



Guanajuato

March 2025



6.3 million people
(2024)

30,607 km²
of surface area, 1.6% of
the national territory

46 Municipalities

West Region

3 million **3.3 million**

Source: INEGI



2.9 million

Economically Active
Population (EAP)
(2024)



28 years

Average age
of population
(Dec. 2020)



9.3

Average of
schooling
(2022-2023)



2.3 %
with
respect to
the EAP

Unemployment
rate
(2024)

Source: INEGI-SEP

Infrastructure and resources

45 Industrial Parks (2023)

Highways **13,855 km** in
length (2022)

Railroads **1,075 km** in
length (2021)
Concessionaires:
Kansas City Southern de México, S.A. de C.V.
Ferrocarril Mexicano, S.A. de C.V.

2 International airports (2022)
Passenger capacity: **1,634,211**
Load capacity: **4,438,080 kg**

Nearby ASIPONA (2022):
Puerto Lázaro Cárdenas,
Michoacán

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

Water resources (2019):
Number of aquifers: **19**
Availability: **Very low**

Households with
internet access (2022):

65.0 %

Types of customs:
Indoor



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

Nuevo Laredo
901.6

Ciudad Juárez
1,473.1

Tijuana
2,594.0

Source: SICT-INEGI

Mexican talent in higher education

23,417

Graduates
(2023-2024)



42

Institutions

10,318

STEM fields
graduates

8,005

Engineering,
manufacturing
and construction

1,663

Information and
communication
technologies

650

Natural sciences,
mathematics and
statistics

Main institutions

with the highest number of STEM graduates



Universidad
Tecnológica de
León

1,644



Universidad de
Guanajuato

1,217



Instituto Tecnológico
Superior de Irapuato

1,060

Engineering, manufacturing and construction

graduates and postgraduates:



314

Architecture and
construction



7,081

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



610

Manufacturing
and processes

Source: ANUIES (2023-2024 school year)



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Guanajuato

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MSMEs



291,785
enterprises

- Micro **275,246**
- Small **13,853**
- Medium-sized **2,686**

Source: INEGI - DENUÉ (Mar. 2025)

Potential sectors



Cultural and sporting
recreation services



Construction



Transportation,
postal services and
warehousing

Source: Data MX

Main indicators

5 GDP position
\$ 68 B USD at market
prices
(2023)



5.3 %
Economic activity
growth
(Sep. 2024)

\$ 10,732
USD of GDP per capita (Dec.
2023)



6
Position by economic
growth
(Sep. 2024)

4.4 %
National GDP
(2023)

Source: INEGI

Foreign trade



19,851
M USD

International purchases



22,465
M USD

International sales

Main export sectors



11,674
M USD

Road vehicles, parts
and accessories



1,725
M USD

Electrical machinery,
appliances and
material, and parts



1,688
M USD

Mechanical
machinery and
appliances, and parts

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

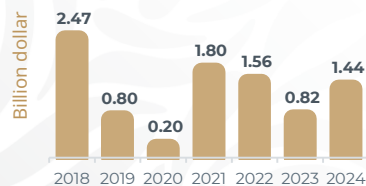
Foreign Direct Investment

Top 3 by investment origin country of 2024

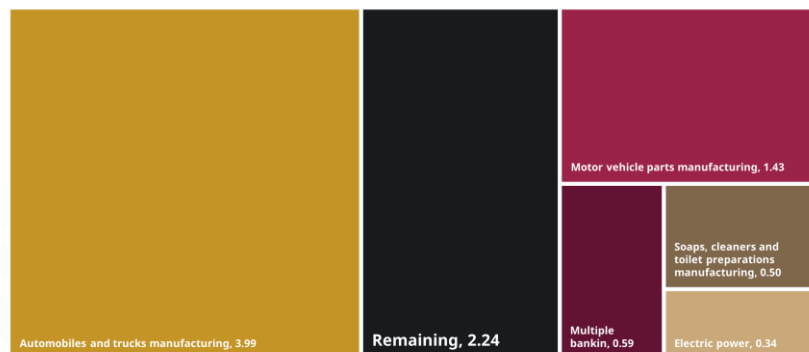
- 1 Japan 4.27 B USD
- 2 U. S. A. 1.92 B USD
- 3 Spain 1.11 B USD

Historic FDI
(2018 - 2024)

9.08
(B USD)



FDI by sector (Billion dollars)



Source: SE (2024)



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