

**MEXICO**  
**INDUSTRY** SGICP®  
EL MEDIO INFORMATIVO DE LA INDUSTRIA MANUFACTURERA

INVEST IN  
**SONORA**

[www.mexicoindustry.com](http://www.mexicoindustry.com)

# SONORA STRATEGIC LOCATION



United States of America

## TOTAL TERRITORIAL SURFACE

**1,930,557,923,615.8472 SQ.FT**

## AVERAGE ELEVATION ABOVE SEA LEVEL

**1942 FT S.N.M**



# SONORA



- Located in Northwest Mexico
- **368 MILES**  
border with the U.S. (Arizona and New Mexico)
- Strategically located for international trade and industry
- **6**  
entry ports along the border with the U.S.
- A total population of  
**3,036,144**



# SONORA CONNECTIVITY ROADS

## FEDERAL HIGHWAY NETWORK

Federal Highway 15 is one of the most important roads in the country. Through 652 kilometers, it runs across the state of Sonora from its southern border with Sinaloa at Estación Don, and to the northern border with Arizona (U.S.A.) and Nogales, Sonora.

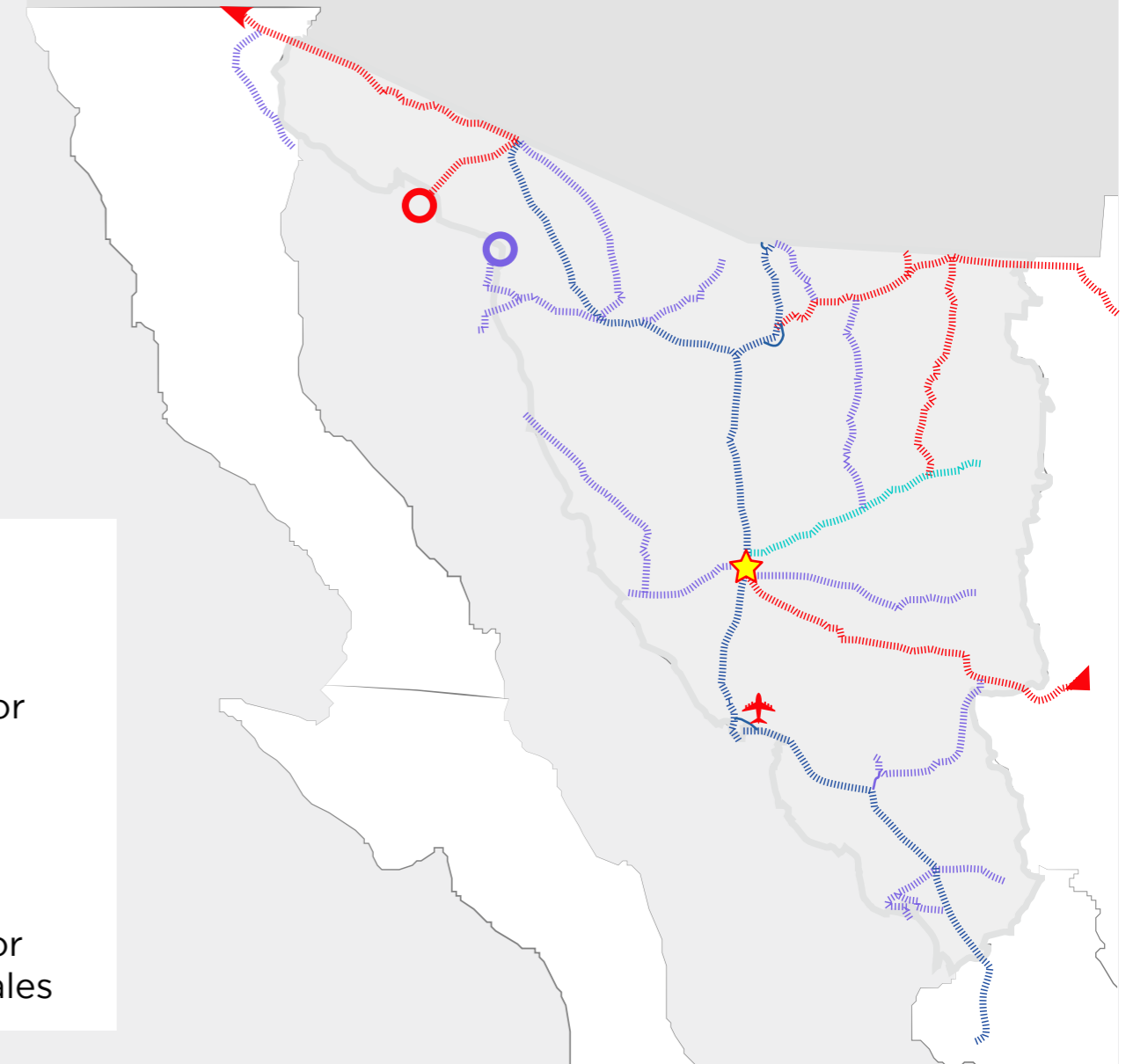
## STATE HIGHWAY NETWORK

A 3,674 kilometers long highway to interconnect the state's communities with each other and with the federal highways.

- Red federal libre
- Red federal Cuota
- Red federal integrada por tramos libres y de cuota
- Red estatal libre
- Red estatal cuota
- Carreteras integradas por tramos federales y estatales



United States of America



# SONORA CONNECTIVITY ROADS

## 4-LANE HIGHWAY UPGRADE

The 652 kilometer modernization of federal highway number 15, which will have highway conditions, is more than 86% complete, as well as the Hermosillo and Cajeme bypasses. Investment of \$20 billion pesos.

## ROAD RESCUE

Governor Claudia Pavlovich's road rescue program restored 1,799 kilometers of state highways to improve the connectivity of the state's communities with each other and with federal highways.

Investment of \$2.67 billion pesos.



# SONORA ROAD IMPROVEMENT

## FREEWAY

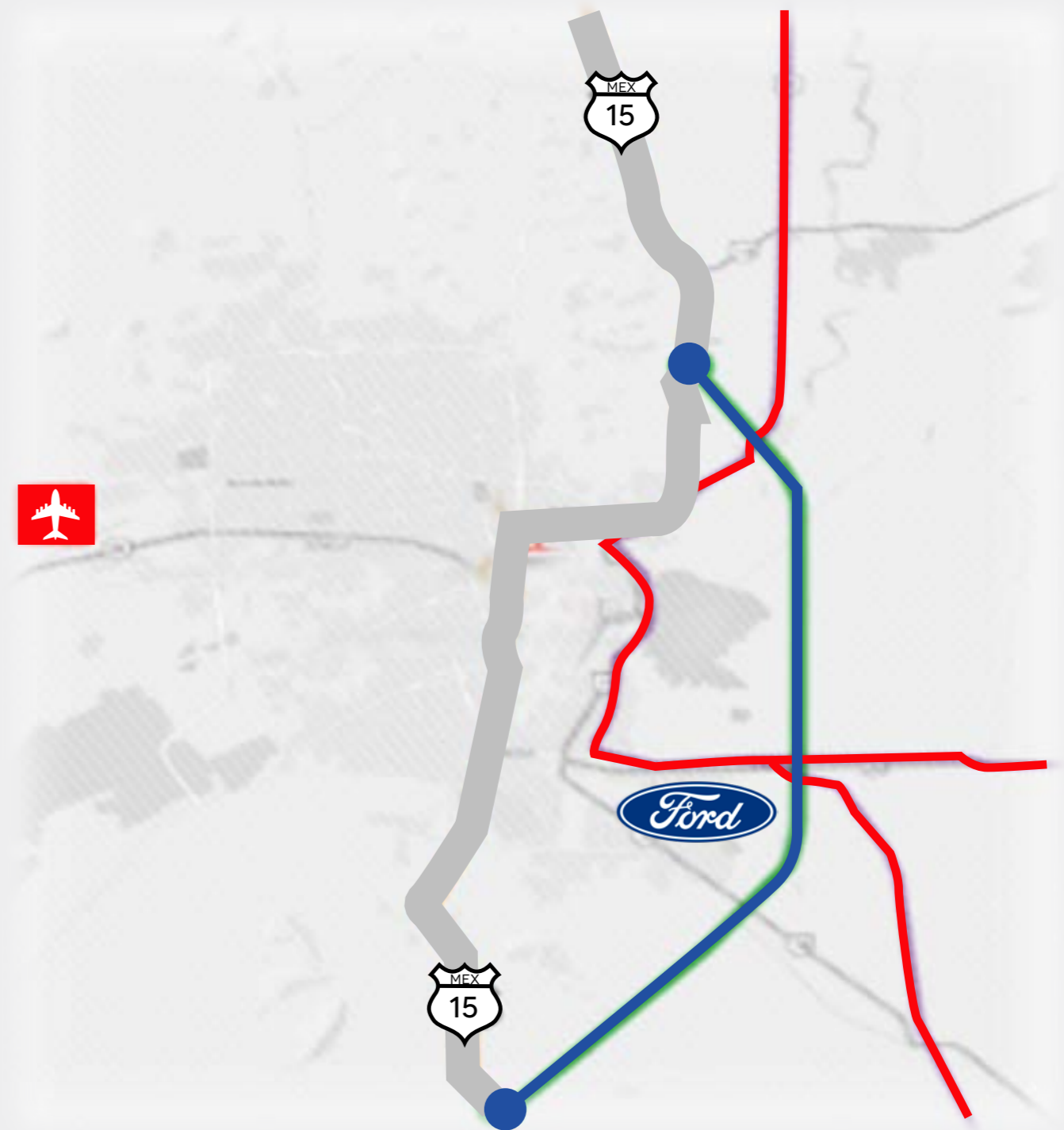
As a part of the four-lane highway modernization, the following freeways are being built to optimize the vehicle flow on the Mexico-Nogales freeway

### HERMOSILLO BYPASS

**39 KILOMETERS**

**1,060 MDP**

**80% OF PROGRESS**





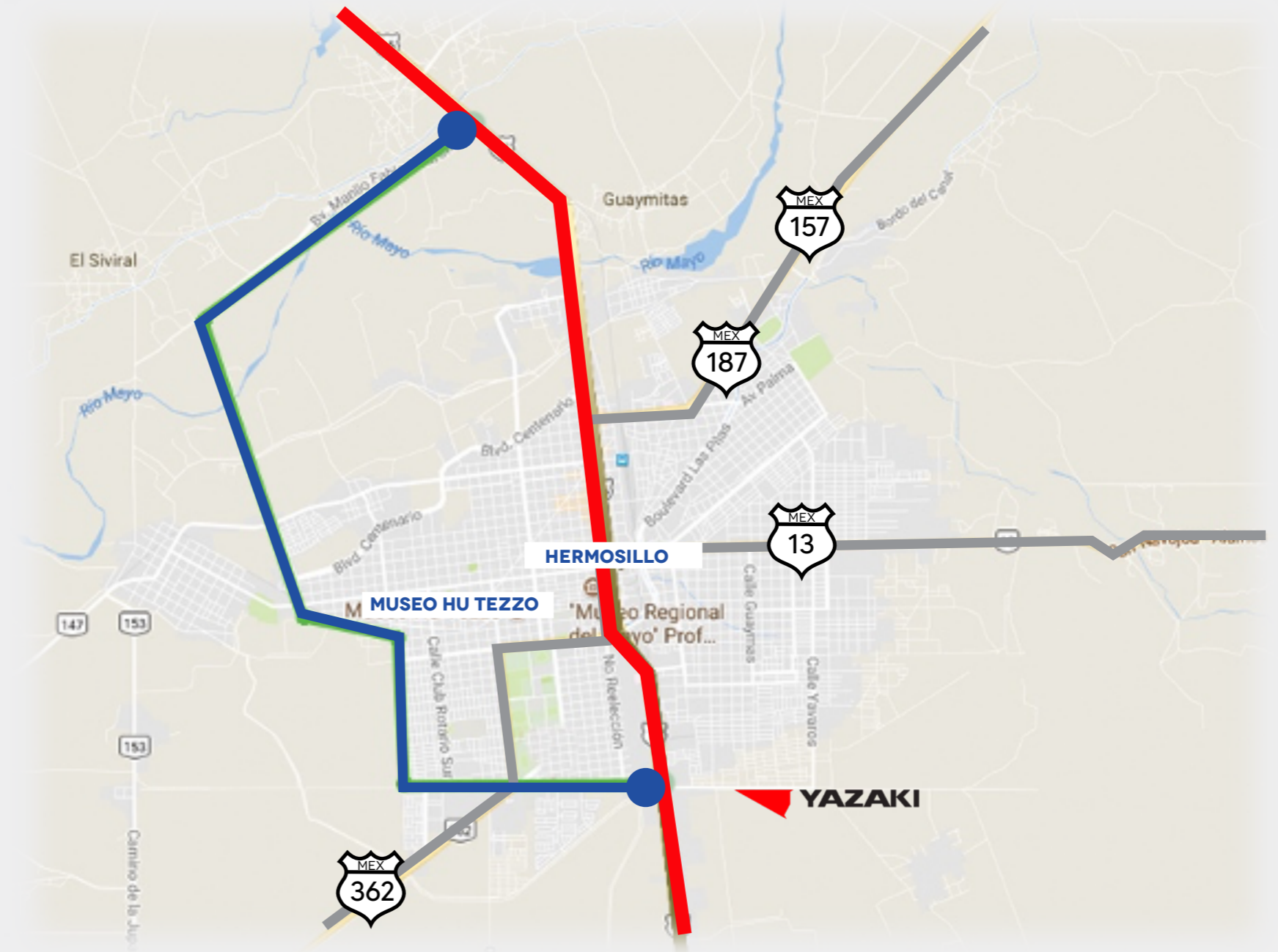
# SONORA ROAD IMPROVEMENT

## PERIFÉRICO PONIENTE NAVOJOA

13 KM

351 MILLION PESOS

WORK COMPLETED AND DELIVERED



SONORA

# PUERTO DE GUAYMAS

Upgrade investment:

**\$800 million pesos**

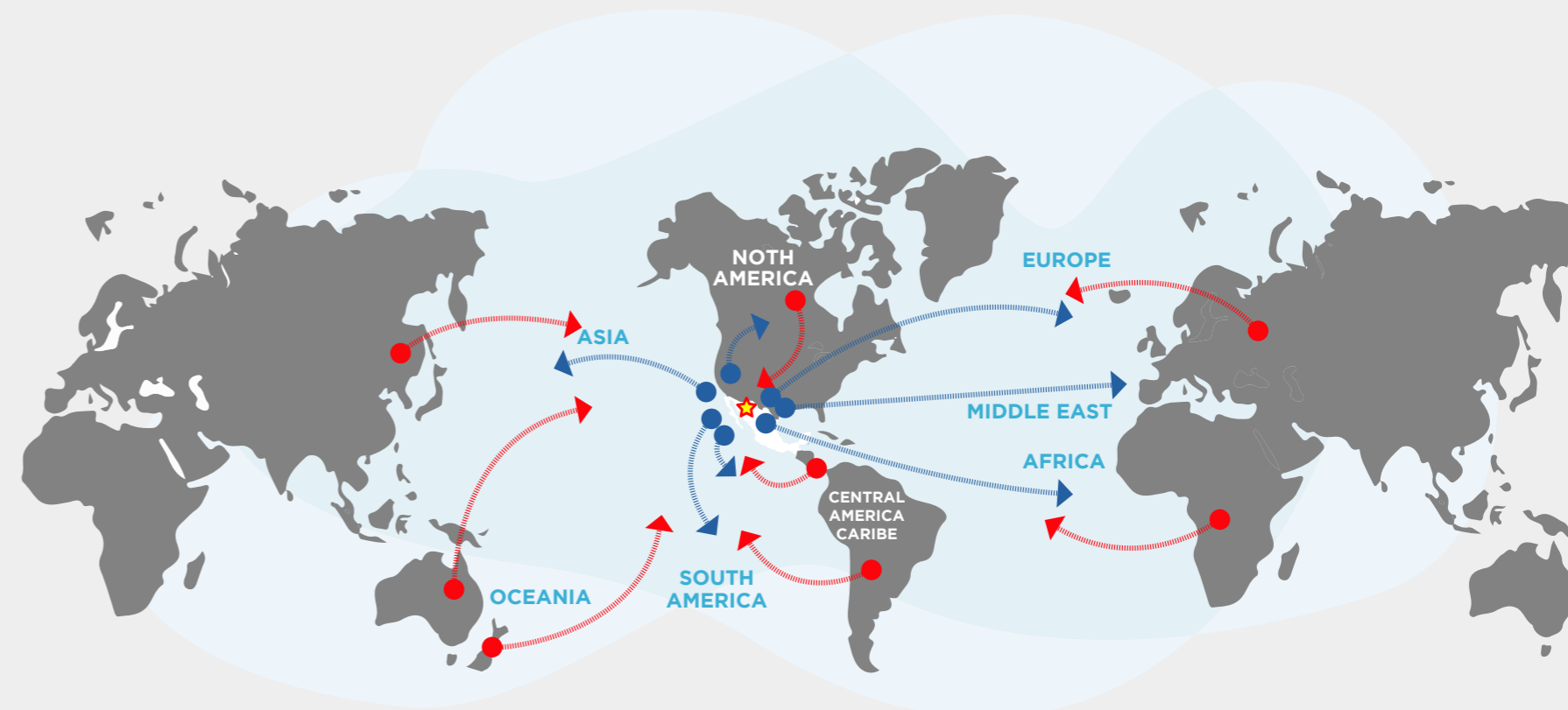
Installed capacity:

**12 million tons**

Available capacity:

**2 million tons**

Expansion project for an additional 2 million tons



## 4 REGULAR ROUTES

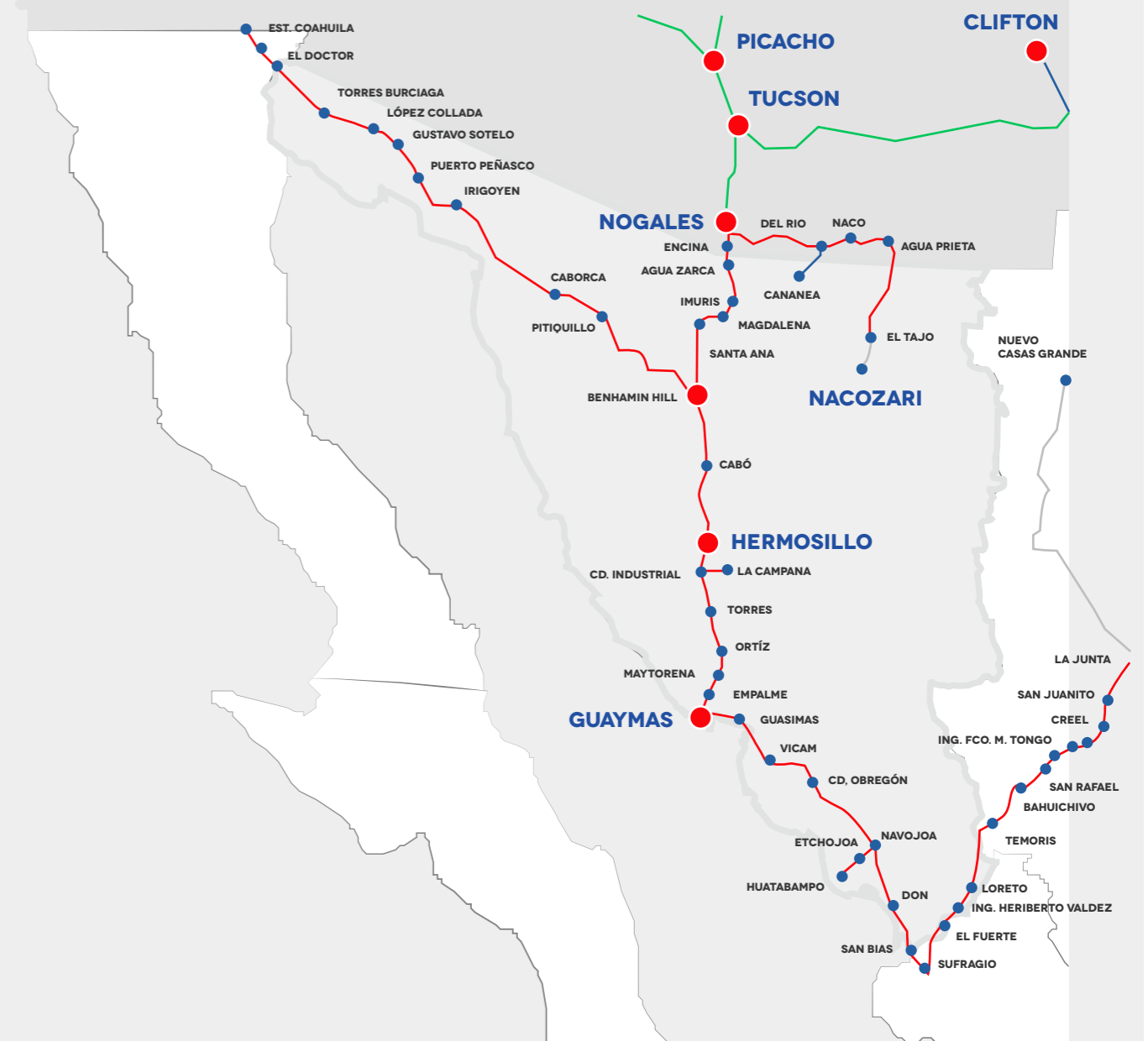
Worldwide connections to most ports and Pacific ports as main destination.

Provides an option for the transportation of goods from South America and the East with optimal entry to the southeastern United States.

# SONORA RAILWAY NETWORK

- There are 2,008 kilometers of railroad tracks in Sonora, including trunk, branch, secondary and private lines, which allow the exchange and mobilization of merchandise, agricultural products, chemicals, minerals, metals, as well as products and inputs related to the automotive industry.
- Sonora operates 4 industrial railroad terminals, 2 of which are of the Cross Dock type.
- The main rail terminals are located in Hermosillo, Nogales, Nacozeni and Guaymas.

  
United States of America



# SONORA AIRPORTS

## AEROPUERTO INTERNACIONAL DE HERMOSILLO

**67**  
Domestic flights

**Destinations:** Culiacan, Monterrey, Guadalajara, Chihuahua, Ciudad Juarez, Tijuana, Mexico City, La Paz.

### Airlines:



### International Flights:

American Airlines: Direct flight to Phoenix

## AEROPUERTO INTERNACIONAL DEL SUR (CD. OBREGÓN)

**11**  
Domestic flights

**Destinations:** Tijuana, Monterrey, Guadalajara, Puerto Vallarta, Mexico City, La Paz, Cabo San Lucas, Ciudad Constitución, Guerrero Negro, Isla de Cedros, Hermosillo.

### Airlines:



SONORA

# SIERRAS Y MONTAÑAS

Su **situación geográfica**, se sitúa entre los **32° 29'** Norte y **26° 14'** Sur en su latitud Norte y entre los **108° 26'** Este y **105° 02'** Oeste en su latitud Oeste del meridiano de Greenwich.

Tiene por límites al Norte con Estados Unidos de América, al Sur con el Estado de Sinaloa, al Este con Chihuahua y al Oeste con el Golfo de California y Baja California. Su fisiografía está constituida en su mayoría por **llanuras y sierras** el territorio en ancho en su parte septentrional y se va angostando poco a poco en su dirección al sur

En los límites con el estado de Chihuahua principia la región montañosa de la Sierra Madre Occidental, la cual recibe diversos nombres a su paso por las tierras sonorenses:

CERRO PICO GUACAMAYAS





**2,620MSNM**

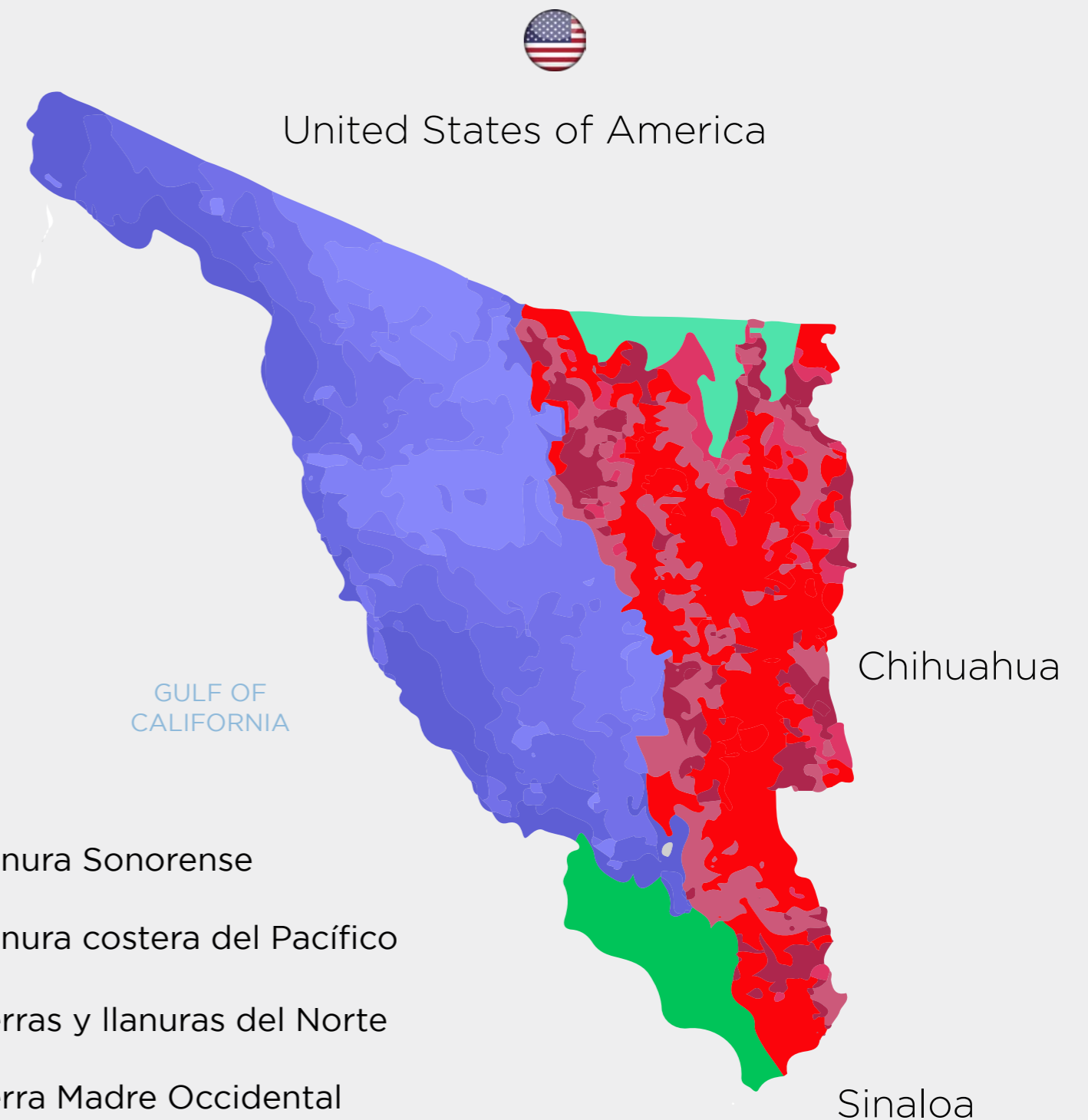
SIERRA LA CHAROLA

**2,520MSNM**

SIERRA SAN JOSÉ

**2,540MSNM**

-  Llanura Sonorense
-  Llanura costera del Pacífico
-  Sierras y llanuras del Norte
-  Sierra Madre Occidental

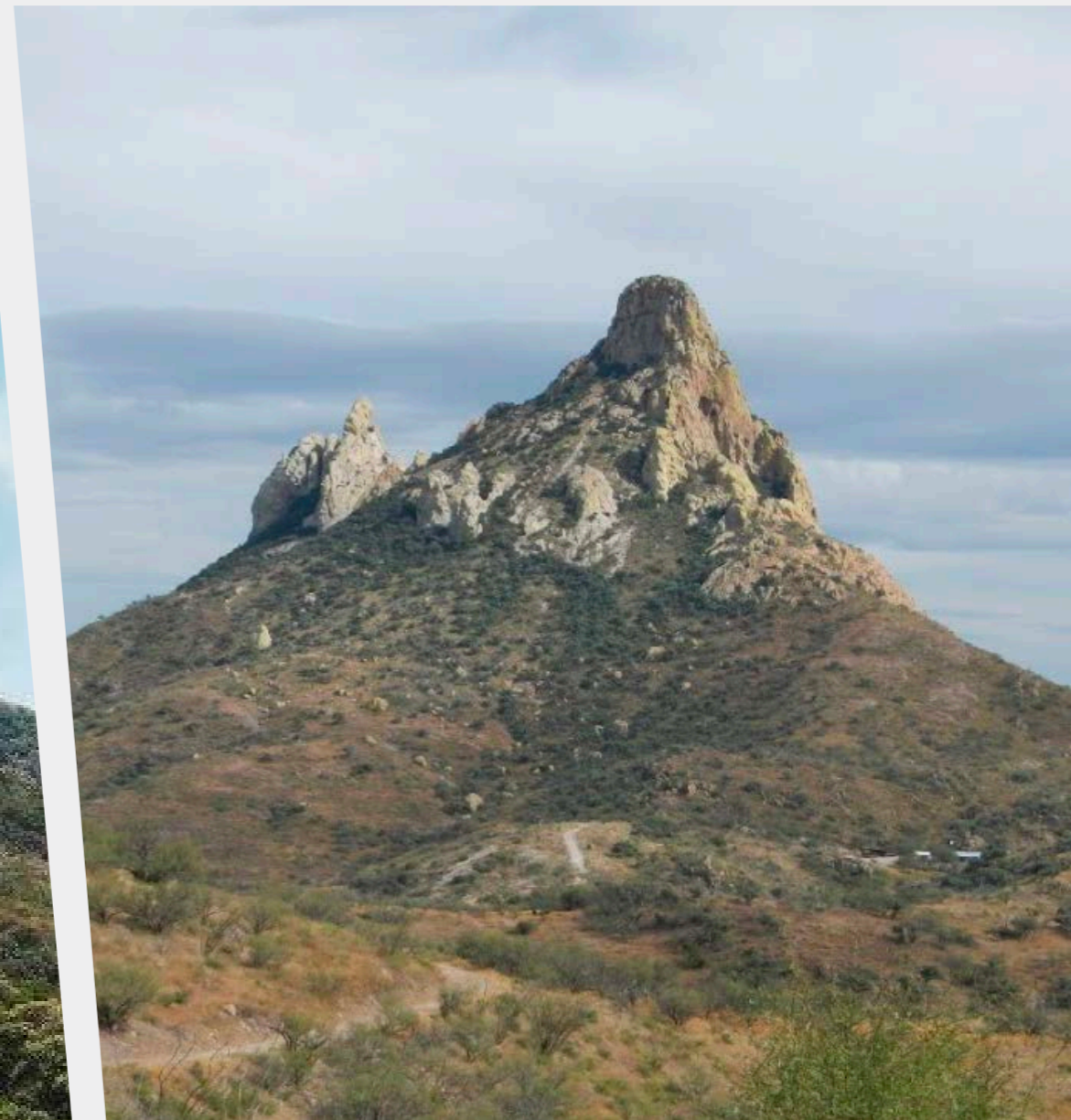
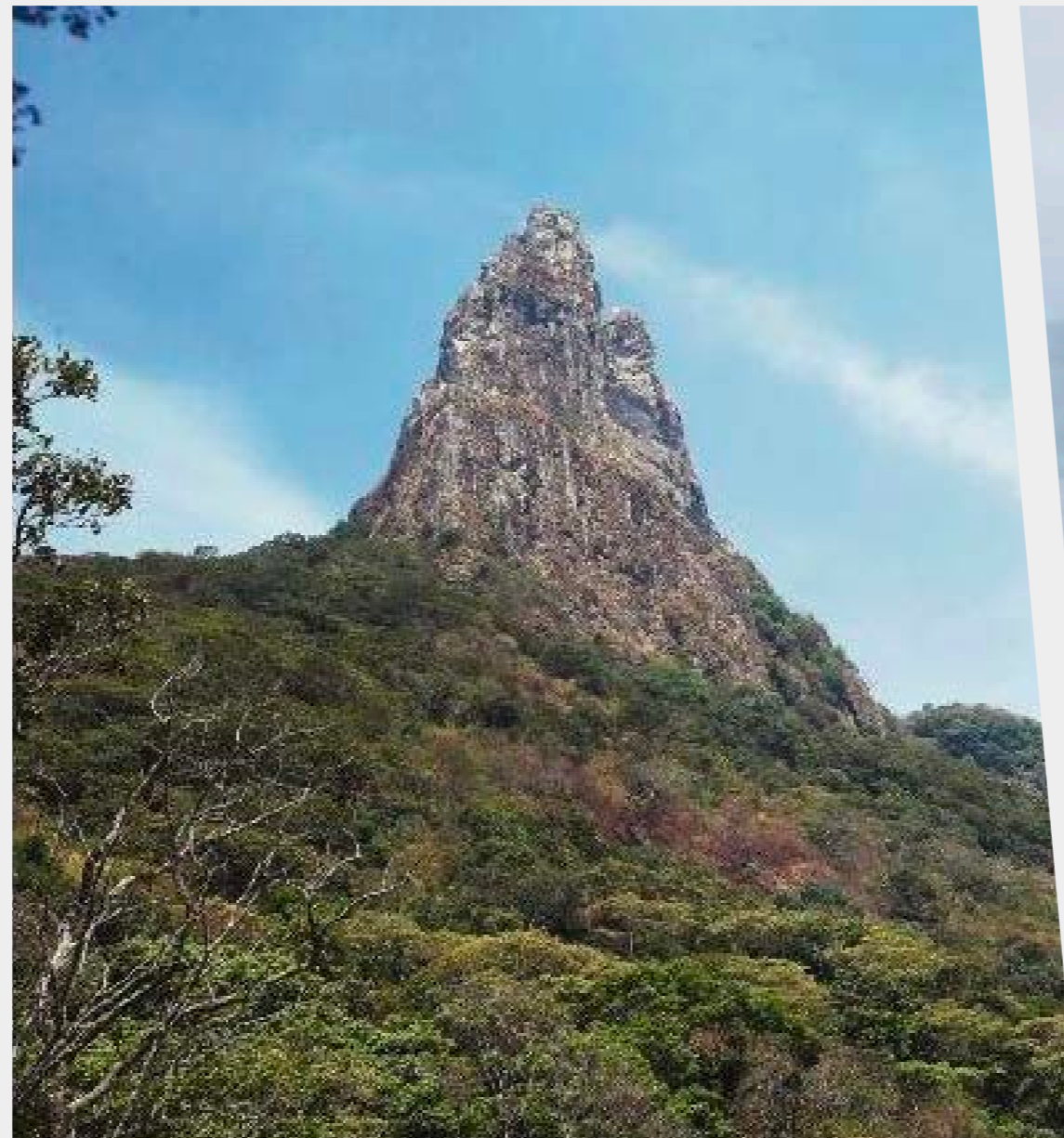


# SONORA SIERRAS Y MONTAÑAS

## SIERRA LOS AJOS

2,620msnm

Se encuentra el cerro más **alto de la entidad** que se llama **Picachos**.



# SONORA SIERRAS Y MONTAÑAS

## SIERRA DE CANANEA

Famosa por su **gran mina de cobre**

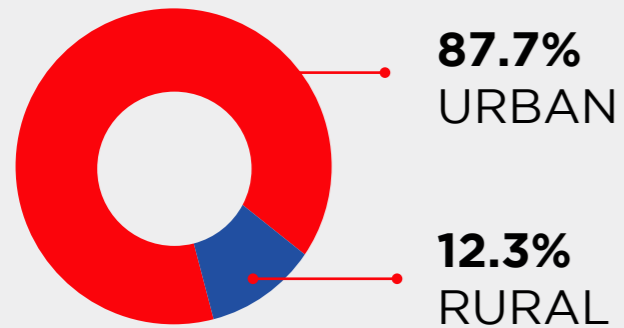


# SONORA DEMOGRAPHIC PROFILE

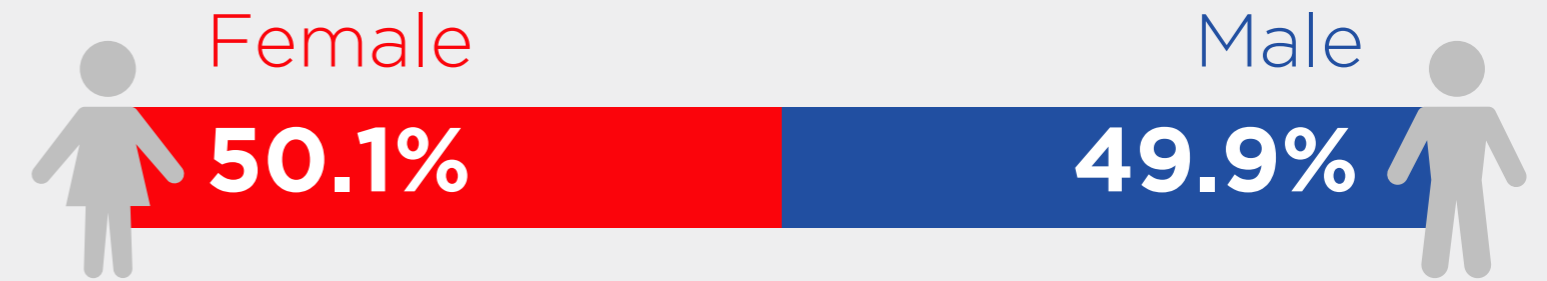
## 72 MUNICIPALITIES

CAPITAL CITY HERMOSILLO

### POPULATION DISTRIBUTION



Total Population  
**3.4 MILLION  
INHABITANTS**



### JOBS GENERATED BY THE ASSEMBLING INDUSTRY



**+130,000 JOBS**

**EAP: 1.4 MILLION INHABITANTS**  
(ECONOMICALLY ACTIVE POPULATION)

Working Pop.: **97.1%**

Fuente: INEGI, conteo de población y vivienda 2015

# PERFIL DEL ESTADO DE FUERZA DE LA PESP, 2020

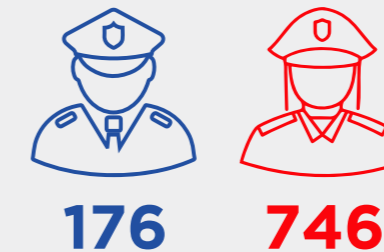
**966**

Personas integran la institución

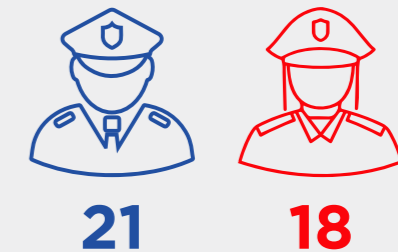
**5**  
ejercen la función de mando



**922**  
elementos operativos

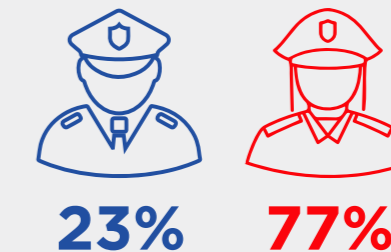


**922**  
elementos operativos



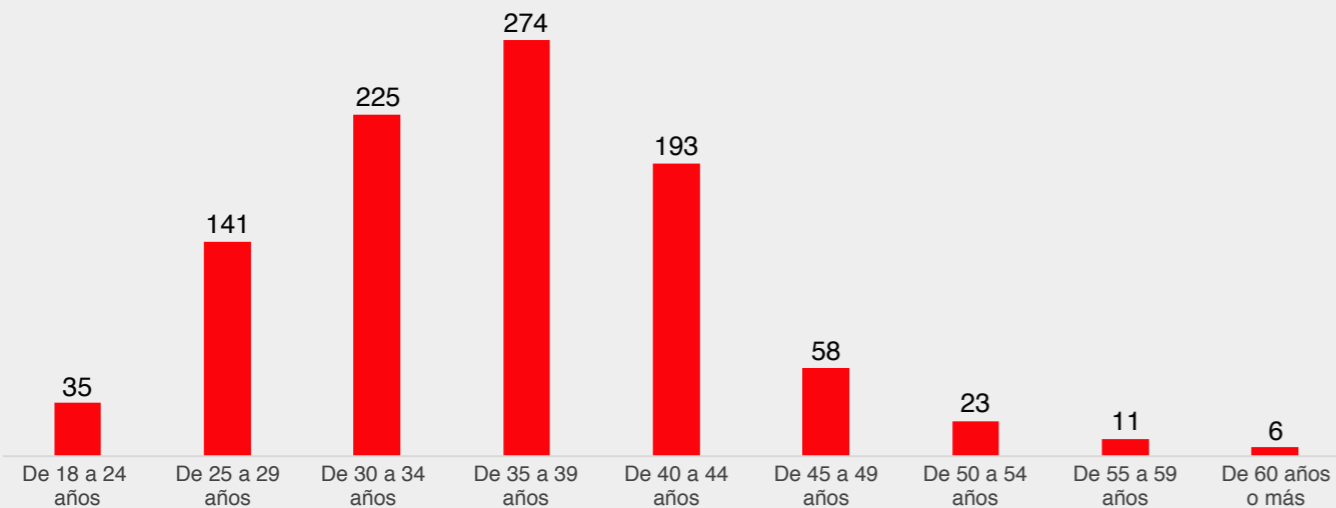
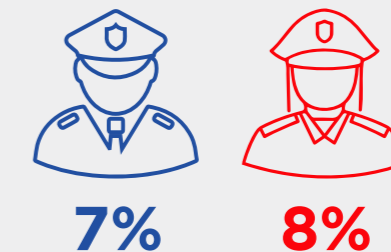
**DE 15,001 A  
20,000 PESOS**

**714**



**DE 20,001 A  
25,000 PESOS**

**223**



Rango de edad del personal de la PESP

Rango de ingresos mensuales de los elementos operativos

# SONORA PUBLIC SECURITY

- Crimes in red:**
- Homicide
  - Executions
  - Kidnapping
  - Extortion
  - Car theft

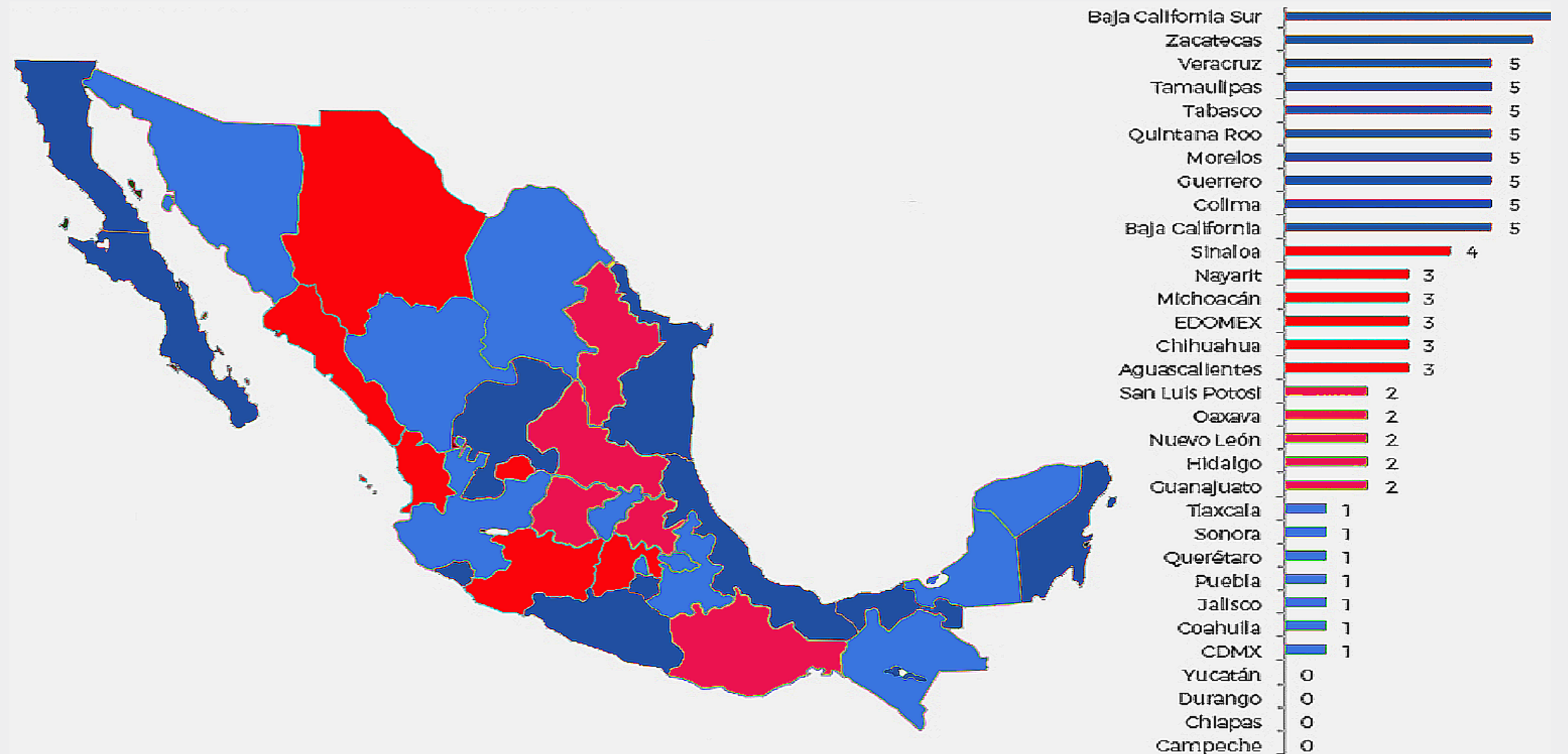
- 5 or more reds
- 3-4 reds
- 2 reds
- 0-1 reds

## SONORA IS THE SAFEST STATE ON THE NORTHERN BORDER

**Crime Stoplight:** It is a national citizen social project for peace in Mexico. This is an information system that is fed by citizen complaints and transparency efforts of the public authorities in charge.

### 2017 OUTCOMES:

In comparison with other states in the country, high-impact crimes in Sonora do not represent a serious risk issue.



SONORA

# PUBLIC SAFETY CRIME STOPLIGHT

- Public safety in Sonora is far better than in neighboring states, such as Chihuahua, Sinaloa and Baja California.
- High impact crimes in Sonora, such as homicide, kidnapping and extortion, do not currently represent a red light.
- **The capital of Sonora (Hermosillo), when compared to Tijuana, Culiacán and Ciudad Juárez, is a much safer city to live in.**

## The main challenges in Hermosillo are:

1. Violent business robbery
2. Non-violent vehicle robbery
3. Burglary of homes.



# SONORA ENHANCED SECURITY



- State-of-the-art technology will be used to protect citizens through a comprehensive program that will address emergencies and crime prevention.
- Work completed, in equipment stage for next inauguration. It will include 12 sub-centers in the state.
- The Hermosillo building will house up to 900 certified people, including members of all security corporations, local, state, federal and military, as well as emergency care and school digital health institutions.

PRIOR	EQUIPMENT	AFTER
189	Cameras	2,966
11	Covered municipalities	39
5,000	Link buttons	25,000
6	Road bows	34
789	Communication radios	3,132
53	Fiber optic kilometers	89

# SONORA MERCADO MAYORISTA

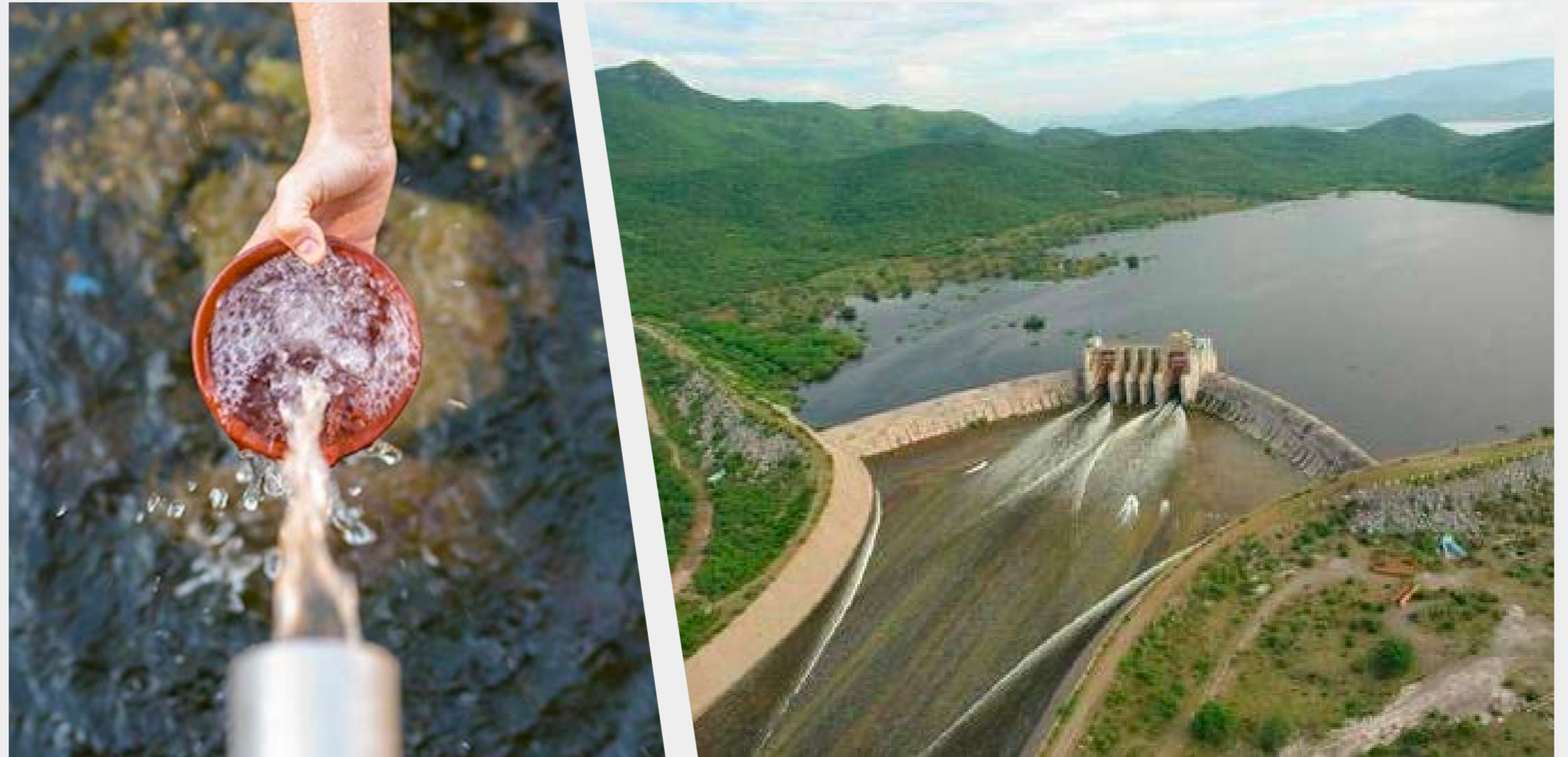
Tipo de unidad	No.	Municipio	Nombre de la unidad mayorista	Fecha de inicio de operación	No. total de bodegas		No. total de bodegas por giro				% sobre la forma de comercialización			% de operación de la unidad
					Ocupadas	Desocupadas	Frutas y Hortalizas	Abarrotes	Cárnicos	Otros	Mayores	Medio mayoreo	Menudeo	
CA	1	Cajeme	Central de Abastos de Obregón, S.A. de C.V.	17/07/1992	133	2	101	11	8	13	70	20	10	99
CA	2	Hermosillo	Mercado de Abasto Francisco I. Madero, A.C.	08/11/1978	270	0	213	25	20	12	70	20	10	100
CA	3	Hermosillo	Mercado de Abasto Olímpico de Hermosillo, A.C.	10/04/1968	79	90	63	3	2	11	0	40	60	47



# SONORA WATER SUPPLIER

**69**

**Organismos operadores de agua,** además de las Unidades Administrativas de Cananea, Guaymas y Empalme las cuales son operadas por la Comisión Estatal del Agua.



# SONORA MAIN WATER SOURCE



**7,027 millones**  
metros cúbicos de agua al año



**6,131 millones**  
metros cúbicos se destinan  
a la **agricultura**

**110 millones**  
metros cúbicos a la  
**industria autoabastecida**



**770 millones**  
metros cúbicos al  
**abastecimiento público**

**16 millones**  
metros cúbicos a  
**energía eléctrica**





**SONORA DESALINATION PLANT**  
**\$767 MILLION**

The Desalination Plant in the Guaymas-Empalme region, with a capacity of 200 liters per second, under a Public-Private Partnership (PPP) scheme, will ensure water supply to citizens and improve the conditions for their economic development.

- Ruling in favor of the Spanish consortium Aqualia and its subsidiary Aqualia México, S.A. de C.V. 20/Dec/17
- The bid includes designing, constructing, equipping, commissioning, operating and maintaining of the desalination plant, which should be up and running by the end of 2019.



# SONORA POWER PLANTS

## THERMO POWER PLANTS

Planta termoeléctrica Puerto Libertad, Pitiquito, Sonora.



## WIND GENERATORS

1 Planta el encinal ubicado en el municipio de Bacanora, Sonora.



## 8 PARQUES SOLARES

1. Planta IENOVA en Caborca Sonora
2. Planta engie en Caborca Sonora
3. Planta acciona puerto Libertad Sonora
4. Planta Zuma Energy en Bahía de Kino
5. Hermosillo, Sonora
6. Planta Iberdrola en Hermosillo, Sonora
7. Planta Internovum Solar en Empalme, Sonora
8. Planta Canadian Solar en Tastiota, Bahía de Kino, Hermosillo, Sonora
9. Planta X-ELIO en Navojoa, Sonora.



# SONORA POWER PLANTS

## COMBINED CYCLE POWER PLANTS \$1,534 MILLION DOLLARS

PUERTO LIBERTAD	52 MDD / 632 MW
AGUA PRIETA II	426 MDD/ 394.1 MW
EMPALME I AND EMPALME II	874 MDD/ 1,561 MW
TRANSMISSION NETWORK ASSOCIATED WITH CECC JUNCTION I AND II	177 MDD
ELECTRIC SUBSTATION "EL SERI"	4.9 MDD

## SONORA-BAJA CALIFORNIA ELECTRICAL INTERCONNECTION \$1,534 MILLION DOLLARS

**2,587.1**

NEW MEGAWATTS OF CLEAN ENERGY



Due to the Sonora's energy capacity expansion, the Ministry of Energy has decided to develop a new transmission network to connect Baja California with the National Electric System. The project contemplates the construction of an advanced technology interconnection network, spanning 1,400 km from Hermosillo, Sonora to Mexicali, Baja California, with an investment of US\$1.1 billion.



## 48 KM Y 16 PULGADAS DE DIÁMETRO

Longitud aproximada del gasoducto

Planta termoeléctrica Puerto Libertad, Pitiquito, Sonora.



## NATURAL GAS COMPANIES

Gas Natural del Noroeste S.A. de C.V.



## TELEPHONE COMPANIES

Teléfonos de México (Telmex)



## OPTICAL FIBER COMPANIES

6 Compañías de Fibra Óptica:

- Megacable Fibra Óptica
- Izzi Fibra Óptica
- On Internet
- Blue Internet
- Telmex Fibra Óptica
- Total Fibra Óptica.

SONORA

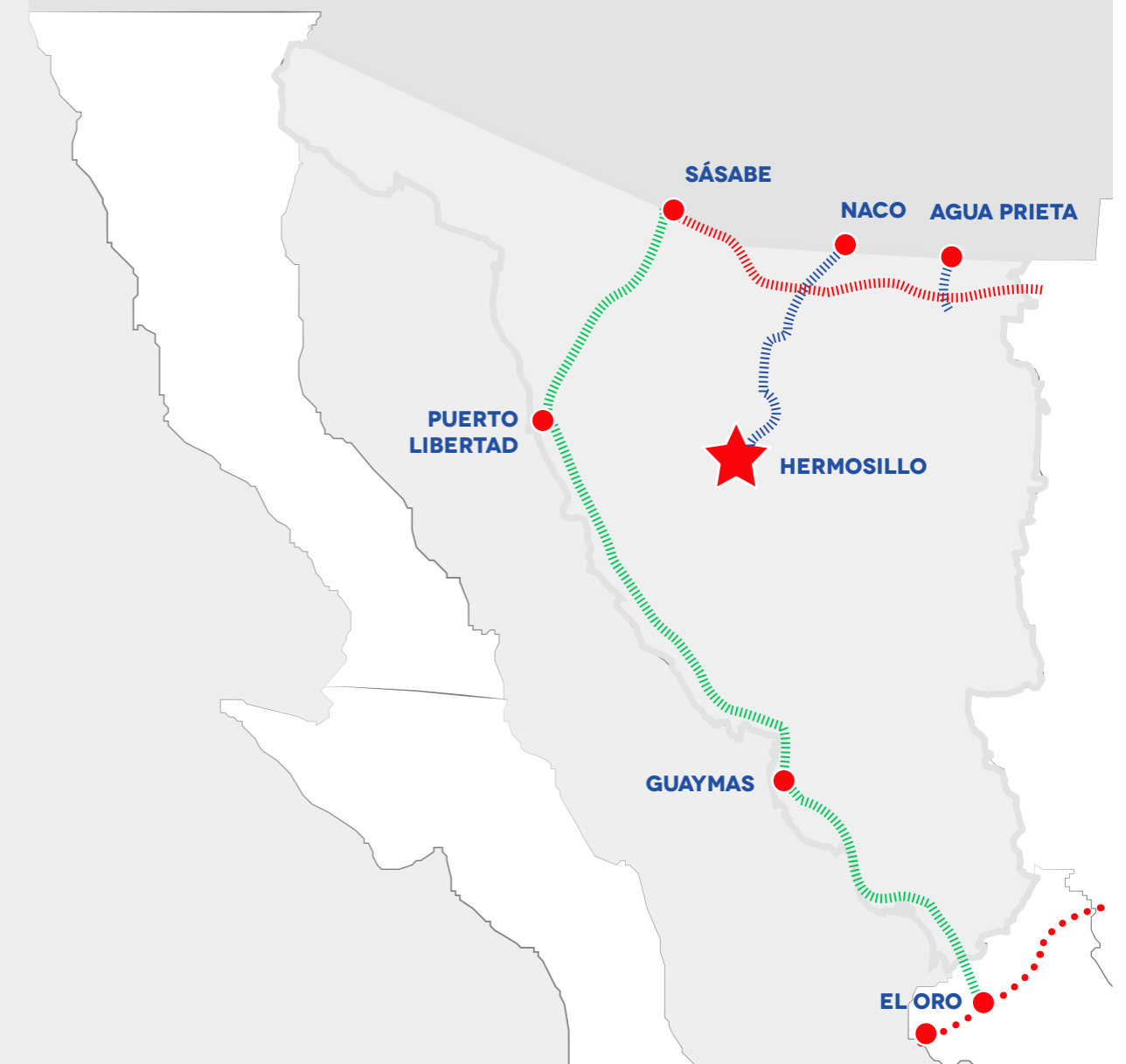
## PUBLIC AND PRIVATE INVESTMENTS

Sonora will expand its gas pipeline network from **353 to 1,581 km**, running across the state from north to south and east to west. This solid infrastructure offers increased investor confidence.

- **GASODUCTO NACO-HERMOSILLO / 340 km**
- **GASODUCTO AGUA PRIETA / 13 km**
- **GASODUCTO SAMALAYUCA - EL SÁSABE / 369 km**
- **GASODUCTO EL SÁSABE - EL ORO / 791 km**
- **RAMAL GASODUCTO GUAYMAS - EMPALME / 20 km**
- **RAMAL GASODUCTO HERMOSILLO / 48 km**



United States of America



The **SONORENSE INNOVATION ECOSYSTEM** program seeks to create an innovation environment, by bringing together academia, business and government around the strategic sectors of the economy, to enable the emergence of ideas, entrepreneurs and high-impact projects that feed an ecosystem of innovation and entrepreneurship.

### TECHNOLOGICAL INFRASTRUCTURE

- Innovation and High Technology Park (PIAT) in Hermosillo, investment of \$130 million pesos. It will house research centers, laboratories and incubators for new companies.
- Sonora Soft Technology Park in Ciudad Obregón, with two buildings equipped with state-of-the-art infrastructure, facilities and services, ideal for housing IT companies. It hosts 6 companies employing 750 people.



SONORA

# INNOVATION, SCIENCE AND TECHNOLOGY

- Sonora Institute for Aerospace and Advanced Manufacturing (SIAAM), operates in Hermosillo and will be opening new offices in Nogales and S.L.R.C. It offers highly specialized training to personnel in the advanced manufacturing industry.
- Regional Center for Research, Technological Development and Innovation for the Aerospace Sector, at the Instituto Tecnológico de Hermosillo (ITH), investment of 40 million pesos. It will promote technological innovation, research and development projects.
- Renewable Energy Innovation Center. Technological University of Hermosillo. Promotes scientific research and technology applied to renewable energy sources, energy efficiency and the use of clean energy technologies.



# SONORA STRATEGIC AREAS

## **AUTOMOTIVE**

98 COMPANIES

+50,500 JOBS

## **ELECTRICAL-ELECTRONIC**

70 COMPANIES

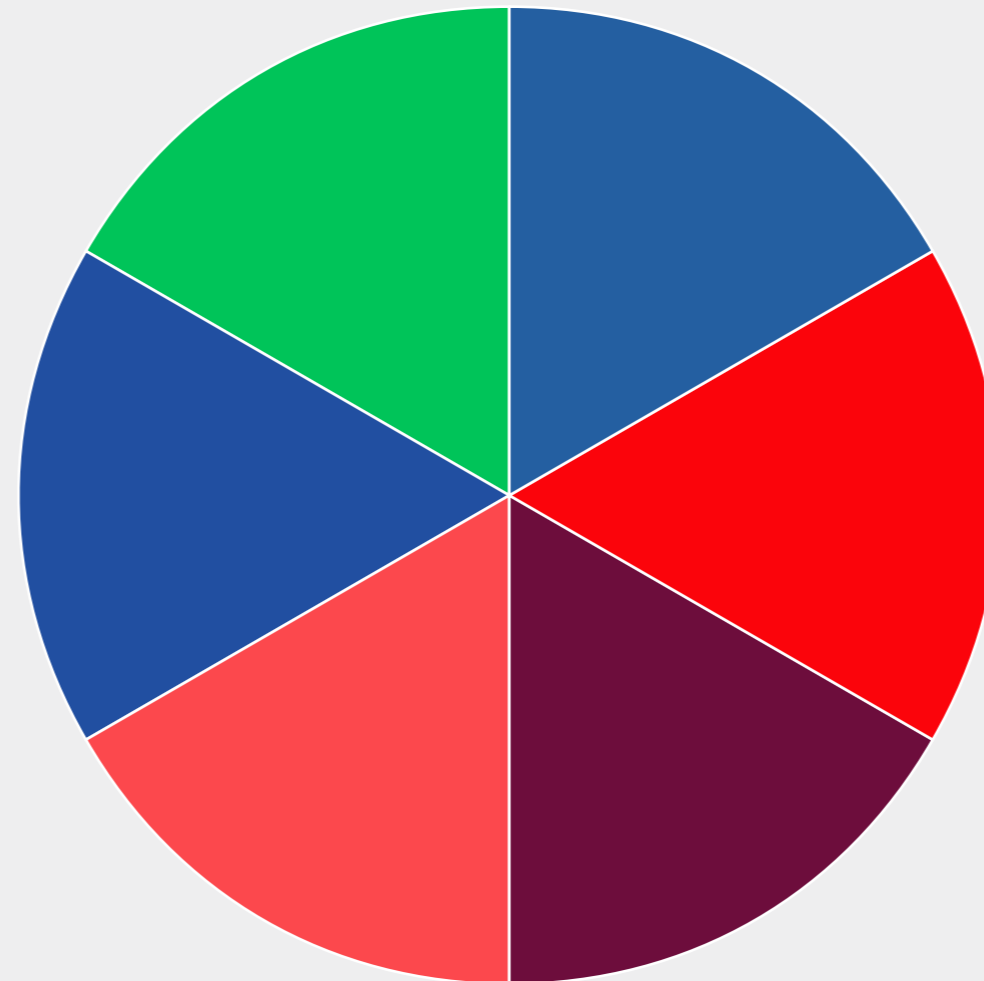
+46,000 JOBS

## **PHOTOVOLTAIC**

2,387 MW CAPACITY

14 PROJECTS IN DEVELOPMENT

2.8 BILLION INVESTMENT



## **AEROSPACE**

60 COMPANIES

+10,000 JOBS

## **MINERÍA**

+40 OPERATING MINES

+17,000 JOBS

## **AGROINDUSTRIA**

+150,000 JOBS

10.5% OF THE EAP

SONORA

# ATTRACTING NEW INVESTMENTS

**107**  
INVESTMENT PROJECTS

**\$5,008.58 MDD**  
OF INVESTMENT

**22,706**  
NEW JOBS

**43**  
NEW BUSINESS  
PROJECTS

**64**  
ORGANIC GROWTH  
PROJECTS

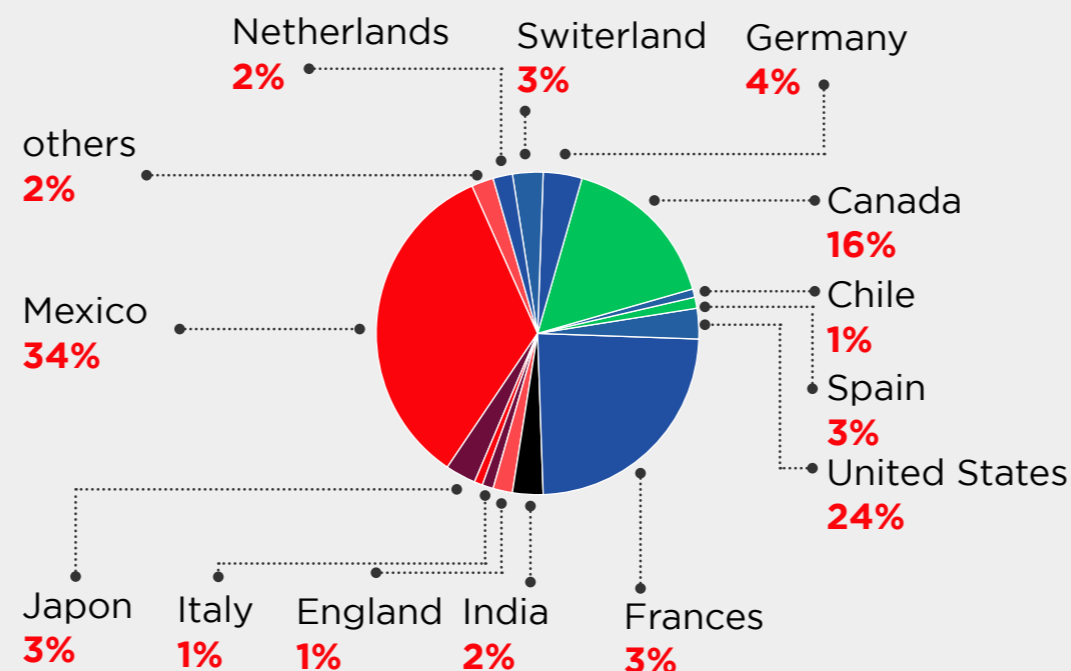
## MUNICIPALITIES:

Agua Prieta, Álamos, Altar, Banamichi, Benjamín Hill, Caborca, Cananea, Cajeme, Cucurpe, Cumpas, Fronteras, Guaymas, Hermosillo, La Colorada, Magdalena, Moctezuma, Nacozari, Navojoa, Nogales, Puerto Libertad, Quiriego, Rosario Tesopaco, Sahuaripa, San Javier, Santa Ana, Santa Cruz, SLRC, Soyopa, Suaqui Grande, Yecora

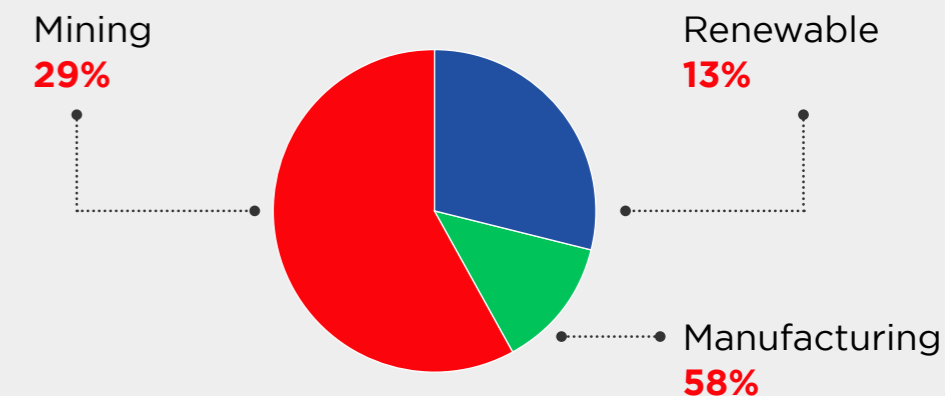
## MAIN MANUFACTURING ACTIVITIES:

Aerospace, Agroindustrial, Automotiva, Electrical-Electronics, Medical, Metal-Mechanical, Information Technology, Textiles

## SOURCE OF INVESTMENT



## INVESTMENT SECTORS



## SONORA SUCCESS STORIES

**SLRC:** Yazaki. Investment of \$15 MDD , creating 1,500 new jobs.

**NOGALES AND AGUA PRIETA:** MWC Commercial Vehicle Group/Hunter Douglas. Growth of 60%.

**CANANEA:** Buena Vista de Zinc, concentrator plant construction for exploiting zinc deposits within the Cananea mine. Investment \$413 MDD.

**BACADÉHUACHI:** New Sonora Lithium mine, initial investment \$420

**MDD. HERMOSILLO:** The arrival of triple A aerospace companies, such as AT Engine (\$250 MDD), Shimtech (\$15 MDD) and Figeac (\$100 MDD).

- Ford assembly plant, projection for its new product.

**CD. OBREGÓN:** Constellation Brands acquired Grupo Modelo's brewery for \$600 MDD, applying an additional \$180 MDD for its modernization and has already announced an investment of \$900 MDD to its expansion.



SONORA

# STRATEGIC AREAS FOR INVESTMENT PROMOTION



**LOGISTICS-  
CONNECTIVITY**

**WORKPLACE  
SAFETY**



**PUBLIC  
SECURITY**

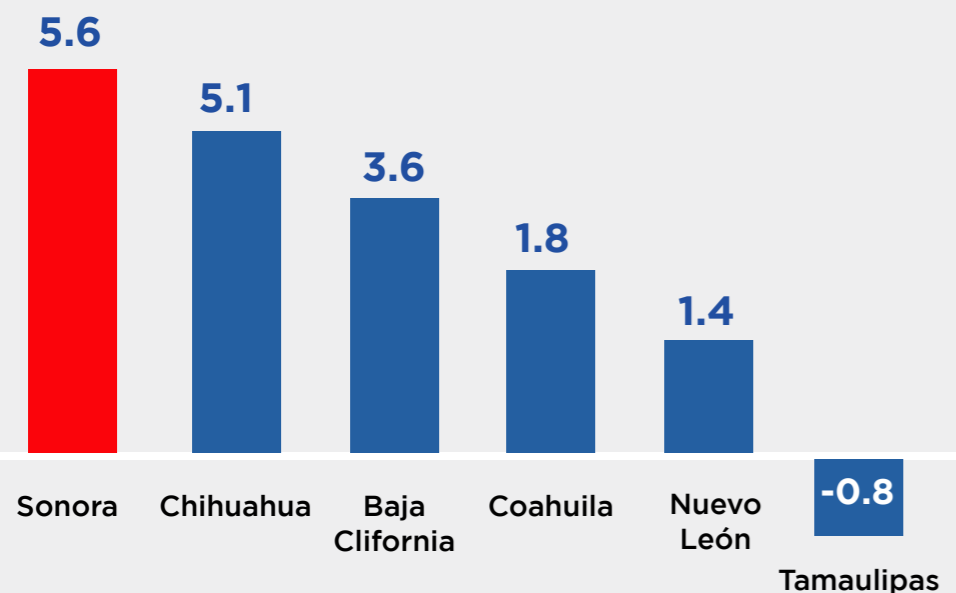
**HUMAN  
ASSETS**



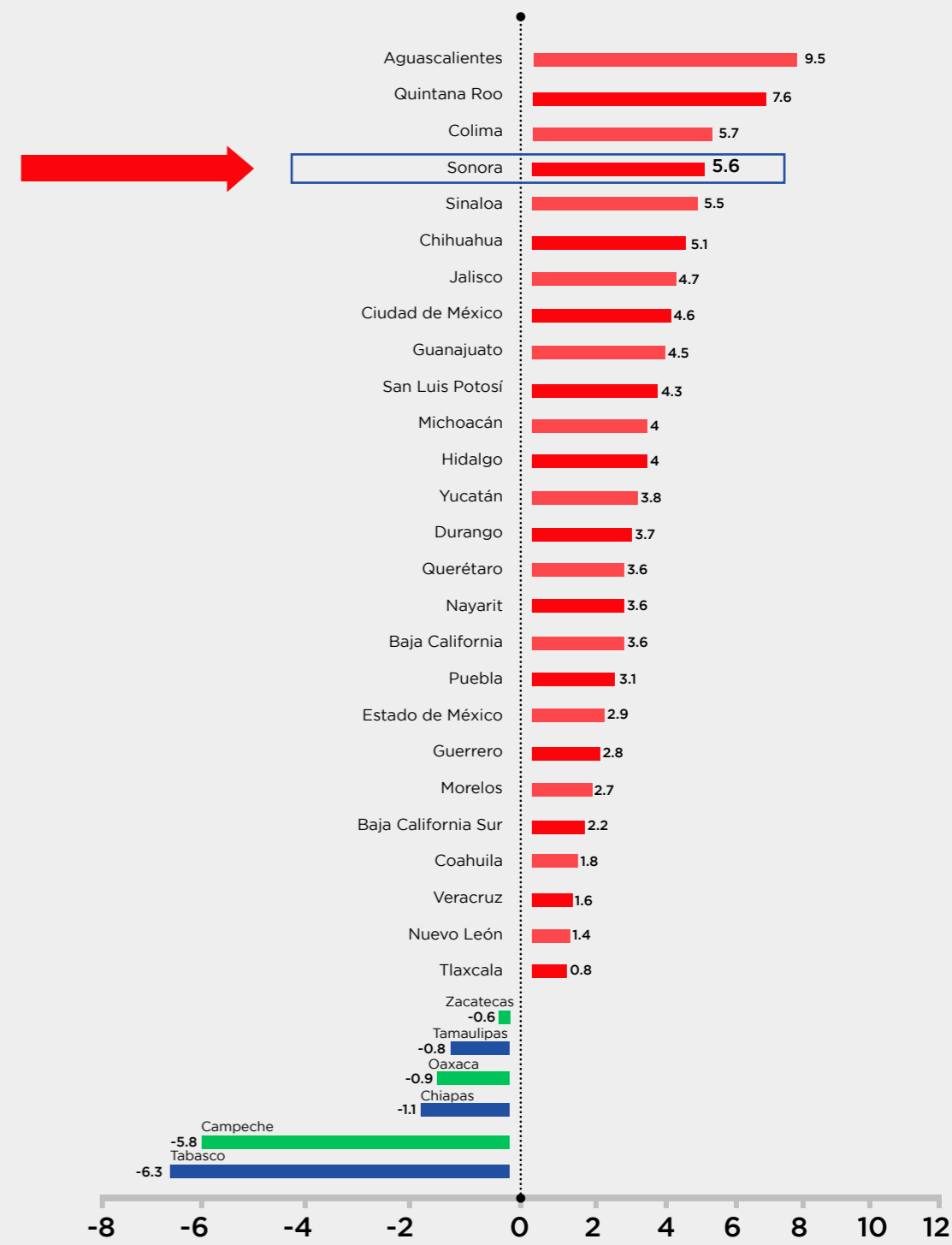
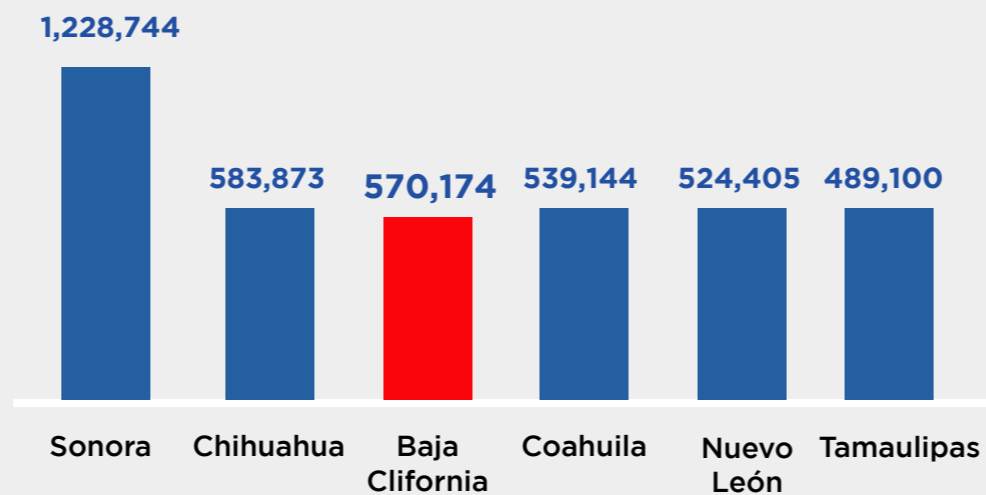
# SONORA ECONOMIC GROWTH

- Sonora's economic growth in 2016 was 5.6%, more than twice the national average of 2.7%.
- Sonora's GDP growth was the fastest among border states

FINANCIAL GROWTH BY STATE



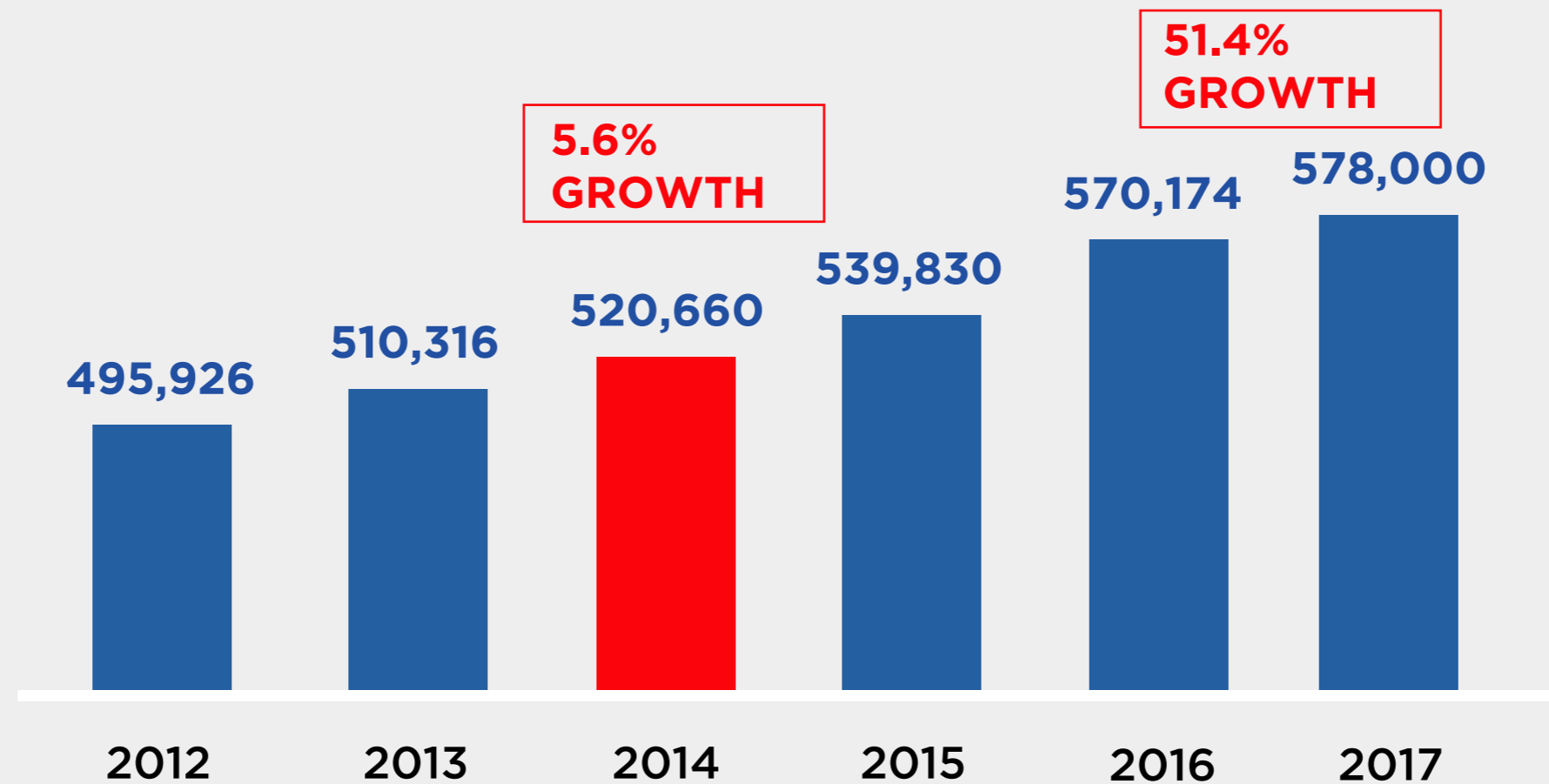
GDP VALUE 2016 IN MDP



Source: INEGI

# SONORA SUSTAINED ECONOMIC GROWTH

Sonora's GDP increased approximately 7% between 2016 and 2017, which represents an average annual growth rate of 3.5%.



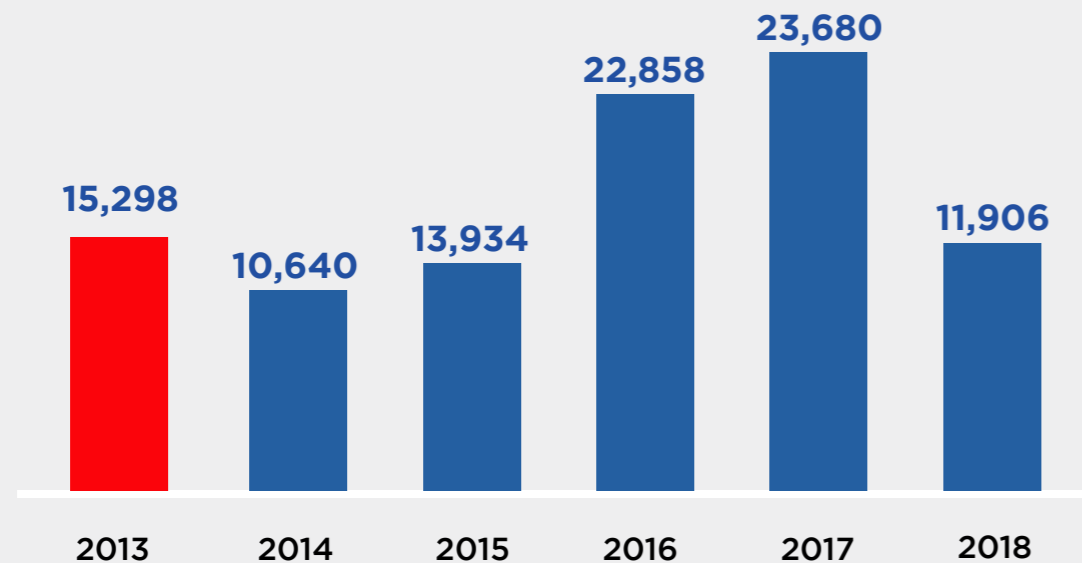
Millions of Mexican pesos/Source: INEGI

# SONORA JOB CREATION 2018

## NEW JOBS GENERATION

**11,906 new jobs** created between January and April 2018. A total of **61,095 new jobs** have been provided during the current state administration.

### GENERACIÓN DE EMPLEO



Empleos generados de enero a abril de 2018 / **Fuente: IMSS**

## UNEMPLOYMENT REDUCTION

During the first quarter of 2018, an unemployment rate of 3.2% was recorded in the state, the state's lowest in 13 years. The number of people unemployed dropped from 50,810 to 46,050 in only three months, ranking Sonora in second place among border states.

### COMPORTAMIENTO TRIMESTRAL DE LA DESOCUPACIÓN



SONORA

# SUSTAINED ECONOMIC GROWTH

- Two annual general meetings
- Four strategic areas
- Sustainability
- Life quality
- Competitiveness
- Security
- 16 committees



**Smart Border.** Seeks to naturally and dynamically interconnect border communities. Efficient border crossings.

**Guaymas Port.** Promotion of the Guaymas port, for the entrance and exit of products from Arizona and Sonora.

**Puerto Peñasco Home Port,** to promote its construction and jointly promote the arrival of cruise ships and their suppliers.

**Lucid Motors.** Promote Sonora's first level suppliers for the electric automobiles to be manufactured in Arizona.

**Expo Business Sonora Arizona.** Promotion of commercial exchange and association of Arizona and Sonora companies.

SONORA

# COMMERCIAL AND INDUSTRIAL SERVICES



**301**

Instituciones financieras



**90 642**

Establecimientos en el estado de Sonora

**2.1%**

Del total del país

**11º**

Lugar en la producción bruta total nacional



**3**

Central de abastos (2 en Hermosillo y 1 en Cd. Obregón)



**3**

Centros comerciales



## **CUARTOS Y DORMITORIOS DE LA VIVIENDA**

En **2020**, la mayoría de las viviendas particulares habitadas contaba con **3** y **4** cuartos, **30.2%** y **24.8%**, respectivamente.

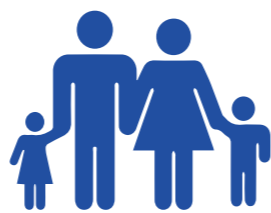
En el mismo periodo, destacan de las viviendas particulares habitadas con **2** y **1** dormitorios, **47.2%** y **29.4%**, respectivamente.



# SONORA QUALITY OF LIFE



**876,333**  
Viviendas



**3.3**  
Personas por Vivienda



**14,666**  
Viviendas no Habitadas



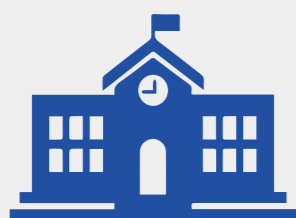
**739,625**  
Créditos Infonavit



SONORA  
**EDUCACIÓN SUPERIOR**



**110,667** STUDENTS



**77**  
Colleges and Universities

- **7,437** University Technician
- **98,527** Bachelors/Engineering
- **125** Majors
- **3,830** Master's degree
- **748** Doctorates



# SONORA HEALTH SERVICES



**1642**  
Médicos Generales

**3117**  
Médicos especialistas



# SONORA HEALTH SERVICES



**581**

Establecimientos Públicos  
de Salud

**37**

Establecimientos  
particulares de salud

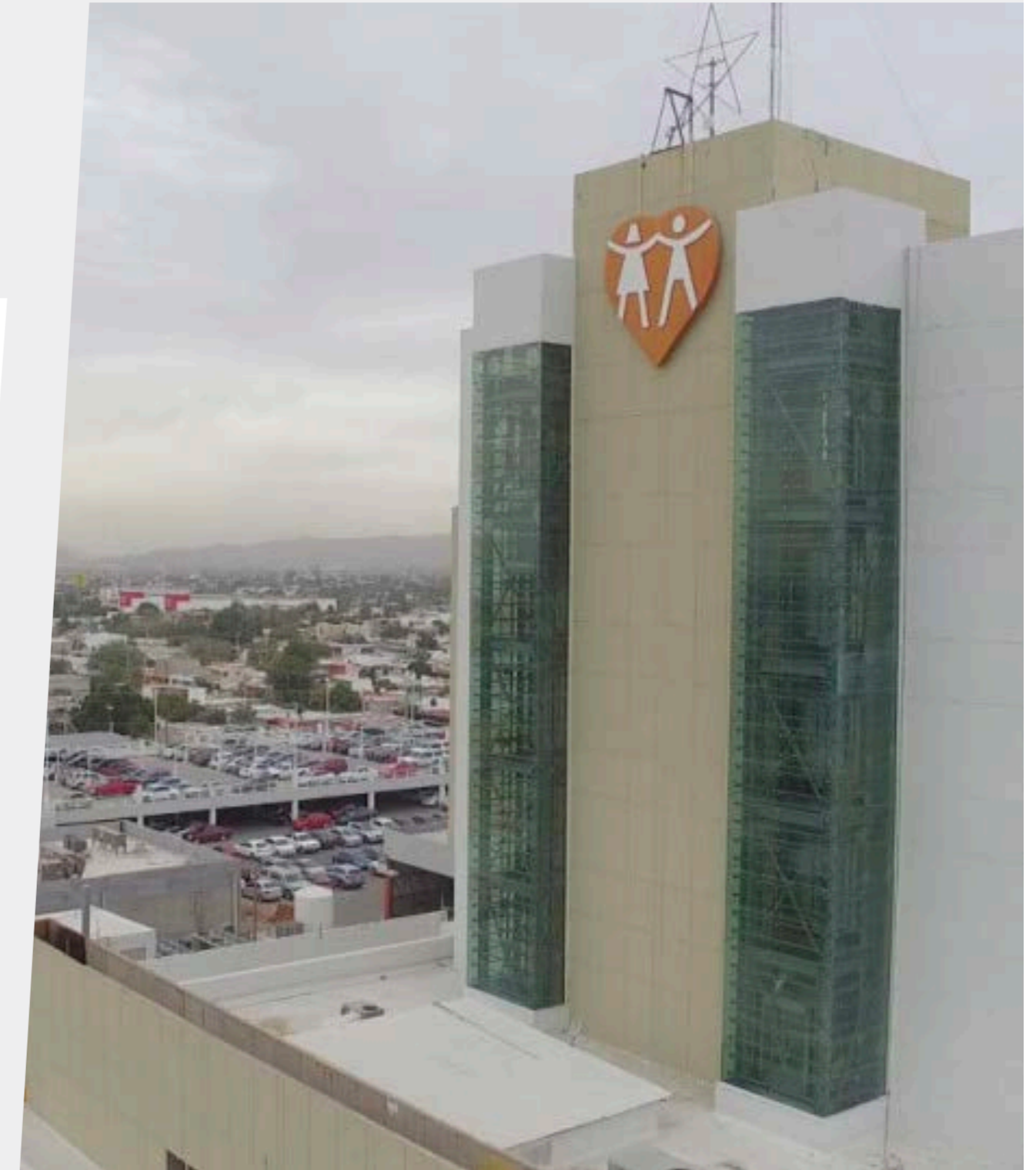


**4255**

camas de hospital  
hospitales públicos

**41**

Camas de hospitales  
particulares



# SONORA RECREATION AND TOURISM



**13**  
Playas en Sonora

PUERTO PEÑASCO



BAHÍA DE SAN JORGE EN PUERTO PEÑASCO



PUNTA SARGENTO EN BAHÍA DE KINO, HERMOSILLO



ISLA TIBURÓN EN BAHÍA DE KINO, HERMOSILLO



# SONORA RECREATION AND TOURISM

PUNTA CHUECA EN BAHÍA DE KINO, HERMOSILLO



BAHÍA DE KINO EN HERMOSILLO



EL HIMALAYA EN GUAYMAS



ISLA SAN PEDRO NOLASCO EN GUAYMAS



# SONORA RECREATION AND TOURISM

BAHÍA DE SAN CARLOS EN GUAYMAS



BAHÍA DE KINO EN HERMOSILLO



LOS ALGODONES EN GUAYMAS



PUERTO DE GUAYMAS



# SONORA RECREATION AND TOURISM

## HUATABAMPITO EN HUATABAMPO , SONORA

