



- i**
- Capital: Mexicali
 - Municipalities: 5
 - Population: 3,155,070
 - % of national population: 2.8
 - Territorial surface: 71,446 km²
 - % of surface of the country: 3.6
 - % share in national GDP: 2.7
 - Sector with the highest contribution to state GDP: Manufacturing (20.6%)



¿Why invest in Baja California?

Because of its privileged geographic location and its free trade tradition, Baja California is the ideal region for doing business.

Baja California offers a great opportunity to supply economic sectors that are already established in the state, such as the automotive, aerospace, electronic and medical industry. The Government of Baja California strives to provide the infrastructure, incentives and support needed to help companies interested in investing in the state.

Population

Baja California's population accounted for 2.8% of Mexico's total population in 2010.

POPULATION (2010)

Concept	Baja California	National	% over National
	Total (A)	Total (B)	A / B
Total Population (TP)	3,155,070	112,336,538	2.8%
Population under 14 years of age	939,311	33,913,202	2.8%
Working Age Population (WAP)	2,215,759	78,423,336	2.8%
Economically Inactive Population (EIP)	799,987	33,452,310	2.4%
Economically Active Population (EAP)	1,383,500	44,425,601	3.1%
Active population	1,316,670	42,421,721	3.1%
EMPLOYEES BY BRANCH OF ECONOMY ACTIVITY (2010)	66,830	2,003,880	3.3%

Source: INEGI, 2010 People and Housing Census

Concept	Baja California	National	% over National A/B
	Total (A)	Total (B)	
Total Active Population	1,310,850	42,699,571	3.1%
Agriculture	71,273	5,705,703	1.2%
Mining, Manufacturing, Electricity and Water	312,060	6,861,492	4.5%
Construction	102,711	3,576,193	2.9%
Commerce	252,413	8,201,891	3.1%
Other Services	556,139	17,791,507	3.1%
Non Specified	16,254	562,785	2.9%

Source: INEGI, 2010 People and Housing Census

Employment

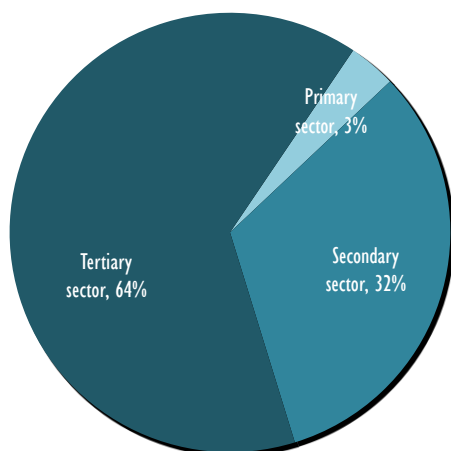
Baja California recorded 1.3 million workers during 2010, mainly in commerce and in the manufacturing industry. In respect to the national level, the state represented 3.1% of the workers in the commerce industry and 4.5% in the manufacturing industry.

Economy

The Gross Domestic Product (GDP) of Baja California exceeded 339 billion pesos in 2010, and contributed 2.7% to Mexico's national GDP.

Tertiary sector, which includes trade and real estate services, contributed 64% of the state's GDP in 2010.

GDP STRUCTURE OF BAJA CALIFORNIA, 2010



Source: INEGI
Facts: Millions of pesos
*Indirectly Measured

PIB 2010	Baja California	National	Share (%) A/B
	Total (A)	Total (B)	
Total	339,452	12,504,744	2.7%
Primary sector	11,874	439,244	2.7%
Agriculture, forestry, fishing and hunting	11,874	439,244	2.7%
Secondary sector	109,642	4,320,102	2.5%
Mining, quarrying, and oil and gas extraction	765	1,079,586	0.1%
Utilities	6,400	156,217	4.1%
Construction	28,440	840,202	3.4%
Manufacturing	74,037	2,244,097	3.3%
Tertiary sector	217,936	7,745,399	2.8%
Wholesale and retail trade	60,658	2,049,929	3.0%
Transportation and warehousing	23,621	889,037	2.7%
Information	11,097	395,546	2.8%
Finance and insurance	5,888	460,592	1.3%
Real estate and rental and leasing	39,970	1,269,831	3.1%
Professional, scientific, and technical services	9,867	387,089	2.5%
Management of companies and enterprises	34	51,485	0.1%
Admin. & support and waste mgmt. & remediat. svcs.	4,927	300,991	1.6%
Educational services	17,341	625,205	2.8%
Health care and social assistance	10,975	372,319	2.9%
Arts, entertainment, and recreation	1,889	47,496	4.0%
Accommodation and food services	9,359	283,425	3.3%
Other services (except Public Administration)	8,541	303,753	2.8%
Public Administration	16,543	554,930	3.0%
Financial intermediation services*	-2,775	-246,228	1.1%

Million of pesos

*Indirectly Measured



Foreign Direct Investment

- Baja California received 725 million dollars in Foreign Direct Investment (FDI) in 2010, which was 4.1% of FDI received in Mexico.
- Of all the FDI received by the state, most was directed toward the manufacturing industry, followed by trade and community services.

Salaries

Baja California recorded an average salary for IMSS contribution of \$233.4 in 2010, which was below the country's average salary of \$236.6.

Average Salary quote to IMSS *	
Baja California	233.4
National	236.6

*Payments per day in 2010 annual average
Source: National Minimum Wages Commission (CONASAMI in Spanish)

Average Salary quote to IMSS by National Activity Sector*	
Agriculture, forestry, fishing and hunting	130.5
Extractive industry	369.2
Processing industries	247.1
Construction	179.9
Electrical and water supply	539.3
Commerce	208.4
Transport and communications	302.0
Services to companies and individuals	236.8
Social services	260.2

*Payments per day in 2010 annual average
Source: National Minimum Wages Commission (CONASAMI in Spanish)

Infrastructure

Baja California has 223 kilometers of railways. It also has 8 sea ports, 4 height and cabotage ports and 4 cabotage ports. It has 4 international airports.

Infrastructure in the state of Baja California	
Railways (Km)	223
Trunk and bran	144
Secondary	51
Special	28
Sea ports	8
Height and cab	4
Cabotage	4
Airports	4
National	0
International	4

Source: SCT 2010, and AEFEP 2010 from INEGI.

Infrastructure in the state of Baja California	
Medical unit	390
Public	263
Private	127
Sites for hosting	443
Rooms	20,390

Source: Source: SCT 2010, and AEFEP 2010 from INEGI.



Education

EDUCATIONAL INFRASTRUCTURE 2008-2009

Baja California	Senior High Schools	Higher Education
Schools	292	175
Students	108,193	76,843
Teachers	8,117	8,340

Source: SEP

Out of 89,298 students who graduated from engineering and technology in Mexico, 1,811 graduated in the state of Baja California, during the 2008-2009 cycle.

HIGHER TECHNICAL SCHOOL POPULATION 2008-2009

Baja California	Undergraduates	Graduates
Total	428	413
Health Sciences	0	0
Social and Administrative Sciences	162	159
Engineering and Technology	266	254

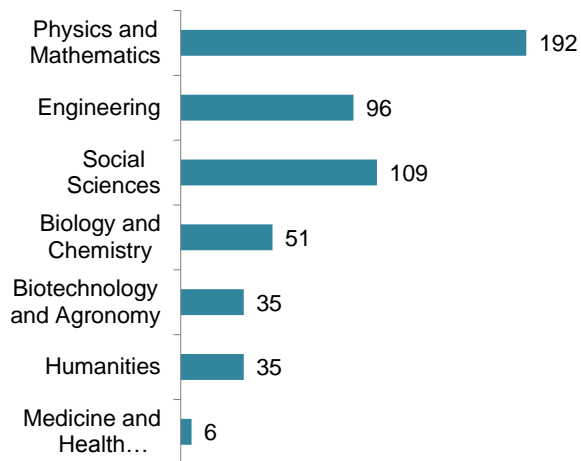
Source: National Association of Universities and Higher Education Institutions (ANUIES in Spanish)

BACHELOR'S POPULATION 2008-2009

Baja California	Undergraduates	Graduates
Total	5,986	6,171
Agricultural sciences	23	59
Health Sciences	305	586
Natural and Exact Sciences	19	69
Social and Administrative Sciences	3,560	3,513
Education and Humanities	268	172
Engineering and Technology	1,811	1,772

Source: National Association of Universities and Higher Education Institutions (ANUIES in Spanish)

NUMBER OF RESEARCHERS BY AREA OF SCIENCE



Researchers living force at January 2011

Source: National Research System, CONACYT

Mexico recorded more than 16,000 researchers in January 2011; 3.1% of them were in Baja California.

Most of the researchers in the state focused on the areas of physics and mathematics.

