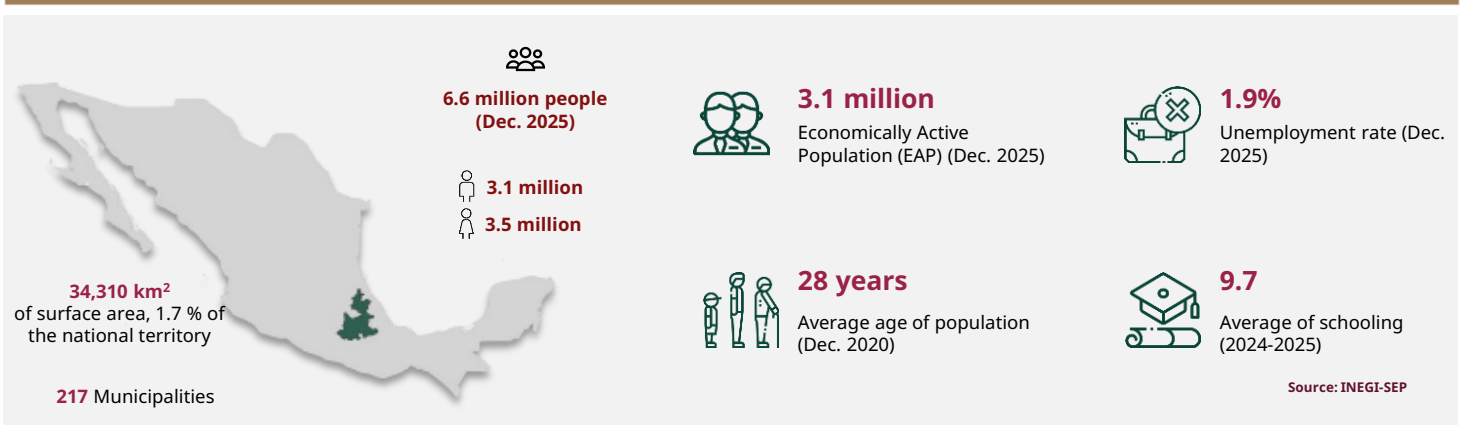


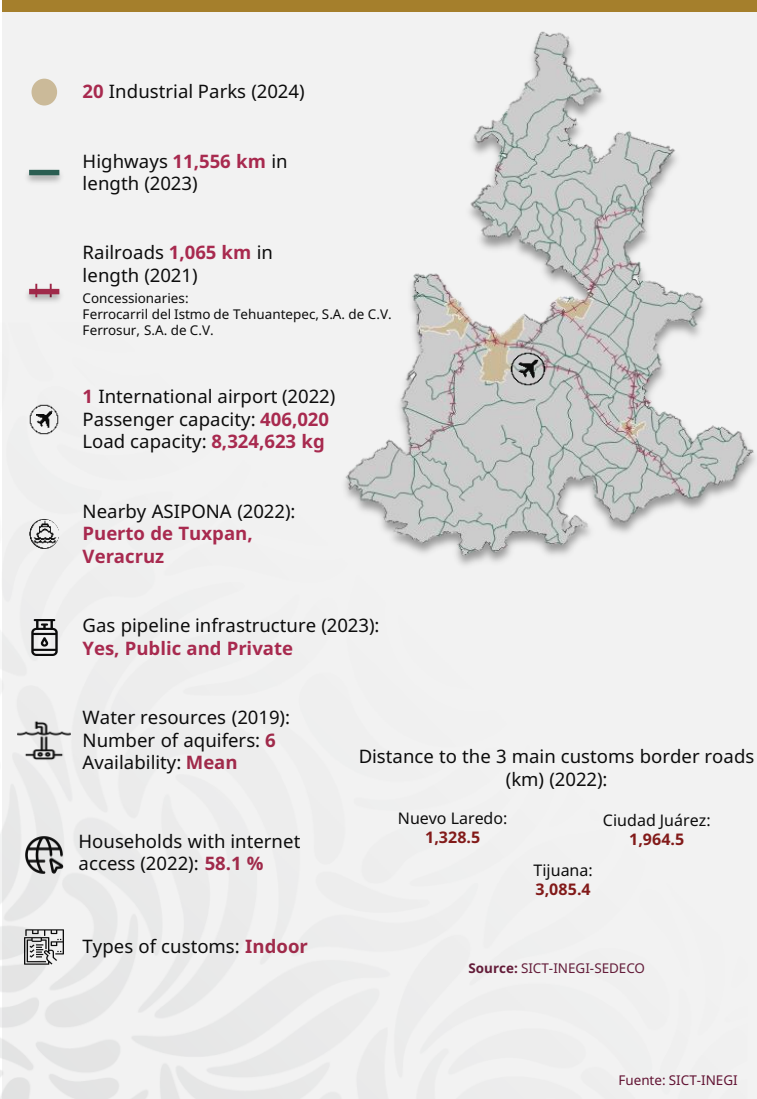


Puebla

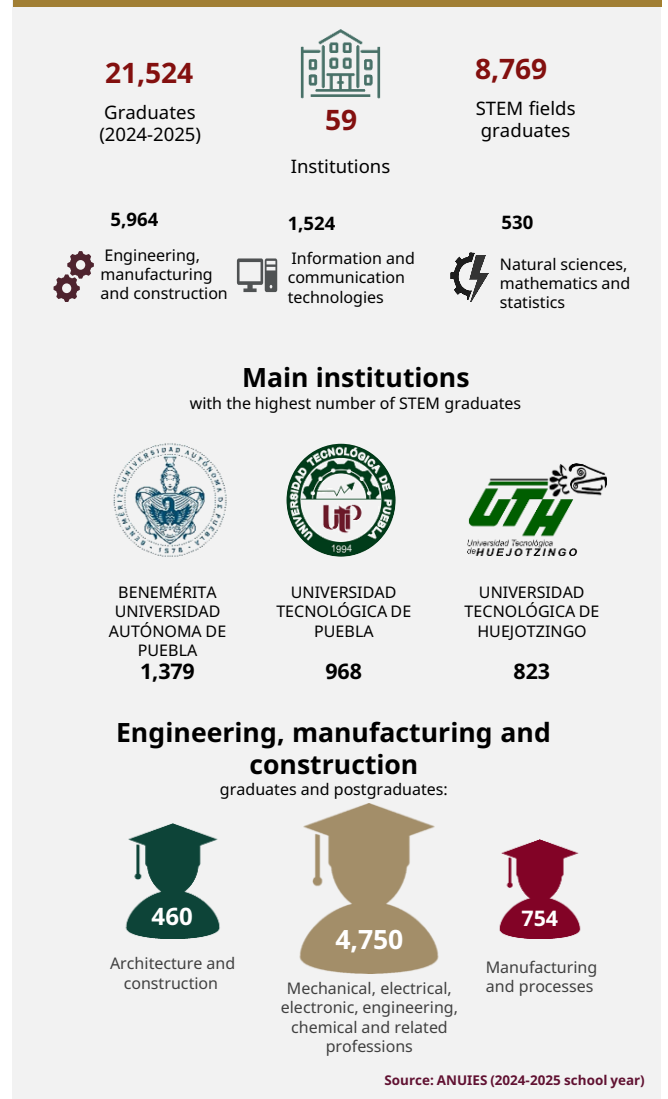
March 2026



INFRASTRUCTURE AND RESOURCES



MEXICAN TALENT IN HIGHER EDUCATION





Puebla

March 2026

MSMEs

407,718
enterprises

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

Source: INEGI - DENU (Mar. 2026)

POTENTIAL SECTORS



Clean energy generation



Medical services



Agroindustry



Communication Technologies



Automotive

Source: Data MX

FOREIGN TRADE



14,860
M USD

International purchases



20,271
M USD

International sales

Main export sectors



13,498
M USD

Road vehicles, parts and accessories



2,283
M USD

Mechanical machinery and appliances, and parts



1,291
M USD

Preparations from cereals, flour, starch, or milk

Source: Mexico's Trade Balance (Dec. 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)

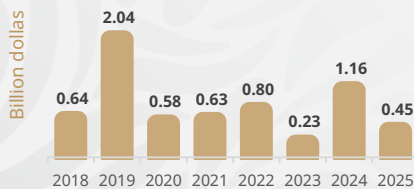
Source: INEGI

FOREIGN DIRECT INVESTMENT

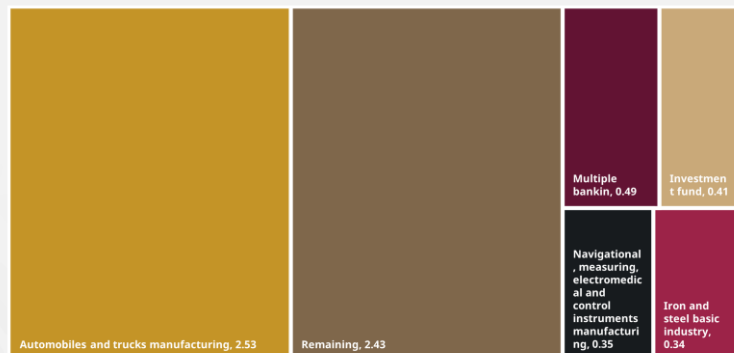
Historic FDI (2018 - 2025)

6.54
(BUSD)

- Top 3 by investment origin country
- 1 Germany 3.17 BUSD
 - 2 U. S. A. 0.85 BUSD
 - 3 Canada 0.73 BUSD



FDI by sector (Billion dollars)



Source: SE (2025)

