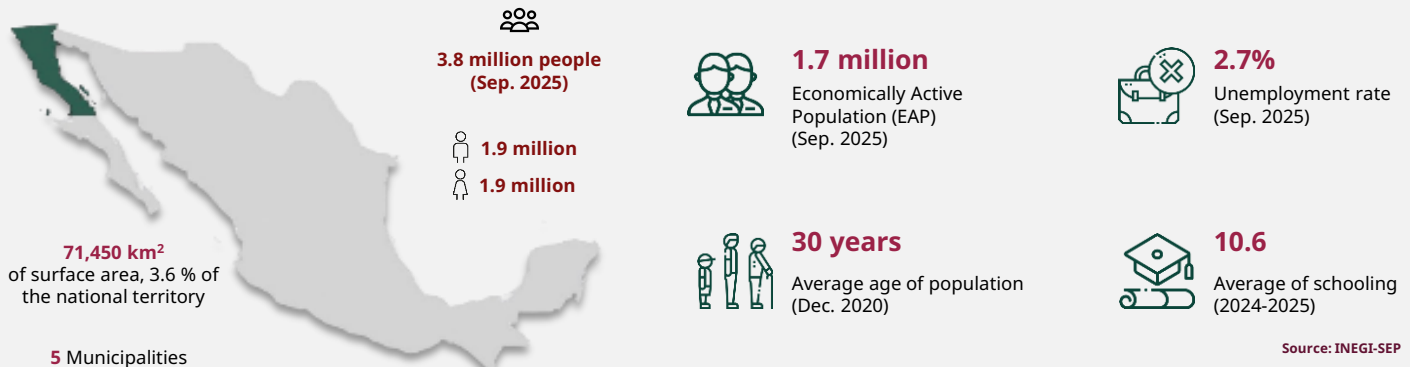


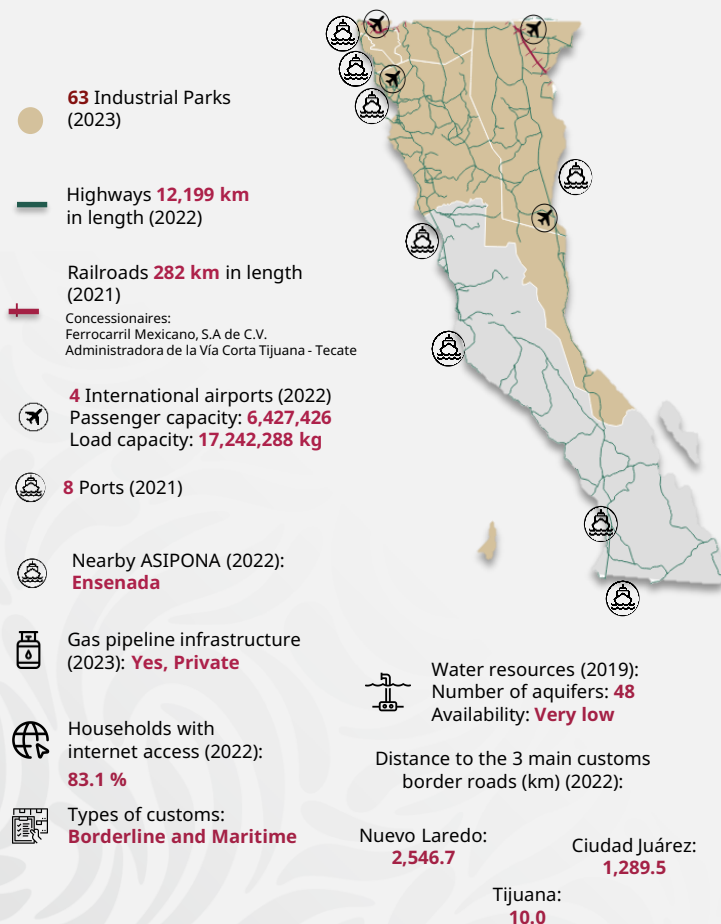


Baja California

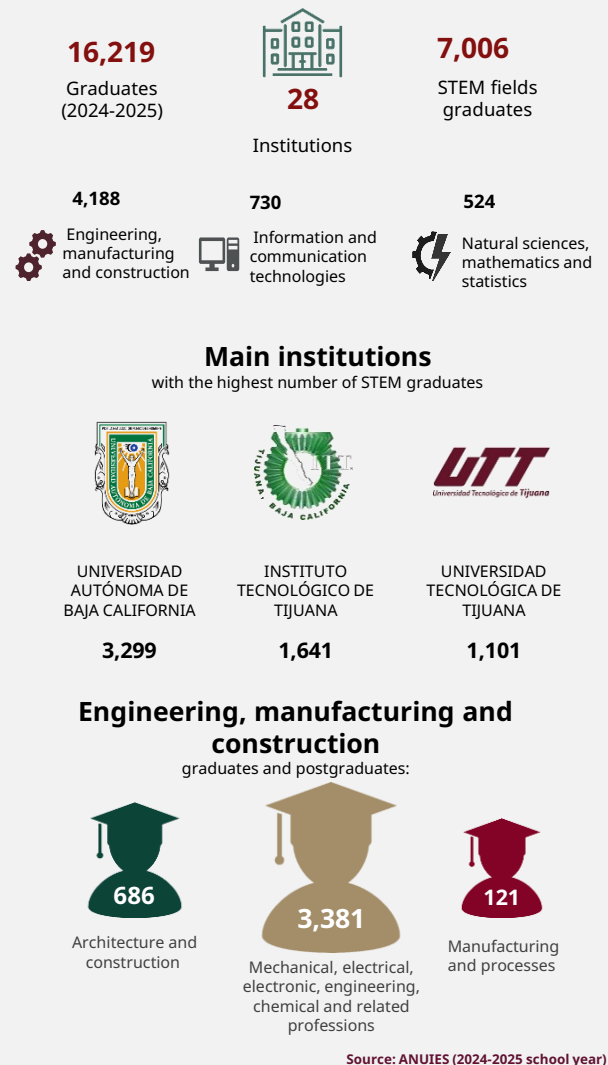
December 2025



INFRASTRUCTURE AND RESOURCES



MEXICAN TALENT IN HIGHER EDUCATION





Baja California

December 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



37,685
M USD

International purchases



44,207
M USD

International sales

Main export sectors



13,549
M USD

Electrical machinery, appliances and material, and parts



7,995
M USD

Optical, photography or cinematography instruments and devices



6,371
M USD

Road vehicles, parts and accessories

Fuente: SE. Balanza Comercial de Mercancías de México (Sep. 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

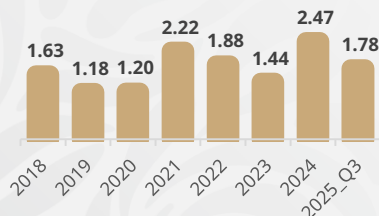
Top 3 by investment origin country

- 1 U. S. A. 9.31 BUSD
- 2 Japan 1.53 BUSD
- 3 Spain 0.9 BUSD

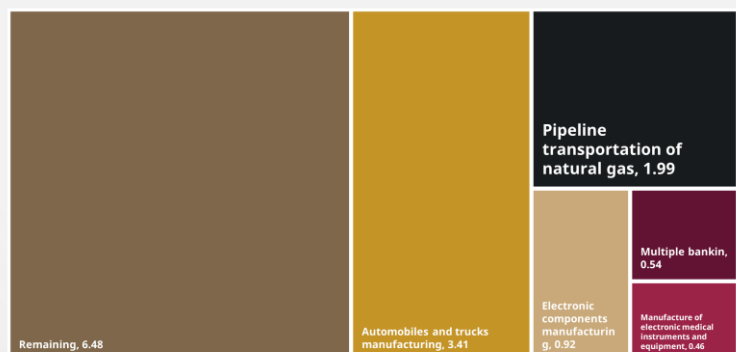
Historic FDI
(2018 - Q3 2025)

13.81
(BUSD)

Billion dollars



FDI by sector (Billion dollars)



Source: SE (Q3 2025)



Gobierno de
México

Economía
Secretaría de Economía