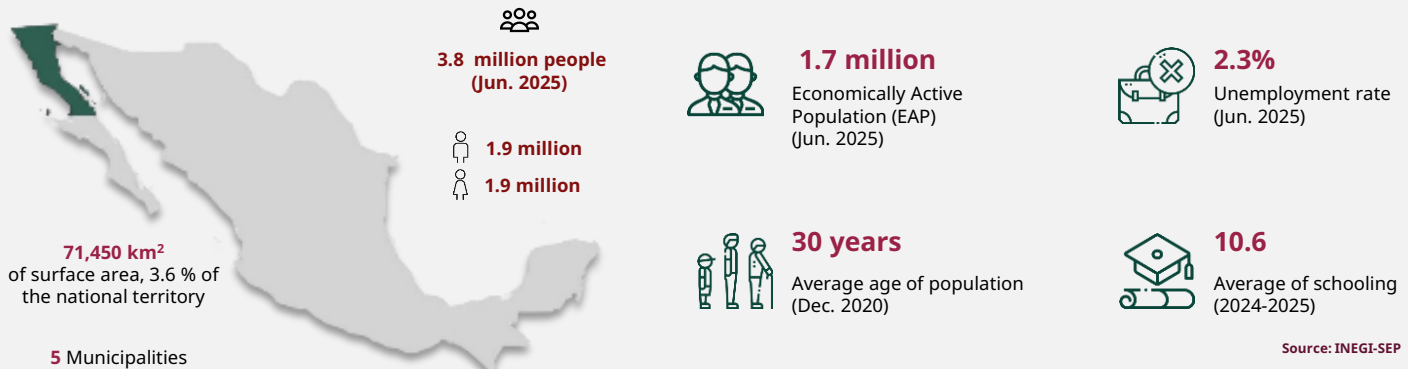


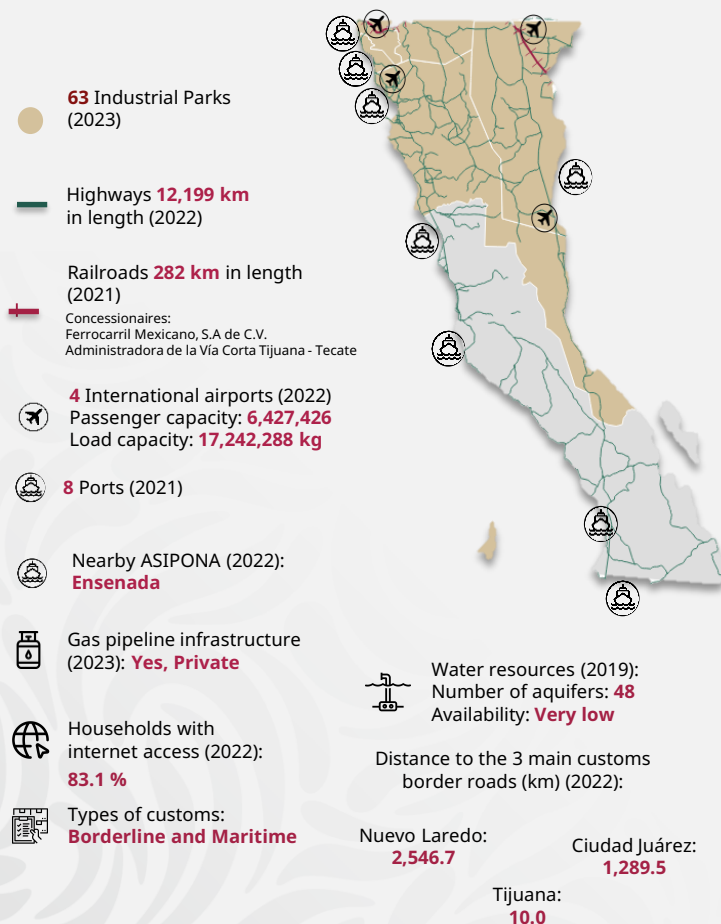


Baja California

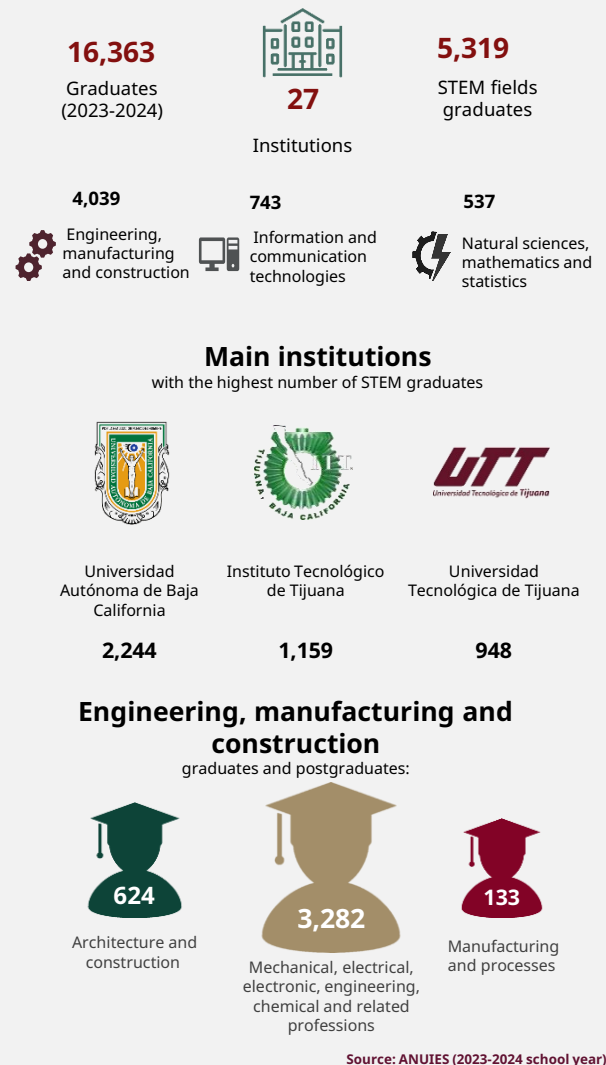
October 2025



INFRASTRUCTURE AND RESOURCES



MEXICAN TALENT IN HIGHER EDUCATION





Baja California

October 2025

MSMEs



137,977
enterprises

- Micro **124,256**
- Small **11,470**
- Medium-sized **2,251**

Source: INEGI - DENUE (Oct. 2025)

POTENTIAL SECTORS



Mining



Agroindustry



Cultural and sporting
recreation services

Source: Data MX

FOREIGN TRADE



28,770
M USD

International purchases



24,497
M USD

International sales

Main export sectors



8,293
M USD

Electrical machinery,
appliances and
material, and parts



5,116
M USD

Optical,
photography or
cinematography
instruments and
devices



4,607
M USD

Road vehicles, parts
and accessories

Source: Mexico's Merchandise Trade Balance (Jun. 2025)

MAIN INDICATORS



7
GDP position
\$ 60 B USD at market
prices(2023)



\$ 15,854
USD of GDP per capita (Dec.
2023)



3.9 %
National GDP
(2023)



-0.4 %
Economic activity growth
(2024)



22
Position by economic growth
(2024)

Source: INEGI

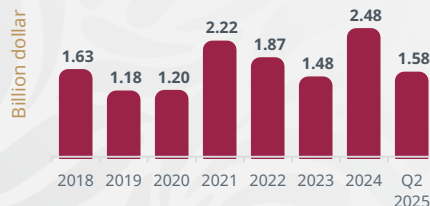
FOREIGN DIRECT INVESTMENT

Top 3 by investment origin country

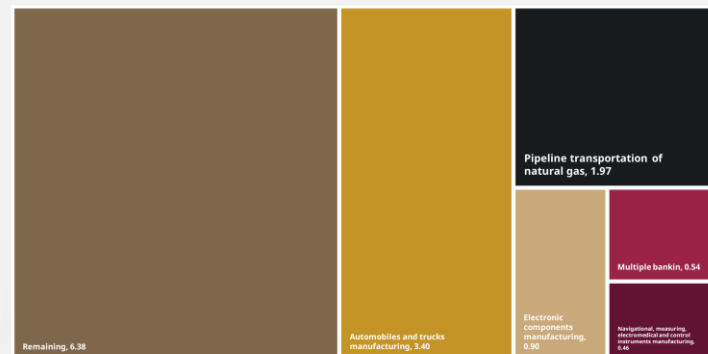
- 1 U.S.A. 9.51 B USD
- 2 Japan 1.27 B USD
- 3 Spain 0.92 B USD

Historic FDI
(2018 - Q2 2025)

13.64
(B USD)



FDI by sector (Billion dollars)



Source: SE (Q2 2025)



Gobierno de
México

Economía
Secretaría de Economía