

An aerial photograph of the city of Nuevo León, Mexico, during the "golden hour" of sunset. The sky transitions from a deep blue at the top to a warm orange and yellow near the horizon. In the background, a range of mountains is silhouetted against the bright sky. The city's skyline is visible, featuring several prominent skyscrapers, including a tall, slender glass tower on the left and a cluster of modern buildings in the center. A large, lush green park with winding paths and small ponds occupies the foreground and middle ground, providing a stark contrast to the urban environment. The overall scene conveys a sense of modernity and natural beauty.

WELCOME TO
NUEVO LEÓN

WHERE IS
NUEVO LEÓN?

Canada

USA







Mexico

Nuevo León



Connectivity

From Nuevo León to the world.

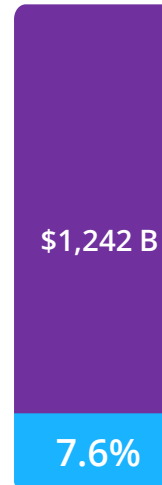
-  Air
-  Port
-  I-35
-  International Border
-  FERROMEX
-  Kansas City Southern



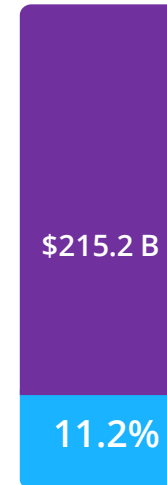
ECONOMIC OVERVIEW

Highest GDP per capita in Mexico.

GDP
(2018)



Manufacturing GDP
(2018)



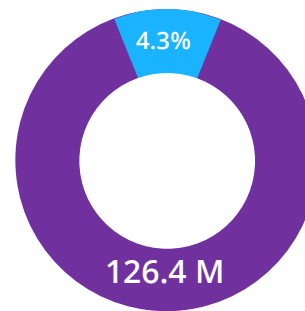
GDP per
capita/year
(2018)



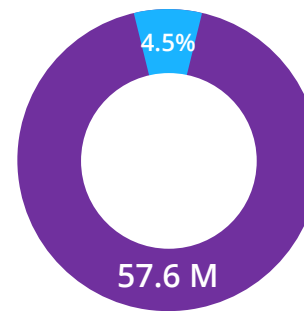
Annual
Growth
(2018)



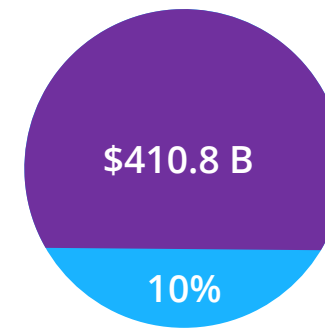
Population
(2019)



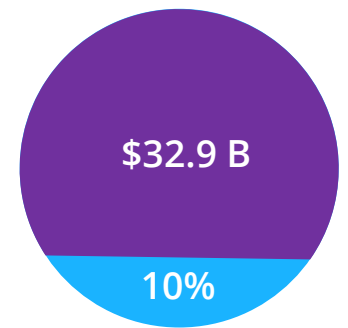
Labor Force
(2019)



Manufacturing
exports



FDI

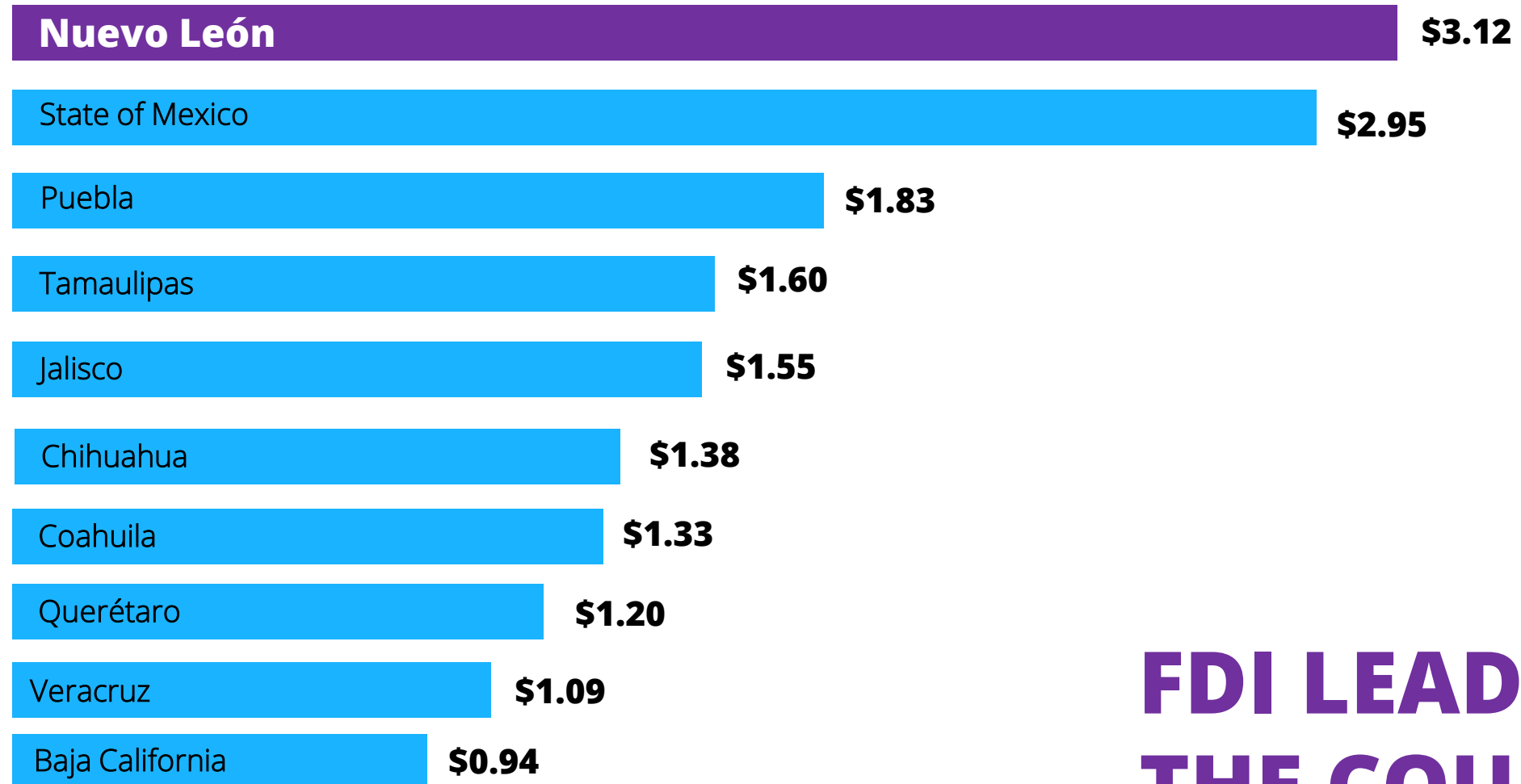


Figures in USD Dollars
Source: DATA Nuevo León

 Mexico

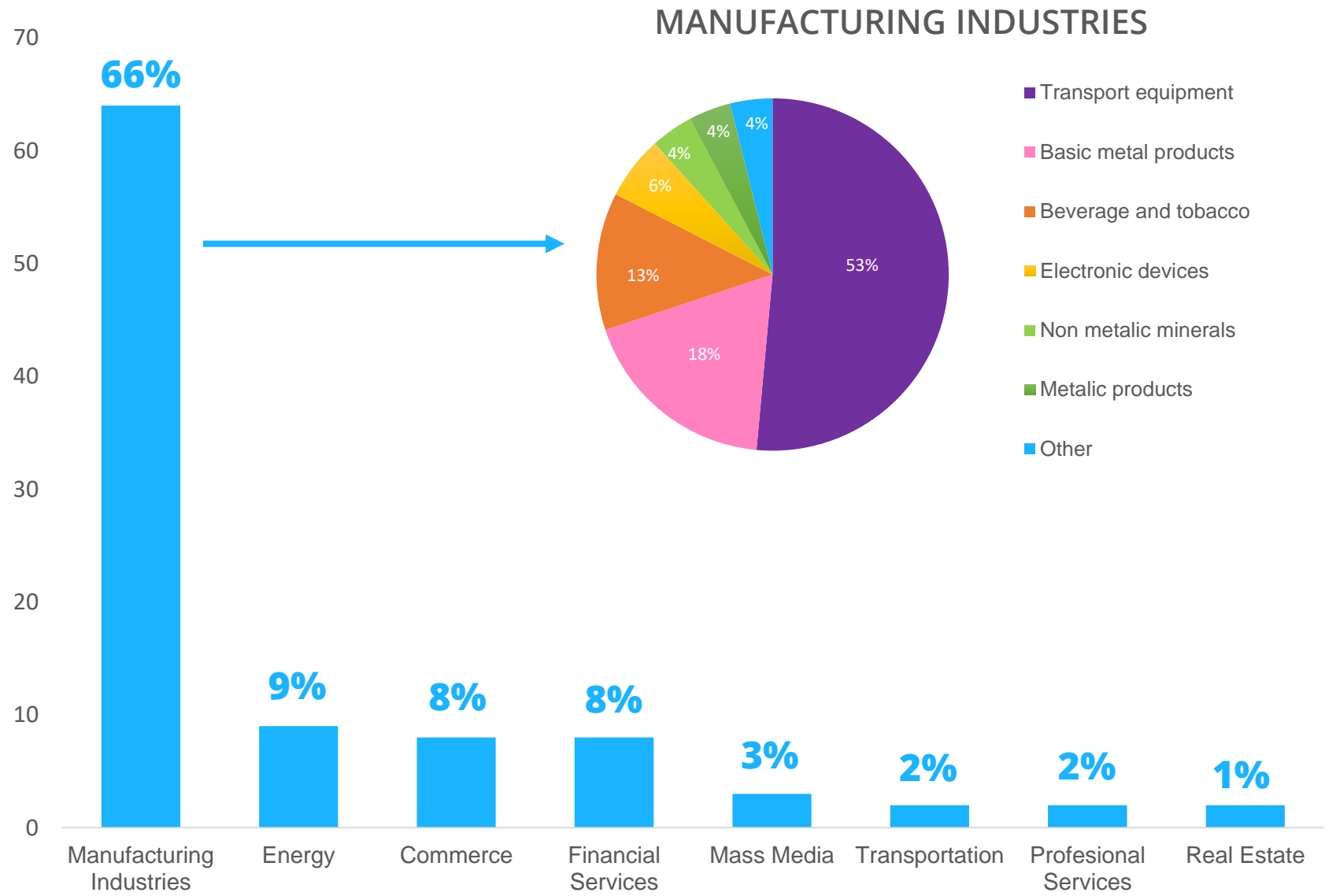
 Nuevo León

FDI IN NUEVO LEÓN



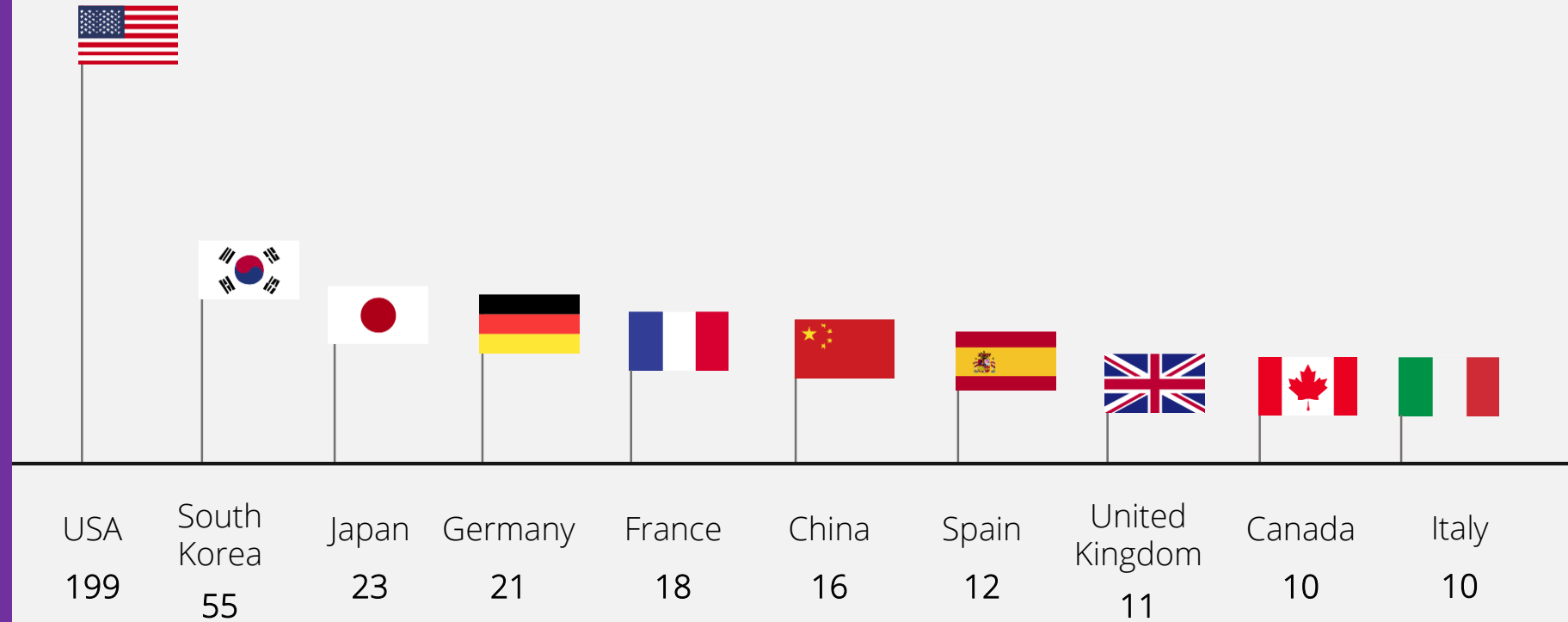
**FDI LEADER IN
THE COUNTRY**

BY SECTOR



PROJECTS BY ORIGIN

2015 - 2019



HUMAN CAPITAL

Most productive human capital in the country.



"The vehicles produced by KIA Motors at Nuevo León's plant achieved the highest quality standards".

-J.D. Power 2019



11,000 +
Technicians
graduate per year



5,800 +
Engineers
graduate per year



20,000 +
Bachelors
graduate per year



1,000 +
Masters and PhD
graduate per year

Main Universities



UDEM®

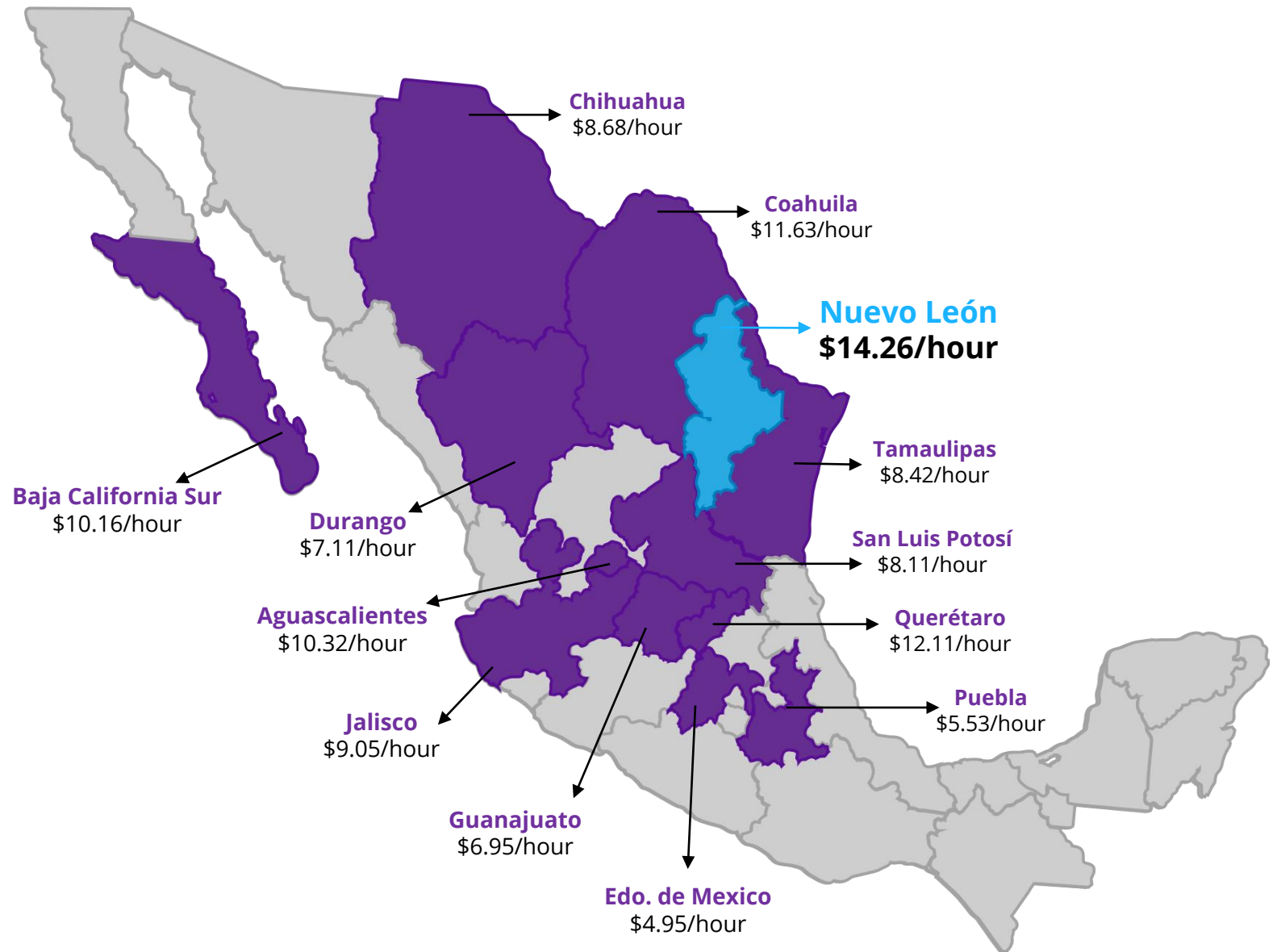
U-ERRE



PRODUCTIVITY

Nuevo León, the most productive state in Mexico

Productivity is measured as a result of how much a worker can produce with one hour of his work.



Figures in USD Dollars.
Source: México, ¿Cómo vamos? with INEGI data.

QUALITY OF LIFE

Best place to live, work and do business.

Nuevo León:

Highest living standards in Mexico.

-Mercer, 2019

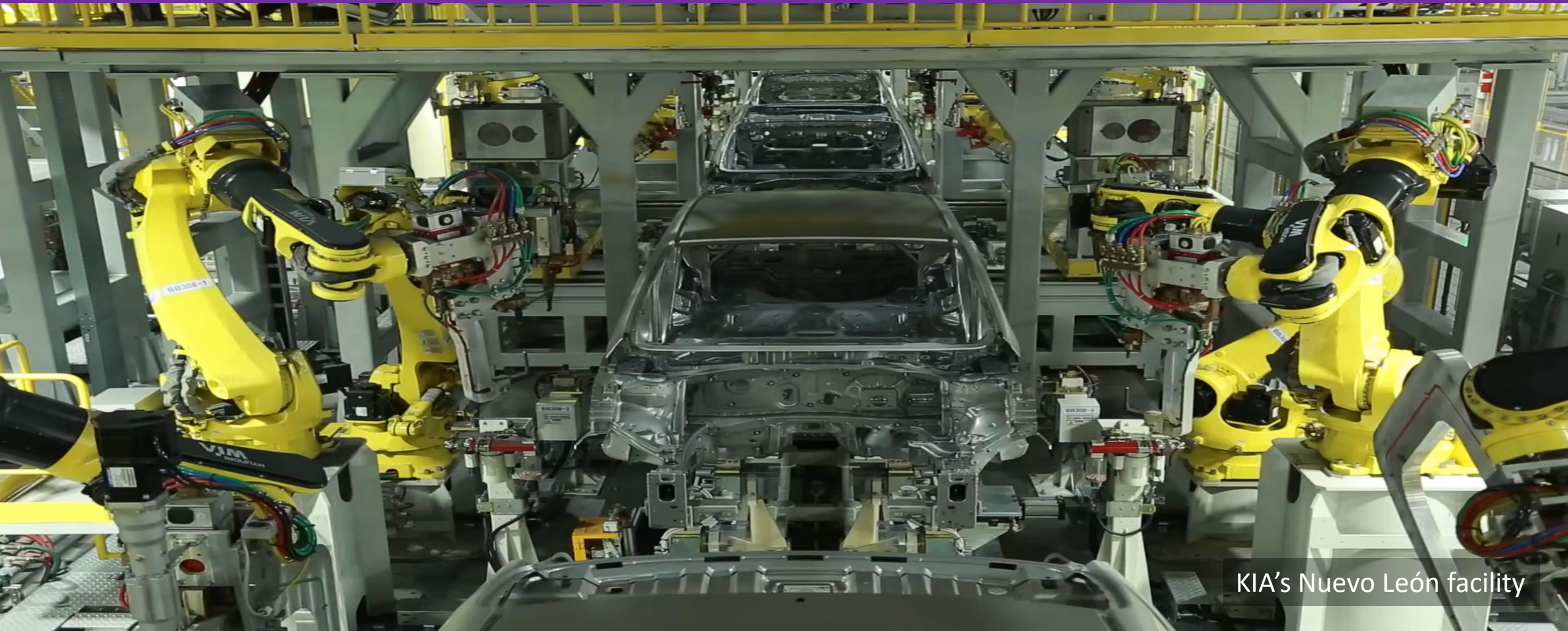
- + **1,700** high cuisine restaurants
- + **52** highly regarded museums
- + **30** modern shopping centers
- + **15** certified hospitals
- + **8** golf courses



INDUSTRY 4.0 AND INNOVATION

Welcome to the smart state.

Nuevo León is the first State in Mexico to launch an initiative that empowers the development of a **4.0 ecosystem**. It seeks to **boost industrial growth**, job creation and a highly skilled labor force. This initiative resulted from a **conjoint effort** between the State Government of Nuevo Leon, private sector representatives, academic institutions and R&D Centers.



KIA's Nuevo León facility

RESEARCH AND TECHNOLOGY INNOVATION PARK (PIIT)

110 hectares exclusively for R&D centers

4 high technology business incubators

2,800 jobs created

+300 linked projects

+90 international agreements of the R&D center at PIIT



TRIPLE HELIX MODEL

Government, academia and industry.

13 FORMALIZED CLUSTERS



Automotive



Aerospace



IT & Software



Home Appliances



Interactive Media



Health



Tooling



Energy



Agrifoods



Tourism



Urban & Housing



Nanotechnology



Biotechnology

**THEY HAVE
TRUSTED US**

You should, too.

3,900 + FOREIGN CAPITALIZED COMPANIES

Automotive



Home appliances



IT & Software



Energy



Food and Beverage



Other



Aerospace



DO YOU NEED HELP?

We can do it for you.

OUR SERVICES

A comprehensive system that covers a diversity of areas according to the needs of every project.



Investment
consultancy



Business
agendas



Networking with
local partners and
potential suppliers



Site
selection



BUSINESS
NUEVO LEON
Leading success.

Thank you!

Now that you know what make this state so great,
we invite you to join us in living the experience.



BusinessNLMX

www.businessnuevoleon.com



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Investment Guide