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THE RIGHT DESTINATION FOR BUSINESS, INVESTMENT, AND TOURISM

*Secretariat of Tourism and Economic Development
Government of the State of Tabasco*

www.tabasco.gob.mx/turismo



*“Everything in Tabasco seems to have been made with generosity”
— Carlos Pellicer Cámara*



GEOGRAPHIC LOCATION

Gateway to southeastern Mexico

191 kilometers of coastline along the Gulf of Mexico



- N Golfo de México
- S Chiapas
- E Campeche y Guatemala
- W Veracruz



17 municipalities
Capital: **Villahermosa**



Population: **2,402,598**
52% Women | 49% Men

Tabasco is located in southeastern Mexico, offering **proximity to key national and international markets**. This geographic advantage enables efficient logistics and market access.

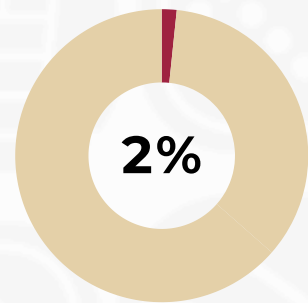


ECONOMIC CONTEXT

GDP: \$764,785
million pesos (2023)

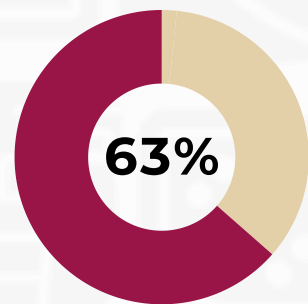
14^o largest economy in Mexico
(2.9% of national GDP)

2nd Most important entity
in oil production



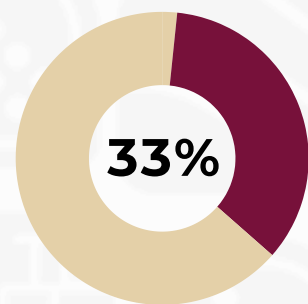
Primary

*Agriculture, livestock,
forestry, fishing, hunting*



Secondary

*Construction,
Oil and gas extraction*



Tertiary

*Services, retail, logistics,
wholesale*



Exports (2024):
\$179,988.42 million pesos

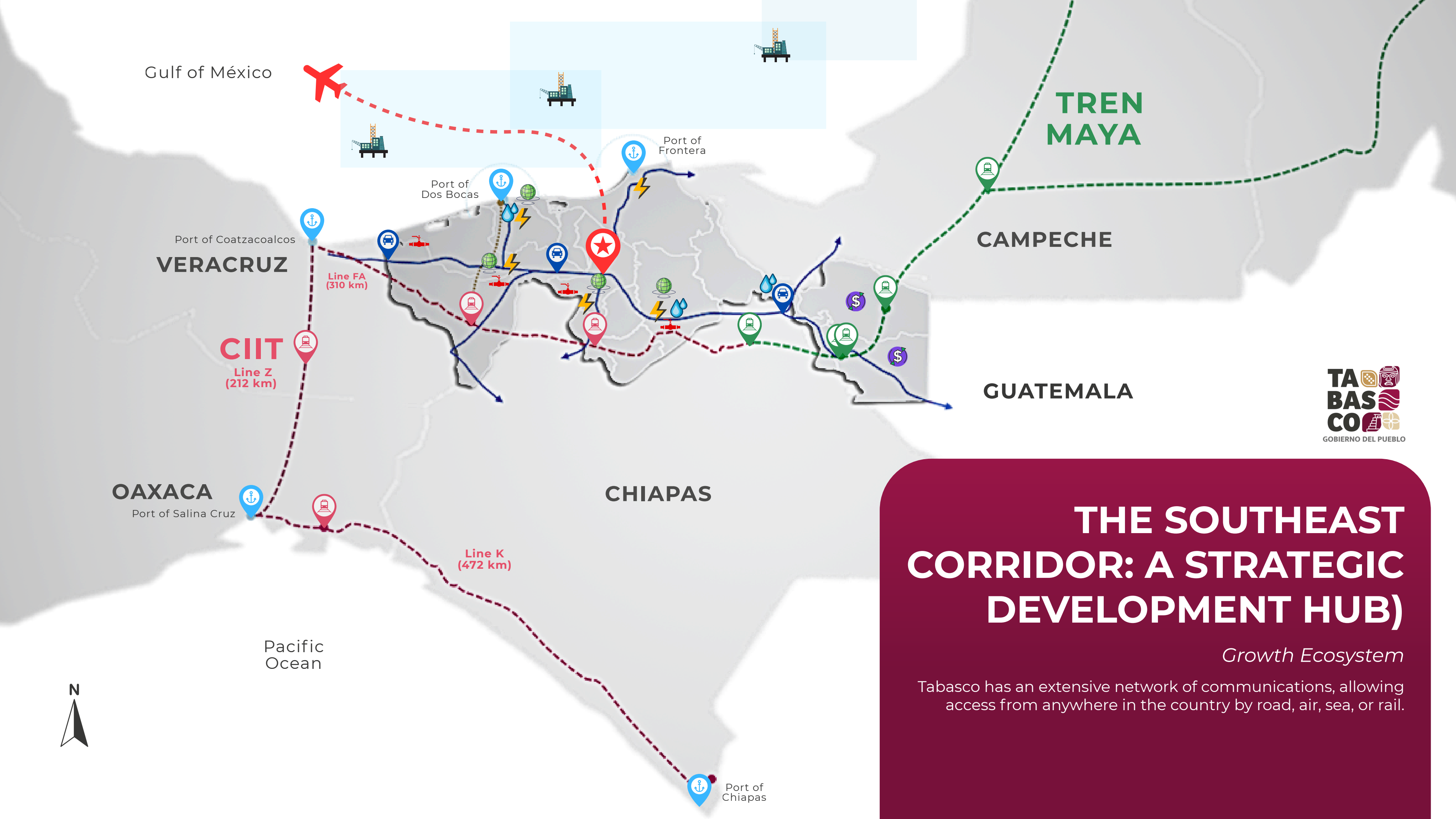


Foreign Investment (2024):
\$7,786.92 million pesos



Note: The missing 2% refers to taxes on products, net

Source: National Institute of Statistics and Geography, INEGI (2023). System of National Accounts of Mexico. Gross Domestic Product by State; Ministry of Economy. Data from Tabasco. Exchange rate to settle obligations denominated in US dollars, payable in the Republic of Mexico 1/, Bank of Mexico



THE SOUTHEAST CORRIDOR: A STRATEGIC DEVELOPMENT HUB)

Growth Ecosystem

Tabasco has an extensive network of communications, allowing access from anywhere in the country by road, air, sea, or rail.



INFRASTRUCTURE AND CONNECTIVITY

A Development Axis



Air Connectivity:

- **Villahermosa International Airport (Carlos Rovirosa Pérez):** Strategically located 16 km from the capital, the airport handles national passenger flights and dedicated cargo operations.
 - Strategic Routes: **Offers 9 daily connections to Mexico City (CDMX)** and links to Mexico's most vital cities.
- **Rapid Business Connectivity:** Key infrastructure for facilitating rapid supply chains and Just-in-Time (JIT) logistics operations.
- **Strategic Proximity:** Provides immediate access to key industrial and commercial hubs across Southeast Mexico.

Maritime Transport:

- **Port of Dos Bocas (Paraíso):** A pivotal logistics platform for the energy industry and international trade, featuring specialized terminals for bulk cargo and fossil fuels.
- **Port of Frontera (Centla, APITAB):** Operates in general commerce and fishing, with significant potential for expansion in cargo handling and operational capacity.
 - **Port of Chiltepec (Paraíso, APITAB):** Serves commercial and fishing activities, effectively strengthening the local maritime logistics network.
 - **Port of Sánchez Magallanes (Cárdenas):** Provides essential infrastructure support to the regional fishing economy.

INFRASTRUCTURE AND CONNECTIVITY

A Development Axis



Road Transport:

- **Federal Highway 180 (MEX 180):** A critical artery connecting Tabasco with Veracruz, Ciudad del Carmen, Campeche, and the Yucatán Peninsula.
- **Federal Highway 186 (MEX 186):** Provides a seamless connection to Escárcega and the wider Southeast Corridor.
- **State Infrastructure:** A comprehensive network comprising 605 local roads, extending over 5,488 km (4,001 km of which are paved).
- **Villahermosa Beltway (28 km):** A crucial bypass that optimizes urban mobility and regional logistics by rerouting heavy commercial traffic around the capital.

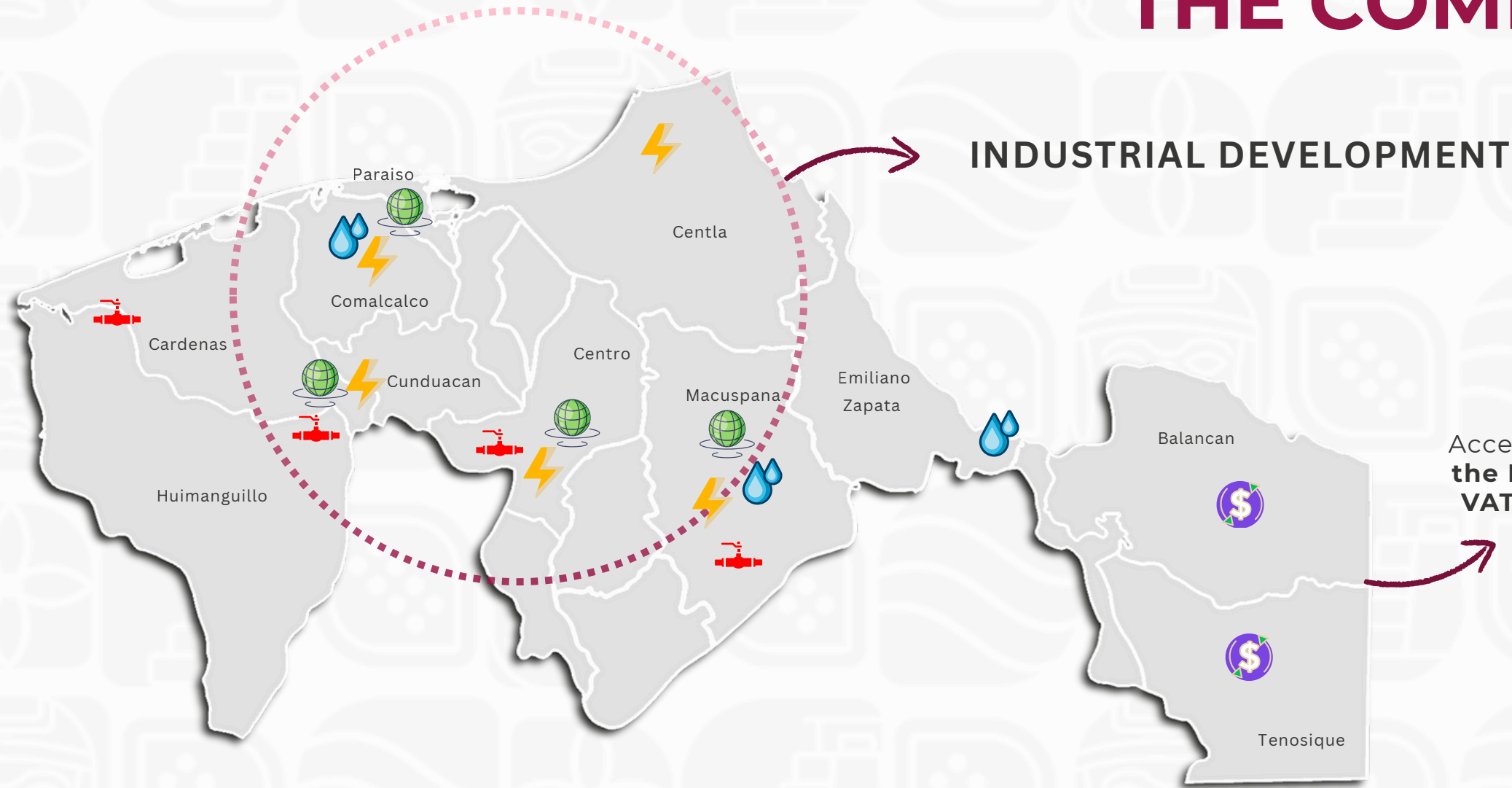
Rail Transport:

- **National Rail Integration:** Over 320 km of railway lines integrated into the national freight system.
 - **FA Line (Palenque–Coatzacoalcos):** Offers a direct, strategic link with the Tren Maya (Maya Train) and the Interoceanic Corridor of the Isthmus of Tehuantepec (CIIT).
 - **Dedicated Right-of-Way:** The Chontalpa Station - Dos Bocas route spans 94 km, providing reinforced connectivity to the key port facility.



THE COMPETITIVE EDGE

The Time to Invest is Now



FISCAL INCENTIVES

Access tax credits equivalent to **one-third of the Income Tax (ISR)** due, along with a **50% VAT** incentive for local economic activities.

Municipalities

3



Abundant Groundwater Availability: Tabasco benefits from extensive groundwater resources, particularly across its low-lying, flat terrain, ensuring supply for industrial use.

5



Reliable Electric Infrastructure: The state is robustly equipped with an extensive network of substations and transmission lines, guaranteeing reliable electric power supply.

4



Evolving Fiber Optic Connectivity: While only four major cities currently feature well-established fiber optic backbone connectivity, the state is actively working to aggressively expand its digital infrastructure.

4



Strategic Gas Processing Hub: Tabasco hosts three crucial gas processing complexes and a compression center, playing a significant role in Mexico's energy sector.

2



Southern Border Region Tax Incentives: Companies established in the municipalities of Balancan and Tenosique are eligible for attractive federal tax incentives designed for Mexico's Southern Border Region.

THE COMPETITIVE EDGE

The Time to Invest is Now

COMPETITIVE ADVANTAGES

KEY BENEFITS

MAIN PARTNERS

WATER

Tabasco concentrates approximately 34% of Mexico's fresh water

- **29,800 ha** of coastal lagoons
- **110,000 ha** of inland waters
- **4,000 km** of rivers

Tabasco offers access to one of the most abundant water sources in Mexico, ensuring low operating costs and increased reliability thanks to a constant water supply.



ELECTRICAL ENERGY

Power Cogeneration Plant – A3T

- It produces **230 megawatts** of electricity at low cost.

Tabasco has the potential to cover its entire electricity demand through photovoltaic generation; taking advantage of only 5.5% of the solar potential (3% of its territory) it could generate ~3 TWh/year.



NATURAL GAS

Availability of natural gas for industry

- Availability of 318 million cubic feet per day
- Puerta al Sureste will have the capacity to transport 1,300 Mmcf/d (2025)

Tabasco concentrates the most important injection points that supply SISTRANGAS:

- Pemex City
- New Pemex
- The Sale



WORKFORCE

During the period 2023 - 2024, 24% of higher education graduates trained professionals in:

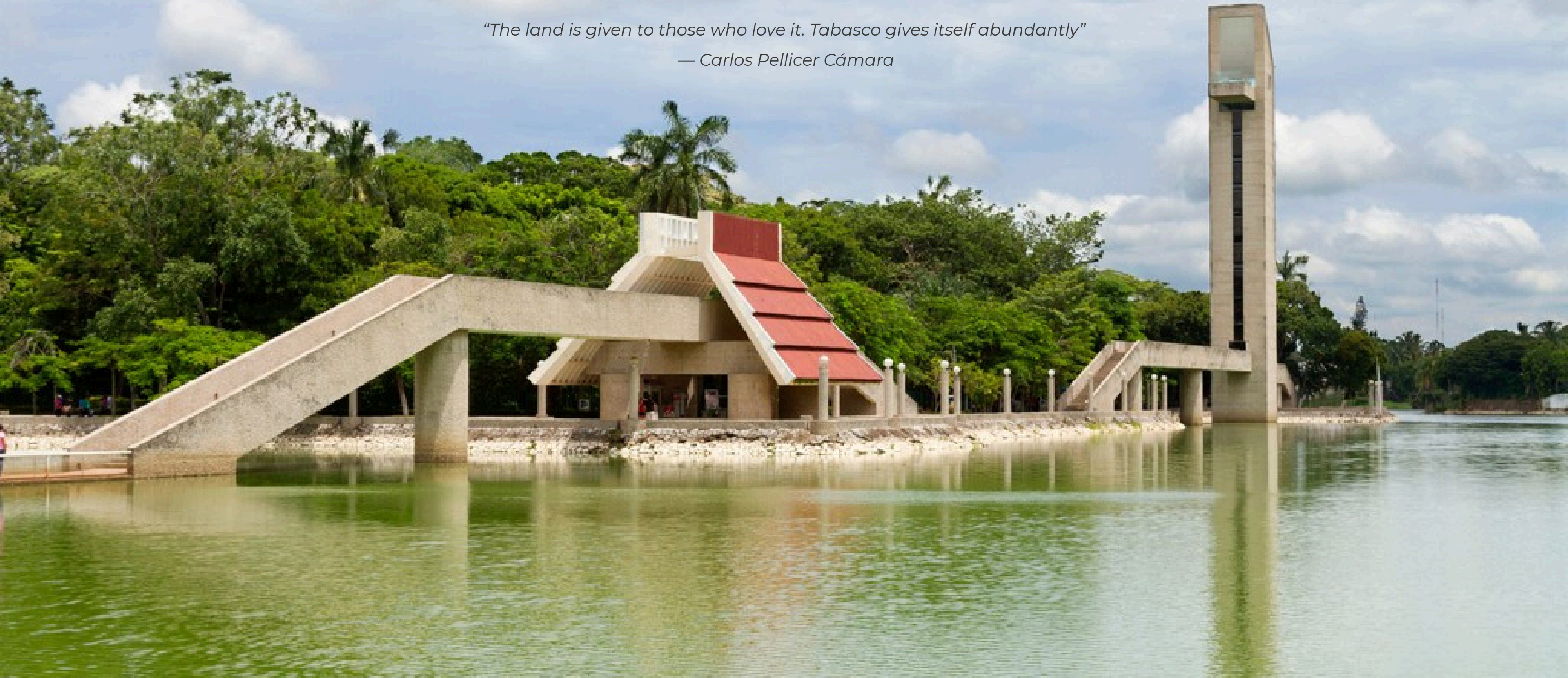
- Engineering, Manufacturing & Construction
- Information and communication technologies

The labor offer is made up of a young and qualified population to meet the requirements of various sectors.





*“The land is given to those who love it. Tabasco gives itself abundantly”
— Carlos Pellicer Cámara*



COMPETITIVE POSITIONING FOR GLOBAL NEARSHORING

**Economically Active
Population: 1,143,069**

Q2 2025

**Young and Skilled
Workforce**

42 Public Higher
Education Institutions

81 Private Higher
Education Institutions

Key R&D and Innovation Centers

CIISPALMA

(Research and Innovation Center for Oil Palm Sustainability): This center is instrumental in assisting producers across Southeast Mexico to adopt superior agricultural and industrial practices to enhance competitiveness and sustainability.

CIATEQ

(Center for Advanced Innovation and Technology): Administered and operated by the Federal Government, this center specializes in advanced industrial and manufacturing processes, supporting technological modernization.

INIFAP

(National Institute for Forestry, Agricultural, and Livestock Research): Maintains a major campus and experimental field in Tabasco, dedicated to research and development concerning tropical plantations and livestock.

INDUSTRIAL DIVERSIFICATION

Industry Leaders Are Already Here

“ Tabasco is the leading platform in southeastern Mexico for logistics, distribution, commerce, and services.

+50

**COUNTRIES TRUST TABASCO AS
A DESTINATION FOR INVESTMENT**



15 *Industrial parks with over 5,000,000 m² of construction*

+70 *Regional Distribution Centers have strategically chosen Tabasco to establish their primary logistics hubs.*

INDUSTRIAL DIVERSIFICATION

Industry Leaders Are Already Here



SPECIFIC INVESTMENT OPPORTUNITIES

Beyond Energy: An Expanding Ecosystem



Fisheries and Aquaculture

- Investment projects in high-tech aquaculture farms.
- Seafood processing facilities.
- Development of cold chains for export.
- Modernization of the fishing fleet.



Arts and Creative Economy

- Development of handicrafts / luxury brands.
- Film industry ventures.
- Creative workshops and studios.
- E-commerce platforms for direct global sales.



Agroindustry

- Industrialization of cacao (fine chocolates, liqueurs).
- Production of biofuels derived from oil palm.
- Precision agriculture projects to optimize output.
- Meat processing plants.



Cultural and Eco-Tourism

- Development of boutique hotels and eco-lodges.
- Creation of nature interpretation centers.
- Development of sustainable tourism infrastructure.

SPECIFIC INVESTMENT OPPORTUNITIES

Beyond Energy: An Expanding Ecosystem



Renewable Energy

- Solar parks.
- Small-scale hydroelectric plants.
- Implementation of solar energy systems in industrial complexes and the agricultural sector



Technology & Industry 4.0

- Software development centers.
- Pharmaceutical chemistry.
- Biomass energy projects.
- Industrial parks.
- Logistics parks.
- Innovation hub.



Logistics and Trade

- Industrial warehouses (Naves industriales).
- Distribution centers.
- Logistics parks.



Automotive and Light Manufacturing

- Electromobility components.
- Semiconductors manufacturing.
- Metal-mechanics industry.
- Plastic auto parts.
- Textile manufacturing.
- Electrical harnesses.

"Tabasco is not land, it is a green promise that is fulfilled every morning"

— Carlos Pellicer Cámara



OUR AGRICULTURAL ASSETS

Tabasco's Top 10 High-Value Crops



Tabasco is a top generator of value in banana production, maintaining a strong export presence in global markets.



The state leads the nation in production volume and market value for Cacao in Mexico.



31% of national production, key for oleochemicals and biofuels



Sugar Cane

Grain Corn



Lemon

Orange



Pineapple

Chihua Squash Seed



Chili Pepper

AGROINDUSTRY & INTERNATIONAL OPPORTUNITIES

Global Market Presence and Export Value



Sugar Cane & Derivatives:

- Export value USD 17.7 million (A key agro-industrial leader).

- Investment Opportunity: Significant potential in bioethanol and clean energy derived from sugarcane, aligning with global decarbonization objectives.
- Product Development: Development of higher value-added products such as refined sugars, syrups, and natural sweeteners.
- Integration: Focus on integration into global food and beverage supply chains



Cardboard and Cellulose Products

- Export Value: USD \$2.29 million.

- Investment Opportunity: Strategic entry into the circular economy and green packaging, driven by increasing demand from export industries.
- Strategic Alliances: Opportunity to form strategic partnerships with the logistics and agro-industrial sectors to supply certified ecological packaging.
- Nearshoring Advantage: Manufacturing nearshoring in Tabasco offers cost and time reduction compared to Asian imports.



Cacao Beans (Raw or Roasted)

- Export Value: USD \$1.5 million.

- Investment Opportunity: Investment in premium chocolate clusters, leveraging the Cacao Grijalva Denomination of Origin.
- Market Potential: High potential in the gourmet and organic products market (Europe and North America).
- Value Chain Expansion: Development of value chains in cosmetics, nutraceuticals, and functional beverages based on cacao.
- Tourism Opportunity: Opportunities in gastronomic tourism (e.g., Cacao Route, origin experiences).



"Origen Tabasco" Certification Brand

The "**Origen Tabasco**" certification guarantees that products or services from Tabasco meet specific standards and characteristics, assuring consumers of quality and compliance.

ORIGEN TABASCO

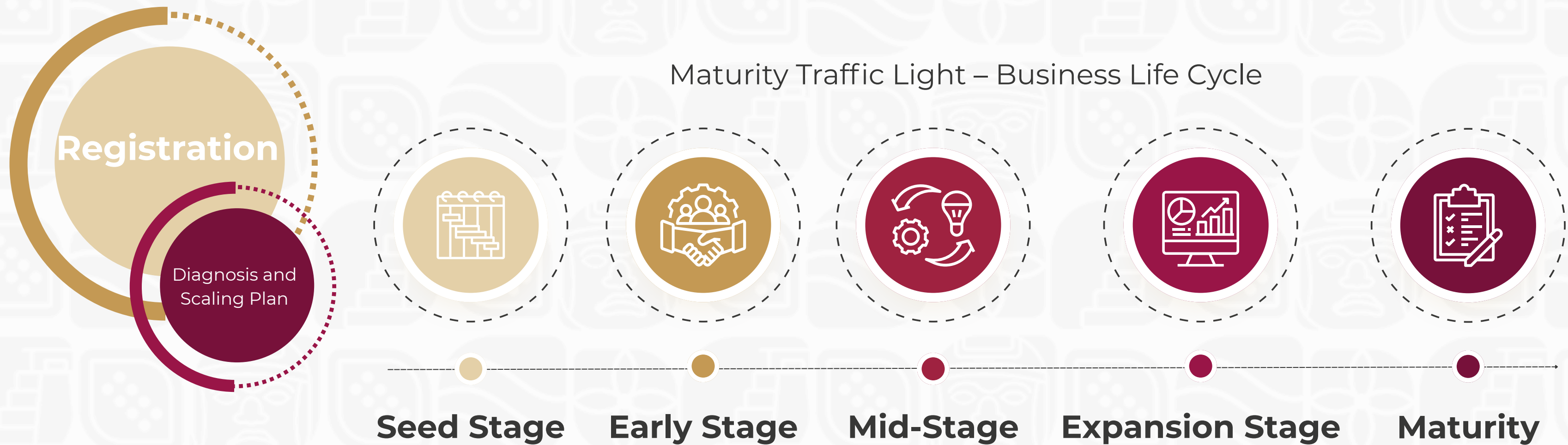
Certification Brand



ORIGEN TABASCO

Business Scaling Strategy

Maturity Traffic Light – Business Life Cycle



KEY BUSINESS DEVELOPMENT AREAS

Management /
Leadership

Organizational
Structure

Commercial
Strategy

Production &
Operations

Finance

ORIGEN TABASCO

Iconic products



ORIGEN TABASCO



Marketing channels



Network of strategic partners



nacional financiera



BANCOMEXT



Asociación de Sociedades Financieras de Objeto Múltiple en México, A.C.

“Eden exists. It has a name, it has a river, it has cacao: it’s called Tabasco.”

— Carlos Pellicer Cámara



TABASCO
GOBIERNO DEL PUEBLO

TABASCO
¡El Edén, tienes que vivirlo!

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¡El Edén, tienes que vivirlo!

VisiteTabasco.com



escápate a Tabasco

¡El Edén tienes que vivirlo!

Tabasco, es
Naturaleza,
Cultura, Tradición
y Gastronomía.



Aventura
Cascadas de Villa Luz, Tacotalpa.



Pesca
Laguna del Cometa, Centla



Agroindustria
Haciendas Cacaoteras,
Comalcalco.



Salud y Bienestar



Gastronomía
Sazón Ancestral, Nacajuca.



Gol y Playa
Miramar, Centla.



Ecoturismo
Pantanos de Centla.



Cultura
Zona Arqueológica de Comalcalco.



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Government of the State of Tabasco

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