



# San Luis Potosí

March 2025



**61,138 km<sup>2</sup>**  
 of surface area, 3.1% of  
 the national territory

**58 Municipalities**

**Northwest Region**

**2.9 million people**  
 (2024)

**1.4 million**

**1.5 million**

Source: INEGI



**1.3 million**

Economically Active  
 Population (EAP)  
 (2024)



**29 years**

Average age  
 of population  
 (Dec. 2020)



**9.9**

Average of  
 schooling  
 (2022-2023)

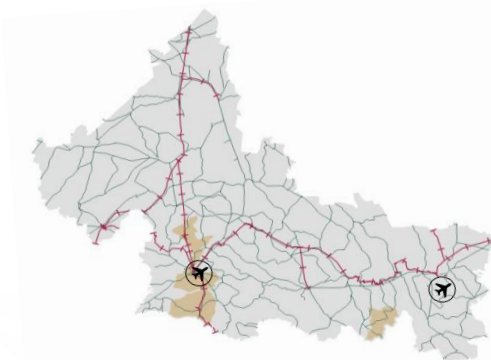


**3.2 %**  
 with respect  
 to the EAP

Unemployment  
 rate  
 (2024)

Source: INEGI - SEP

## Infrastructure and resources



**17 Industrial Parks**  
 (2024)

Highways  
**14,727 km** in  
 length (2022)

Railroads **1,235 km**  
 in length  
 (2021)

Concessionaries:  
 Ferrocarril Mexicano, S.A. de C.V.  
 Kansas City Southern de México,  
 S.A. de C.V.

**1 International airport**  
 (2024)  
 Passenger capacity:  
**718,639**  
 Load capacity:  
**28,737 kg**



Nearby ASIPONA (2021):  
**Puerto de Tampico, Tamaulipas**



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



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



Households with internet  
 access (2022): **65.1 %**

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

Nuevo Laredo:  
**719.0**

Ciudad Juárez:  
**2,428.5**

Tijuana:  
**1,378.1**

Source: SICT-INEGI SEDECO

## Mexican talent in higher education

**9,563**

Graduates  
 (2023-2024)



**24**

Institutions

**3,781**

STEM fields  
 graduates

**2,781**

Engineering,  
 manufacturing  
 and construction

**540**

Information and  
 communication  
 technologies

**460**

Natural sciences,  
 mathematics and  
 statistics

## Main institutions

with the highest number of STEM graduates



Universidad  
 Autónoma de San  
 Luis Potosí

**1,246**



Universidad  
 Politécnica de San Luis  
 Potosí

**553**



Universidad Tecnológica  
 de San Luis Potosí

Universidad  
 Tecnológica de San  
 Luis Potosí

**537**

## Engineering, manufacturing and construction

graduates and postgraduates:



**284**

Architecture and  
 construction



**2,188**

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



**309**

Manufacturing  
 and processes

Source: ANUIES (2023-2024 school year)



Gobierno de  
**México**

**Economía**  
 Secretaría de Economía



# San Luis Potosí

March 2025

## MSMEs



**125,204**  
enterprises

- Micro **118,148**
- Small **5,912**
- Medium-sized **1,144**

Source: INEGI - DENU (Mar. 2025)

## Potential sectors



Energías renovables



Logística



Automotriz

Source: SEDECO

## Main indicators

**16** GDP position  
\$ 36 B USD at market prices (2023)



**-1.1 %**  
Economic activity growth (Sep. 2024)

**\$ 12,551**  
USD of GDP per capita (Dec. 2023)



**27**  
Position by economic growth (Sep. 2024)

**2.4 %**  
National GDP (2023)

Source: INEGI

## Foreign trade



**12,445**  
M USD

International purchases



**14,437**  
M USD

International sales

## Main export sectors



**5,226**  
M USD

Road vehicles, parts and accessories



**3,148**  
M USD

Electrical machinery, appliances and material, and parts



**1,953**  
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

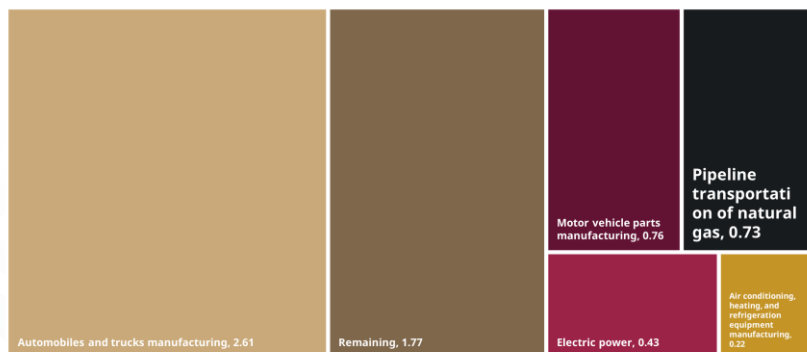
- 1 U. S. A. 2 B USD
- 2 Germany 1.86 B USD
- 3 Canada 1.09 B USD

Historic FDI (2018 - 2024)

**6.52**  
(B USD)



### FDI by sector (Billion dollars)



Source: SE (2024)

