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INVEST IN NEWS

Kia Mexico Opens New Recruitment Center in Apodaca to Strengthen Local Talent Pipeline

Source: Mexico Industry

As part of its 10-year anniversary in Mexico, Kia has inaugurated a new recruitment center in Apodaca, reinforcing its long-term commitment to local talent. The center is designed to give job applicants a firsthand look at Kia's production processes—from stamping and welding to painting and final assembly—before they even start working.

Young Sam Kim, President of Kia Mexico, emphasized the importance of the region's workforce:

"From day one, the best talent has come from here. This new space reflects our commitment to hiring and growing with the people of Nuevo León."

Kia's Apodaca plant currently employs over 2,500 workers and is the only Kia facility worldwide producing both the K3 and K4 models, which are exported to more than 190 countries. The plant recently reached a major milestone: over 2 million vehicles produced, making it the fastest Kia plant in Mexico to hit that mark.

This new center not only improves the recruitment experience but also reflects Kia's broader strategy: investing in people, not just in infrastructure, to ensure long-term growth and quality standards in one of its most important global locations.



Invest Monterrey provides attention to several international organizations.

Source: Invest Monterrey

This week, three international companies—from India, China, and Germany—received personalized attention as part of Invest Monterrey's ongoing efforts to position the region as a premier destination for global industrial investment. All meetings took place at **Invest Monterrey's offices**, offering a professional environment for productive and strategic dialogue.

The agenda included a session with an Indian company, where Invest Monterrey presented key data on the local industrial ecosystem and the economic outlook of the region, providing a comprehensive overview of the opportunities available in Monterrey.

Meanwhile, a Chinese company exploring expansion into Mexico received tailored guidance from a network of professional service providers specialized in soft landing strategies, who offered insights and recommendations to support their investment plans. Lastly, a German firm was also engaged in a dedicated session, reflecting Invest Monterrey's active role in fostering connections with potential investors from key global markets.

These meetings demonstrate the organization's commitment to facilitating high-value opportunities and building strong relationships with companies seeking to establish or expand operations in northern Mexico.



Mexico Announces Over 524 Million USD in Pharma Investments

Source: Mexico Business

As part of its strategy to reduce dependency on foreign pharmaceuticals, the Mexican government announced approx. USD \$524 million in private-sector investments to strengthen the country's biopharma capabilities. The initiative aligns with the federal Plan México and reflects a broader effort to ensure national self-sufficiency in critical health sectors.

Four Major Projects:

- Kener Laboratorios will invest over USD \$266 million to expand its injectable drug production in Toluca, adding capacity for anesthesia and CAR-T therapies.
- Genbio is developing Latin America's first plasma fractionation plant in Chalco with a USD \$213 million investment, enabling local production of albumin, immunoglobulins, and other plasma-based treatments.
- Alharma BioGenTec will contribute USD \$42 million to scale vaccine and biopharma production, in collaboration with academic institutions.
- Neolsym plans to invest USD \$26 million to increase production of active pharmaceutical ingredients (APIs).

President Claudia Sheinbaum described the investment as a step toward "pharmaceutical sovereignty," reinforcing Mexico's preparedness for health crises and enhancing innovation capacity. Economy Minister Marcelo Ebrard highlighted the pharmaceutical sector as a top priority within a broader investment agenda surpassing USD \$200 billion.



Business Community Backs Betsabé Rocha as Nuevo León Economy Secretary

Source: Cluster Industrial

The appointment of Betsabé Rocha as Nuevo León's new Secretary of Economy has been positively received by the state's business community. After months under interim leadership, her arrival is seen as a timely move to restore momentum to the state's economic strategy and rebuild institutional certainty. Organizations like Caintra, Canaco, Index and Invest Monterrey have expressed confidence in Rocha's technical expertise and her collaborative approach. Business leaders believe she brings the right balance of knowledge and communication skills to strengthen public-private coordination on key issues such as innovation, SME support, and industrial competitiveness. Her background in economic development and public service positions her as a capable leader at a critical time for Nuevo León, especially as the state deepens its role in global supply chains and nearshoring efforts. With the backing of industry and a clear mandate from the state government, Rocha's leadership is expected to drive a renewed focus on inclusive, innovation-led growth. As Nuevo León navigates a complex economic landscape shaped by global trade shifts and domestic challenges, Rocha's ability to align stakeholders around a shared vision will be essential. Her success will likely be measured not just by macroeconomic indicators, but by how effectively the state supports its businesses, workers, and innovation ecosystem in the months ahead.

Mexico Breaks Auto Export Record in June Despite U.S. Tariffs

Source: MBN staff – Automotive

Mexico's auto industry hit record-high export and production levels in June 2025, even amid pressure from new U.S. tariffs. According to INEGI, Mexico exported 331,517 light vehicles—a 14.04% increase year-over-year, while production grew 4.89% to 361,047 units—both setting all-time highs for the month. "This is the strongest June since records began," said Odracir Barquera, Director General of AMIA.

The surge came after two slow months caused by new U.S. trade measures. In April, the U.S. imposed a 25% tariff on imported vehicles and parts over national security concerns. However, under the USMCA framework, Mexico secured a better deal: only non-U.S. content is tariffed, and by May, negotiations led by Economy Minister Marcelo Ebrard reduced Mexico's average tariff to 15%—10 points below the general rate.

This gave Mexican exports a competitive edge over rivals like Japan, South Korea, and Germany, which remain subject to the full 25% rate.

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