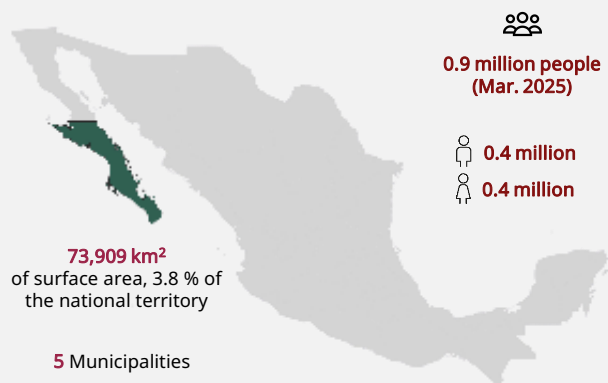




Baja California Sur

June 2025



0.5 million
Economically Active Population (EAP)
(Mar. 2025)



2.8 %
Unemployment rate
(Mar. 2025)



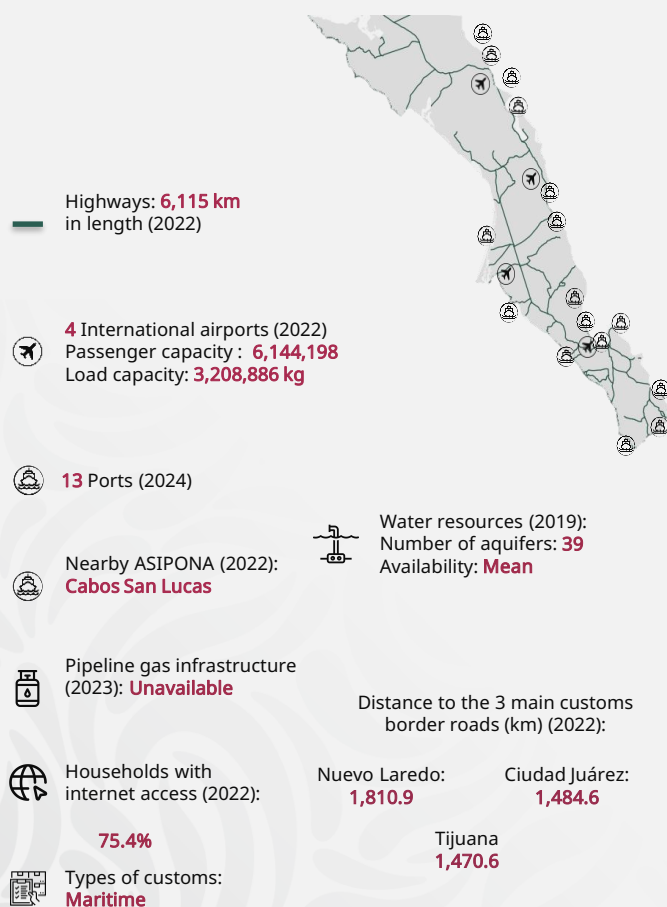
29 years
Average age of population
(Dec. 2020)



10.5
Average of schooling
(2022-2023)

Source: INEGI-SEP

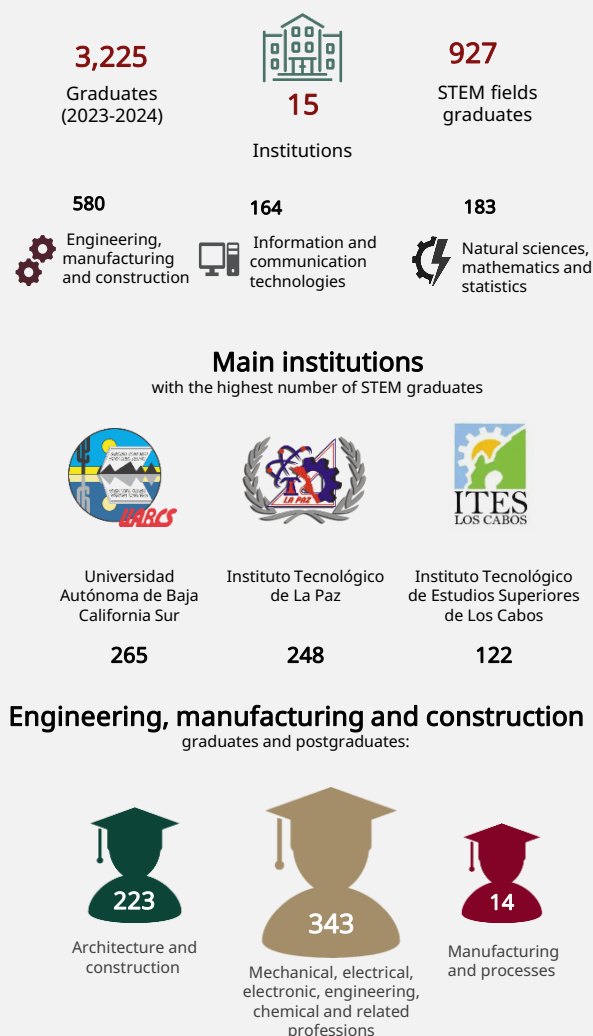
INFRASTRUCTURE AND RESOURCES



Source: SICT-INEGI-SEDECO

Fuente: SICT-INEGI

MEXICAN TALENT IN HIGHER EDUCATION



Source: ANUIES (2023-2024 school year)



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Baja California Sur

June 2025

MSMEs



40,946
enterprises

- Micro 37,041
- Small 3,401
- Medium-sized 504

Source: INEGI - DENUE (Mar. 2025)

POTENTIAL SECTORS



Agroindustry



Manufacturing



Clean energy
generation

Source: Data MX

FOREIGN TRADE



43

M USD

International purchases



88

M USD

International sales

Main export sectors



39

M USD

Salt; sulfur; earths
and stones; gypsum,
lime, and cement



20

M USD

Vegetables, plants,
roots and tubers



13

M USD

Fish, crustaceans,
molluscs and other
aquatic invertebrates

Source: Balanza Comercial de Mercancías de México (Mar. 2025)

MAIN INDICATORS



29

GDP position
\$ 11 B USD at market
prices(2023)



\$ 13,237

USD of GDP per capita (Dec.
2023)



0.7 %

National GDP
(2023)



3.2 %

Economic activity growth
(2024)



6

Position by economic growth
(2024)

Source: INEGI

FOREIGN DIRECT INVESTMENT

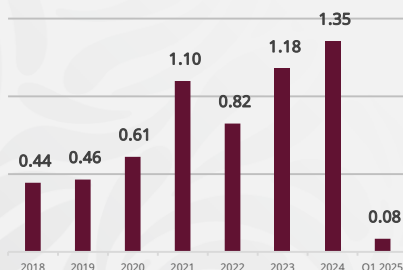
Top 3 by investment origin country

- 1 U. S. A. 5.03 B U S D
- 2 Spain 0.39 B U S D
- 3 Canada 0.35 B U S D

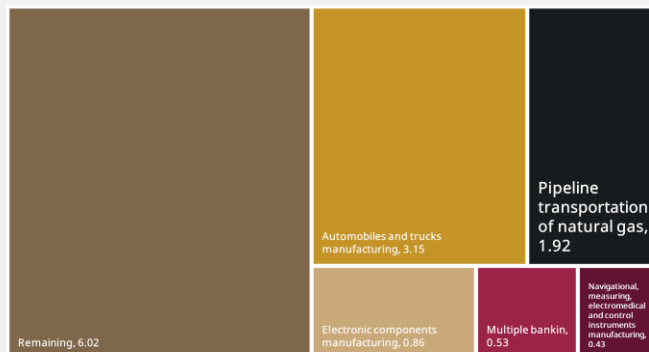
Historic FDI
(2018 - Q1 2025)

6.06
(B USD)

Billion dollar



FDI by sector (Billion dollars)



Source: SE (Mar. 2025)



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