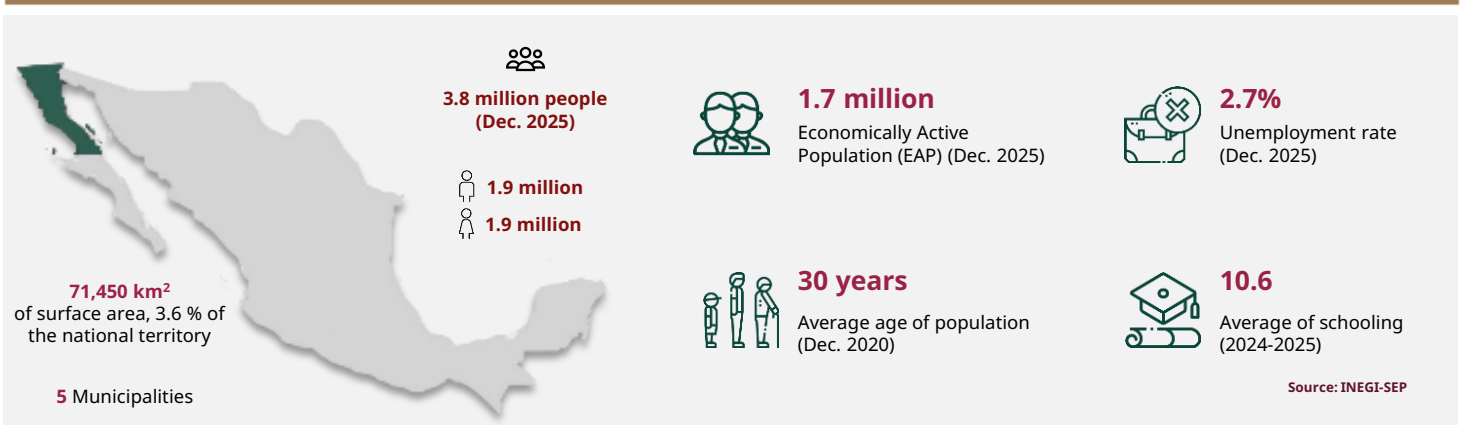


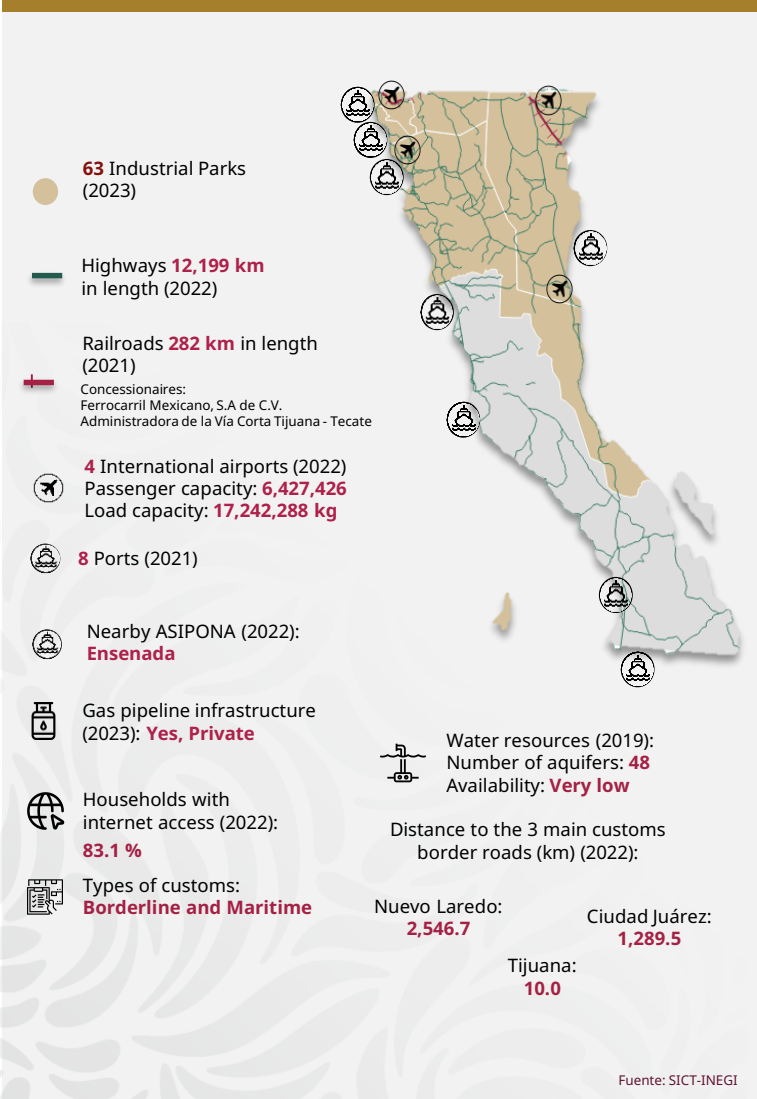


# Baja California

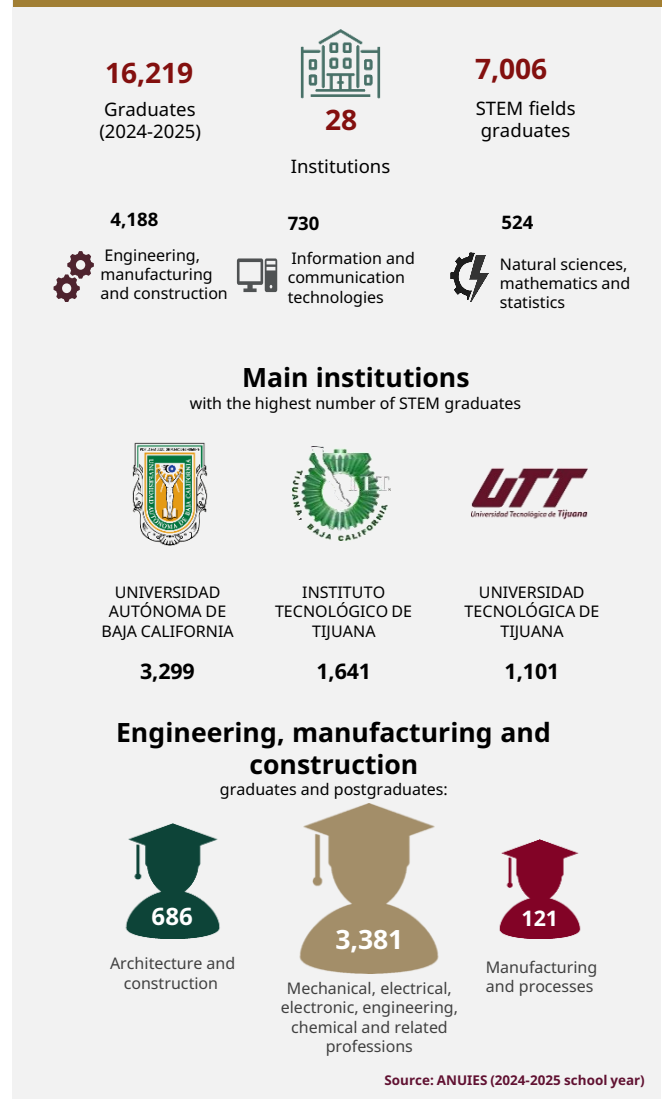
March 2026



## INFRASTRUCTURE AND RESOURCES



## MEXICAN TALENT IN HIGHER EDUCATION





# Baja California

March 2026

## MSMEs



**137,977**  
enterprises

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

Source: INEGI - DENU (Mar. 2026)

## POTENTIAL SECTORS



Mining



Agroindustry



Cultural and sporting recreation services

Source: Data MX

## FOREIGN TRADE



**50,600**  
M USD

International purchases



**61,614**  
M USD

International sales

### Main export sectors



**19,657**  
M USD

Electrical machinery, appliances and material, and parts



**10,853**  
M USD

Optical, photography or cinematography instruments and devices



**8,867**  
M USD

Road vehicles, parts and accessories

Source: Mexico's Trade Balance (Dec. 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

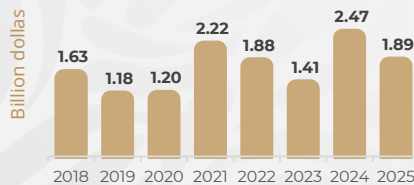
## FOREIGN DIRECT INVESTMENT

### Top 3 by investment origin country

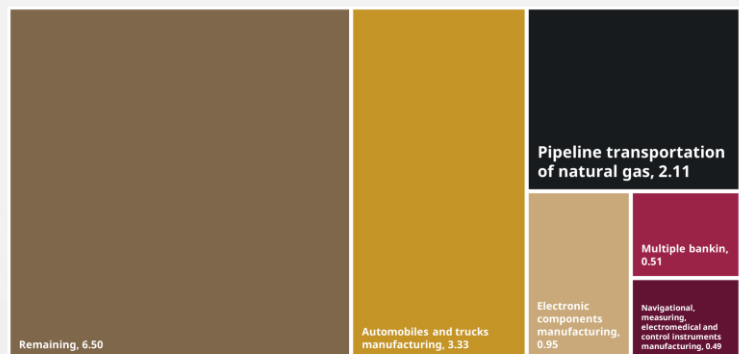
- 1 U. S. A. 9.43 BUSD
- 2 Japan 1.48 BUSD
- 3 Spain 0.89 BUSD

Historic FDI (2018 - 2025)

**13.88**  
(BUSD)



### FDI by sector (Billion dollars)



Source: SE (2025)

