

# MICHOACAN STATE GOVERNMENT

## Promotional Brief



2015 - 2021



# Michoacan Strategic Location

One of Mexico's 32 states, is rich and diverse.

- Formed by 113 towns
- 58,000 km<sup>2</sup> surface
- 213 kms of coasts in the Pacific

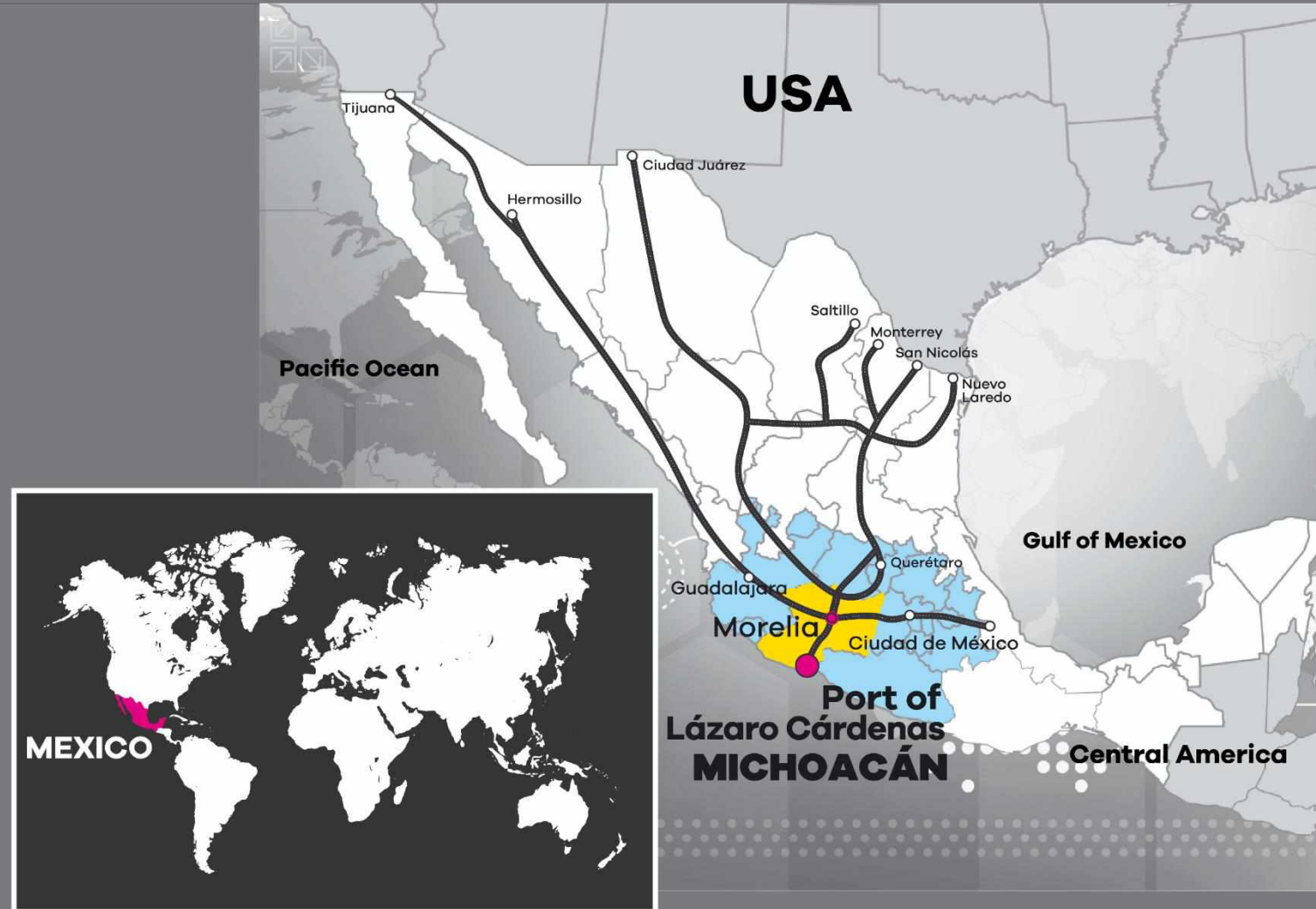
Within 300 kms of its capital, Morelia:

- 54% Mexico's total population
- 60% of consumer market

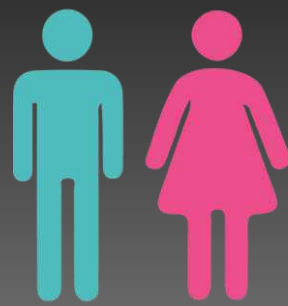
Distances to:

Mexico City 298 km

Guadalajara City 287 km







**Population 4.7 millions**

## **Human Capital for business**

**Every year, around 20,000 new professionals graduate in Michoacan.**

**121**

Universities

**240**

Upper Secondary  
Education Institutions

**4**

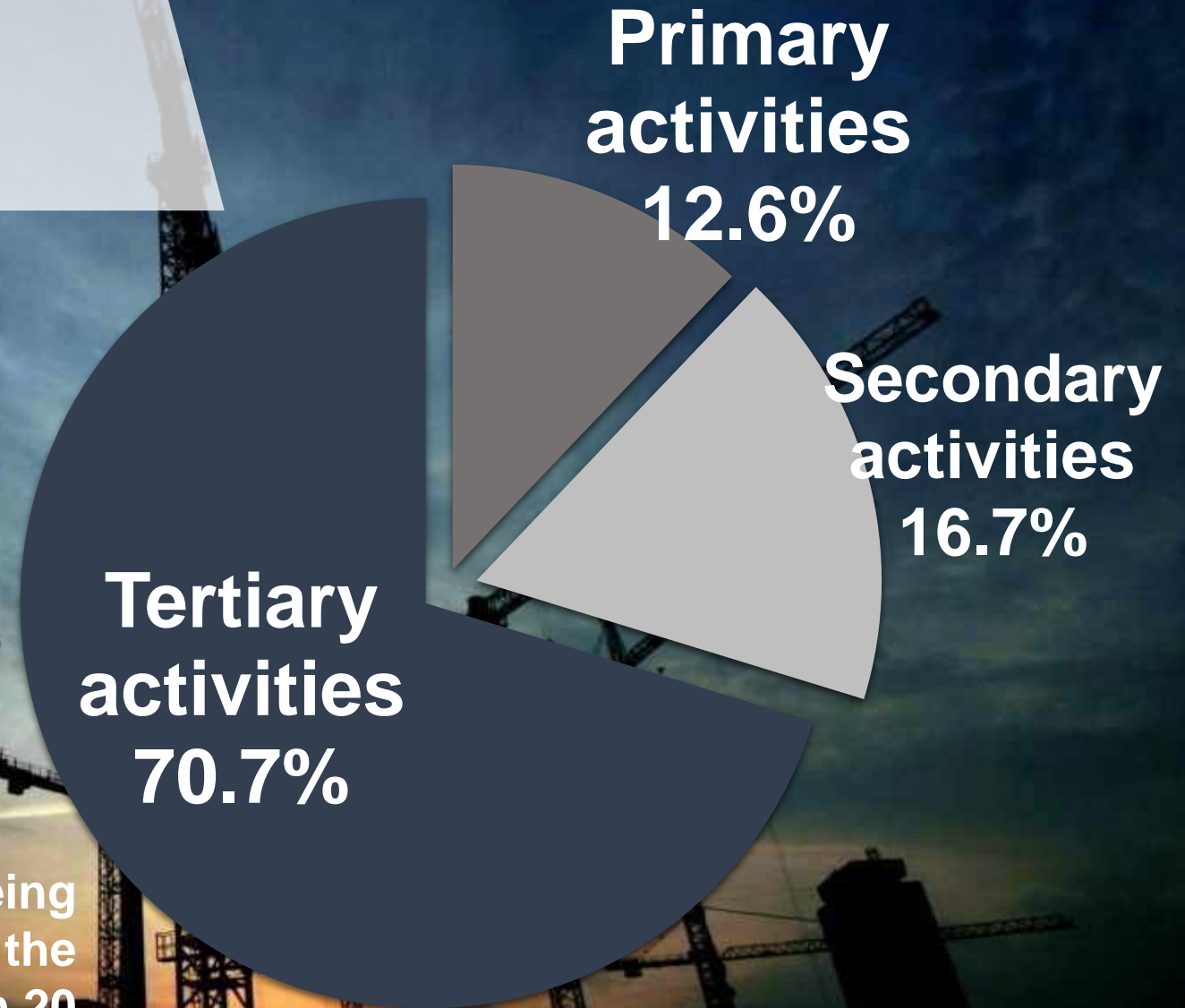
Universities  
within 100 best  
in country

**Source: CONAPO (early 2019). ANUIES Higher Education Statistical Yearbook 2018-2019**

## **State GDP 2017: 421.2 billions of pesos**

Michoacan has a rich and strong economy, full of opportunities.

Its diverse economy is growing strong, being the country's leader for 7 years in a row in the primary sector, generating more than 20 different agricultural products.



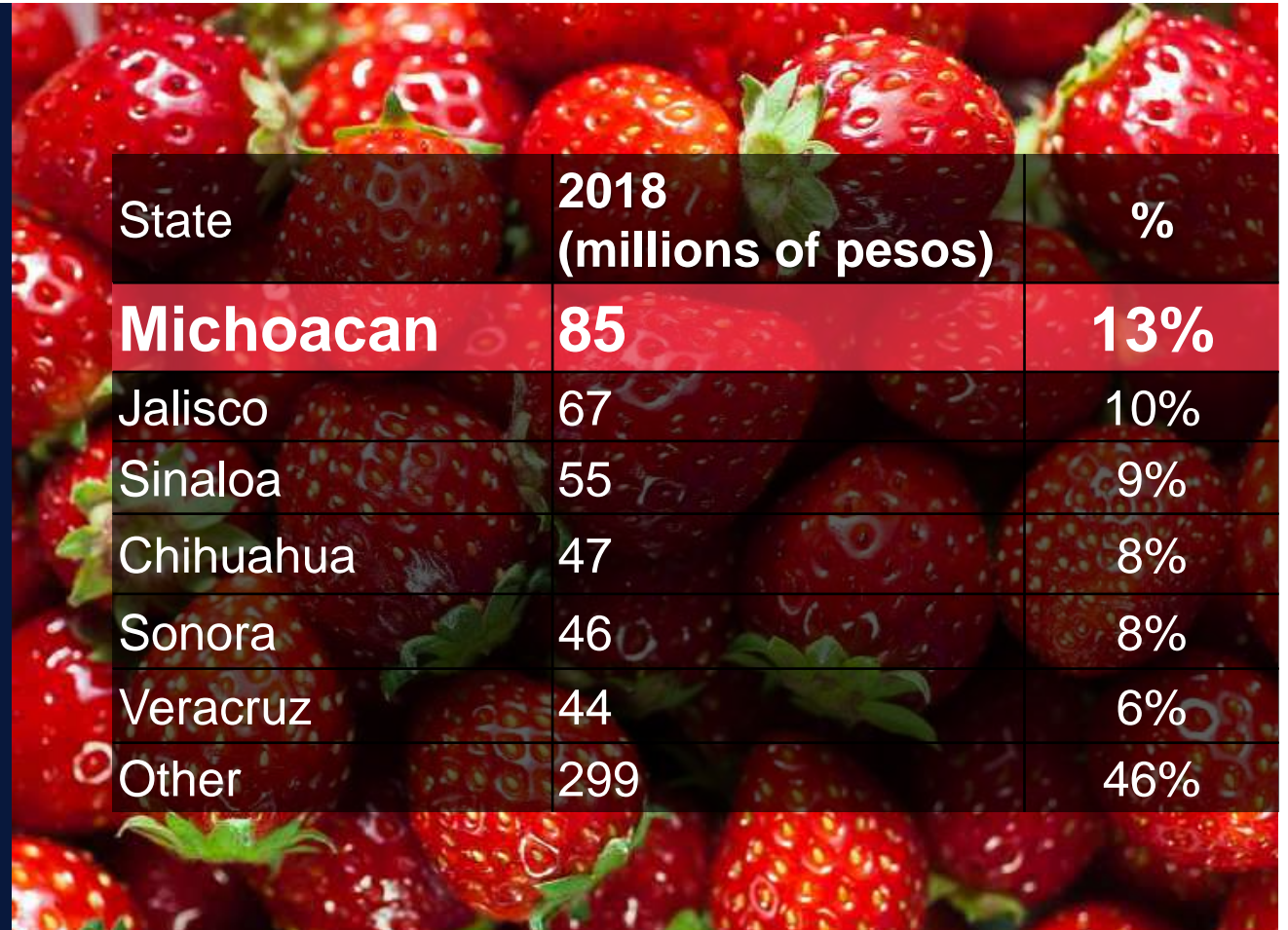


# Leader in **Agricultural Production**

## Total value of the national agricultural production 2018

In 2018, Michoacan contributed with 13.2% of the total value of

Mexico's agricultural production, becoming the **National  
Top Producer.**



State	2018 (millions of pesos)	%
<b>Michoacan</b>	<b>85</b>	<b>13%</b>
Jalisco	67	10%
Sinaloa	55	9%
Chihuahua	47	8%
Sonora	46	8%
Veracruz	44	6%
Other	299	46%

Source: SADER (2018).



# AVOCADO

***1st. Place***

***Production World Ranking***



**2.2 million tons**

Exports to

**39**

Countries

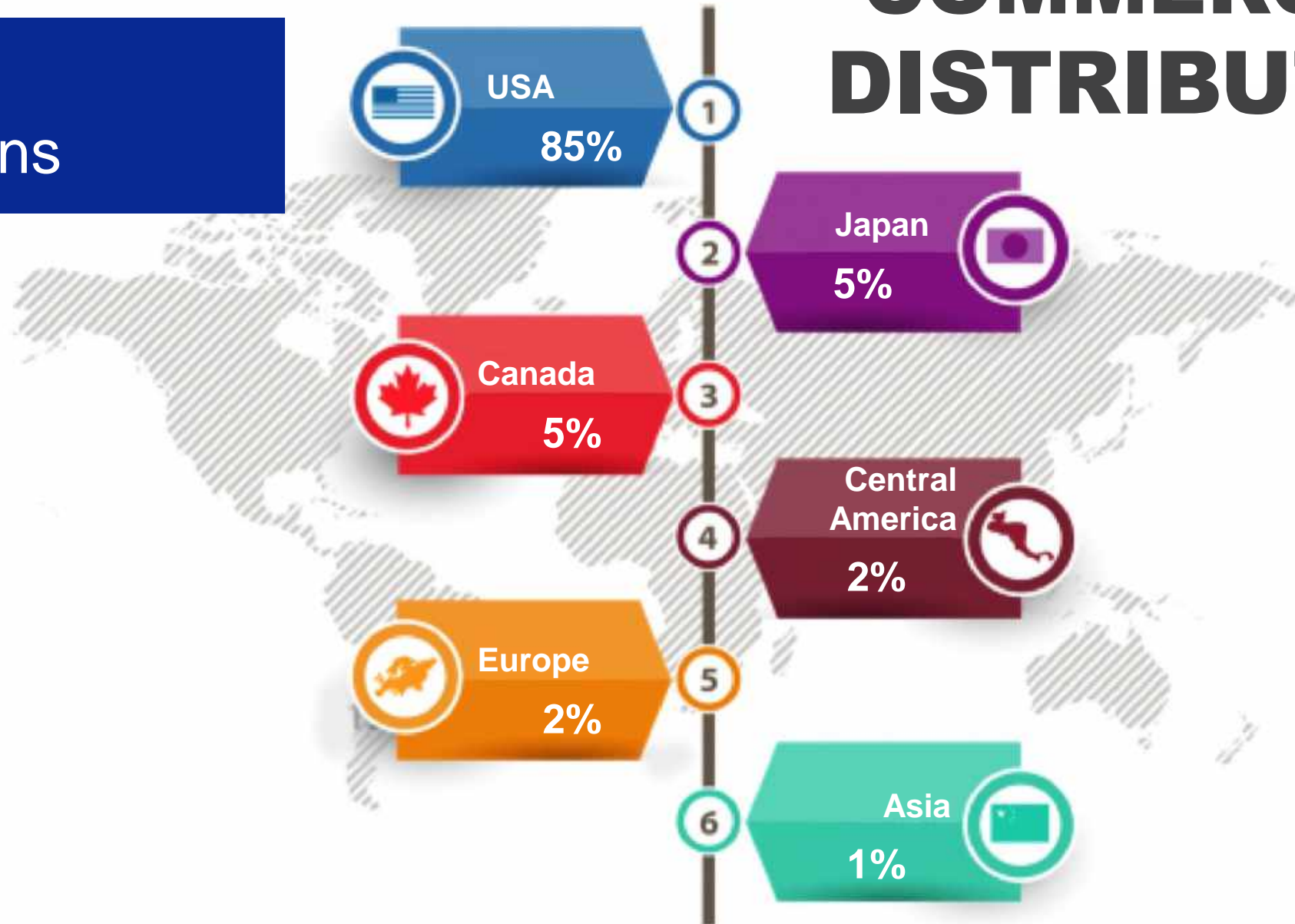
In 2018 Michoacan's production amounted  
to **77% of the country's total**,  
becoming the top national producer.

*Source: SIAP / [trademap.com](https://www.trademap.com)*

## Avocado Exports:

2018-2019  
914,000 tons

# COMMERCIAL DISTRIBUTION





# BERRIES EXPORTS

**EXPORT HARVEST VOLUME**  
**367,081 anual tons**

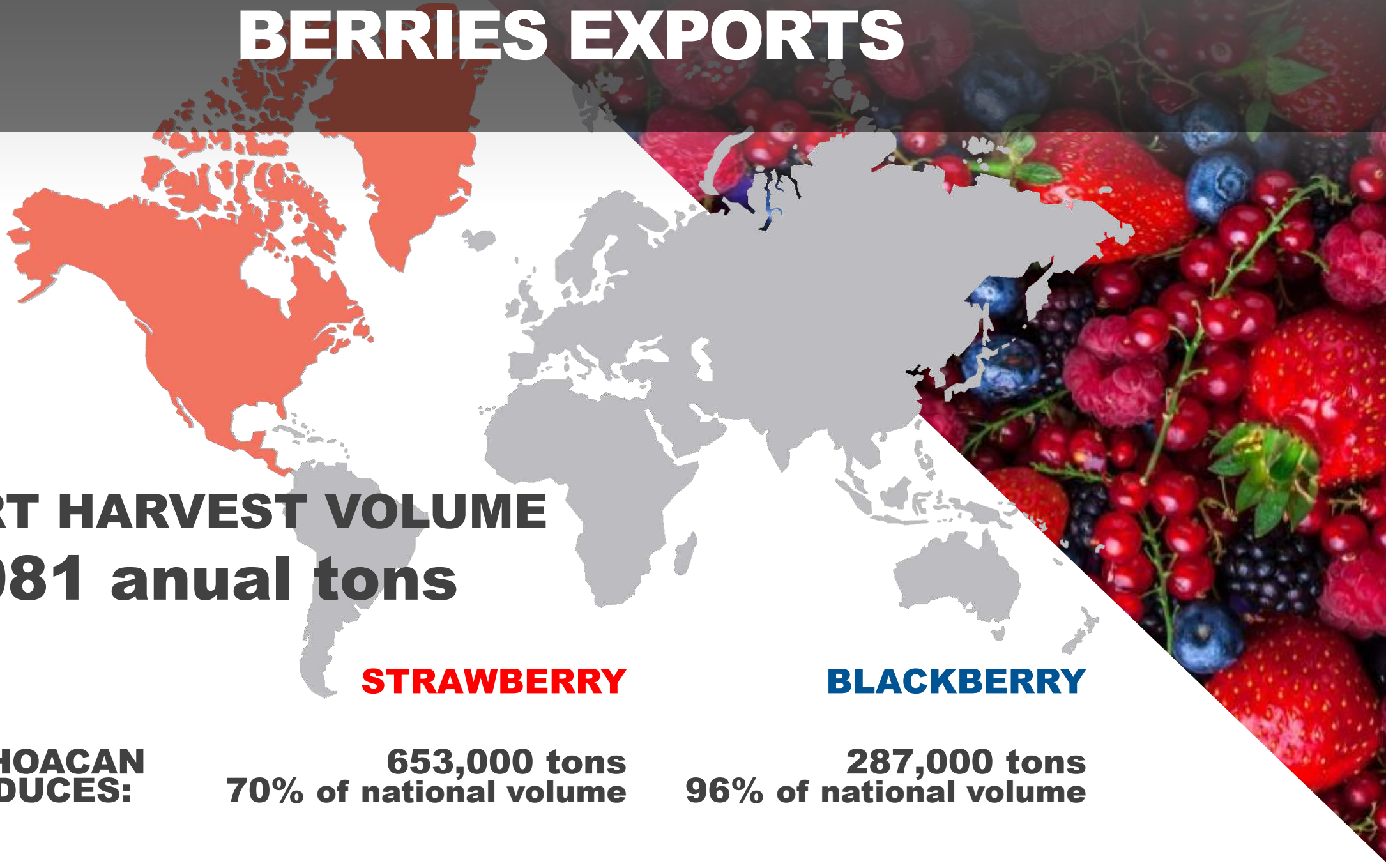
**STRAWBERRY**

**BLACKBERRY**

**MICHOACAN  
PRODUCES:**

**653,000 tons**  
**70% of national volume**

**287,000 tons**  
**96% of national volume**





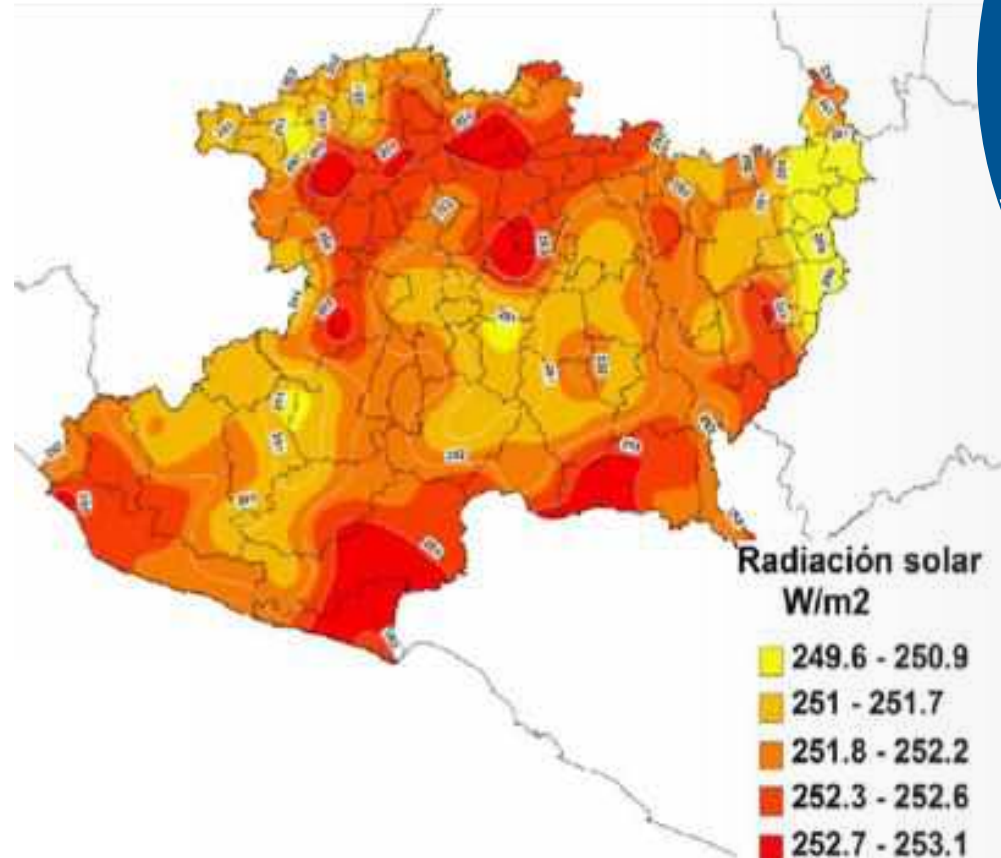
# National Leader in Renewable Energy Production

High hydroelectric and geothermal resources.

35 cities in Michoacan with high potential to develop solar energy projects



- Economic Growth  
- Sustainability



# More than \$3,000 usd M in new investments



**Work agenda to generate a virtuous circle  
of economic development.**



# Port of Lazaro Cardenas

**Total load movement  
32 million tons**

*\*Mexico's busiest port by cargo tonnage.*

**Deepest port in Mexico (19 m)**

**Allows ships up to 165,000 tons and  
7th generation container carriers.**

## **Load types:**

- **Loose cargo** – 3 million tons
- **Containerized** – 9 million tons
- **Mineral bulk** – 16 million tons
- **Agricultural bulk** – 306 million tons
- **Fluids** – 3.4 million tons



**MAERSK**



ArcelorMittal



**HPH**



**PEMEX**

# 59 Shipping lines working at the Port of Lazaro Cardenas





Together, these companies move up more than 70% of container movement.



**Both terminals have the capacity to handle the equivalent to the national port system total movement, which in 2018 was 7 million TEU's (Twenty- foot Equivalent Unit)**



**ISUZU**



**HYUNDAI**



**SUBARU**



**HINO**



**HONDA**



**北京汽车  
BAIC MOTOR**

# Specialized Vehicle Terminal SSA

Port of Lazaro Cardenas is number one in the Mexican-Pacific handling vehicular cargo

**Static Capacity: 13,000 cars**

**Annual movement: 660,000 units**



**First of its kind in Mexico.**



## North America

- USA
- Canada

## Central America

- Panama
- Costa Rica
- Guatemala
- Nicaragua
- El Salvador
- Honduras

## South America

- Chile
- Colombia
- Peru
- Ecuador
- Brasil
- Uruguay
- Argentina
- Trinidad and Tobago

Source: APILAC Handbook.



# 107

Ports

# 41

Countries

## Europe

- Germany
- Ukraine
- Belgium
- France

## Africa

- Angola
- Morocco

## East Pacific

- Russia
- China
- Japan
- South Korea
- Taiwan
- Australia
- Indonesia
- India
- Thailand
- Singapore

# Port of Lazaro Cardenas Connected to the world

# Connectivity with Automotive Industry



Source: Industria Nacional de Autopartes A.C.







# MICHOACAN MEANS QUALITY OF LIFE



Michoacan has appeared several times on UNESCO's World Heritage List, for its extraordinary culture and natural beauty.





Alfonso Cuarón,  
asistente a las  
ediciones 2007 y 2013  
del FICM

# INTERNATIONAL FESTIVALS




- Morelia International Film Fest
- Miguel Bernal Jiménez Music Festival
- Morelia's Pipe Organ International Fest



Cinepolis  
Headquarters  
Location







**We have everything to receive  
national and international  
tourism.**

**4 thousand rooms  
availables in Morelia**





# Morelia's Downtown UNESCO's World Heritage Site



# TRES MARIAS GOLF CLUB



**Host of 5 dates from the LPGA**



# SHOPPING MALLS

Paseo Altozano Morelia



Espacio Las Américas Morelia





# MEDICAL CENTERS



**First class public and private health infrastructure.**



# EXTRAORDINARY VISITORS

## 3 Annual Natural Migrations:

**Sea Turtle**



**White Pelican**



**Monarch  
Butterfly**



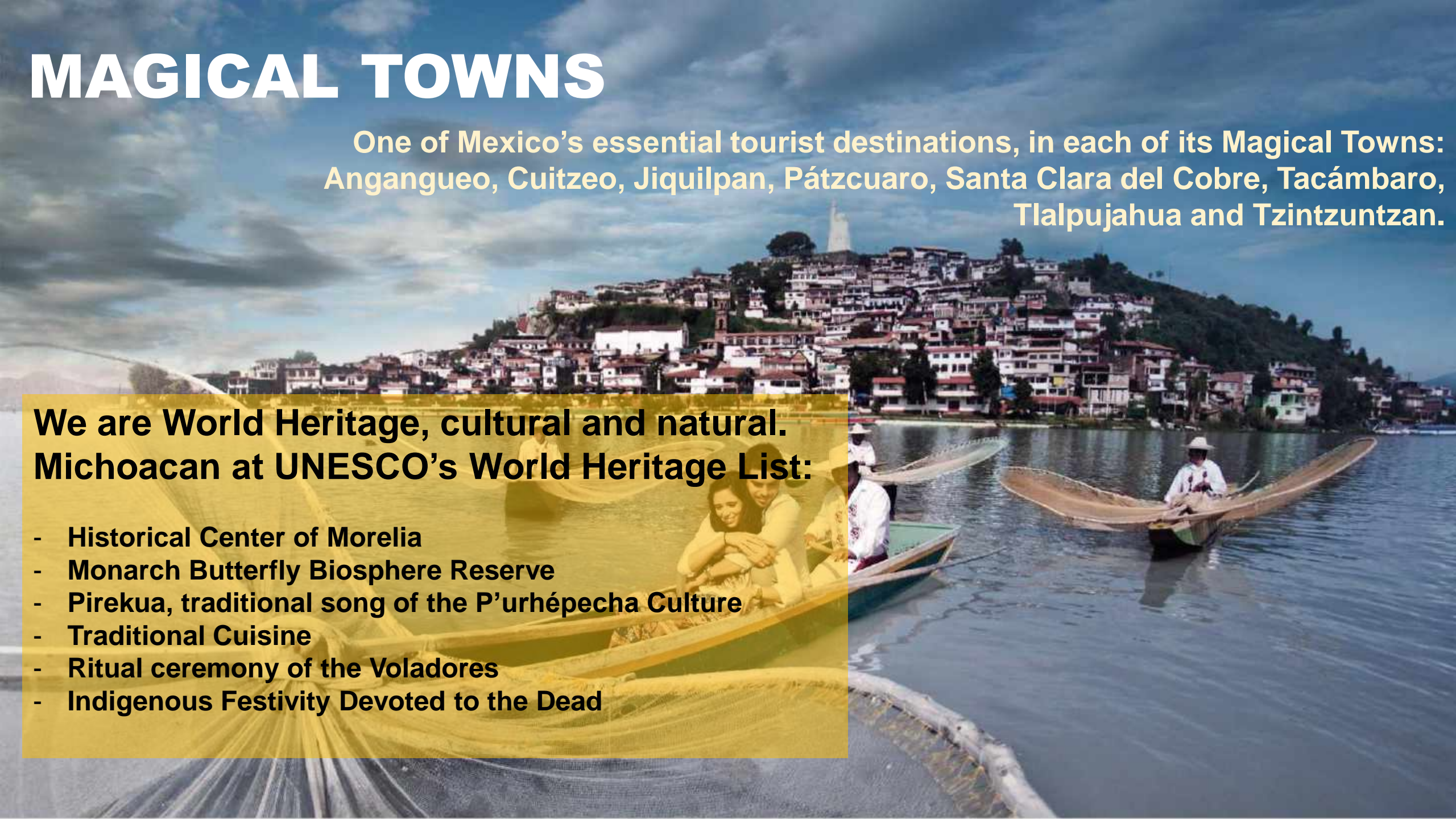


# MAGICAL TOWNS

One of Mexico's essential tourist destinations, in each of its Magical Towns: Angangueo, Cuitzeo, Jiquilpan, Pátzcuaro, Santa Clara del Cobre, Tacámbaro, Tlalpujahuá and Tzintzuntzan.


**We are World Heritage, cultural and natural.  
Michoacan at UNESCO's World Heritage List:**

- Historical Center of Morelia
- Monarch Butterfly Biosphere Reserve
- Pirekua, traditional song of the P'urhépecha Culture
- Traditional Cuisine
- Ritual ceremony of the Voladores
- Indigenous Festivity Devoted to the Dead





# CULTURAL HERITAGE



**For all this, among other things, the State of Michoacan is the best place for investment and Mexico's most attractive business destination.**

# WELCOME TO MICHOACÁN

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2015 - 2021

