



TIJUANA
EDC



ANNIVERSARY
TIJUANA EDC

We provide free-of-charge services to foreign companies that are looking for *business opportunities in Mexico* to successfully expand their operations.

We promote the economic development and foreign investment in the Tijuana and the MegaRegion.

We have more than **30 years of experience** offering a global business network, strategic alliances, professional promotion systems and methodology, specialized committees, and business intelligence.

Investment Challenges at the Border



30 ANNIVERSARY
TIJUANA EDC

TIJUANAEDC.ORG

Know the
Mega-Region:

CaliBaja



30 ANNIVERSARY
TIJUANA EDC

TIJUANAEDC.ORG

United States of America

Los Angeles

San Diego

Tijuana

Ensenada

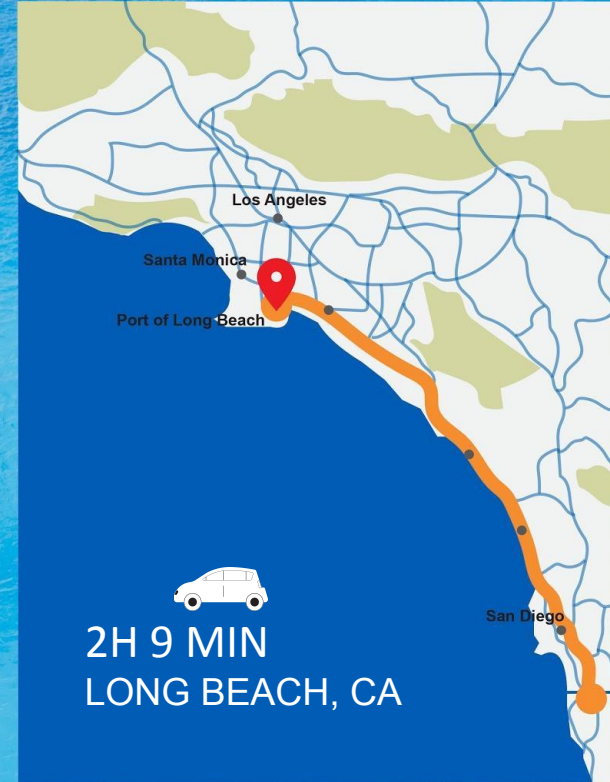
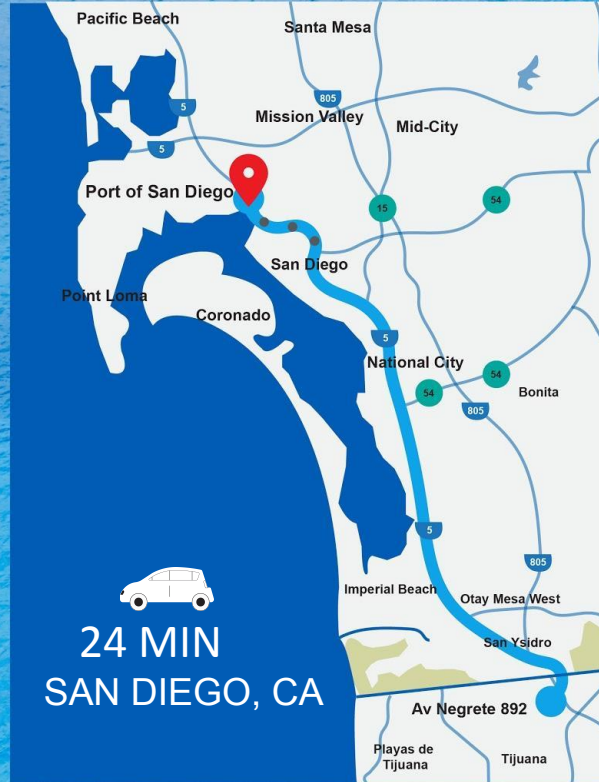
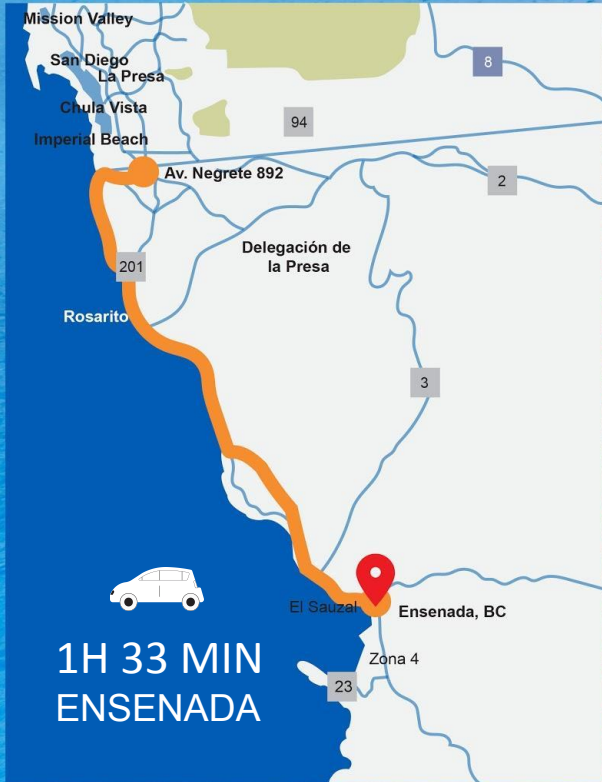
Mexicali

BAJA

Mexico



SEAPORTS



Port of LA

Port of LB

Ensenada

USA



PACIFIC OCEAN

GULF OF CALIFORNIA

Land Ports of Entry

Tijuana is strategically located just across the border from the US, with three points of entry and a new one on the way.

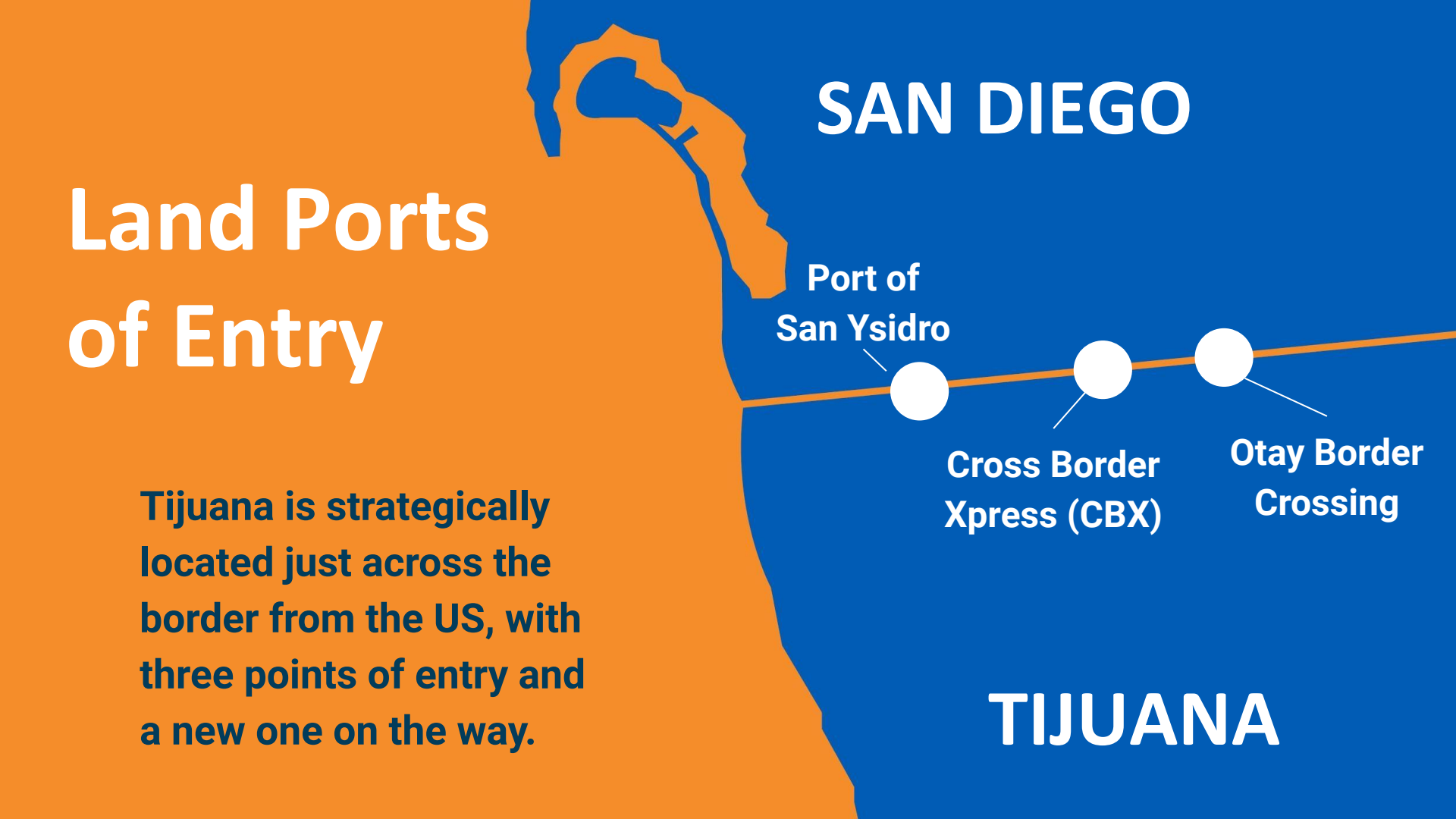
SAN DIEGO

Port of
San Ysidro

Cross Border
Xpress (CBX)

Otay Border
Crossing

TIJUANA





Otag Mesa II (Land Port)



SAN DIEGO



LOGISTICS

1

2

3

4

5

6



TIJUANA



TECATE



MEXICALI



ENSENADA



1. SAN YSIDRO
2. CROSS BORDER XPRESS (CBX)
3. MATRIX (AIR CARGO HUB)
4. OTAY 1
5. OTAY 2
6. TECATE
7. MEXICALI

Knowing Baja by numbers



30 ANNIVERSARY
TIJUANA EDC

TIJUANAEDC.ORG

IMMEX COMPANIES

- 6,478 in all Mexico
- 1,012 Baja California
- 954 Zona Costa

INTERNATIONAL TRADE IN IMMEX

- \$387 MDD exports in Mexico
- \$38 MDD exports in BC
- Total exports in Mexico 10%
- Total manufacturing exports 63%

TOTAL JOBS

- 897,000 jobs in BC (IMSS)
- 270,000 belongs to IMMEX
- 30% registered jobs in IMSS

INDUSTRIAL SECTORS

ELECTRONICS

65,000 EMPLOYEES
150 COMPANIES

MED-DEVICE

50,000 EMPLOYEES
50 COMPANIES
#1 NORTH AMERICA

AUTOMOTIVE

15,000 EMPLOYEES
55 COMPANIES

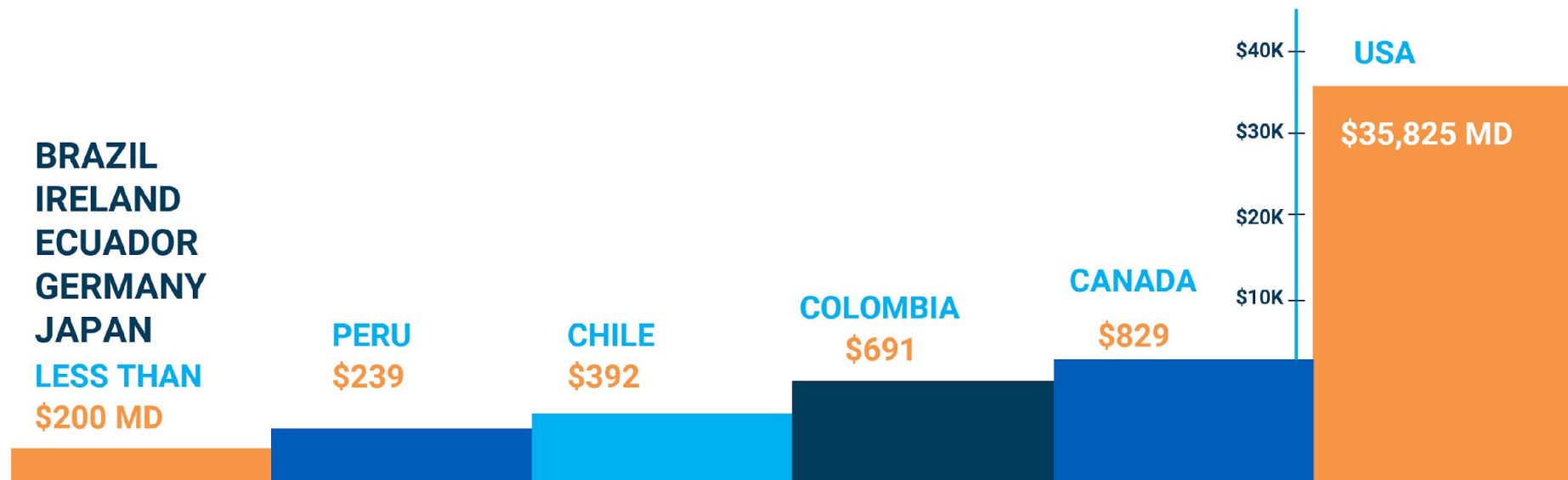
AEROSPACE & DEFENSE

13,000 EMPLOYEES
45 COMPANIES

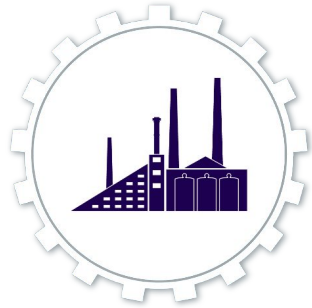
INDUSTRIAL COMPETITIVENESS

TOP EXPORTS IN BAJA CALIFORNIA BY DESTINATION

SOURCE: SECRETARIAT OF FINANCE AND PUBLIC CREDIT 2017. SEDECO.



New Investment 2019

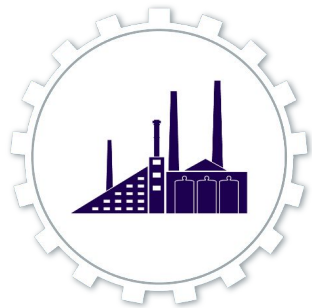


15

MEXICO
\$10.6 MDD

USA
\$125 MDD

Regional Expansions 2019



48

MEXICO
\$14.3 MDD

CHINA
\$31.6 MDD

JAPAN
\$20.1 MDD

TAIWAN
\$13 MDD

GERMANY
\$11 MDD

UK
\$4.6 MDD

IRELAND
\$10 MDD

USA
\$125 MDD



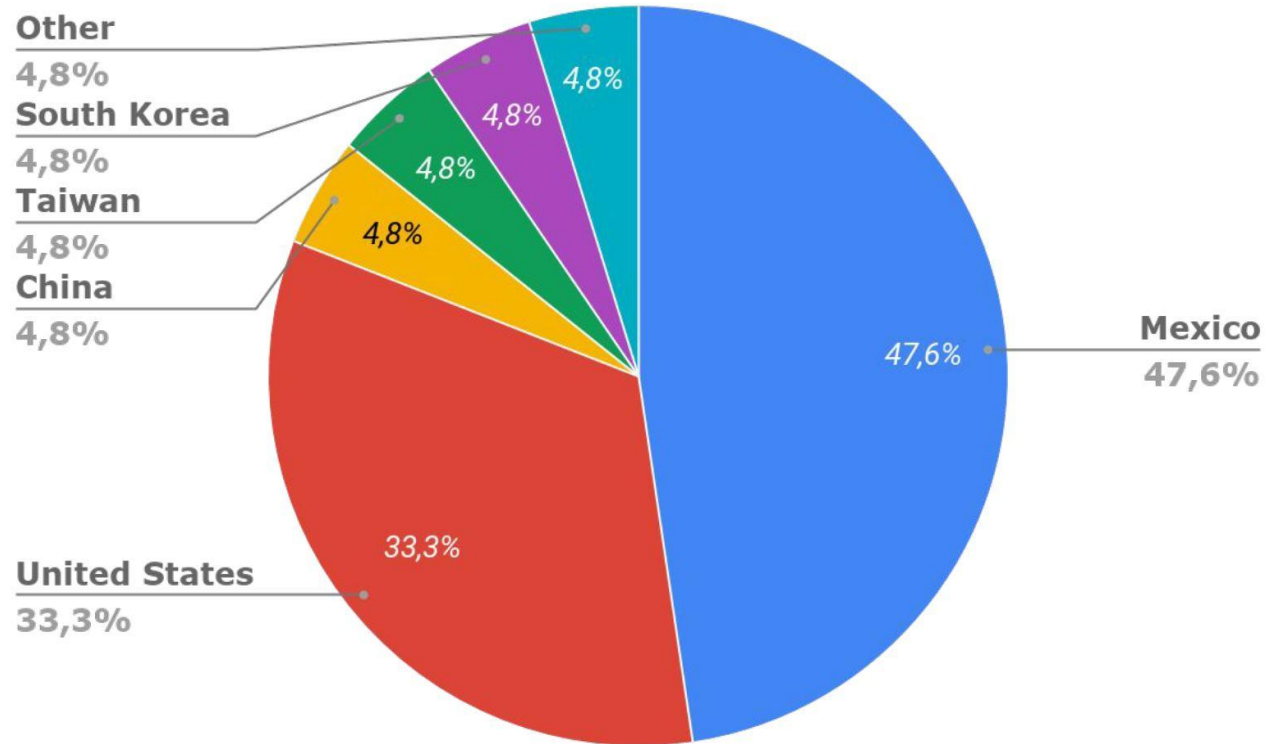
Participation % of companies **installed** in Baja California

USA	—————	80.7
SOUTH KOREA	—————	3.0
JAPAN	—————	1.9
CANADA	—————	1.9
SPAIN	—————	1.4
CHINA	—————	1.3
OTHERS	—————	9.8

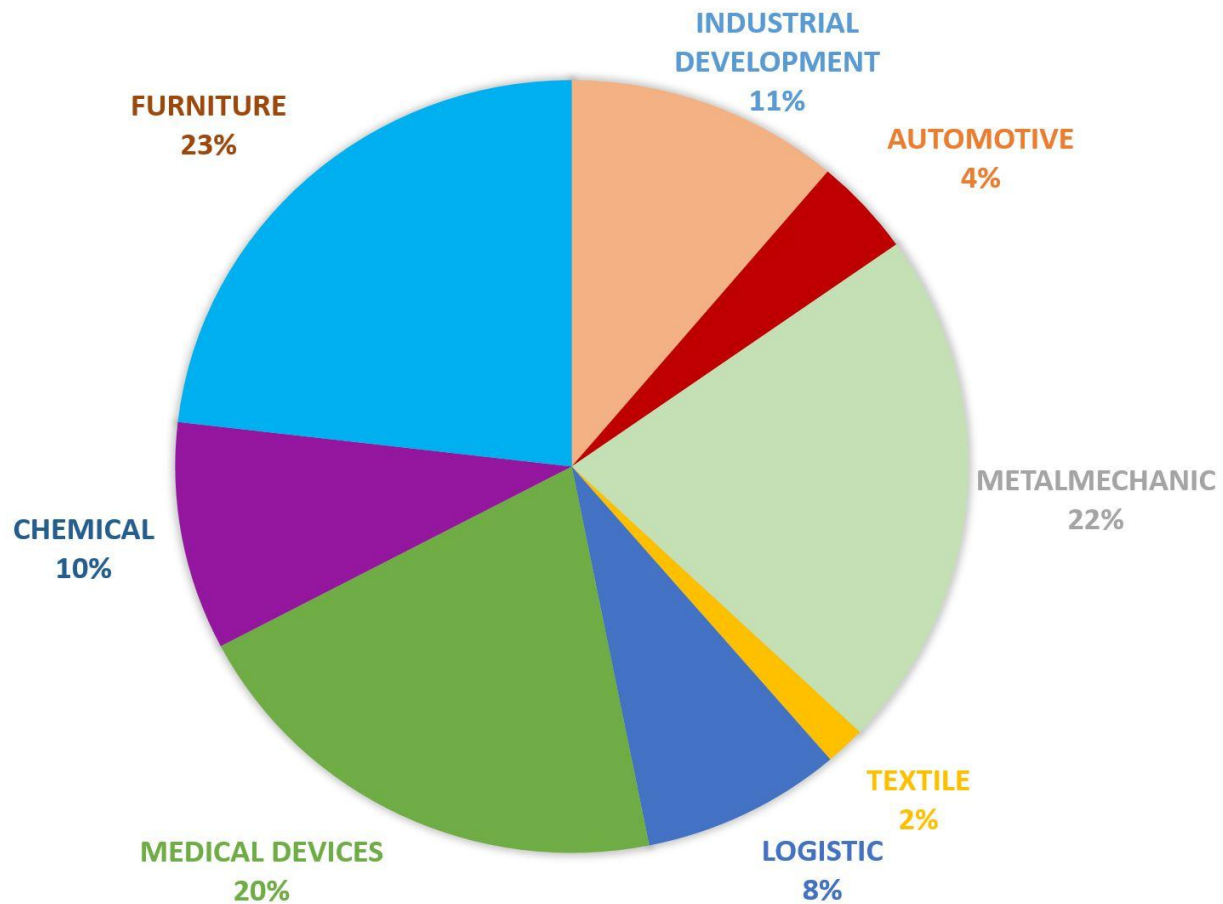
SOURCE: SEDECO

ORIGIN OF THE INVESTMENTS

From the 15 new investments the main sectors were logistics and electronics.



New Investment 2019



Why Invest in CaliBaja?

City of Opportunities: Tijuana



30 ANNIVERSARY
TIJUANA EDC

TIJUANAEDC.ORG

TIJUANA AFTER WORK

Baja Med Cuisine



Craft Beer Industry



NEARBY POINTS OF INTEREST

Guadalupe Valley vineyards



Ensenada Beach



Much more than just tourism



The Mega region is comprised by the County of San Diego and Imperial Valley in California along with the state of Baja California and is home to:



7+M
Residents



90+
Universities



80+
R&D Centers



35+
Investment
funds



500+
Contract
Manufacturers

INDUSTRIAL LAND AND BUILDINGS

50+

Approved Industrial Sites

Improved Land Prices Range from **\$65** to
\$120 USD per m²

EDUCATION IN TIJUANA



Tijuana has the highest literacy rate in Mexico for its population over 17 years of age.

Every year more than **2,500 students** graduate from one of the more than **35 universities** in Tijuana.

684 of them are Engineers

**\$2.5 B VALUE OF THE CO-PRODUCING MANUFACTURING SUPPLY CHAIN
WITHIN IN CALIBAJA**

73.6 M NORTHBOUND CROSSINGS (VEHICLE PASSENGERS & PEDESTRIANS)

1.4 M NORTHBOUND TRUCK CROSSINGS

\$4.1 B BAJA CALIFORNIA – SAN DIEGO & IMPERIAL TOTAL EXPORTS

\$2.1 B SAN DIEGO & IMPERIAL – BAJA CALIFORNIA TOTAL EXPORTS

50% SHARE OF US – MEXICO TRADE ATTRIBUTED TO INTERMEDIATE INPUTS

\$7.6 M COMPUTER SYSTEMS DESIGN & RELATED SERVICES

\$2 M SOFTWARE PUBLISHERS

\$3.5 M SCIENTIFIC RESEARCH & DEVELOPMENT SERVICES

\$24.3 B TOTAL FOREIGN EXPORTS

50 % SHARE OF US – MEXICO TRADE ATTRIBUTED TO INTERMEDIATE INPUTS

\$132 B VALUE OF MEXICO INTERMEDIATE INPUTS CONSUMED BY US

51% OF TOTAL TRADE WITHIN CALIBAJA IN THE SERVICE SECTOR



TIJUANA
EDC



ANNIVERSARY
TIJUANA EDC