

Zacatecas, **World Heritage**



Tourism and Culture

Zacatecas is a state with a lot to offer. Its capital city is one of the most beautiful colonial cities in Mexico. Thanks to its history and architecture it was declared World Heritage by the UNESCO.

- | 6 Pueblos Mágicos, in addition to religious sanctuaries archeological zones and natural preservation areas.
- | 602,600 tourists in 2020.
- | 335 hotel and hosting businesses.
- | 5,449 restaurants and bars.
- | 37 museums.



4 main Axis for Economic Development



Mining

Global leader in mining industry.



Agribusiness

Industry with a strong productive vocation.



Industry

Growing sector with new opportunities.



Tourism

World class culture and services.



Growing Manufacturing Industry



INDUSTRIAL ACTIVITY

11.33% of State's GDP (MXN 16,5bn).

Excellent dynamic coming out of the pandemic (Jan - Nov 2021):

- | + 3.8% in employed personnel.
- | + 3% in production value.
- | + 3.3% in sales.

Great production potential:

- | 6,431 industrial companies.
- | 79,836 workers currently employed.
- | Stable monthly work pace in 2021.



Zacatecas in the Industrial Heart of Mexico

Zacatecas is located at the heart of the country's most important automotive and industrial corridor



Distance	US Border	Automotive Industry	Industrial Ports
CAPITALES DE ESTADOS	NUEVO LAREDO, TMPS.- 696 KM	GM	MAZATLAN, SINALOA - 536 KM
0KM - 100KM	REYNOSA, TAMPs. - 709 KM	HONDA	ALTAMIRA, TAMPS. - 623 KM
100KM - 200KM	MATAMOROS, TAMPS. - 959 KM	KIA	MANZANILLO, COLIMA - 621 KM
200KM-400KM	CD. JUAREZ, CHIHUA. - 1225 KM	TOYOTA	LÁZARO CÁRDENAS - 733 KM
	TIJUANA, B.C. - 2293 KM	BMW	VERACRUZ, VER. - 945 KM
		FCA	TUXPAN, VER. - 811 KM
		NISSAN	
		MAZDA	
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Ideal Location and Top-Notch Infrastructure



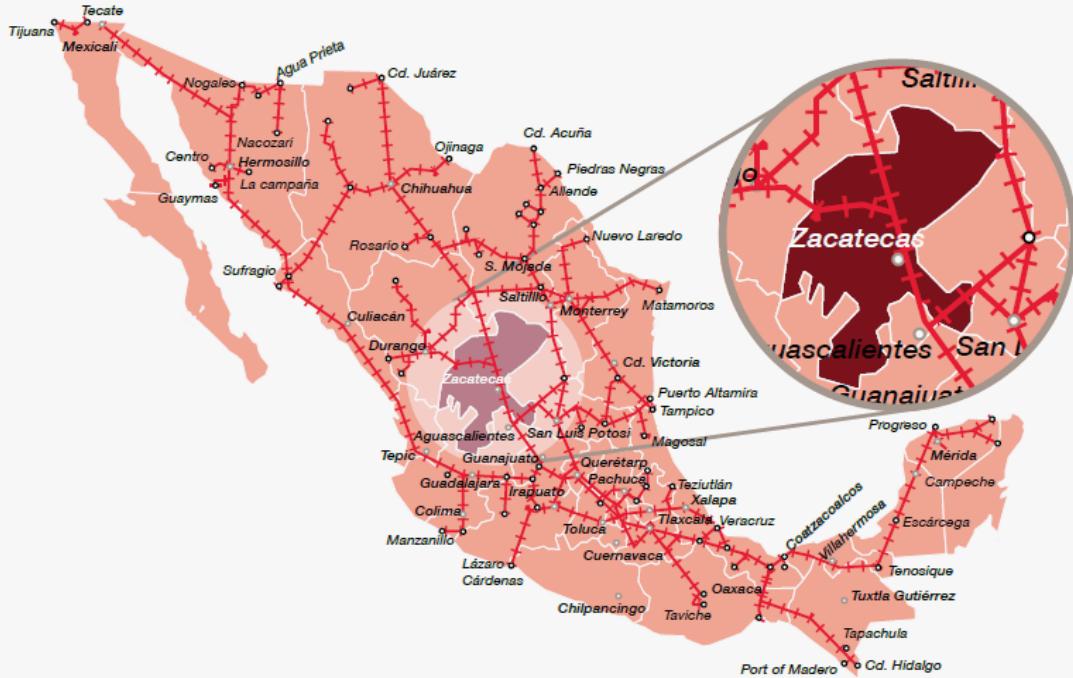
Connectivity

- Federal Highways
- - - Railways
- Fiber Optic Network
- Natural Gas Pipeline
- International Airport of Zacatecas

Infrastructure

- Industrial Parks
- Mining Sites
- Wind Energy Parks
- Solar Energy Parks

Railway Network



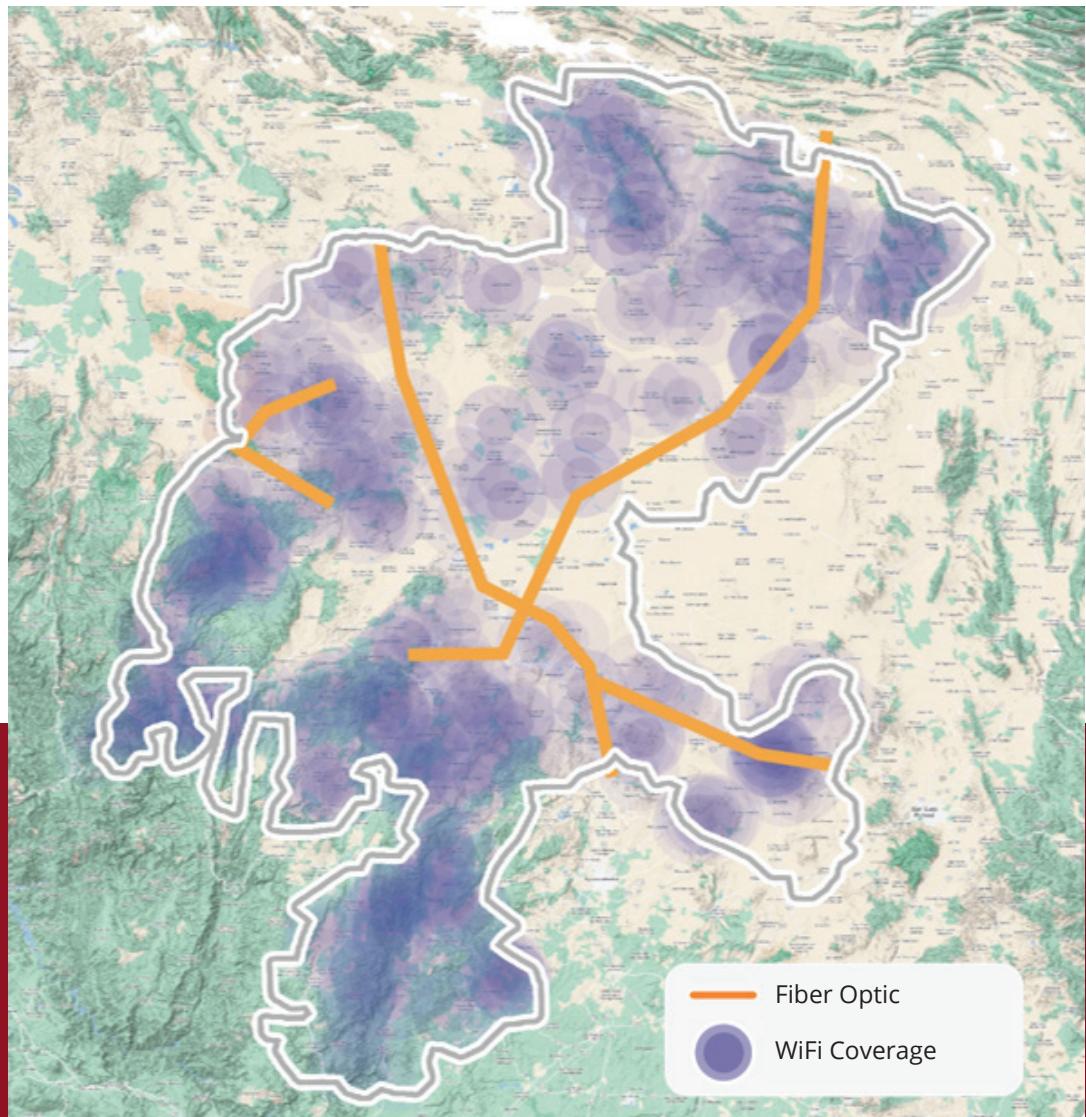
Zacatecas Connected (Fiber Optic + WiFi)



Zacatecas

Zacatecas was chosen for a national pilot project to install WiFi access points across the state with more than 4,000 points installed so far.

Fiber optic network covers all of the industrial corridor.



Mining Industry



MINING EXPLOITATION

National leader in production of silver, lead and zinc.

Second biggest producer of gold and copper in Mexico.

11.19% of the State's GDP (MXN 16,3bn)

Production increase of 7.7% between 2019 and 2020.

2,700 mining concessions

129 mining companies

Proven lithium deposits in the State



Zacatecas in the Mining Heart of Mexico



Mining Units

Range km/mi	Mining units
100 / 62	48
200 / 124	84
300 / 186	123
400 / 248	157



Quantum – City Of Knowledge

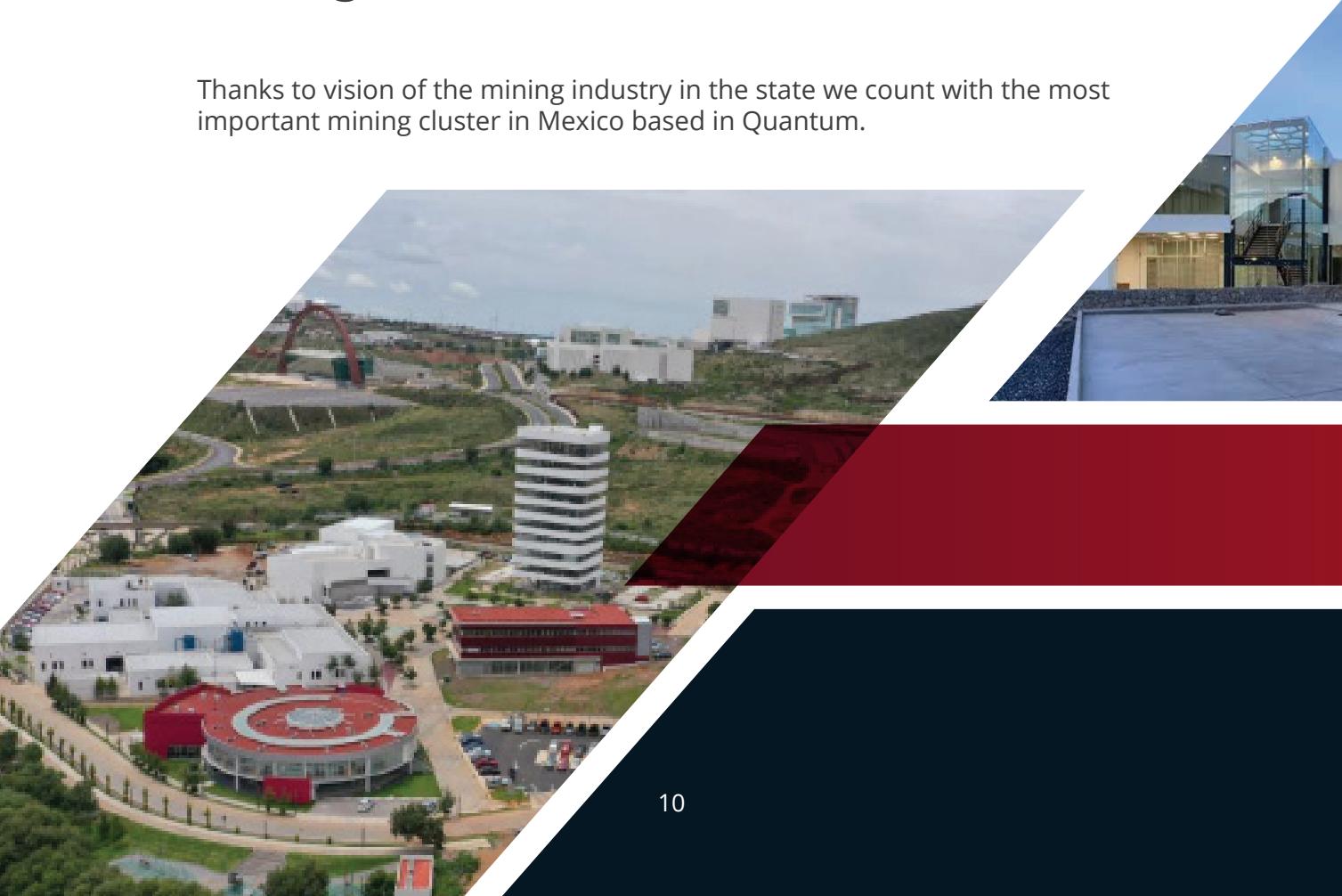
Park for companies and institutions focused on technology development and research.

Currently 9 operative centers, 1 under construction and 4 in approval process.



Quantum – Mining Cluster

Thanks to vision of the mining industry in the state we count with the most important mining cluster in Mexico based in Quantum.



Zacatecas – Agricultural Leader



AGRO-INDUSTRY PRODUCTION

Primary activities represent 10.21% of the State's GDP, three times the national average.

2021 production of USD 1.6bn.

17.6% production increase 2019-2020.

National leader in agricultural production with 5.3% of national production.

Mexico's biggest producer of:

- Beans
- Chili
- Grapes
- Prickly pear
- Garlic
- Purple onion
- Goat meat



One in every four workers in the state works in the primary sector.

Zacatecas, Land Of A Young Labor Force



Labor Force

- I **Total Population:**
1,632,204 inhabitants.
- I **Average Age:**
28 years
- I **Economically Active Population:**
716,734 persons
- I **Working Population with Highschool Degree or more :**
234,867 persons
- I **Average Monthly Wage:**
USD 421.24



Local Talent with Industrial Vocation

48% of college education in Zacatecas has a strong focus on fields related to industry and business.

57,865 students currently enrolled.

9,069 graduates per year.

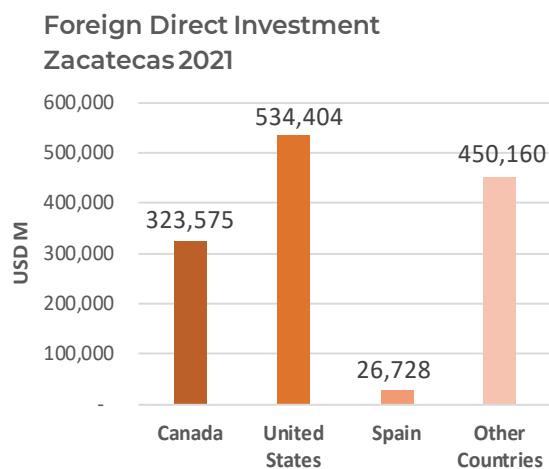
55 Universities, Technical Schools and Higher Education Institutes



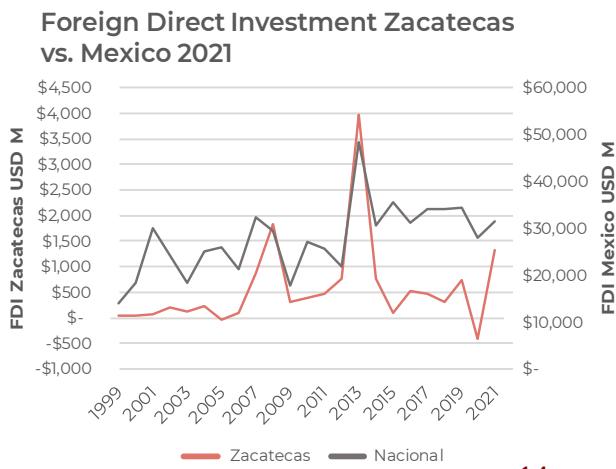
Foreign Direct Investment in Zacatecas

The total Foreign Direct Investment in Zacatecas amounts USD 13,162.3M for the period 1999 to 2021. After a drop in 2020 due to the pandemic, 2021 had a big increase in FDI of USD 1,315M. This put the State in 9th place in the national ranking.

Major Investing Countries



FDI Tracking State vs Country

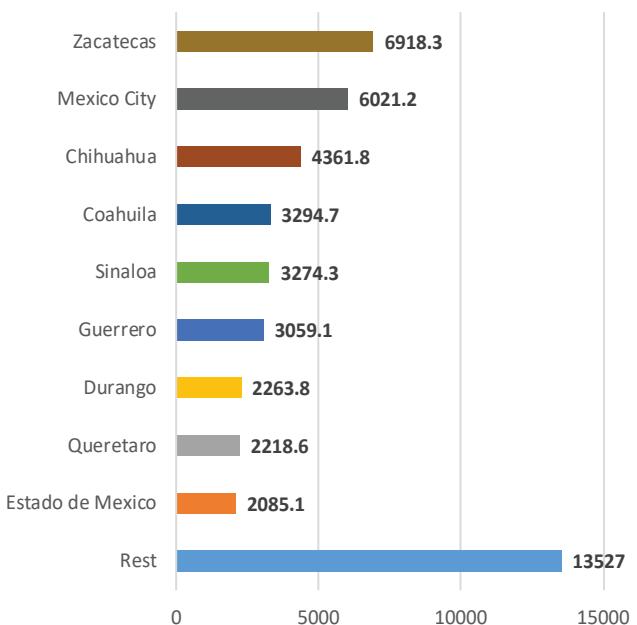




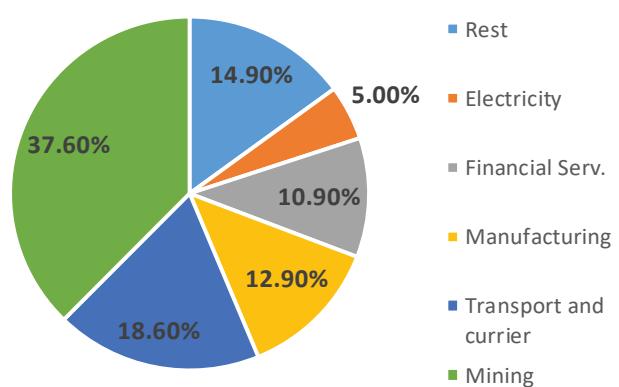
Foreign Direct Investment from Canada

FDI from Canada to Mexico 1999 – 2021 (USD MM)

Total 47,023.9



FDI from Canada to Mexico by Industry 1999 – 2021 (in %)



Companies That Chose Zacatecas



Incentives For New Investment

Economic Incentives

Direct or indirect transfer of public funds (depending on project and subject to availability of public funds)

Tax Incentives

Total or partial exemptions on state taxes and duties and fiscal stability agreements

Non-monetary incentives

Soft Landing Support consisting in advisory, arrangements, support in procedures and permits and other services such as connection with educational institutions and access to different talent development programs

Local suppliers program

Integration into a local suppliers program in order to link the company with local companies and value chains

Publicly Owned Industrial Parks/Zones

Land parcels in the publicly owned industrial parks and zones can be assigned with "comodato" (free usage for determined period with consecutive acquisition) up to 5 years with possibility of extension.



Advantages of **Zacatecas**

- Strategic Location: Natural bridge between the regions of Centro Bajío, Occidente and the North of Mexico.
- Within a radius of 450km there are 13 light vehicles assembly plants and 7 heavy vehicles assembly plants, and the most important industrial cluster.
- Natural gas at competitive prices: two gas pipelines supplying the whole industrial corridor of the State: SIMSA y FERMACA.
- High speed internet (Metrocarrier, Telmex and local providers)
- Free-Trade Zone: Free-trade compound withing the airport industrial park.
- Proven lithium deposits, a strategic mineral for the electrical vehicles industry.
- Located on the sunbelt with great wind energy potential, which is key to the transition to clean energy.



David Monreal Ávila
Gobernador del Estado de Zacatecas

Our **Commitment**

- The State Government is committed to maintaining favorable conditions for competitiveness and growth.
- Investment incentives: Economic and tax incentives together with advisory and support throughout the process of new companies.
- Commitment for developing a prepared and stable workforce.
- Commitment to strengthen and enhance the logistical and industrial infrastructure.



SECRETARÍA DE
ECONOMÍA
ESTADO DE ZACATECAS

INVEST IN
ZACATECAS
2022