



- **Why GUANAJUATO?**

10 reasons why Guanajuato is an attractive destination for Industry 4.0 global projects:

1. **Economic Strength.** Guanajuato is the sixth biggest economy in Mexico with 50.8 billion USD GDP. For four consecutive years, Guanajuato's economy grew more than the national average (4.4%).
2. **Population:** 6th most populated state with 6.11 million inhabitants.
3. **Geographical Position.** Guanajuato has become the leading logistic hub for automotive & agri-business sectors.
4. **Education:** Guanajuato has 33 public institutions and 137 private universities with 200,000 enrolled students per year, 30 % of them enrolled in engineering and technical programs.
5. **FDI Attraction.** Guanajuato is ranked number 4 nationwide in terms of Foreign Direct Investment.
6. **High Credit Rating and Investment Confidence.**
7. **Export Oriented.** Guanajuato exports goods and services valued \$25 billion USD, to 150 markets. Annual Exports growth: + 100%
8. **Industrial Power.** The only Mexican state with five automakers with a 2021 production forecast of 1,400,000 vehicles. Guanajuato also houses 41 industrial and business parks where more than 500 companies set foot to start-up manufacturing operations.
9. **Innovation Center.** Guanajuato has eight high-tech and innovation clusters.
10. **Industry 4.0.** Guanajuato has specific public policies to promote the implementation of industry 4.0 throughout companies in the region.

- **Tailor Made Incentive and Support**

Based on industry needs, a package of personalized incentives and assistance program has been developed by Guanajuato State for the last 15 years. This investment promotion program is managed by Guanajuato Economic and Sustainable Development Ministry (SDES) and the Undersecretary for Investments Promotion. The support offered by the Guanajuato Government may vary depending on the outreach of the investment project based on a 5-year business plan. A package of incentives is prepared to suit each project and consists of three main parts: Cash Incentives, Scholarships and Savings through project assessment services.

For more information, review our "Guanajuato Investors Handbook"

- **GUANAJUATO, the new Mexican leader in "Mind-Manufacturing"**

In 2021, Guanajuato State officially launched a public strategy to impulse innovation and entrepreneurship among the 50,000 key players and companies. The goal is set to develop Guanajuato as the "Mind-Manufacturing Valley" where business partners, students, business owners, and players from all industries can connect to share knowledge and start new ideas. A dedicated institute named IDEA has been created to support those disruptive projects and give life to this innovative community. The goal is to incubate start-ups, train students in entrepreneurship and business venture, generate free to use patents through R&D and support projects through grants and assistance.

Guanajuato State is ready to make happen the next industrial revolution, stimulating projects related to 4.0 industry, software development, robotic, data science, artificial intelligence, biotechnology, additive manufacturing, green-tech, fin-tech, health-tech, cyber security, among others.

For more information: <https://idea.guanajuato.gob.mx/>

We also host each year the Hannover Messe Faire, the most renowned industrial gathering for "mind-manufacturing". (<https://industrialtransformation.mx/>)