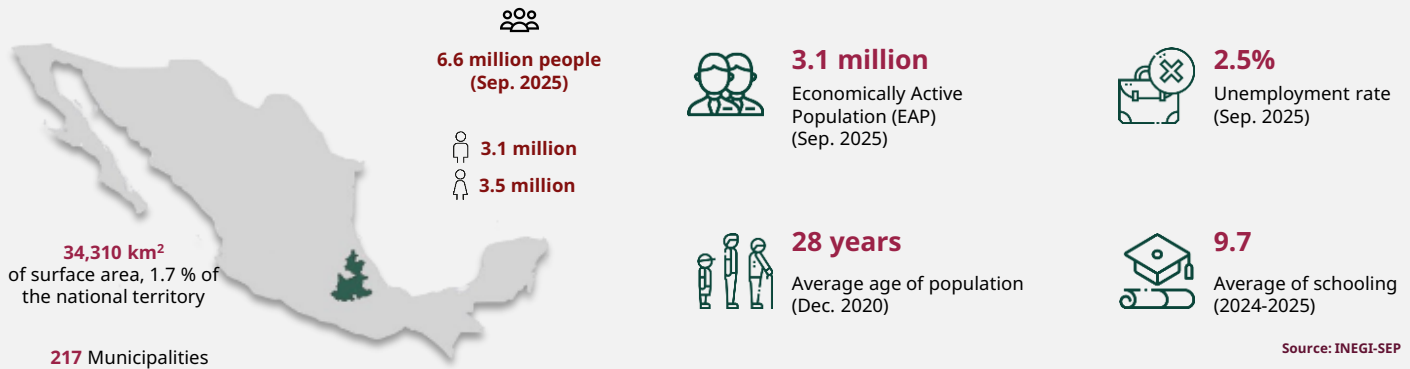


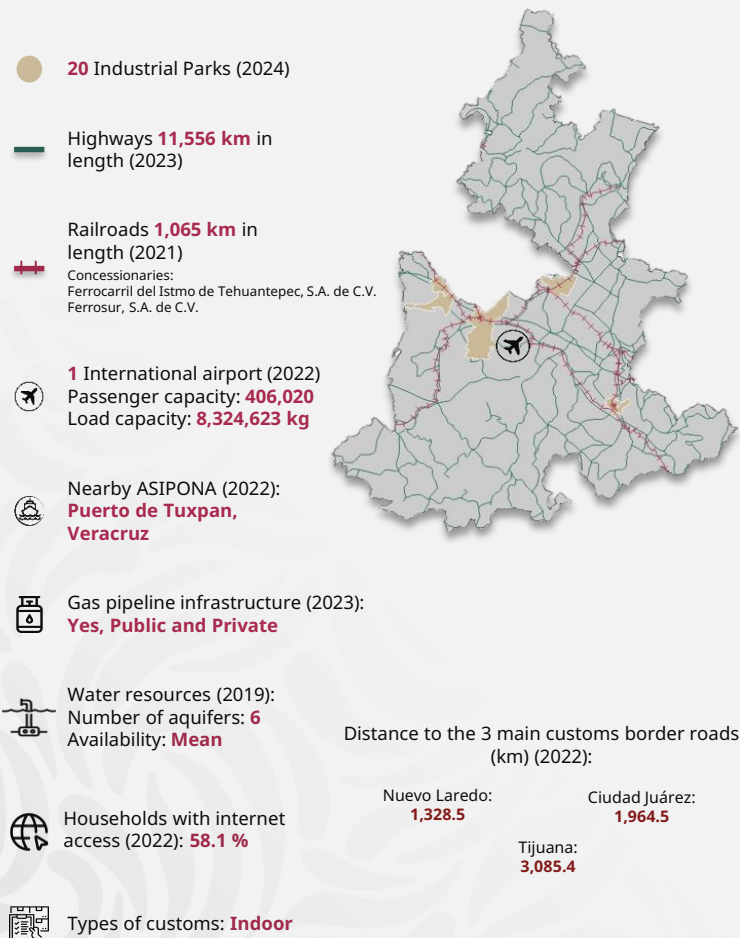


Puebla

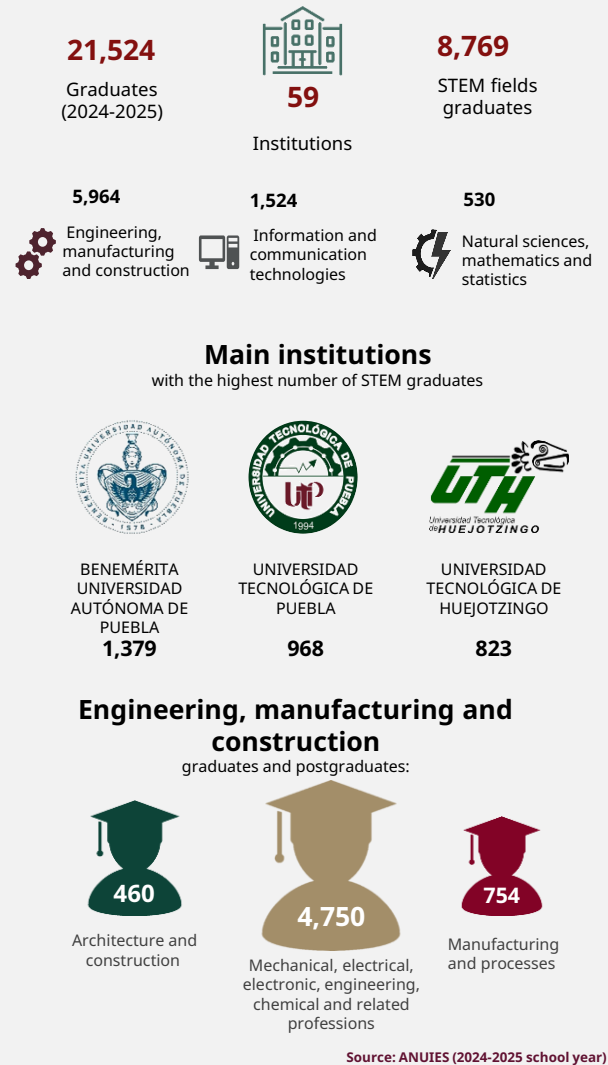
December 2025



INFRASTRUCTURE AND RESOURCES



MEXICAN TALENT IN HIGHER EDUCATION





Puebla

December 2025

MSMEs

407,718
enterprises

• Micro **393,209**
• Small **12,416**
• Medium-sized **2,093**

Source: INEGI - DENUE (Oct. 2025)

POTENTIAL SECTORS



Clean
energy
generation



Medical
services



Agroindustry



Communication
Technologies



Automotive

Source: Data MX

FOREIGN TRADE



11,026
M USD

International purchases



14,857
M USD

International sales

Main export sectors



9,808
M USD

Road vehicles, parts
and accessories



1,700
M USD

Mechanical
machinery and
appliances, and parts



951
M USD

Preparations from
cereals, flour, starch,
or milk

Fuente: SE. Balanza Comercial de Mercancías de México (Sep. 2025)

MAIN INDICATORS



10

GDP position
\$ 53 B USD at market
prices(2023)



\$ 8,054

USD of GDP per capita (Dec.
2023)



3.5 %

National GDP
(2023)



2.5 %

Economic activity growth
(2024)



10

Position by economic growth
(2024)

Source: INEGI

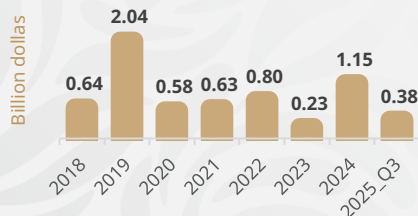
FOREIGN DIRECT INVESTMENT

Historic FDI
(2018 - Q3 2025)

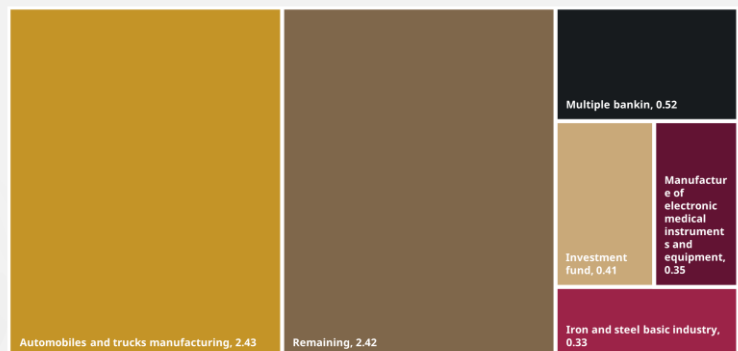
6.47
(BUSD)

Top 3 by investment origin country

1 Germany 3.1 BUSD
2 U. S. A. 0.88 BUSD
3 Canada 0.72 BUSD



FDI by sector (Billion dollars)



Source: SE (Q3 2025)



Gobierno de
México

Economía
Secretaría de Economía