

# Land of Business **Land of Possibilities**





## *Interested in expanding operations to Mexico? Let us be your partner!*

**Invest Monterrey** is a non-profit economic development organization dedicated to support multinational companies doing business in Mexico.

We provide destination promotion, personalized support for companies, and connection to the local network of organizations. **We assist businesses at any of these three key stages:**

- **Exploring investment**
- **Establishing operations**
- **Already operating**

Our goal is to support companies at every stage, ensuring smooth integration and growth in the local environment.

## **INVEST MONTERREY OFFERS YOU ONE-STOP-SHOP SERVICES AT NO COST:**

**Market Intelligence  
& Business Insights**

**Recruitment &  
Workforce Guidance**

**Site Selection Support  
and Industrial Tours**

**Direct & Indirect  
Supplier Sourcing**

**Tailored Business  
Agendas**

**Connections with All  
Levels of Government**

**Assistance with Incentives & Permits**

*Invest Monterrey has supported  
hundreds of multinational companies  
with their projects in Mexico*

**VOLVO**

**tcs** TATA  
CONSULTANCY  
SERVICES

**POLARIS**

**Kawasaki**

**Hisense**

**BOSCH**



**CFMOTO**

**TORO®**

**Mondelez**  
International

**FORVIA**  
faurecia





# *Welcome to Monterrey!*

Monterrey is Mexico's business hub. Its privileged location at the backbone of North America, having a direct border with the United States, allows companies to do business with one of the most important consumer markets in the world.

The city is home to the top-ranked universities and business schools in Latin America, which provide the most productive and qualified talent in the country to the more than 4,000 foreign-capitalized companies that currently operate successfully in Monterrey.

Monterrey has the highest quality of life in Mexico.

**Get ready for success!**



*Monterrey leads the country in innovation,  
infrastructure, and attraction of foreign investment.*

**Mexico's largest recipient of foreign direct investment**



2021 - 2024  
Figures in Billion USD  
Source: Ministry of  
Economy of Mexico

UNITED STATES

A map of Mexico and the United States. The United States is labeled at the top. A dashed line represents the border between the two countries. The state of Nuevo Leon is highlighted in orange. A red line with a dot at the end points from the text 'Monterrey is located 200km south of the USA border' to the location of Monterrey in Nuevo Leon.

MONTERREY  
NUEVO LEON

***Monterrey is  
located 200km  
south of the  
USA border***

***Monterrey***

Strategically located  
at the backbone of the  
North American market.

# CONNECTIVITY & INFRASTRUCTURE

Most complete  
railroad infrastructure  
in Mexico. Largest  
inland port in Mexico.

Colombia International  
Bridge. Daily capacity of  
over 12,000 trucks with  
6,000 crossings per day.

Most complete  
infrastructure in the  
country. More than 250  
Industrial Parks.

There are over 300 daily  
flights to more than 40  
destinations in Mexico  
and around the world.



# ECONOMIC OVERVIEW

● Mexico

● Monterrey (NL)

*The highest GDP  
per capita in Mexico*

2020

4.6%

## POPULATION

● 126 Million inhabitants

● 5.8 Million inhabitants

2024

4.9%

## LABOR FORCE

● 61.4 Million inhabitants

● 3 Million inhabitants

2023

7.6%

## GDP (Gross Domestic Product)

● \$1.7 Trillion USD

● \$128 Billion USD

2023

11.8%

## MANUFACTURING GDP

● \$364.4 Billion USD

● \$43.1 Billion USD

2023

+68%

## GDP PER CAPITA

● \$13.9 USD

● \$23.3 USD

2021-2024

8.7%

## FDI (Foreign Direct Investment)

● \$143.2 Billion USD

● \$12.4 Billion USD

2021-2024

9.4%

## EXPORTS

● \$2.2 Trillion USD

● \$207 Billion USD

## GDP ANNUAL GROWTH

2024

1.2%

3.4%



# DIVERSIFIED ECONOMY

FDI leader in the country

+4,500 Foreign capitalized companies in Monterrey

## AUTOMOTIVE



## HOME APPLIANCES



## IT & SOFTWARE



## FOOD & BEVERAGES



## ENERGY



## OTHER



## AEROSPACE





# POTENTIAL SUPPLIERS, PARTNERS AND CUSTOMERS

**15,400**  
MANUFACTURING

+

**93,000**  
SERVICES

+

**71,000**  
COMMERCE

Your procurement  
office in Mexico

*Find the right partner  
for your business*

**+180,000**

*The most  
integrated supplier  
base in Mexico*



# HUMAN CAPITAL

The most productive  
people at the right place

**9,700+**

Engineers  
graduate  
per year

**23,200+**

Technicians  
graduate  
per year

**21,700+**

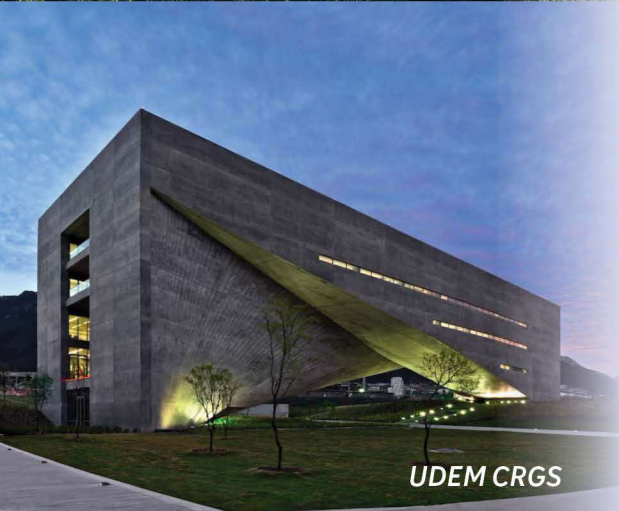
Bachelors  
graduate  
per year

**1,000+**

Masters and PhD  
graduate per year



Tecnológico de Monterrey



UDEM CRGS

## THE COUNTRY'S HIGHEST ACADEMIC STANDARDS

150+  
Universities

246+  
Technical  
schools



UDEM



:U-ERRE

*Monterrey is the educational hub of  
Mexico, and is among the most bilingual  
cities in Mexico and **Latin America**.*



# CLUSTERS

Through the model of clusters, we seek to align the strategies of the private sector, the academia and the government, to promote greater growth in strategic sectors and thus, collaborate in the search for a prosperous future.

## Formalized Clusters:



**Home  
Appliances**



**IT &  
Softwares**



**Automotive**



**Aerospace**



**Agrobusiness**



**Nanotechnology**



**Energy**



**Sustainable  
Housing**



**Media &  
Entertainment**



**Leisure &  
Travel**



**Health**



**Biotechnology**



**Tooling**



# SUCCESS STORIES

Proudly founded in Monterrey



The world's leading supplier of ready-mix concrete and one of the world's largest suppliers of aggregates.



Latin America's second largest Coca-Cola bottler and one of the most important producers of snack foods.



The largest bottler of Coca-Cola products in the world and owner of the second largest equity stake in Heineken. Femsa is the largest company in Latin America by number of employees.



World leader in aluminum automotive components, one of the largest producers of PET and PTA plastics in North America, and one of the leading refrigerated food distributors in North America and Europe. Currently Alfa has 130 production plants in 28 countries.

## Foreign companies that call Monterrey home



Monterrey hosts KIA's first Latin American manufacturing facility, which is also the Korean automaker's most technologically advanced operation in the world Assembles 350,000 vehicles annually.



ZF Group announced in 2022 three important projects in Monterrey: a highly advanced manufacturing facility, an R&D Center for the development of technology for Autonomous Vehicles and an Administrative Hub for North America.



The Japanese auto parts manufacturer selected Monterrey to locate its newest, state-of-the-art facility.



The World's most integrated, productive and largest operation of Lego is located in Monterrey.



The largest cookie factory in the world is located in Monterrey.



Johnson Controls Latin America Headquarters are located in Monterrey.

# INVEST IN PARTNERS THAT INVEST IN YOU



Invest  
Monterrey's full  
members list



# INDUSTRY 4.0

*Welcome to the smart state*

Nuevo Leon is the first State in Mexico to launch an initiative that empowers the development of a 4.0 ecosystem, which seeks to boost industrial growth, job creation and a highly skilled labor force. This initiative resulted from a conjoint effort between the State Government of Nuevo Leon, private sector representatives and academic institutions.



**Big Data**



**Augmented Reality**



**Simulations**



**Artificial Intelligence**



**Advanced Materials**



**Cybersecurity**



**Cloud Computing**



**Additive Manufacturing**



**IT & Software**

*Monterrey,*  
the best place  
to invest and  
do business  
in Mexico.







# Monterrey highest living standards in Mexico



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