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## Mexico Outlook for 2025

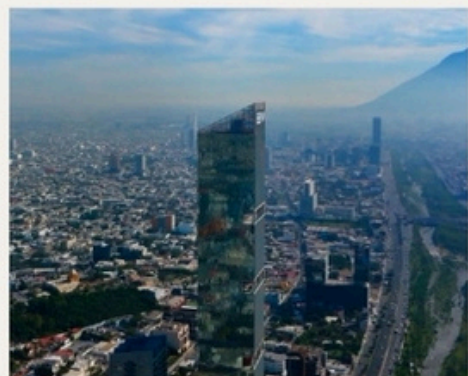
Source: COPARMEX

Mexico faces a complex outlook in 2025, marked by significant challenges and key opportunities. With projected economic growth at 1.2%, nearshoring and formalizing micro and small and medium-sized enterprises (SMEs) are pivotal for inclusive development. However, labor informality and insecurity hinder progress. Stability and legal certainty are crucial to attract investment. The USMCA (T-MEC) presents opportunities and challenges in energy and trade relations. Dialogue, transparency, and unity between the government, businesses, and society are essential to foster investment, generate employment, and enhance well-being, building a more just, competitive, and prosperous nation.

## Strategic Alliance Between BBVA and CAINTRA to Boost SMEs in Northern Mexico

Source: Mexico Industry

BBVA Mexico and CAINTRA Nuevo Leon have partnered to support over 4,500 small and medium-sized enterprises (SMEs) in the northern region through tailored financial solutions and advisory services. This agreement offers financing options, digital account setup, payroll integration, insurance, and sustainable business guidance to enhance growth and competitiveness. The initiative focuses on sectors like manufacturing and industrial services, aiming to create jobs and drive regional economic development. BBVA's Northeast Business and Government Banking Director, Jaime Ortega, emphasized the bank's commitment to empowering SMEs, while CAINTRA leaders highlighted the alliance as a milestone in strengthening their members' competitiveness and sustainability.



## IMMEX Program: Driving Mexico's Manufacturing and Global Competitiveness

Source: Mexico Industry

The industrial sector contributes 31.8% of Mexico's GDP and employs over 15 million people. The IMMEX Program, launched in 2006, enhances global competitiveness by enabling companies to temporarily import goods for export-focused production, exempting them from import taxes and VAT. With 6,490 IMMEX establishments generating 3.2 million jobs –90% in manufacturing– the program boosts exports, which reached \$241.6 billion USD in the first half of the year. IMMEX also attracts foreign investment, with 54% of \$31 billion USD allocated to manufacturing, particularly transport equipment. States like Baja California and Nuevo Leon lead in IMMEX participation with 1,143 and 868 IMMEX companies, respectively.

## **Index Nuevo Leon Sets Records in 2024**

*Source: El Economista*

In 2024, Index Nuevo Leon set records with 712 IMMEX companies, contributing 72.5% of state manufacturing exports and employing over 379,356 workers. Exports surpassed \$29.6 billion USD by Q3, while Index supported 275 affiliated companies through consultations, certifications, and logistics services. Despite nearshoring-driven growth, challenges loom in 2025, including regulatory burdens, slow administrative processes, and rising tariffs.

The association also emphasized workforce training, benefiting over 11,600 employees, and advanced supplier quality with its certified "PROCIM" program. With a focus on fostering partnerships and enhancing competitiveness, Index Nuevo León remains a pivotal player in the region's industrial landscape despite regulatory and market pressures.



*Zelina Fernández, General Director of Index Nuevo León*



## **Positive Outlook for Office Demand in Monterrey in 2025**

*Source: El Economista*

Office demand in Monterrey is set to grow in 2025, driven by nearshoring effects and companies establishing regional headquarters to manage Mexico and Central America operations, according to Sergio Resendez, Colliers Monterrey's director. A notable example is U.S. transportation firm's upcoming lease of over 5,000 square meters, highlighting trust in Mexico's market. The rise of flexible business centers meets entrepreneurial needs, while corporations increasingly return to in-office operations for cost and infrastructure benefits. New projects launching in 2025 are expected to stabilize availability and potentially boost office prices.



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