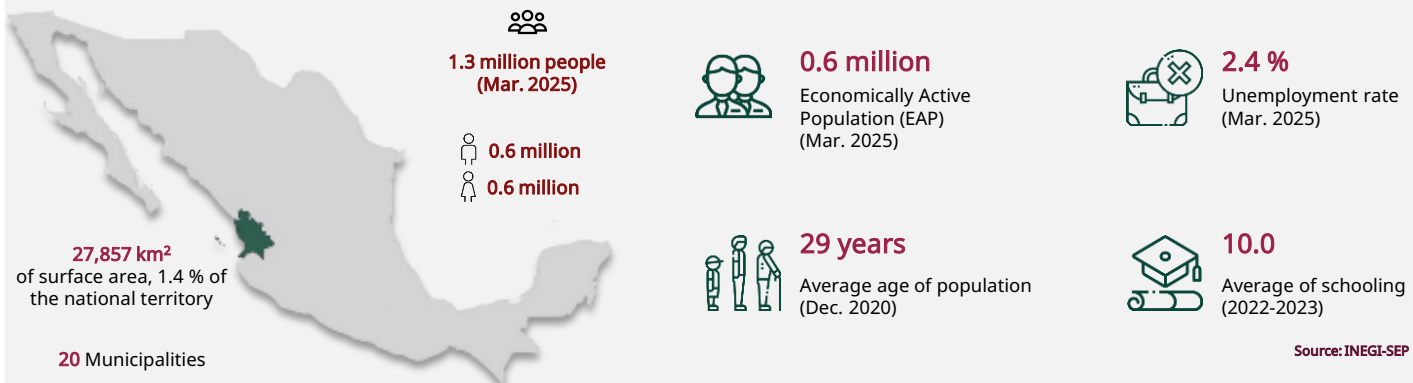


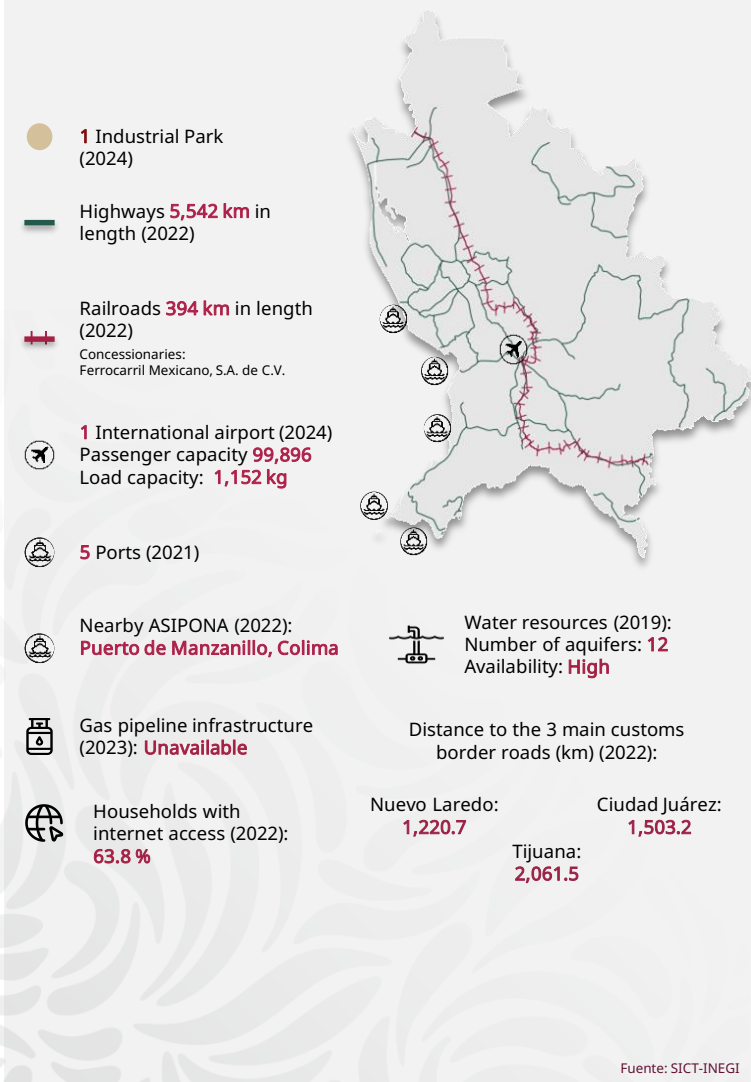


Nayarit

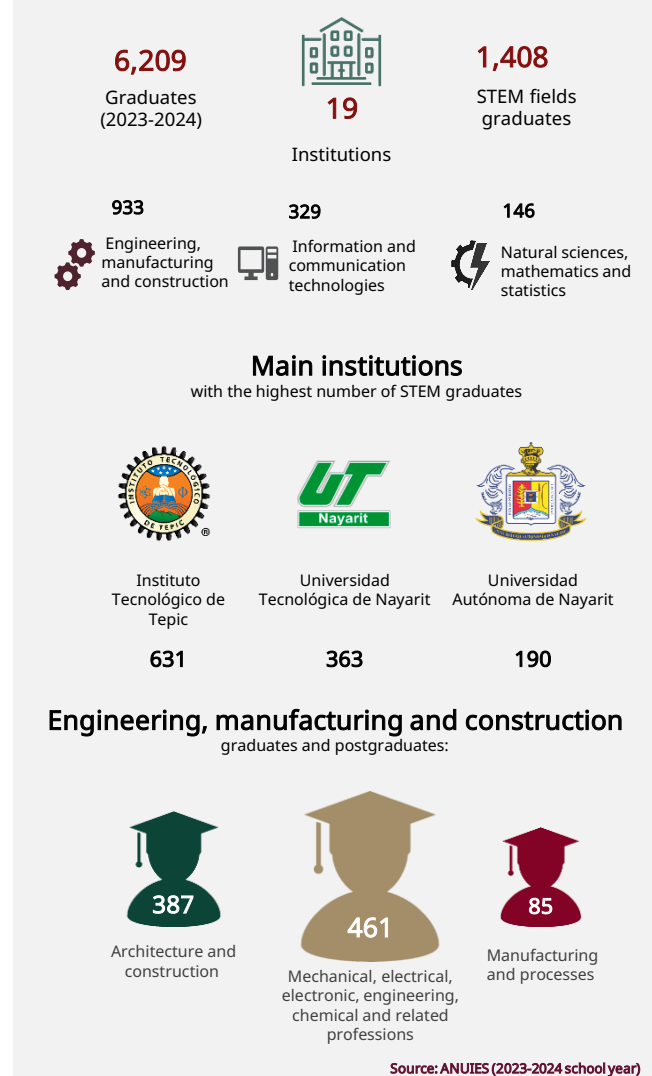
June 2025



INFRASTRUCTURE AND RESOURCES



MEXICAN TALENT IN HIGHER EDUCATION





Nayarit

June 2025

MSMEs



71,423
enterprises

- Micro 67,560
- Small 3,403
- Medium-sized 460

Source: INEGI - DENU (Mar. 2025)

POTENTIAL SECTORS



Mass media
information



Transportation,
postal services
and warehousing



Mining

Source: Data MX

FOREIGN TRADE



14
M USD
International purchases



83
M USD
International sales

Main export sectors



25
M USD
Vegetables, plants,
roots and tubers



24
M USD
Edible fruits



13
M USD
Preparing vegetables

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

MAIN INDICATORS



30
GDP position
\$ 11 B USD at market
prices(2023)



\$ 8,255
USD of GDP per capita (Dec.
2023)



0.7 %
National GDP
(2023)



-1.5 %
Economic activity growth
(2024)



26
Position by economic growth
(2024)

Source: INEGI

FOREIGN DIRECT INVESTMENT

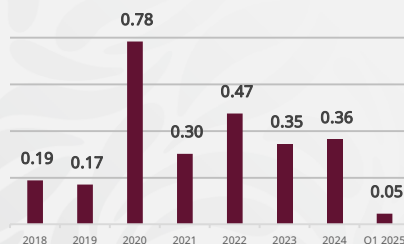
Top 3 by investment origin country

- 1 Canada 1.07 B U S D
- 2 U. S. A. 0.77 B U S D
- 3 Spain 0.7 B U S D

Historic FDI
(2018 - Q1 2025)

2.67
(B USD)

Billion dollar



FDI by sector (Billion dollars)



Source: SE (Mar. 2025)



Gobierno de
México

Economía
Secretaría de Economía