



INTERNATIONAL INDICATORS

Foreign direct investment ²	Exports ¹
193 MUSD	9,371 MUSD
2017	2016

REMARKABLE ASPECTS

The World Bank ranked it as one of the best 11 cities to do business in Mexico, going up 14 places from the Doing Business Mexico survey in 2015.

It is the 4th largest and most cost-efficient city in Latin America (wages, rent, electricity, hotels, taxes, import and export costs).

It has great potential to bring together research and innovation, given the dynamism of its economy as a result of its medium-high tech manufacturing.

Two of Germany's largest car assembly plants (Volkswagen & Audi) have helped create the necessary ecosystem to create a European auto parts cluster.

TECHNOLOGIC ECOSYSTEM ACTORS ³

National Institute of Astrophysics, Optics & Electronics (INAOE)

Puebla Ibero-American University Institute of Design & Technological Innovation (Puebla IDIT IBERO)

MORE THAN 3
RESEARCH
CENTRES

BUAP Innovation & Enterprise Competitiveness Centre (CICE - BUAP)

MORE THAN 257 HIGHER EDUCATION INSTITUTIONS ⁴

- Puebla Institute of Technology (ITP)
- University of the Americas Puebla (UDLAP)
- Monterrey Institute of Technology & Higher Education, Puebla campus (ITESM)
- Laudable Autonomous University of the State of Puebla (BUAP)
- University Centre for Technology Transfer & Liaison (CUVYTT)

STATE INDICATORS ¹

Population	Area
6,335,747	33,307 km²

10° State ranking in national GDP

12° State ranking in national exports

25% Manufacturing

State GDP **33.9**
MUSD

4% Primary activities

35% Secondary activities

61% Tertiary activities

COMPETITIVENESS CLUSTERS ²



Automotive

Textiles & clothing



Agro-industry

STRATEGIC PROJECTS ³

Powertrain supply integration **1**

Composite Materials Regional Centre **2**

Industrial solutions centre for the textile sector **3**

Sources:

1. INEGI, 2016. - 2. Ministry of Economy, 2017.

3. ProMéxico, 2017. - 4. ANUIES, 2017.

5. State Innovation Agenda, 2015

* Icons downloaded from www.flaticon.com