8 million people**  
(Jun. 2024)

**4.2 million people**  
(Projected to 2030)



**1.9 million**



**1.9 million**

## Infrastructure and resources

## Mexican talent in higher education

**50 Industrial Parks** (2023)

Highways **13,700 km** in  
length (2022)

Railroads **2,678 km** in  
length (2021)  
Concessionaires:  
Ferrocarril Mexicano, S.A. de C.V. y Línea  
Coahuila Durango, S.A. de C.V.

**2 International airports** (2022)  
Passenger capacity: **1,805,329**  
Load capacity: **15,906,901 kg**

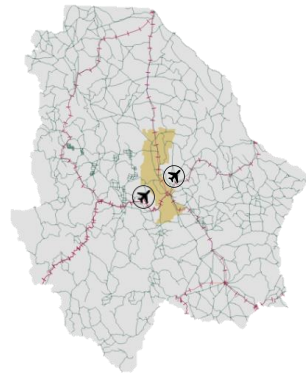
Nearby ASIPONA (2022):  
**Puerto de Guaymas, Sonora**

Pipeline infrastructure (2023):  
**Yes, Public and Private**

Water resources (2019):  
Number of aquifers: **61**  
Availability: **Low**

Households with internet  
access (2022):  
**71.1 %**

Types of customs:  
**Borderline and Indoor**



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

Nuevo Laredo  
**1,057.5**

Ciudad Juárez  
**356.6**

Tijuana  
**1,477.5**

Source: SICT-INEGI

**17,172**  
Graduates  
(2022-2023)



**36**

Institutions

**5,747**  
STEM fields  
graduates

**4,573**  
Engineering,  
manufacturing  
and construction

**764**  
Information and  
communication  
technologies

**410**  
Natural sciences,  
mathematics and  
statistics

## Main institutions

with the highest number of STEM graduates



Universidad  
Tecnológica de  
Chihuahua

**1,172**



Universidad  
Autónoma de  
Ciudad Juárez

**776**



UNIVERSIDAD AUTÓNOMA DE  
CHIHUAHUA

Universidad  
Autónoma de  
Chihuahua

**737**

## Engineering, manufacturing and construction

graduates and postgraduates:



**476**

Manufacturing  
and processes



**3,669**

Mechanical, electrical,  
electronic engineering,  
chemical and related  
professions



**428**

Architecture and  
construction

Source: ANUIES (2022-2023 school year)



Gobierno de  
**México**

**Economía**  
Secretaría de Economía



# Baja California

December 2024

## MSMEs

**128,362**  
enterprises

- Micro **116,276**
- Small **10,185**
- Medium-sized **1,901**

### Vocations aligned to industrial policy

- Ironworks products manufacturing
- Machinery and equipment repair and maintenance
- Parts machining for general purpose machinery and equipment

Source: INEGI - DENU (Mar. 2024)

## Main indicators

**7** GDP position  
\$ 48 B USD at market prices  
(Dec. 2022)



**2.9 %**  
Economic activity growth  
(Jun. 2024)

**\$ 12,565**  
USD of GDP per capita  
(Dec. 2022)



**14**  
Position by economic growth  
(Jun. 2024)

**3.8 %**  
National GDP  
(Dec. 2022)

Source: INEGI

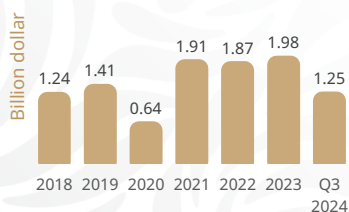
## Foreign Direct Investment

Historic FDI  
(2018-Q3 2024)

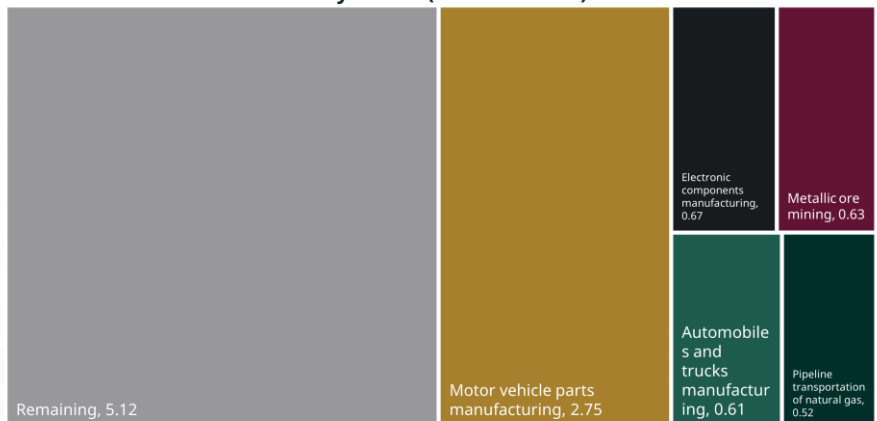
Top 3 by investment origin  
country third quarter of 2024

- 1 U.S.A. 4.62 B USD
- 2 Canada 1.29 B USD
- 3 Ireland 0.8 B USD

**10.30**  
(B USD)



## FDI by sector (Billion dollars)



Source: SE (Sep. 2024)

## Potential sectors

- Business support services, waste management and remediation services
- Agriculture, animal breeding and production, forestry, fishing and hunting
- Temporary accommodation services and food and beverage preparation services

Source: Data MX

## Foreign trade

- 39,638**  
M USD  
International purchases
- 44,160**  
M USD  
International sales

## Main export sectors

- 13,831**  
M USD  
Electrical machinery, appliances and material, and parts
- 6,811**  
M USD  
Optical, photography or cinematography instruments and devices
- 6,224**  
M USD  
Road vehicles, parts and accessories

Fuente: SE, Balanza Comercial de Mercancías de México (Sep. 2024)

