



**GUANAJUATO  
AUTOMOTIVE  
INDUSTRY**

**6.0 million  
inhabitants**

**6<sup>th</sup> most  
populated**



**GDP = \$42.5  
Billion USD**

**6<sup>th</sup> economy  
in Mexico**



**\$23.8 Billion  
USD in exports**

**Increase 226%  
in 10 years**



**Labor Force:  
2.6 million**

**24 years  
old average**



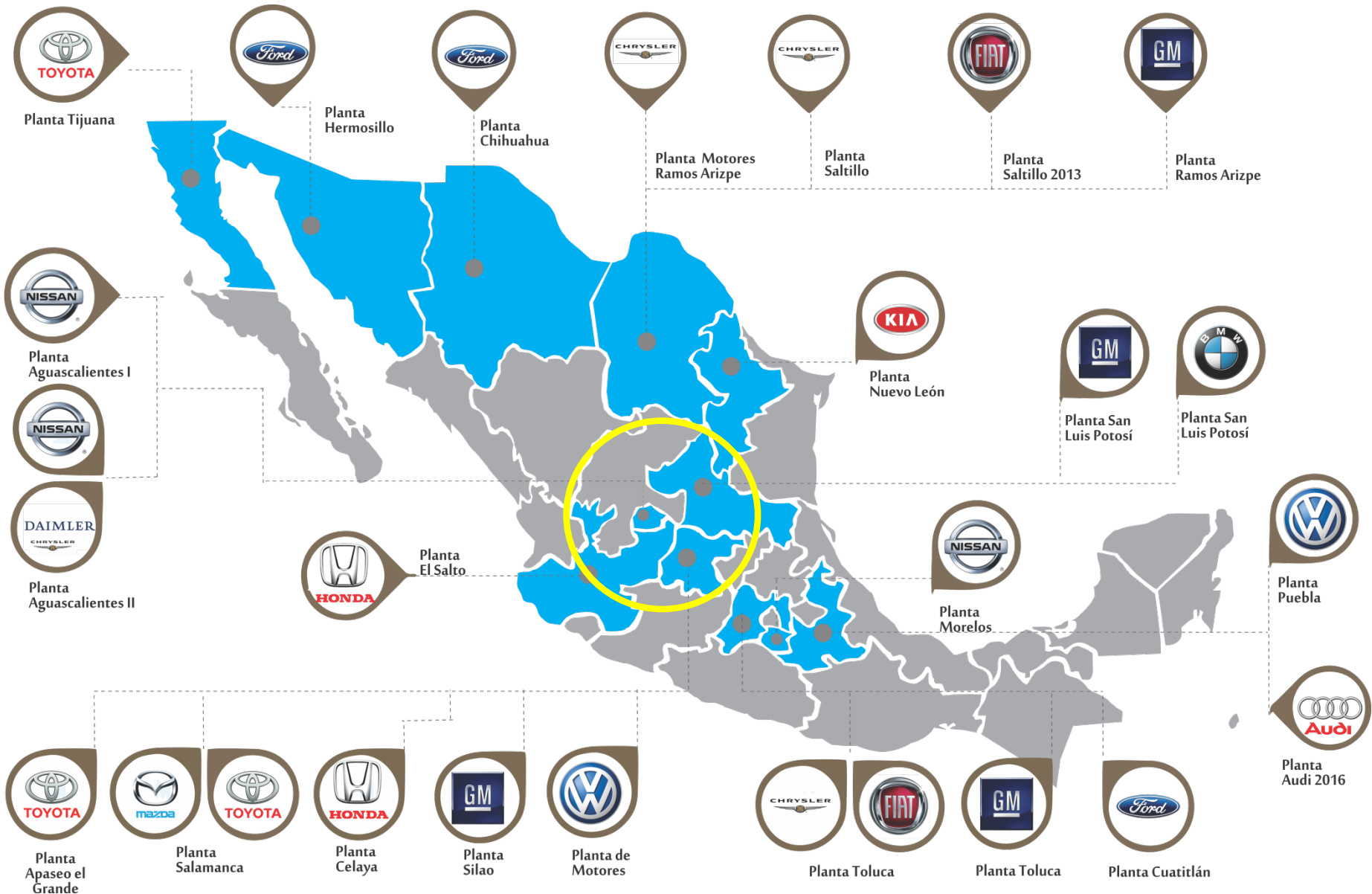
**New job seekers  
yearly 60,000**



**Business Oriented  
Unions in  
Guanajuato**



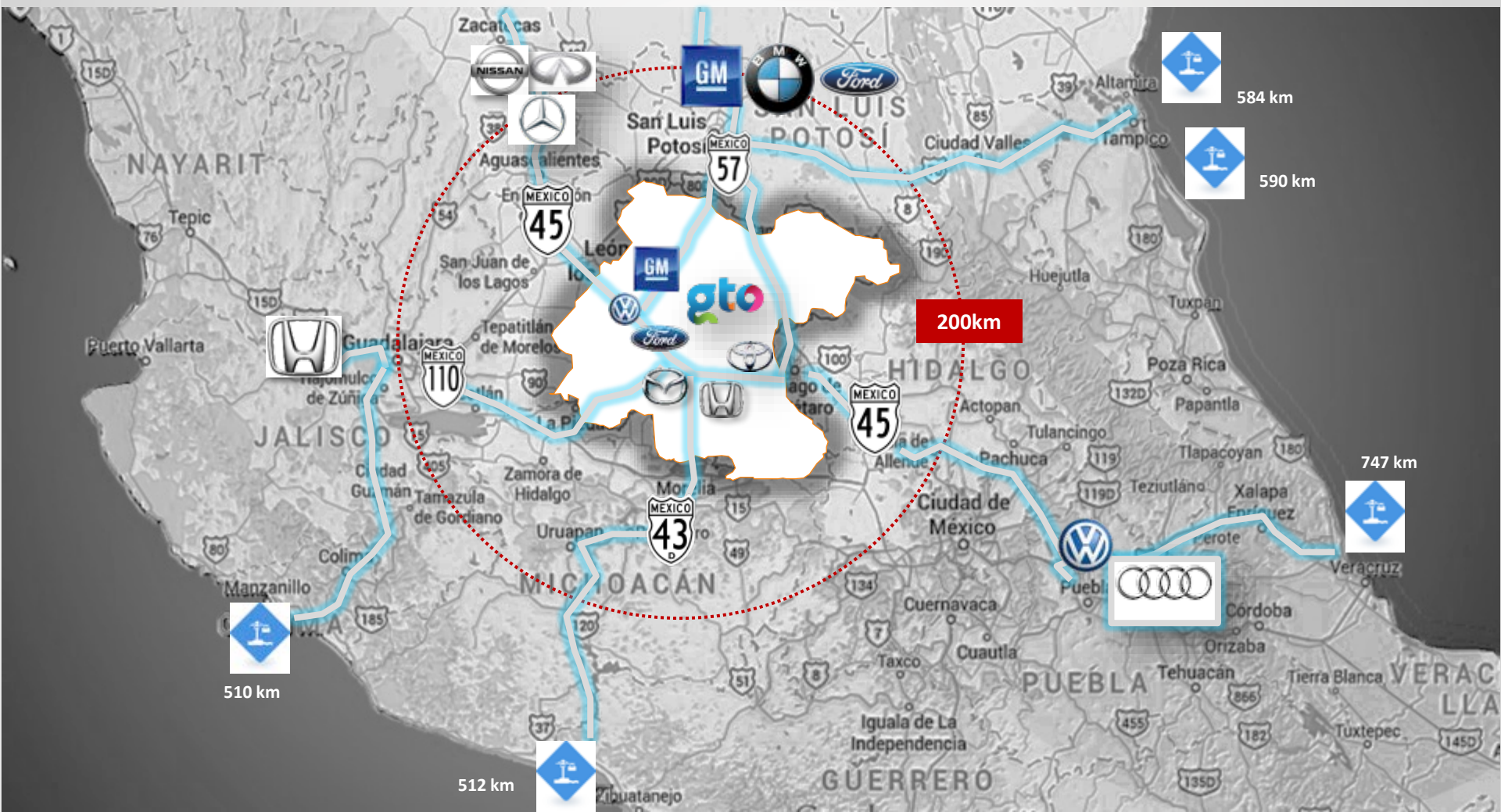
# 24 OEM's in Mexico ( 5 under construction )







- 10 OEMS (           )
- Two million vehicles by year 2020



## GUANAJUATO OEM's



**HONDA**



**mazda**



**TOYOTA**



1994

\$ 549 mdd

5,200

360 mil

400 mil

400 mil

- Cheyenne
- Silverado
- GMC
- Sierra



2013

\$ 668 mdd

850

500 mil

- Motores



2014

\$ 1,270 mdd

5,000

400 mil

200 mil

700 mil

- Honda Fit
- H-RV



2014

\$ 770 mdd

5,200

230 mil

230 mil

- Mazda 2
- Mazda 3



2015

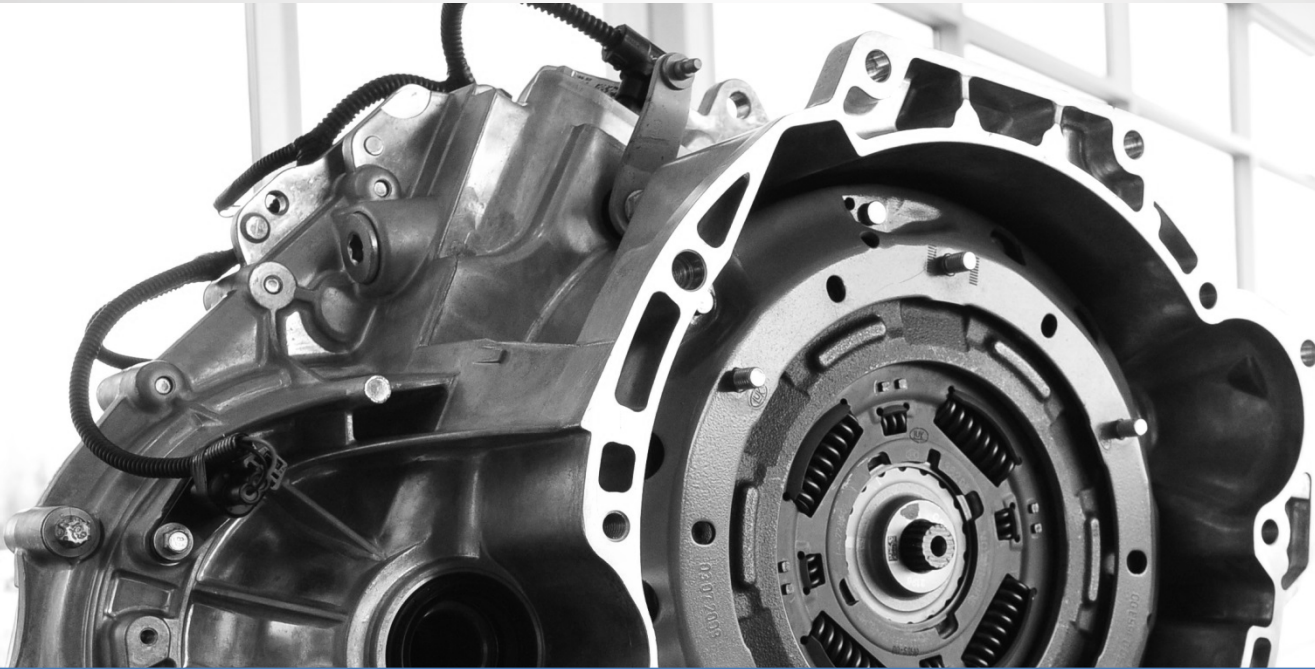
\$ 1,000 mdd

2,000

200 mil

- Corolla

**Opening  
Investment  
Jobs  
Vehicles  
Engines  
Transmissions  
Models**



**345** companies in the Sector

**739** companies in the supply chain

**+ 24% growth from 2015**



# Automotive Sector

# 2º

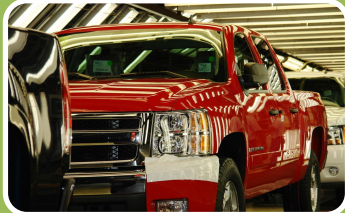
NATIONAL place  
Production value of  
the automotive sector

17% of the production value of  
the sector at national level  
comes from Guanajuato \*.

March 18

\* Equivalente a 163,200 MDP. Fuente INEGI-DENUE/SDS. Elaboración propia.

# Automotive Industry Future Guanajuato 2020



## Vehicles

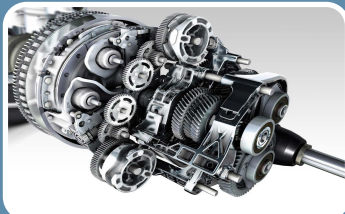
- Current: 810 mil
- Projected: **1 Millón 408 Mil**

1 out of 4  
vehicles



## ENGINES

- Current: 932 mil
- Projected: **1 Millón 810 Mil**



## TRANSMISSIONS

- Current: 1 Millón 118 Mil
- Projected: **2 Millones 320 Mil**



## TIRES

- Current: 2 Millones
- Projected: **5.5 Millones**

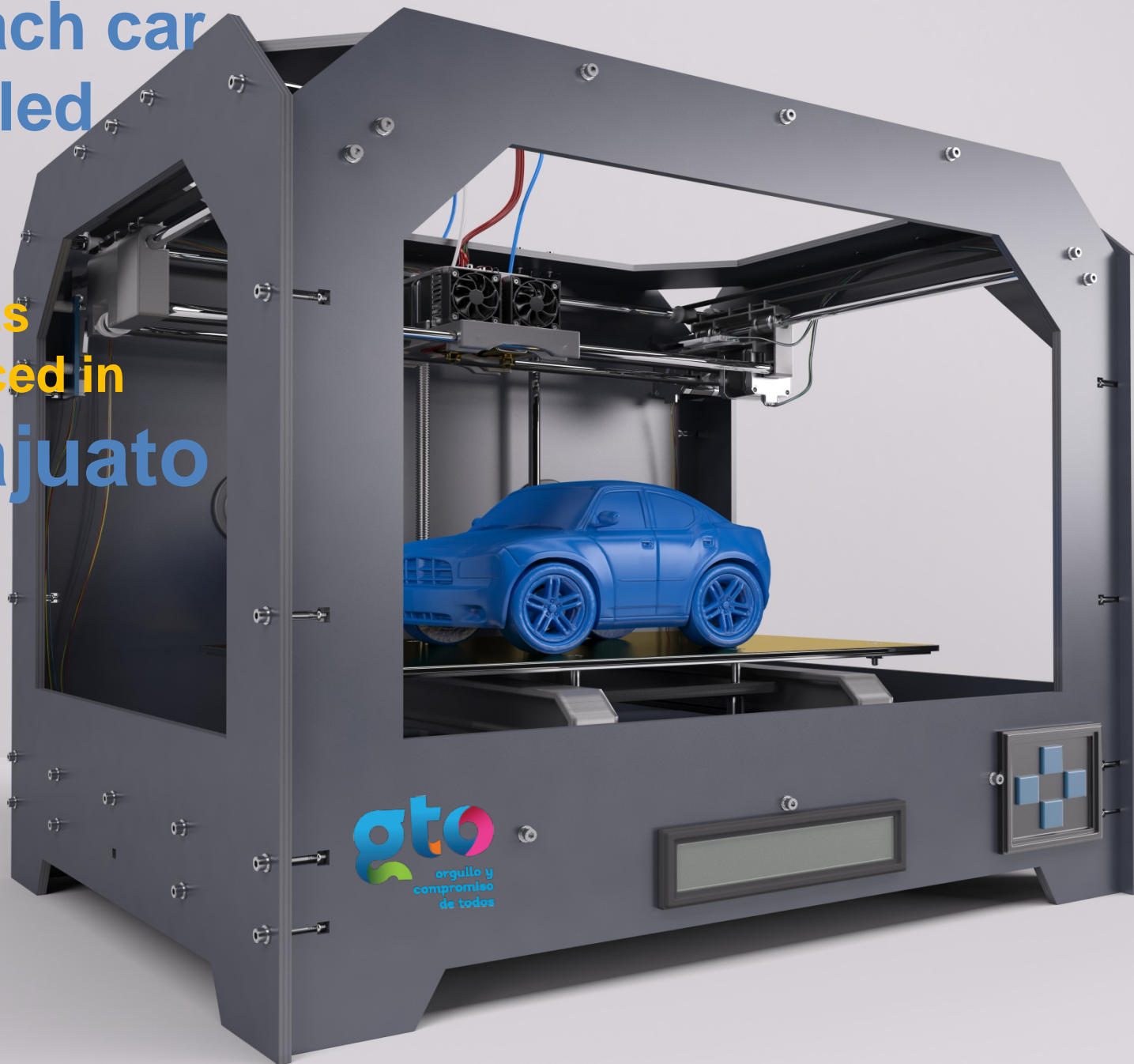


From each car  
assembled

60%

Of the parts  
are produced in

Guanajuato

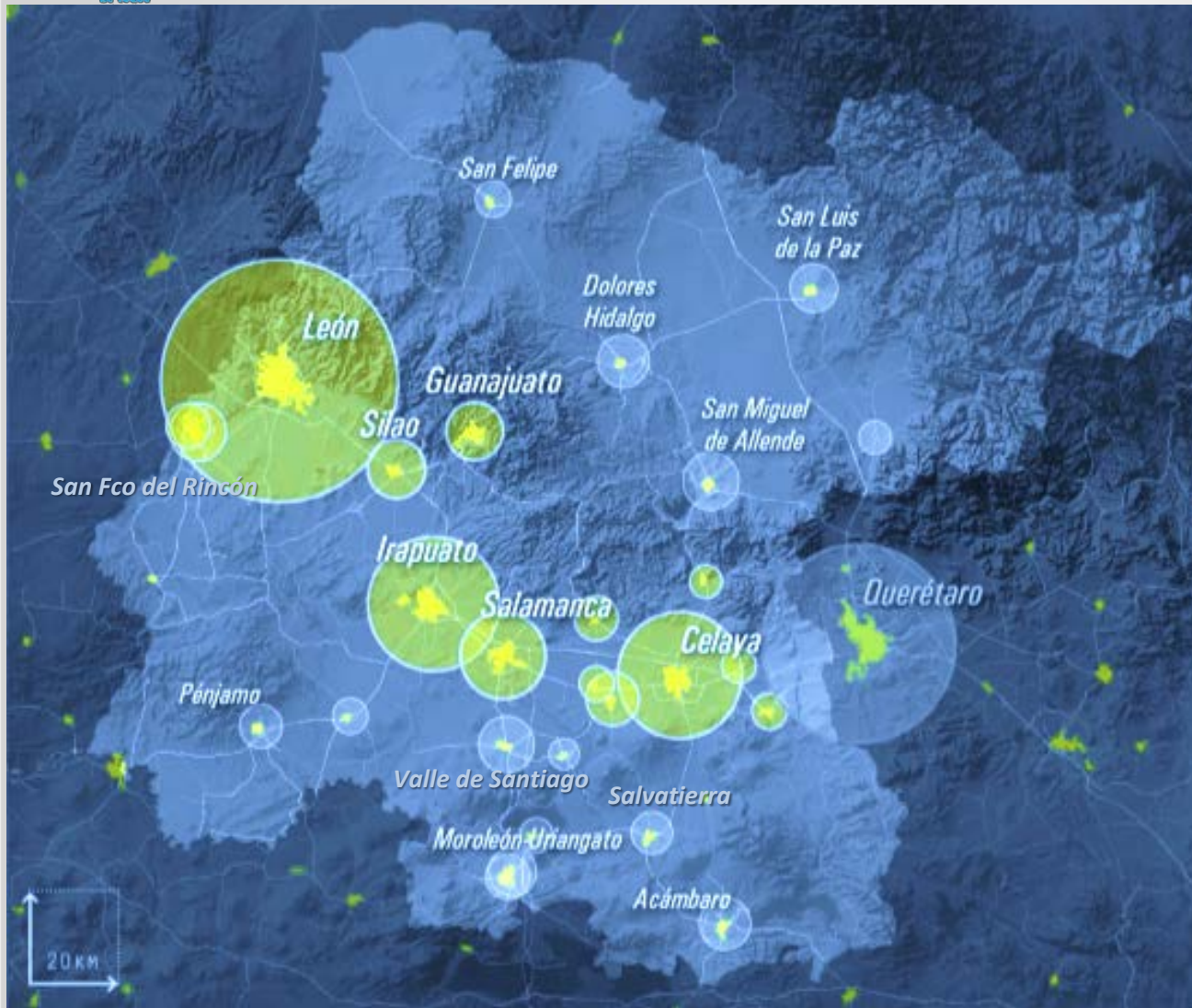


**gto**  
orgullo y  
compromiso  
de todos



## ***Distribution & Education***

# A UNIQUE SYSTEM OF “INDUSTRIAL CITIES”



- Total population: 5.8 million
- The “20 minutes system”
- 15 medium size cities with over 100,000 inhabitants
- Population spread out
- Several labor pools
- Diversified economy

Municipality	# People
Leon	1,578,626
Irapuato	574,344
Celaya	494,304
Salamanca	273,271
Silao	189,567
Guanajuato	184,239
San Miguel de Allende	171,857
Dolores Hidalgo	152,113
Penjamo	150,570
Valle de Santiago	142,672
San Luis de la Paz	121,027
San Fco del Rincón	119,510
San Felipe	113,109
Acámbaro	112,125
Salvatierra	100,391



# INDUSTRY DRIVEN EDUCATIONAL SYSTEM



Population. Guanajuato and Neighbors

- More than 250,000 High School Students enrolled
- Nearly 80,000 Engineering Enrolled Students
- Annual Offer over 5,000 Engineers
- 45 Universities with an Engineering Program in 77 different campus.

## 2<sup>nd</sup>

Place in Mexico with the fastest growth rate for young population



## Some specialized careers offered in Guanajuato:

- Automotive System Engineer
- Electro mechanic Engineer
- Manufacturing Process Engineer
- Mechanical Engineer
- Industrial Engineer
- Mechatronic Engineer
- Engineer in Robotics

- GTO State University
- Politechnical Universities
- IPN
- Technical Colleges
- Technological Programs
- Virtual University
- UNAM



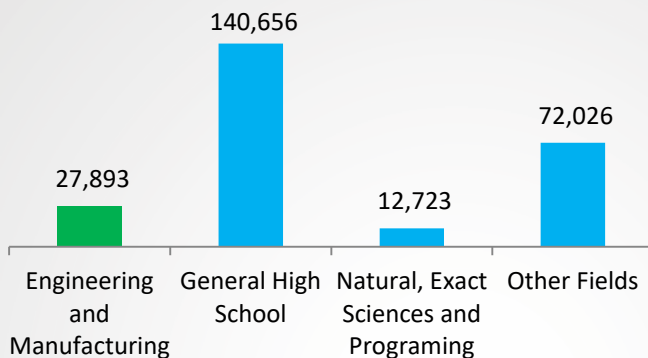




## Currently Enrolled

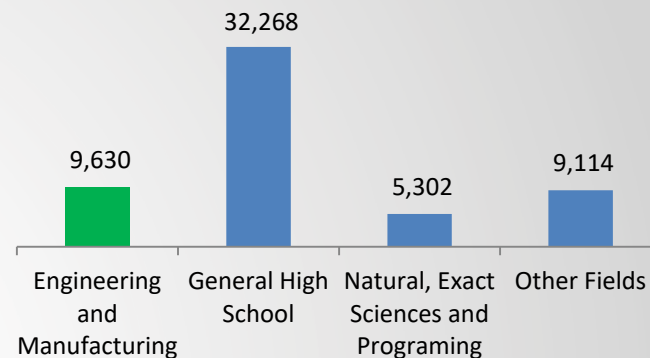
# 253,298

### General High School



## Yearly Graduated

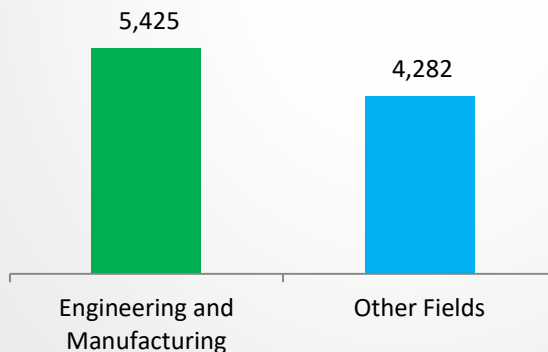
# 56,314



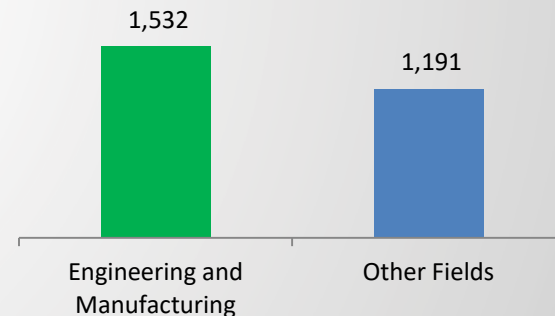
### Technical School



# 9,707



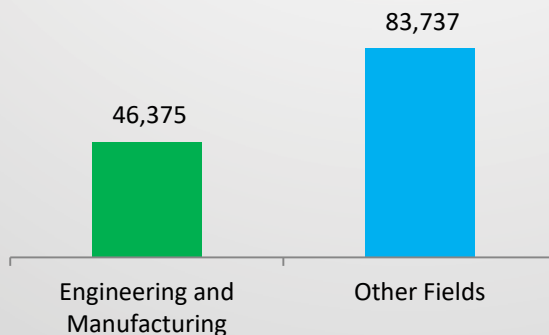
# 2,723



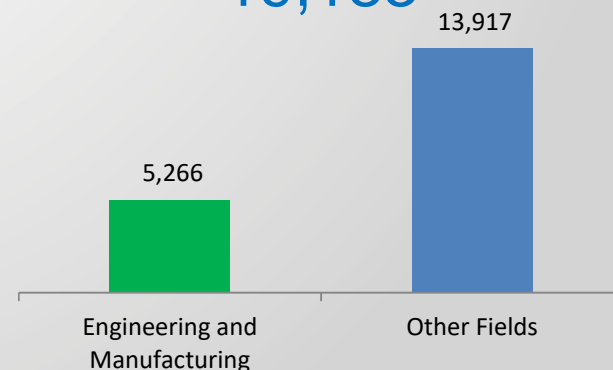
### Bachelors Degree



# 130,112



# 19,183



# EMPLOYMENT AND TRAINING PROGRAMS

- Bécate
  - Training scholarships so the new personnel acquires and/or reinforces their skills.



- Cooperative /Dual Training Model
  - Crossed Skills Training program under the dual-educational model) in Guanajuato State, focused on the companies' requirements and supported with the different dual models.



- Just In Time
  - foresees the personnel requirements (technical level) of the companies in process of installation in order to help them cover their talent needs in time and with the necessary skills.



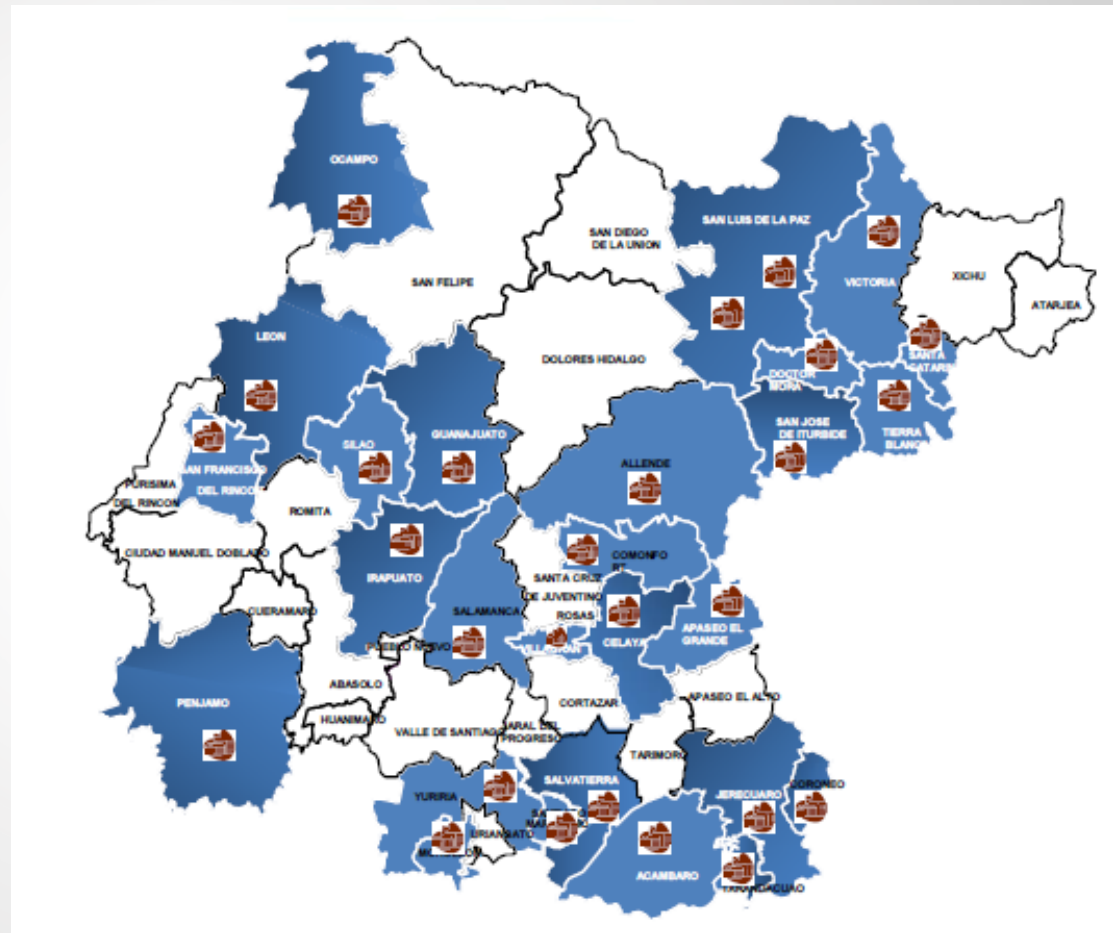
- Training Without Borders
  - Companies can train in a specialized way high school and career students for 6 months in their companies in Guanajuato State and then receive complementary training for 6 months abroad.

**28 Training Sites  
Across the State!!!**

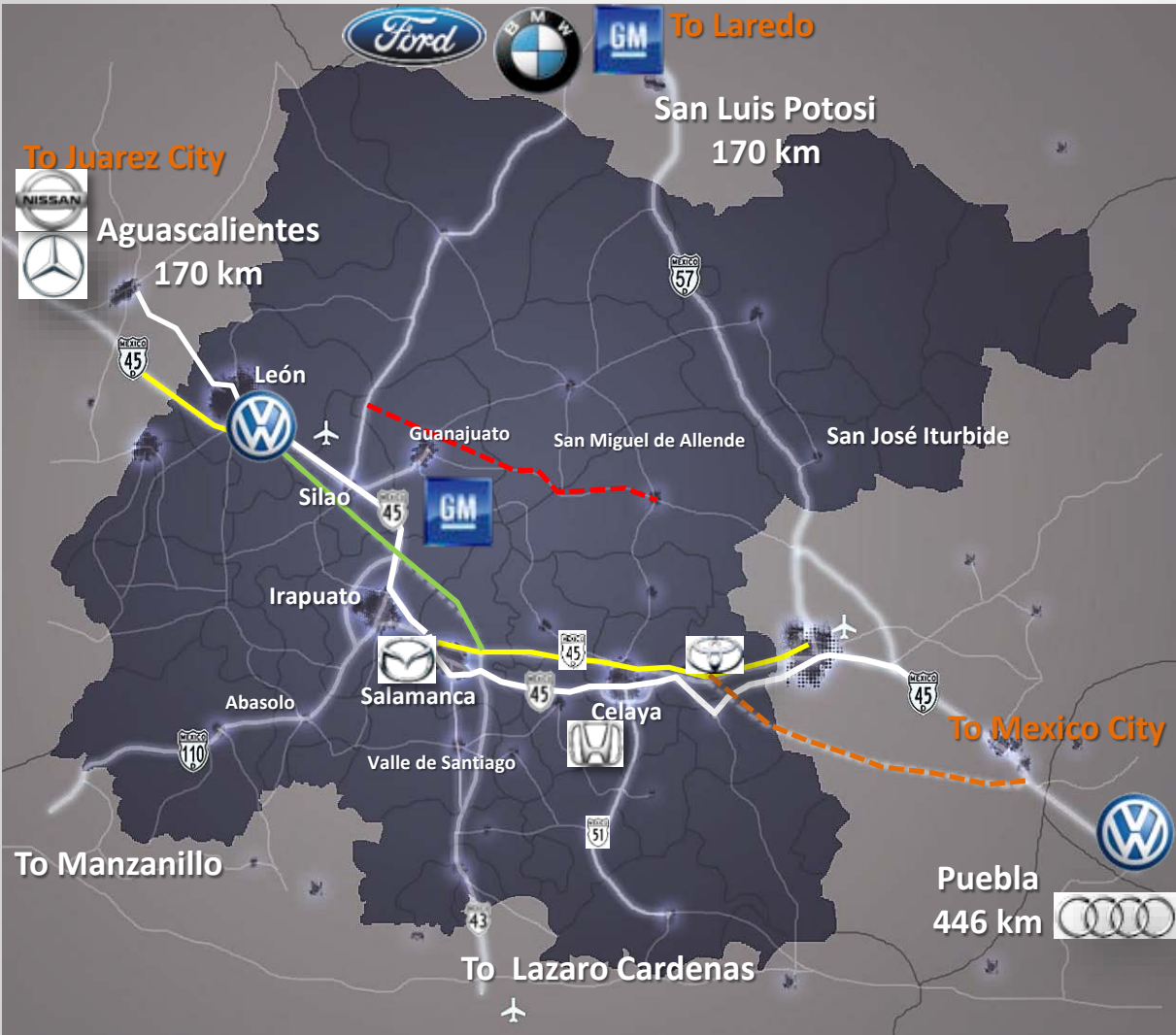
**Workshops  
Courses  
Seminar  
Conferences**







**Offers:**

- Mechanics
- Industrial Maintenance
- Electricity
- Electronics
- Instrumentation
- Industrial Automation
- Quality Process
- Informatics
- Computer Assisted Design
- Languages



# ROAD CONNECTIVITY IN THE STATE



-  Highway 45 
-  Highway 45D Toll Road 
-  Palmillas – Apaseo (Under Construction)
-  Salamanca – Leon
-  San Miguel – Silao (Under Construction)

\*Distances from Irapuato Industrial Park Castro del Rio



# WORLD CLASS INDUSTRIAL PARKS

More than **28** Industrial Parks  
2,400 Hectares



# JAPAN IN GTO



**HONDA**



**mazda**



**TOYOTA**



**KASAI**

**DENSO**

**KINUGAWA**  
HIGH POLYMER TECHNOLOGY IN HUMAN LIFE

**AKEBONO**

**RYOBI.**

RYOBI Making Life Comfortable



**YOROSU**

**KYB**



**YACHIYO**

**Honda Lock**



**NK PARTS**  
GLOBAL SUPPLY CHAIN MANAGEMENT

**TACHI-S**  
MEXICO

**川田工業株式会社**  
KAWADA INDUSTRIES, INC.



**MITSUBA**

**MATSUJU**

**NIFFCO**

**TOYO SEAT**



Innovation in Motion  
**TSUBAKI**

**SMC**

**MORIROKU**



**TIGERS POLYMER CORPORATION**



**HANWA**

**YKIN**  
Y-TEC KEYLEX MEXICO

**SHOWA**

**AKI**

**TENRYU**

**NIPPON STEEL & SUMITOMO METAL**

"Tsunagu" Technology  
**Fujikura**

**ashimori**

**VISTAMEX**  
EXPRESSION - PERFORMANCE - INTEGRATION

**USUI**

**DN**

**u-shin** 株式会社 ユーシン

**J-MEX**

**NSK**

**NISIN**

**IMASEN**  
ELECTRIC INDUSTRIAL CO., LTD.

**THK RHYTHM**

**GSW**

**YKK**

**TIMLE**

**American Fuji Seal**

**NISHIKAWA RUBBER CO.,LTD.**

**YUSHIRO CHEMICAL INDUSTRY CO., LTD.**

**NB** Nippon Bee Chemical Co.,Ltd.

**Marubeni CORPORATION**





# QUALITY OF LIFE

Guanajuato provides expatriates and foreign retirees, plus a unique cosmopolitan atmosphere, as well as a warm climate.

Guanajuato city and San Miguel de Allende have been declared world Heritage by UNESCO.

Our State offers a good number of international schools and a world class lifestyle.

More than 21,000 permanent foreign residents who have chosen the state to live and do business, are evidence of the high standards of living of Guanajuato.

- Weather: min 50 F, max 77 F
- International events: FIA World Rally, fairs and conventions, International Balloon Festival, Cervantes Festival
- World class living standard: Residential Areas, Sports Clubs and Restaurants, Hospitals and medical services.
- Convenience: Leisure parks, World class, Shopping centers, Fine hotels, and restaurants, world class hospitals, services and schools.



