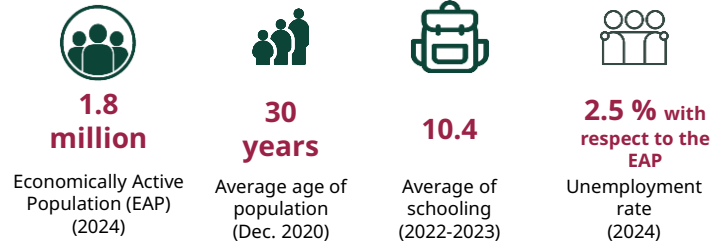
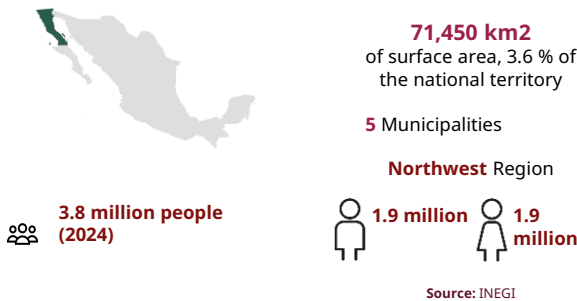


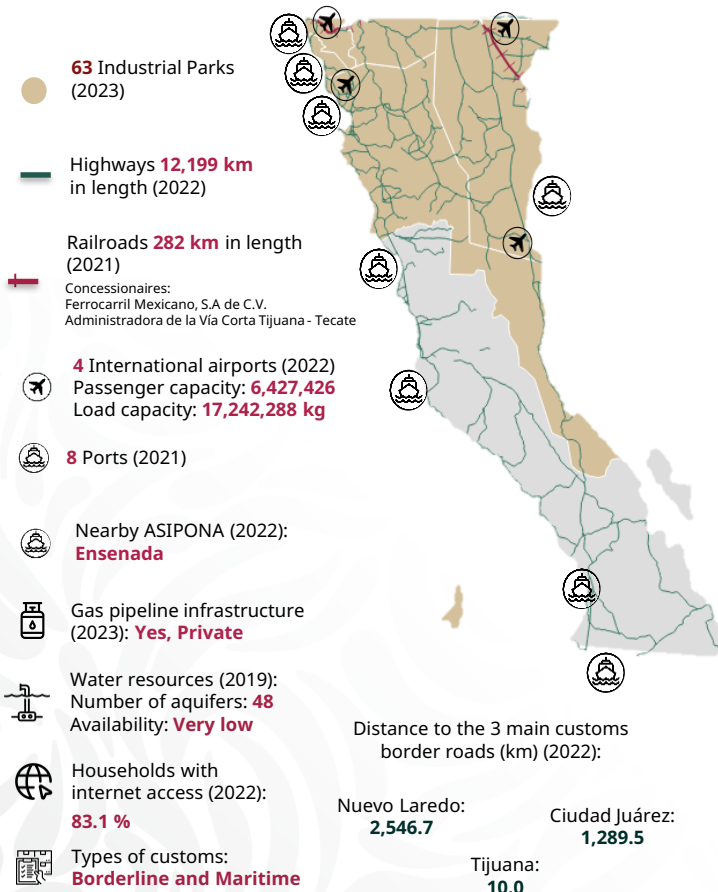


Baja California

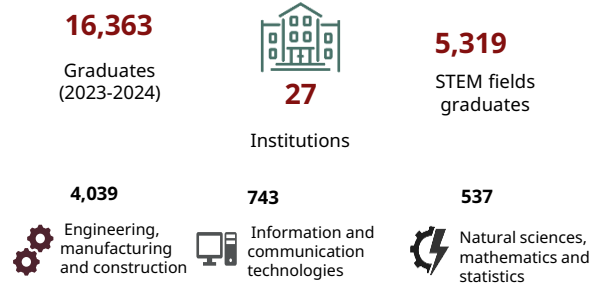
March 2025



Infrastructure and resources



Mexican talent in higher education



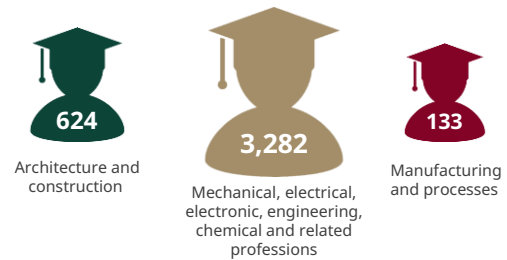
Main institutions

with the highest number of STEM graduates



Engineering, manufacturing and construction

graduates and postgraduates:



Source: ANUIES (2023-2024 school year)





Baja California

March 2025

MSMEs



136,911
enterprises

- Micro **123,390**
- Small **11,091**
- Medium-sized **2,430**

Source: INEGI - DENUÉ (Mar. 2025)

Potential sectors



Mining



Agroindustry



Cultural and sporting
recreation services

Source: Data MX

Main indicators

7

GDP position

\$ 60 B USD at market
prices
(2023)



1.7 %

Economic activity
growth
(Sep. 2024)

\$ 15,854

USD of GDP per capita (Dec.
2023)



19

Position by economic
growth
(Sep. 2024)

3.9 %

National GDP
(2023)

Source: INEGI

Foreign trade



53,285
M USD

International purchases



60,951
M USD

International sales

Main export sectors



19,326
M USD

Electrical machinery,
appliances and
material, and parts



9,565
M USD

Optical, photography
or cinematography
instruments and
devices



8,595
M USD

Road vehicles, parts
and accessories

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

Foreign Direct Investment

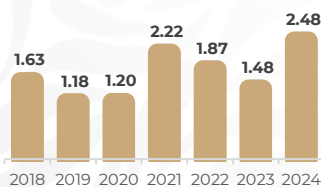
Top 3 by investment origin country of 2024

- 1 U. S. A. 8.51 B USD
- 2 Japan 0.93 B USD
- 3 Spain 0.89 B USD

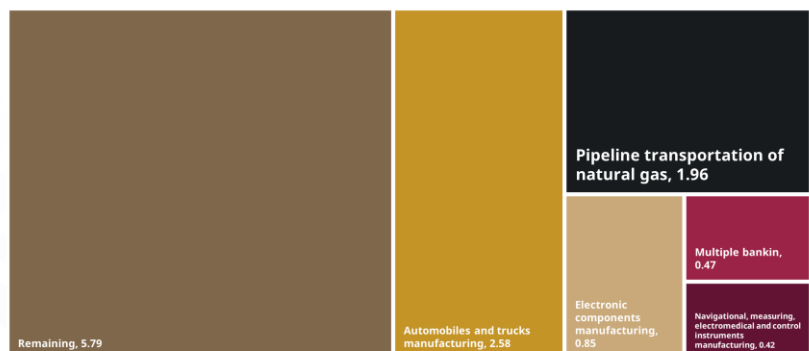
Historic FDI
(2018 - 2024)

12.06
(B USD)

Billion dollar



FDI by sector (Billion dollars)



Source: SE (2024)

