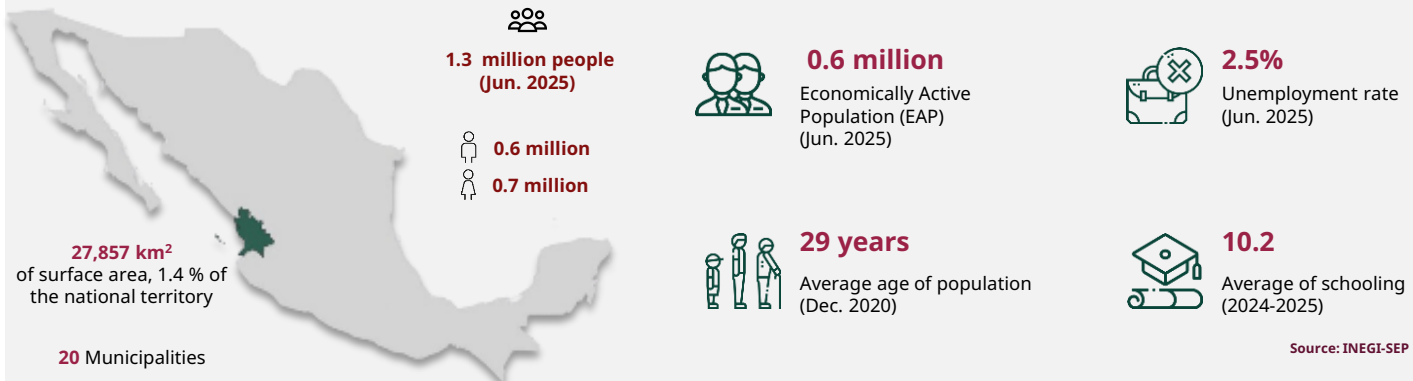


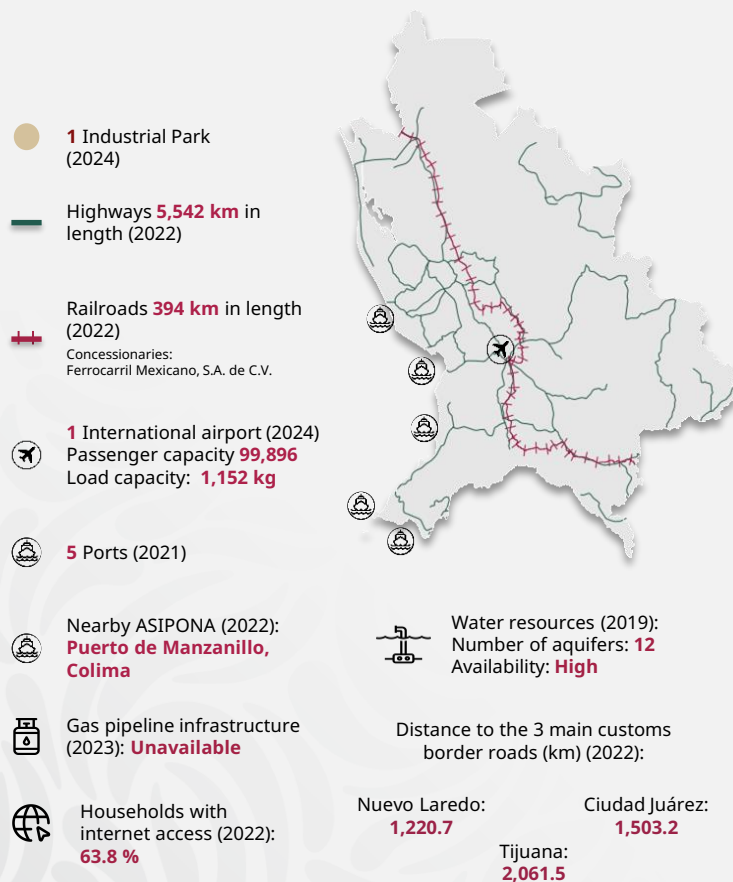


Nayarit

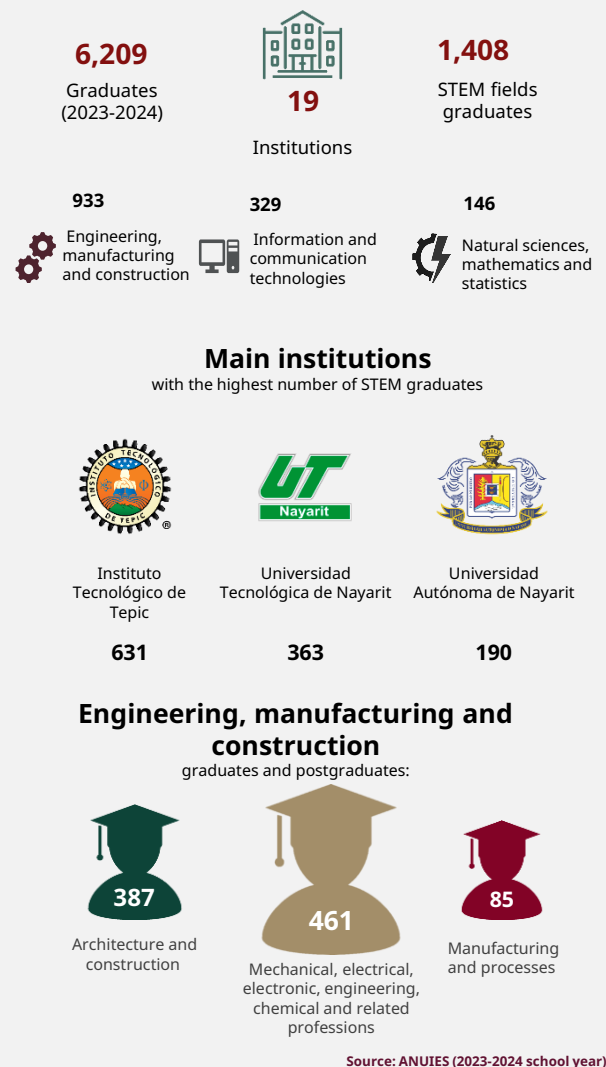
October 2025



INFRASTRUCTURE AND RESOURCES



MEXICAN TALENT IN HIGHER EDUCATION





Nayarit

October 2025

MSMEs



72,937
enterprises

- Micro 69,179
- Small 3,298
- Medium-sized 460

Source: INEGI - DENUE (Oct. 2025)

POTENTIAL SECTORS



Mass media
information



Transportation,
postal services
and warehousing



Mining

Source: Data MX

FOREIGN TRADE



166
M USD
International purchases



34
M USD
International sales

Main export sectors



62
M USD
Edible fruits



41
M USD
Vegetables, plants,
roots and tubers



28
M USD
Vegetable, fruit or
other fruit
preparations

Source: Mexico's Merchandise Trade Balance (Jun. 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

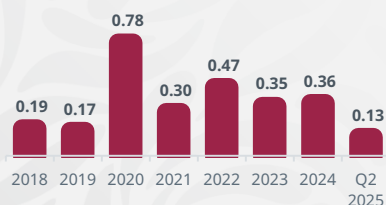
Top 3 by investment origin country

- 1 Canada 1.08 B USD
- 2 U.S.A. 0.81 B USD
- 3 Spain 0.72 B USD

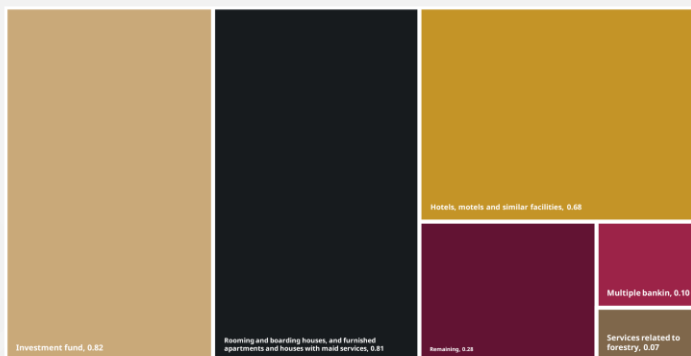
Historic FDI
(2018 - Q2 2025)

2.76
(B USD)

Billion dollar



FDI by sector (Billion dollars)



Source: SE (Q2 2025)



Gobierno de
México

Economía
Secretaría de Economía