



# Puebla

December 2024



**34,310 km<sup>2</sup>**  
of surface area, 1.7% of  
the national territory

**217 Municipalities**

**South-Southeast** Region



**3.1 million**

Economically Active  
Population (EAP)  
(Jun. 2024)



**28 years**

Average age  
of population  
(Dec. 2020)



**9.4**

Average of  
schooling  
(2022-2023)



**2.3 %**  
With respect  
to the EAP

Unemployment  
rate  
(Jun. 2024)

Source: INEGI - SEP

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



**3.1 million**



**3.5 million**

Source: INEGI

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

## Infrastructure and resources

**20 Industrial Parks** (2024)

Highways **11,556 km** in  
length (2023)

Railroads **1,065 km** in  
length (2021)

Concessionaries:  
Ferrocaril del Istmo de Tehuantepec, S.A. de C.V.  
Ferosur, S.A. de C.V.

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

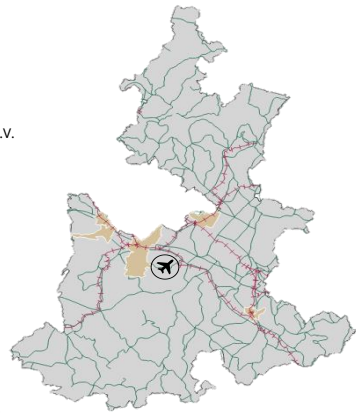
Nearby ASIPONA (2022):  
**Puerto de Tuxpan,**  
**Veracruz**

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)



Gobierno de  
**México**

**Economía**  
Secretaría de Economía



# Puebla

December 2024

## 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

Source: INEGI - DENUE (Mar. 2024)

## Main indicators

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



**3.9 %**  
Economic activity growth  
(Jun. 2024)

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



**8**  
Position by economic growth  
(Jun. 2024)

**3.4 %**  
National GDP  
(Dec. 2022)

Source: INEGI

## Potential sectors



Clean energy generation



Agroindustry



Automotive



Medical services



Communication Technologies

Source: SEDEC

## Foreign trade



**12,264**  
M USD

International purchases



**16,942**  
M USD

International sales

## Main export sectors



**11,115**  
M USD

Road vehicles, parts and accessories



**1,853**  
M USD

Mechanical machinery and appliances, and parts



**996**  
M USD

Preparations from cereals, flour, starch, or milk

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

## Foreign Direct Investment

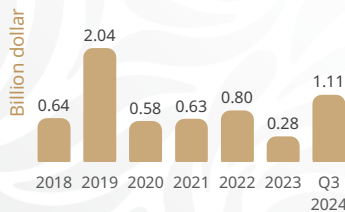
### FDI by sector (Billion dollars)

### Top 3 by investment origin country third quarter of 2024

- 1 Germany 3.08 B U S D
- 2 U.S.A. 1.14 B U S D
- 3 Spain 0.69 B U S D

Historic FDI  
(2018-Q3 2024)

**6.09**  
(B USD)



Source: SE (Sep. 2024)

