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- Capital: Puebla de Zaragoza
- Municipalities: 217
- Population: 5,779,829 inhabitants
- % of national population: 5.1
- Territorial surface: 34,290 km²
- % of surface of the country: 1.8
- % share in national GDP: 3.4
- Sector with the highest contribution to state's GDP: Manufacturing industries (15.4%)



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Why invest in Puebla?

The state of Puebla has a strategic location in the south-central part of Mexico, 120 kilometers from Mexico City and 300 kilometers from the international port of Veracruz. The state has an international airport and a dry port, which will soon become a natural logistics and customs center. It has more than 5 million inhabitants and an average temperature of 69° F during the year that favors agriculture. The state's most important sectors include the following: automotive and auto parts, metal mechanic, chemicals, plastics, apparel, furniture, fresh and processed foods, mining and information technologies.

Population

Puebla's population accounted for 5.3% of Mexico's total population in 2010.

POPULATION (2010)

Concept	Puebla	National	% over National A/B
	Total (A)	Total (B)	
Total Population (TP)	5,779,829	112,336,538	5.1%
Population under 14 years of age	1,855,683	33,913,202	5.5%
Working Age Population (WAP)	3,924,146	78,423,336	5.0%
Economically Inactive Population (EIP)	1,747,128	33,452,310	5.2%
Economically Active Population (EAP)	2,155,992	44,425,601	4.9%
Active population	2,076,868	42,421,721	4.9%
Inactive population	79,124	2,003,880	3.9%

Source: INEGI, 2010 People and Housing Census

Employment

Puebla recorded 2 million workers during 2010, mainly in the agricultural and

Concept	Puebla	National	% over National A/B
	Total (A)	Total (B)	
Total Active Population	2,099,846	42,699,571	4.9%
Agriculture	469,332	5,705,703	8.2%
Mining, Manufacturing, Electricity and Water	363,368	6,861,492	5.3%
Construction	184,541	3,576,193	5.2%
Commerce	381,113	8,201,891	4.6%
Other Services	686,464	17,791,507	3.9%
Non Specified	15,028	562,785	2.7%

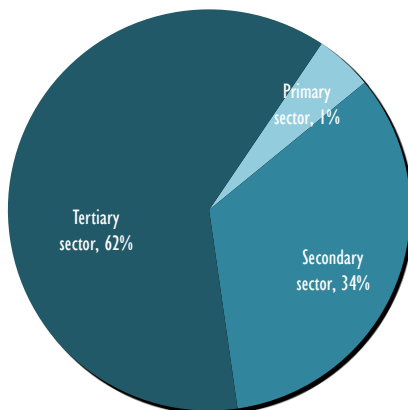
Source: INEGI, 2010 People and Housing Census

Economy

The Gross Domestic Product (GDP) of Puebla exceeded 423 billion pesos in 2010, and contributed 3.4% to Mexico's national GDP.

Tertiary sector, which includes trade and real estate services, contributed 62% of the state's GDP in 2010.

STRUCTURE OF THE GDP OF PUEBLA, 2010



Source: INEGI
Facts: Millions of pesos
*Indirectly Measured

PIB 2010	Puebla	National	Share (%) A/B
	Total (A)	Total (B)	
Total	423,878	12,504,744	3.4%
Primary sector	19,586	439,244	4.5%
Agriculture, forestry, fishing and hunting	19,586	439,244	4.5%
Secondary sector	142,745	4,320,102	3.3%
Mining, quarrying, and oil and gas extraction	5,182	1,079,586	0.5%
Utilities	3,943	156,217	2.5%
Construction	20,709	840,202	2.5%
Manufacturing	112,911	2,244,097	5.0%
Tertiary sector	261,547	7,745,399	3.4%
Wholesale and retail trade	69,162	2,049,929	3.4%
Transportation and warehousing	28,743	889,037	3.2%
Information	17,795	395,546	4.5%
Finance and insurance	8,539	460,592	1.9%
Real estate and rental and leasing	53,796	1,269,831	4.2%
Professional, scientific, and technical services	6,657	387,089	1.7%
Management of companies and enterprises	99	51,485	0.2%
Admin. & support and waste mgmt. & remediat. svcs.	7,105	300,991	2.4%
Educational services	28,800	625,205	4.6%
Health care and social assistance	11,733	372,319	3.2%
Arts, entertainment, and recreation	1,685	47,496	3.5%
Accommodation and food services	5,636	283,425	2.0%
Other services (except Public Administration)	12,403	303,753	4.1%
Public Administration	13,726	554,930	2.5%
Financial intermediation services*	-4,332	-246,228	1.8%

Million of pesos

*Indirectly Measured



Direct Foreign Investment

- Puebla received 153 million dollars in Foreign Direct Investment (FDI) in 2010, which was 0.9% off the total FDI received in Mexico.
- Most of the FDI received by the state was directed toward the manufacturing industry.

Salaries

Based on the contribution to IMSS, Puebla recorded an average salary of \$219.4 in 2010, below to the national average of \$236.6.

Average Salary quote to IMSS*	
Puebla	219.4
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

Infrastructure in the state of Puebla	
Railways (Km)	1,057
Trunk and branches	861
Secondary	159
Special	37
Sea ports	0
Height and cabotage	0
Cabotage	0
Airports	2
National	1
International	1

Puebla has 1,057 kilometers of railways. It has two airports, one international and one domestic.

Infrastructure in the state of Puebla	
Medical unit	1,251
Public	1,096
Private	155
Sites for hosting	487
Rooms	14,807

Source: SCT 2010, and AEPEF 2010 from INEGI.



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Education

Source: SCT 2010, and AEPEF 2010 from INEGI.

EDUCATIONAL INFRASTRUCTURE 2008-2009

Puebla	Senior High Schools	Higher Education
Schools	1,343	604
Students	221,773	148,471
Teachers	14,717	15,341

Source: SEP

Out of 89,298 students who graduated from engineering and technology in Mexico, 4,520 graduated in the state of Puebla during the 2008-2009 cycle.

HIGHER TECHNICAL SCHOOL POPULATION 2008-2009

Puebla	Undergraduates	Graduates
Total	2,333	2,047
Health Sciences	13	20
Social and Administrative Sciences	792	656
Engineering and Technology	1,447	1,299

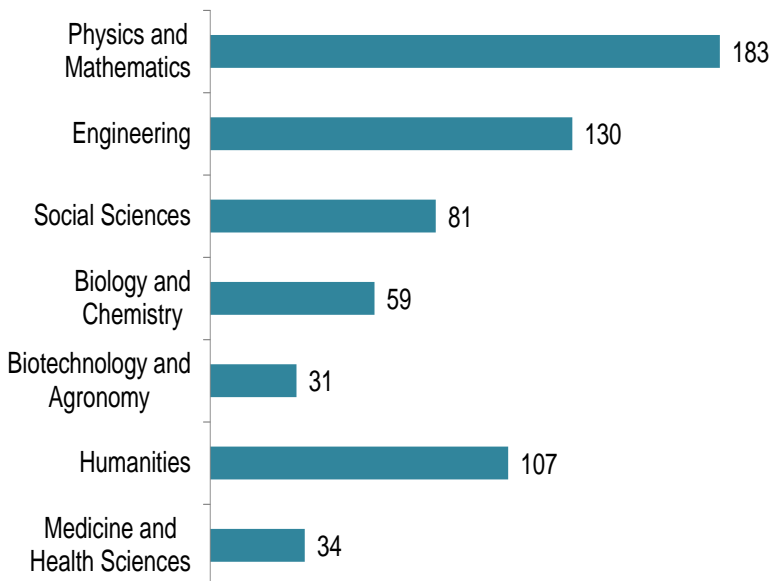
Source: National Association of Universities and Higher Education Institutions (ANUIES in Spanish)

BACHELOR'S POPULATION 2008-2009

Puebla	Undergraduates	Graduates
Total	13,608	8,861
Agricultural sciences	257	187
Health Sciences	1,635	1,333
Natural and Exact Sciences	238	184
Social and Administrative Sciences	6,238	3,808
Education and Humanities	720	349
Engineering and Technology	4,520	3,000

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

NUMBER OF RESEARCHES BY AREA OF SCIENCE



Researchers living force at January 2011

Source: National Research System, CONACYT

Mexico recorded more than 16,000 researchers at January 2011; 3.7% of them were in Puebla.

Most of the researchers in the state focused on the areas of physics and mathematics, as well as engineering and humanities.

