



- Capital: Jalapa Enríquez
- Municipalities: 212
- Population: 7,643,194
- % of national population: 6.8
- Territorial surface: 71,820 km²
- % of surface of the country: 3.7
- % share in national GDP: 4.7
- Sector with the highest contribution to state GDP: Wholesale and retail trade (14.8%)



Why invest in Veracruz?

Veracruz is the Mexican state with the sixth largest economy, where industry, energy, tourism, trade and agribusiness are the main sectors. Veracruz has more than 700 kilometers of coast and three deep water ports (Veracruz, Tuxpan and Coatzacoalcos), which are the gateway to the Atlantic Ocean and provide endless foreign trade possibilities. Veracruz offers investors high competitive advantages because of its climate diversity, land relief, geographic location and proven energy potential.

Population

Veracruz's population accounted for 6.8% of Mexico's total population in 2010.

POPULATION (2010)

Concept	Veracruz	National	% over National A / B
	Total (A)	Total (B)	
Total Population (TP)	7,643,194	112,336,538	6.8%
Population under 14 years of age	2,227,538	33,913,202	6.6%
Working Age Population (WAP)	5,415,656	78,423,336	6.9%
Economically Inactive Population (EIP)	2,502,751	33,452,310	7.5%
Economically Active Population (EAP)	2,882,338	44,425,601	6.5%
Active population	2,777,762	42,421,721	6.5%
Inactive population	104,576	2,003,880	5.2%

Source: INEGI, 2010 People and Housing Census

EMPLOYEES BY BRANCH OF ECONOMY ACTIVITY (2010)

Concept	Veracruz	National	% over National A/B
	Total (A)	Total (B)	
Total Active Population	2,782,400	42,699,571	6.5%
Agriculture	670,976	5,705,703	11.8%
Mining, Manufacturing, Electricity and Water	306,107	6,861,492	4.5%
Construction	249,744	3,576,193	7.0%
Commerce	484,935	8,201,891	5.9%
Other Services	1,037,931	17,791,507	5.8%
Non Specified	32,707	562,785	5.8%

Source: INEGI, 2010 People and Housing Census

Employment

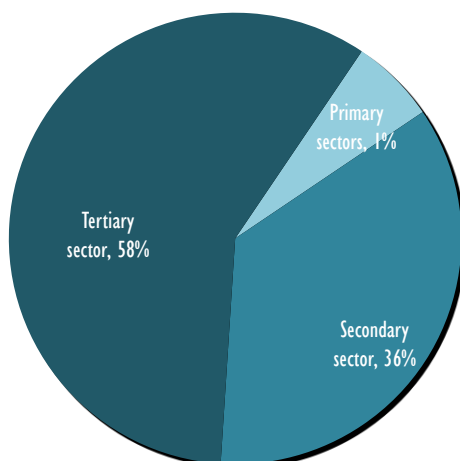
Veracruz recorded 2.7 million workers during 2010, mainly in the agricultural and in commercial sectors. In respect to the national level, the state represented 11.8% of the workers in the agricultural sector and 5.9% in commercial sector.

Economy

The Gross Domestic Product (GDP) of Veracruz exceeded 590 billion pesos in 2010, and contributed 4.7% to Mexico's national GDP.

Tertiary sector, which includes trade and real estate services, contributed 58% of the state's GDP in 2010.

STRUCTURE OF THE GDP OF VERACRUZ, 2010



Source: INEGI
Facts: Millions of pesos
*Indirectly Measured

PIB 2010	Veracruz	National	Share (%) A/B
	Total (A)	Total (B)	
Total	590,288	12,504,744	4.7%
Primary sector	36,002	439,244	8.2%
Agriculture, forestry, fishing and hunting	36,002	439,244	8.2%
Secondary sector	209,437	4,320,102	4.8%
Mining, quarrying, and oil and gas extraction	48,880	1,079,586	4.5%
Utilities	12,550	156,217	8.0%
Construction	67,946	840,202	8.1%
Manufacturing	80,060	2,244,097	3.6%
Tertiary sector	344,849	7,745,399	4.5%
Wholesale and retail trade	82,603	2,049,929	4.0%
Transportation and warehousing	51,187	889,037	5.8%
Information	11,767	395,546	3.0%
Finance and insurance	7,441	460,592	1.6%
Real estate and rental and leasing	76,355	1,269,831	6.0%
Professional, scientific, and technical services	6,117	387,089	1.6%
Management of companies and enterprises	44	51,485	0.1%
Admin. & support and waste mgmt. & remediat. svcs.	6,044	300,991	2.0%
Educational services	38,002	625,205	6.1%
Health care and social assistance	19,077	372,319	5.1%
Arts, entertainment, and recreation	1,231	47,496	2.6%
Accommodation and food services	9,436	283,425	3.3%
Other services (except Public Administration)	13,681	303,753	4.5%
Public Administration	25,388	554,930	4.6%
Financial intermediation services*	-3,522	-246,228	1.4%

Million of pesos

*Indirectly Measured



Foreign Direct Investment

- Veracruz received 77 million dollars in Foreign Direct Investment (FDI) in 2010, which represented 0.4% of FDI received in Mexico.
- Of all the FDI received by the state, most was directed toward the construction sector, followed by manufacturing.

Salaries

Veracruz recorded an average salary for IMSS contribution of \$209.1 in 2010, which was below the country's average salary of \$236.6.

Average Salary quote to IMSS *	
Veracruz	209.1
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 Veracruz	
Railways (Km)	1,807
Trunk and branches	1,311
Secondary	349
Special	146
Sea ports	9
Height and cabotage	5
Cabotage	4
Airports	4
National	1
International	3

Source: SCT 2010, and AEPEF 2010 from INEGI.

Veracruz has 1,807 kilometers of railways. It also has 9 sea ports, 5 height and cabotage ports and 4 cabotage ports. It has 1 domestic airports and 3 international airport.

Infrastructure in the state of Veracruz	
Medical unit	1,744
Public	1,573
Private	171
Sites for hosting	1,255
Rooms	36,031

Source: SCT 2010, and AEPEF 2010 from INEGI.)

Education

EDUCATIONAL INFRASTRUCTURE 2008-2009

Veracruz	Senior High Schools	Higher Education
Schools	1,604	481
Students	275,307	140,268
Teachers	18,086	12,061

Source: SEP

HIGHER TECHNICAL SCHOOL POPULATION 2008-2009

Veracruz	Undergraduates	Graduates
Total	580	69
Health Sciences	86	43
Social and Administrative Sciences	105	0
Engineering and Technology	377	24

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

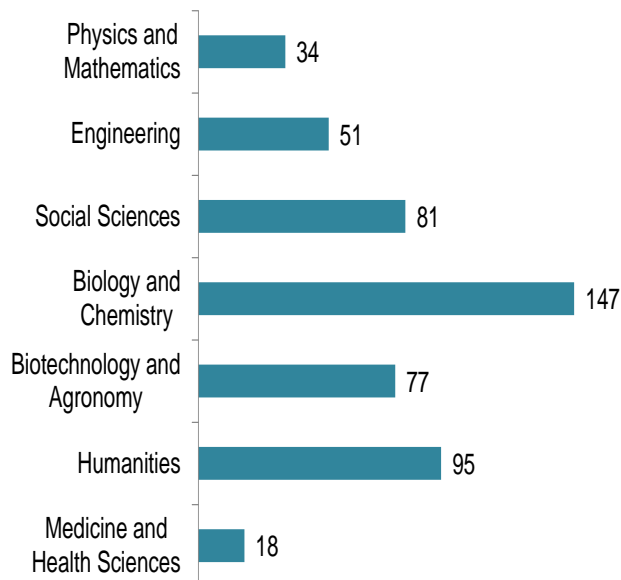
Out of 89,298 students who graduated from engineering and technology in Mexico, 7,352 graduated in the state of Veracruz during the 2008-2009 cycle.

BACHELOR'S POPULATION 2008-2009

Veracruz	Undergraduates	Graduates
Total	17,497	12,409
Agricultural sciences	319	284
Health Sciences	1,250	1,772
Natural and Exact Sciences	124	222
Social and Administrative Sciences	5,983	4,340
Education and Humanities	2,469	1,330
Engineering and Technology	7,352	4,461

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; 3.0% of them were in Veracruz.

Most of the researchers in the state focused on the areas of biology and chemistry, followed by humanities and social sciences.

