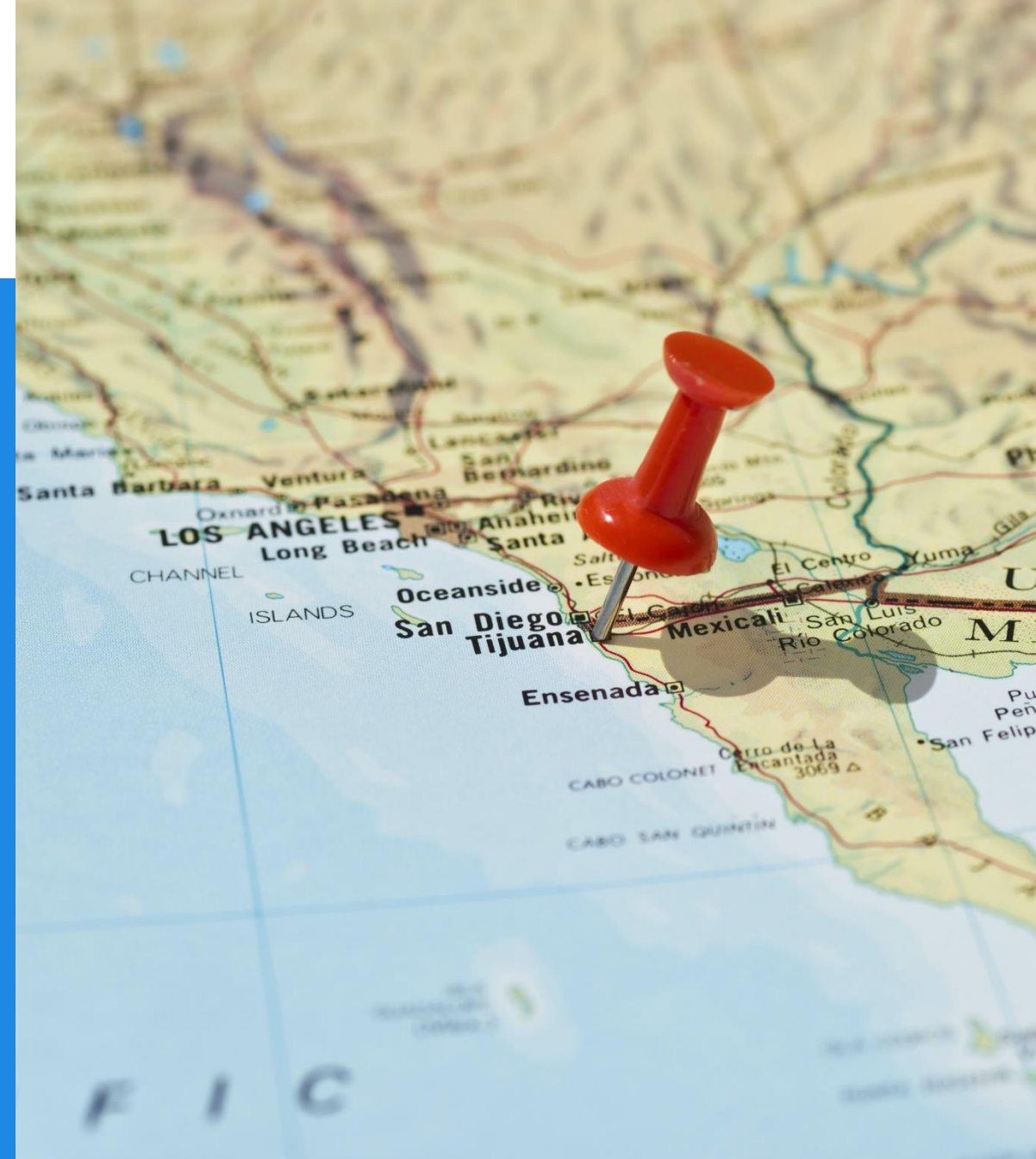


NEARSHORING IS BACK!

Roman Caso

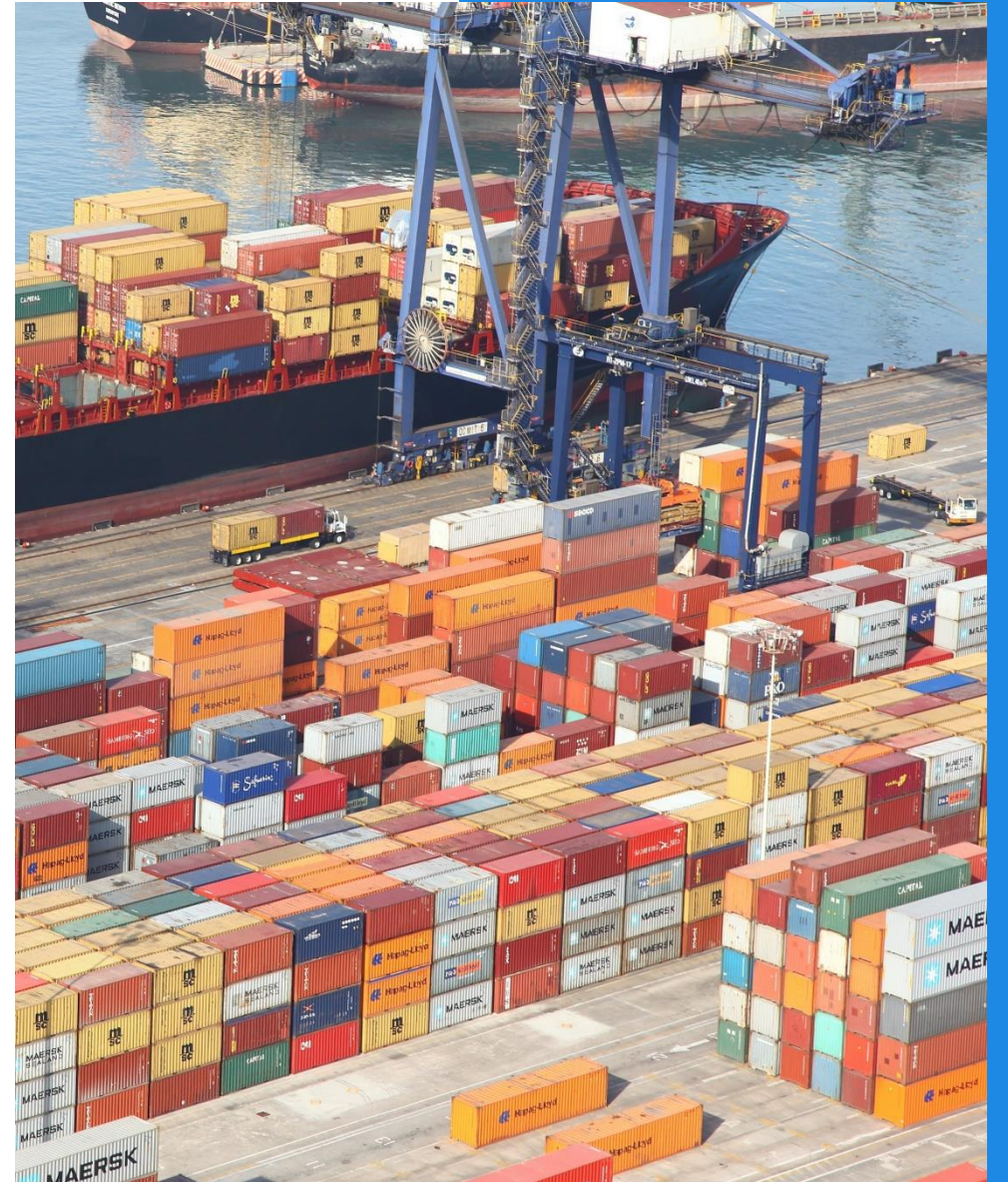
President of CANIETI



WHY MEXICO

Best combination of assets:

- Low-cost, Highly-skilled Workforce
- Proximity to Major Markets
- USMCA, Free Trade Zone
- Maquila Duty-free Temporary Imports
- Strong Intellectual Property
- Established Infrastructure



WHY BAJA:

Experience & Expertise

- 50 Years of Manufacturing Experience
- Just-in-time Deliveries and Production Oversight
- Access to International Airports and Ports
- Bilingual and Bicultural Workforce
- Binational Collaboration (Industry Hubs) and Close Cultural Ties to the US
- Network of Industry Support Services
- Industry Expertise



TIJUANA'S **KEY INDUSTRIES**



ELECTRONICS

- **120+**
- Companies
- **48,374**
- Workforce



AUTOMOTIVE

- **52**
- Companies
- **18,000**
- Workforce



MEDICAL DEVICES

- **44+**
- Companies
- **41,900**
- Workforce
- **#1 in North**



AEROSPACE

- **37**
- Companies
- **11,690**
- Workforce
- **#1 in Mexico**



GLOBAL MANUFACTURING CHALLENGES

- US-China Trade War
- IP Protections
- The UK leaving the EU
- Time in Transit
- Supply Chain Disruptions
- COVID-19 Outbreak



REGION'S OPPORTUNITIES

Additional Competitive Advantages

Corporate Strategy

Overcoming global challenges by implementing innovative strategies to keep the industrial economy alive and reactivate it gradually.

Industrial Autonomy

Become more independent, use local resources, and deepen the region's technical know-how.

Technology Transfer

Co-participation, investment, research and development, pushing high-end manufacturing, incentivizing innovation.

Success Stories

Follow the example of economies that were where we are now. China, India, Malaysia, Japan, Taiwan, South Korea.



CORPORATE STRATEGY





TECHNOLOGY TRANSFER

INDUSTRIAL AUTONOMY





SUCCESS STORIES

INFRASTRUCTURE & LOGISTICS

Otay Mesa II Port of Entry/State Route-11

- Status
- Segments Completion
- Efficiencies
- Wait Times
- Value-added Amenities





CONCLUSIONS

- **Take advantage** of this historical moment to capture more foreign investment / new projects.
- Develop **collaboration models** to support existing and new projects that will allow technology transfer.
- Define a market niche and develop an **autonomous industry** to satisfy it.
- Push for the **construction progress** and completion of the Otay Mesa II port of entry.
- Keep our **corporate identity** in the face of adversity and governments.

Thanks

And See You Next Time



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