



Centro Metropolitano
de Información
Económica y Empresarial

Tijuana - Tecate - Rosarito

Playas de Rosarito in Figures / *Playas de Rosarito en Cifras*



Cifras económicas clave / Key Economic figures

	2014 : Gross Domestic Product (GDP) in Current USD. (Thousands of Millions)	2014 : GDP Average Annual Growth Rate	2014 : Per capita Gross Domestic Product (USD)	2014 : Average Annual Retail Sales Growth Rate	2014: Bank Deposits per Inhabitants (USD)
National	1,226	1.9%	10,667	2.45	1,870.2
Baja California	29.5	3.4%	9,105	3.4	1,274.1
Rosarito	0.9	1.9	8,045%	2.4	175.3
Rosarito: % of National	0.05%	•	•	•	2.09%
Rosarito: % of Baja California	2.8%	•	•	•	0.12%

Source: Banamex, SEDECO BC and CEMDI own data, 2014.

Playas de Rosarito en el Contexto de la Mega Región CALIBAJA

Indicador / Indicator Año / Year	Unidad de Medida / Measure Unit	Área Geográfica / Geographic Zone				
		San Diego County, CA.	Imperial County CA.	Edo. de Baja California	City of Playas de Rosarito B.C.	Mega Region CaliBaja
Población Total (Est. 2014)	Millones de Personas	3.21	0.18	3.16	0.09	6.54
PEA / Workforce (2014)	Millones de Personas	1.59	0.08	1.56	0.04	3.23
Personas Ocupadas / Occupied People (2014)	Millones de Personas	1.48	0.06	1.44	0.03	2.98
PIB / GDP (Est. 2014)	Miles de Millones de USD	170.70	4.40	32.40	0.7	207.50
Superficie Territorial / Land Area	Sq. mi (km ²)	4,525.52 sq. mi. (11,721.0 km ²)	4,481.7 sq. mi. (11,608 km ²)	27,590 sq. mi. (71,450 km ²)	198.5 sq mi (514 km ²)	36,597.22 sq. mi. (94,779 km ²)

Fuente: Bureau of Census e INEGI.

Población / Population

A. Por Género / By Gender

La población del estado crece a un ritmo del 4.5% anual. Baja California ocupa el quinto lugar en México en términos de tasa de crecimiento poblacional. El estado cuenta con más de tres millones de habitantes.

La tasa de crecimiento en Playas de Rosarito es de 3.5% por año, lo que la sitúa como la ciudad con el crecimiento más acelerado en la región metropolitana.

Fuente: Consejo Nacional de Población (CONAPO), Baja California; e INEGI 2010.

The state population grows at a rate of 4.5% annually. Baja California ranks 5th in terms of growth rate in the country. The state has over three millions inhabitants.

Playas de Rosarito growth rate is 3.5% per year, which places it as the city with the fastest growth in metropolitan area.

Source: National Council of Population (CONAPO), Baja California; and INEGI 2010.

Comparativa Poblacional / Population Comparison

	Mujeres / Female	Hombres / Male	Total	%
National	59,818,590	57,083,171	116,901,761	100.0
Baja California	1,670,091	1,650,168	3,320,259	2.9
Playas de Rosarito	45,854	59,314	105,168	0.1
	Mujeres Female	Hombres Male	Total	%
Baja California	1,670,091	1,650,168	3,320,259	100.0
Tijuana	779,190	937,086	1,716,276	51.6
Mexicali	427,461	552,953	980,414	29.5
Ensenada	219,716	284,218	503,934	15.1
Tecate	48,773	63,091	111,864	3.3
Playas de Rosarito	45,854	59,314	105,168	3.1

Source: 2010 Mexico's National Census of Population and Housing (INEGI). STPS-INEGI. National Survey of Occupation and Employment. Est. 2014

B. Por grupo de edad / By age group

La mayor parte de la población tiene entre 16 y 30 años de edad. De acuerdo con el Consejo Nacional de Población (CONAPO), aproximadamente el 42% de los residentes de Rosarito han nacido en el estado de Baja California; el 49% restante han inmigrado desde diferentes partes de México, 9% son residentes extranjeros.

El grupo etario más importante en la ciudad comprende las edades de 15 a 39. La edad promedio es 22 años.

Most of the population is between 16 and 30 years of age. According with The State Population Council of Baja California (CONAPO) approximately 42% Playas de Rosarito residents were born in the State of Baja California; the remaining 49% have immigrated from different areas of Mexico, 9% are foreign residents.

The population segment between the ages of 15 and 39 is the largest of the age groups in the city. Average age is 22 years.

C. Crecimiento Poblacional / Population growth

La Ciudad de Rosarito crece a un ritmo por encima de la media nacional y del estado debido a las actividades económicas y sociales disponibles.

City of Rosarito grows higher than the national and the state average due to the available economic and social opportunities.

Comparativa de la Tasa de Crecimiento Poblacional / Population Growth Rate Comparison

	Nacional / National	Baja California	Rosarito
1940-1950	2.7%	10.9%	2.3%
1950-1960	3.1%	8.6%	2.4%
1960-1970	3.4%	5.9%	2.2%
1970-1980	2.6%	3.0%	2.5%
1980-1990	2.1%	3.6%	3.1%
1990-2000	2.1%	5.0%	3.6%
2000-2010	1.8%	5.0%	3.9%
2011-2012	1.2%	4.5%	4.5%

Source: CONAPO with INEGI data.

Comparativa de la Tasa de Crecimiento Poblacional

/ Population Growth Rate Comparison

La población de Rosarito representa el 2.8% del total de residentes del Estado. La ciudad cuenta con una tasa de crecimiento anual de 4.5%.

Rosarito's population represents 3.4% of the State's total residents. The city has an annual growth rate of 4.5%.

Proyecciones Poblaciones de la Ciudad de Rosarito 2012-2025 /

City of Rosarito Population Growth Projections 2012-2025

Año / Year	Población Total Proyectada Projected Total population
2012	90,544
2013	91,456
2014	92,639
2015	93,641
2016	94,689
2017	95,736
2018	96,784
2019	97,831
2020	98,879
2021	99,926
2022	100,974
2023	102,021
2024	103,069
2025	104,116

Source: Projections based on information from CONAPO.

D. Otros Indicadores Demográficos / Other Demographic indicators

Baja California: Indicadores demográficos, 2010 - 2015

Indicador	2010	2011	2012	2013	2014	2015
Población a mitad de año	3,224,844	3,275,399	3,328,623	3,381,080	3,432,944	3,484,150
Hombres	1,625,840	1,649,980	1,675,555	1,700,593	1,725,265	1,749,517
Mujeres	1,599,004	1,625,419	1,653,068	1,680,487	1,707,679	1,734,633
Nacimientos	56,386	56,964	57,564	58,170	58,770	59,350
Defunciones	16,191	16,633	17,084	17,428	17,787	18,160
Crecimiento natural	40,195	40,331	40,480	40,742	40,983	41,190
Inmigrantes in terestatales	38,890	39,207	39,511	39,802	40,082	40,354
Emigrantes interestatales	32,497	32,863	33,225	33,584	33,942	34,309
Inmigrantes internacionales	14,539	13,578	12,685	11,856	11,085	10,370
Emigrantes internacionales	6,296	6,379	6,460	6,539	6,615	6,689
Migración neta interestatal	6,393	6,345	6,286	6,218	6,140	6,045
Migración neta internacional	8,243	7,199	6,225	5,317	4,470	3,681
Crecimiento social total	14,636	13,544	12,511	11,535	10,611	9,726
Crecimiento total	54,831	53,874	52,991	52,278	51,594	50,916
Tasa bruta de natalidad*	17.48	17.39	17.29	17.20	17.12	17.03
Tasa bruta de mortalidad*	5.02	5.08	5.13	5.15	5.18	5.21
Tasa de crecimiento natural**	1.25	1.23	1.22	1.21	1.19	1.18
Tasa de inmigración interestatal**	1.21	1.20	1.19	1.18	1.17	1.16
Tasa de emigración interestatal**	1.01	1.00	1.00	0.99	0.99	0.98
Tasa de migración neta interestatal**	0.20	0.19	0.19	0.18	0.18	0.17
Tasa de migración neta internacional**	0.26	0.22	0.19	0.16	0.13	0.11
Tasa de crecimiento social total**	0.45	0.41	0.38	0.34	0.31	0.28
Tasa de crecimiento total**	1.70	1.64	1.59	1.55	1.50	1.46
Tasa global de fecundidad	2.01	2.00	1.99	1.99	1.99	1.99

* Por mil

** Por cien

E. International dynamics

El flujo migratorio de Rosarito es creciente en la Frontera México-Estados Unidos.

La región fronteriza ofrece la oportunidad única de vivir en un país y trabajar en otro. Esto se ha convertido en un fenómeno social común en Rosarito. Se estima que casi el 8.9% de la población económicamente activa que vive en Rosarito trabaja en Estados Unidos.

The migratory flow to Rosarito is increasing on the U.S.-Mexico Border.

The border region provides the unique opportunity to live in one country and work in another. This has become a common social phenomenon in Rosarito. It is estimated that nearly 8.9% of the economic active population that live in Rosarito work in U.S.

Source: El Colegio de la Frontera Norte (El Colef).

Trabajadores transmigrantes en ciudades fronterizas del norte de México(% de la población económicamente activa). / Transmigrant Workers in Northern Border Cities of Mexico (% of Economically Active People)

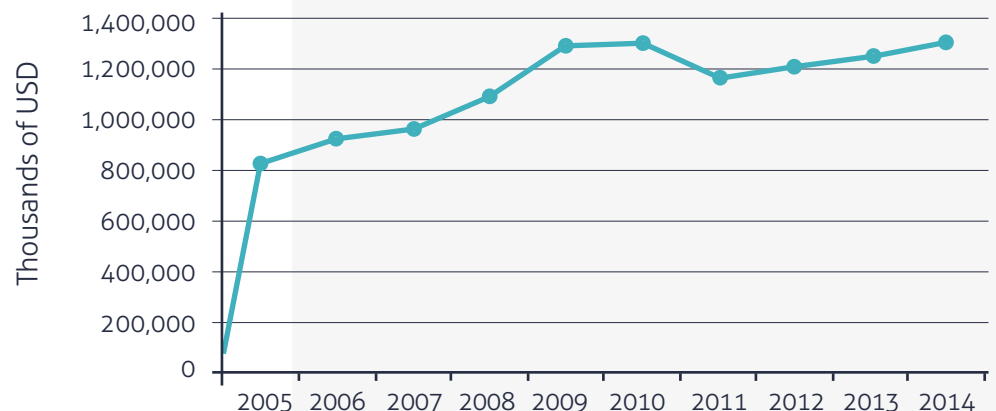
Año / Year	Playas de Rosarito	Nuevo Laredo	Cd. Juárez	Matamoros
2012	9.2%	4.9%	5.1%	3.7%
2013	10.6%	4.5%	4.9%	3.6%
2014	11.9%	4.8%	4.8%	3.4 %

Source: El Colef with INEGI data, 2014.

Macroeconomic indicators

A. Gross Domestic Product

Rosarito's Gross Domestic Product (Current USD) - Thousands of USD 2003-2014



Source: CEMDI, with INEGI Data, estimated 2014.

B. Gross Domestic Product in Rosarito by sector

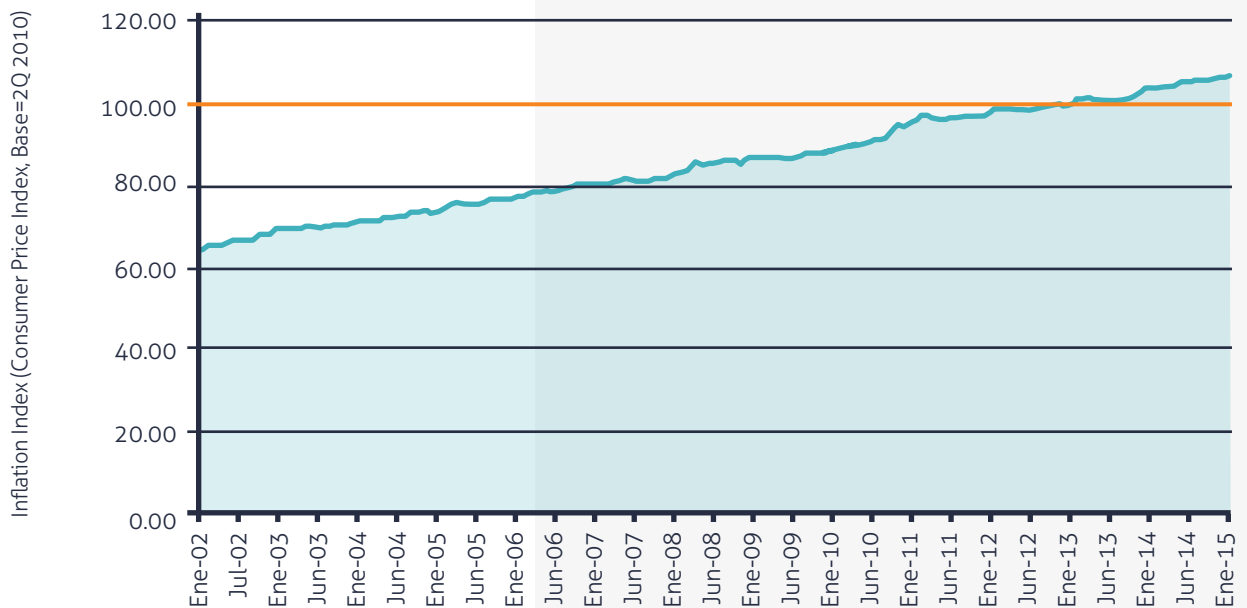
Gross Domestic Product in Rosarito by Sector (Thousands of USD) 2003-2012

	Total GDP	Agriculture and Mining	Industry	Services
2003	854,124.3	42,706.2	128,118.6	679,028.8
2004	897,782.6	44,889.1	134,667.4	713,737.2
2005	941,440.9	47,072.0	141,216.1	748,445.5
2006	985,099.2	49,255.0	147,764.9	783,153.9
2007	1,028,757.5	51,437.9	154,313.6	817,862.2
2008	1,072,415.8	53,620.8	160,862.4	852,570.6
2009	1,116,074.1	55,803.7	167,411.1	887,278.9
2010	1,159,732.4	57,986.6	173,959.9	921,987.3
2011	1,203,390.7	60,169.5	180,508.6	956,695.6
2012	1,247,049.0	62,352.5	187,057.4	991,404.0

Source: With INEGI, Ministry of Economy and Own Estimated data by 2013.

C. Inflation index

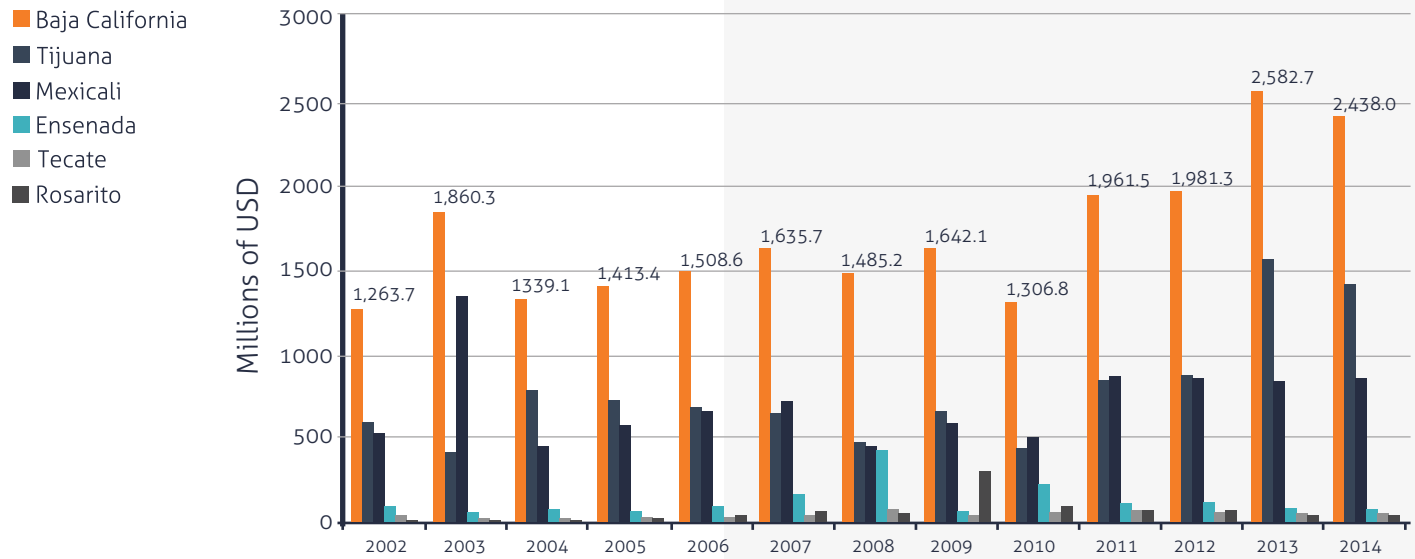
Inflation Index in the metropolitan area (Consumer Price Index, base Tijuana)



Source: Banxico, February 2015.

D. Inversión Extranjera Directa / Direct foreign investment

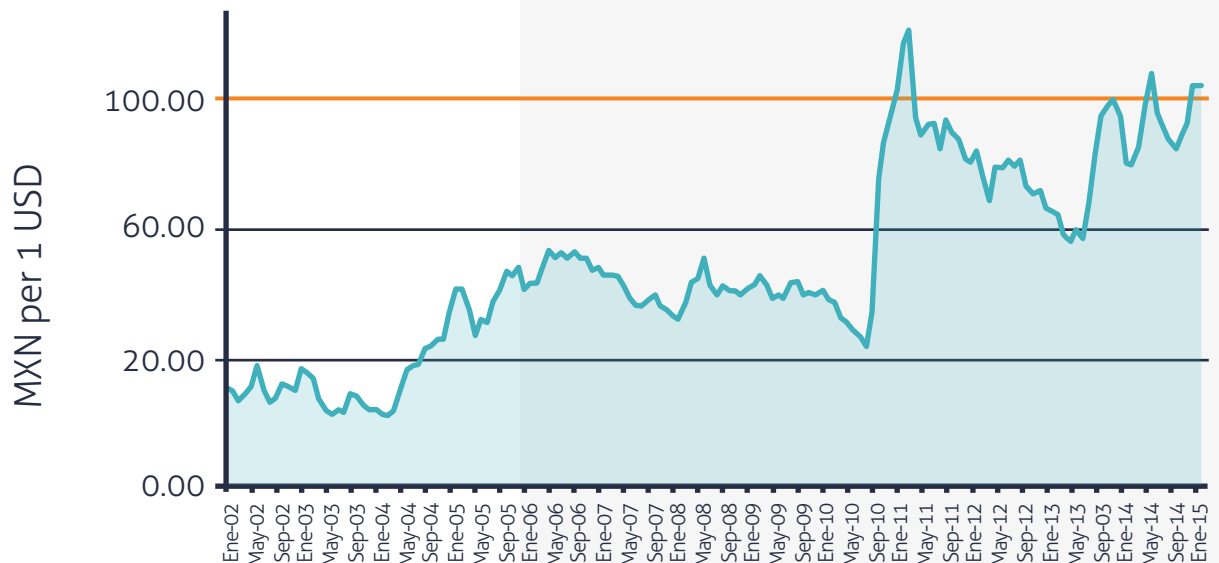
Direct Foreign Investment in Baja California 2002-2014



Source: Secretariat of Economic Development, State Government of Baja California (SEDECO), Federal Secretariat of Economy.

E. Tipo de Cambio / Exchange rate

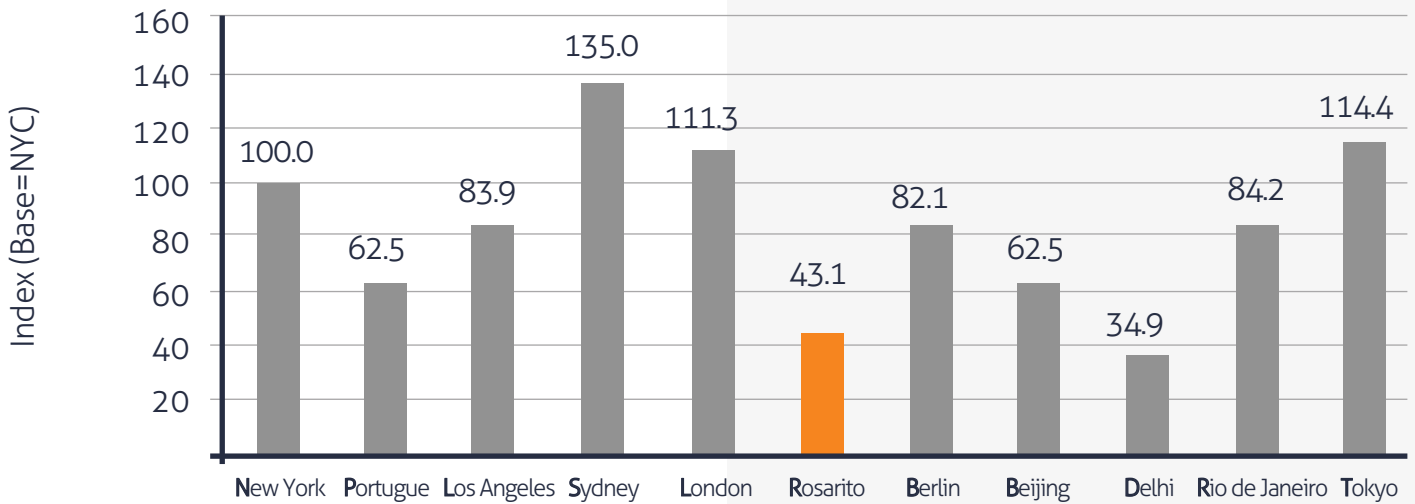
Exchange rate (FIX) to settle liabilities payable in foreign currency (MXN per 1 USD) Monthly Average 2002-2014



Source: Banxico, 2013. Published in the Mexican Federation's Official Journal (DOF).

F. Índice de costo de Vida / Cost of living index

Índice de Costo de Vida / Cost of Living Index



Source: Mercer Human Resource Consulting Group and Numbeo Cost of Living Social Network, February 2014.

Cost of Living Rankings 2014 (Base=New York City)

City	Consumer Price	Rent	Consumer Price Plus Rent	Groceries	Restaurant Prices
Oslo, Norway	155.98	70.14	114.59	139.48	174.19
Paris, France	117.43	64.70	92.00	111.75	107.60
London, U.K.	111.26	83.60	97.92	88.69	101.86
Tokyo, Japan	114.36	54.60	85.54	118.17	72.07
New York	100	100	100	100	100
Phoenix, AZ.	77.81	29.96	54.73	76.00	67.85
San Francisco, CA.	94.46	85.77	90.27	103.37	85.47
San Diego, CA.	81.76	57.81	70.21	75.32	79.17
Los Angeles, CA.	83.89	61.60	73.15	71.72	79.07
Seoul, South Korea	82.03	41.79	62.76	85.49	50.13
Cancun, Mexico	63.72	21.33	48.49	48.71	53.67
Mexico City, Mexico	62.11	23.42	43.45	56.22	48.25
Monterrey, Mexico	60.70	16.88	39.57	58.08	48.14
Beijing, China	62.47	38.87	51.09	57.24	41.44
Guadalajara, Mexico	55.04	11.23	33.91	46.79	43.53
Rosarito, Mexico	43.10	14.15	33.15	47.81	37.47

Source: Own estimates, based on information from Mercer Human Resource Consulting Group (Cost of Living Study) and Numbeo Cost of Living Social Network; estimates are at the end of 2014.

Notes:

- Indexes are relative to New York City (NYC). Which means that for New York City, each index should be 100(%). If another city has, for example, rent index of 120, it means rents in average in that city are 20% more expensive than in New York City. If the city has rent index of 70, that means in the average in that city rents are 30% less expensive than in New York City.
- Consumer Price Excl. Rent Index (CPI) is relative indicator of consumer goods price, including groceries, restaurants, transportation and utilities. CPI Index doesn't include accommodation expenses such as rent or mortgage. If city has CPI index of 120, it means it is 20% more expensive than New York (excluding rent).c
- Rent Index is estimation of prices of renting apartments in the city compared to New York City. If Rent index is 80, that price for renting in that city is 80% of price in New York.
- Groceries Index is an estimation of grocery prices in the city compared to New York City.
- Restaurants Index is a comparison of prices of meals and drinks in restaurants and bars compared to NYC.
- Consumer Price Plus Rent Index is an estimation of consumer goods prices including rent in the city comparing to New York City.

Statistics registered at Public Registry of Property and Commerce in Rosarito

Sector	% of Total Registry
Commerce / Service	68.3
Manufacturing	14.8
Construction	6.7
Other Activities	4.7
Communications / Transport	3.5
Agriculture	1.1
Mining	0.9

Source: Public Registry of Property and Commerce in Rosarito, 2014.

A. Empleados por Actividad / Workers by economic activity

Permanent workers registered under Mexican social security institute, by economic activity

The Metropolitan Area is a hard working industrial community with over 40 years of experience in international production sharing activities. With over 600 maquiladoras, and more than 175,000 workers, the Metropolitan Zone has more than any other city in Mexico. The electronics sector represents approximately 28% of the manufacturing industry in the area.

Total Private Economic Activity	11,974
Commerce	5,123
Manufacturing	4,345
Professional Services	1,532
Construction	456
Other Activities	360
Transport/ Communications	120
Agriculture	23
Mining	15

Source: IMSS (Mexican Social Security Institute) in Rosarito, 2014.

B. Personnel employed in manufacturing

Personnel employed in manufacturing

	Total	Workers & technicians	Management
Baja California	255,154	232,531	22,633
Tijuana y Playas de Rosarito	176,452	162,494	13,958
Mexicali	49,301	42,994	6,307
Tecate	10,234	9,653	696
Ensenada	19,177	17,505	1,672

Source: INEGI, 2014

Communications, Transport and Tourism

Communications, Transport and Tourism

A. Telephone lines in Rosarito

Foreign investment as well local business in Rosarito led to economic development, in turn increasing the demand for advanced telecommunications service to enable companies to be competitive in world markets.

Globalization and the need for connectivity requires modern telecommunications infrastructure.

In Rosarito, there are 23 registered residential telephone lines per 100 inhabitants and 91 people in 100 have a cell phone account, according to the Federal Commission of Communications (COFETEL). These facts show the leadership of Metropolitan Area on the use and development of telecommunication services in northwest Mexico.

Residential	No Residential	Total
32,492	110,976	43,468
Subscriptions of mobile phones for every 100 people.		91
Wired and wireless public telephones		987

Source: Federal Commission of Telecommunications (COFETEL), 2014.

B. Freight services rates

Metropolitan Area Freight Services Rates

From Tijuana to:	Miles	Travel Time by Car ¹ (hours)	Ground Transportation ² (USD per Container)			Refrigerated Containers ⁵ 48 Ft x 53 Ft. (USD per Container)	Rail Transportation (Rail Container) ³ 53 Ft. USD x Container
			Flatbed 53 Ft.	Dry Van 53 Ft.	Ocean Container 4040HQ		
Otay Mesa, CA.	4	0.08	Only container border crossing operations. 140-160 USD per container.				NA
San Diego, CA.	18	0.15	280	250	NA	380	NA
Tecate, B.C.	26	0.20	280	200	NA	290	270
Port of Ensenada, B.C.	72	1.26	450	420	430	470	NA
Port of Long Beach, CA.	120	2.15	625	550	500	570	NA
Mexicali, B.C.	130	2.20	450	350	NA	550	NA
Port of Los Angeles, CA.	145	2.30	600	550	550	660	570

Source: Average rates calculated by reference from the information of Members of CANACAR (National Chamber of Trucking in Tijuana) and CANACINTRA Tijuana trucking members, 2014.

Electric Energy Bi-Monthly Rates

	Charge per Kw of Consumption Demand		Average Charge per Kw/H in Pacific Day Light Savings Time		Average Charge per Kw/H in Regular Pacific Time	
	MXN	USD	MXN	USD	MXN	USD
Low Voltage 220/127 (Tariff 3)	245.42	16.66	1.644	0.133	1.656	0.132
Medium Voltage 13,200 V (HM)	266.33	18.08	1.620	0.129	0.979	0.078
High Voltage 69,000 V (H-S)	220.79	14.98	1.826	0.146	0.987	0.078
High Voltage 230,000 V (HT)	206.44	14.01	1.762	0.140	0.972	0.077

Source: Electricity Federal Commission (CFE) 2014.

Notes:

1. Exchange Rate: 1 USD x 14.73 MXN. Estimated, according to forecasts published by Banxico (Mexico's Central Bank), Banamex and BBVA Bancomer by the end of 2014.
2. Pacific Day Light Savings Time (May-October)
3. Regular Pacific Time (November-April)

Notas:

→ You would have to consider that some American freight companies make an extra fuel charge for freight in the U.S. (As established by the Department of Energy of the Government of the United States). Rates per extra mile charge may vary for each case. Currently the fuel extra charge ranges from 0.55 to 0.70 USD per mile. To calculate the total cost of freight you must add the fixed cost (reported in the table) plus mileage multiplied by the factor.

1. In the case of U.S. destinations, consider the use of the SENTRI lane or high-tech Ready Lane.
2. The freight rate can vary by product type and volume. This is an average for reference purposes.
3. Rail transport containers to U.S. are first transferred by highway from Tijuana to Riverside CA.

With more than 1.5 million trucks crossing per year, the land port of entry at Otay Mesa area of Metropolitan Area is the largest commercial crossing on the border between California and Baja California, manages the second largest share of freight and the third volume of trade in terms of dollar value of all areas of land crossing between the U.S. and Mexico. on the border between California and Baja California, manages the second largest share of freight and the third volume of trade in terms of dollar value of all areas of land crossing between the U.S. and Mexico.

Since NAFTA took effect, the annual volume of trucks crossing the Otay Mesa port has increased more than 45 percent; the current number of dispatched trucks is 1.5 million units per year. On average, each year it sold more than 23 billion dollars in goods through the border crossing point of Otay Mesa.

Most trade is related to the region's manufacturing and agricultural industries. The destination of 84 percent of trucks crossing into California port of entry via this land lies within the region of the United States: 59 percent of the trucks stay in California and 25 percent travel to other states.

C. Playas de Rosarito Industrial Real Estate Market

Playas de Rosarito has an industrial real estate market of more than 1.8 million square feet of buildings, installed throughout the city dedicated to industrial use, regardless of the territory of the city government reserve as well as reserve land owned by private industrial developers.

Playas de Rosarito has a presence of world-class industrial developers, foreign and domestic companies, as a membership of the Mexican Association of Industrial Parks (AMPIP).

Due to the dynamics of the manufacturing industry, with 2 parks and industrial centers, Playas de Rosarito industrial real estate market is among the top four of the country for its size and growth, with average net increases of 1.2% annual space.

Source: Industrial Developers in Tecate. Mexico/US border crossings

Public utilities

A. Water and sanitary sewer services

Potable water consumption rates for industrial and other non-residential use.

If your company consumes (Volume m ³)	MXN	USD
6 to 30 m ³ , price per cubic meter	28.38	1.92
31 to 1,000 m ³ , price per cubic meter	47.50	3.22
1,001 to 200,000 and over, price per cubic meter	50.36	3.41

Source: State Commission of Public Utilities, December 2014.

Note:

Note: Exchange Rate: 1 USD x 14.73 MXN. Estimated, according to forecasts published by Banxico (Mexico's Central Bank), Banamex and BBVA Bancomer by the end of 2014.

B. Electricity

Consumer Breakdown

Residential Customers	38,211
Business Customers	3,987
Industrial Customers	354
Service Customers	954
Total	43,506

Source: Electricity Federal Commission (CFE) in Playas de Rosarito, 2014.

In Playas de Rosarito the majority of users are residential, but industrial users are the largest consumers.

Consumer Consumption

Residential Customers	28.4%
Business Customers	26.6%
Service Customers	10.2%
Industrial Customers	34.8%

Source: Electricity Federal Commission (CFE) in Rosarito, 2014.

Education

Most Outstanding Certified Universities and Centers of Higher Education in Rosarito

ROSARITO (UNIVERSITARIO)	Fuente de Financiamiento	Alcance de Acreditación de Programas Académicos		Centros de Investigación Científica y de Innovación Tecnológica	Matrícula Estudiantil	Promedio de Egresados Anuales
		Estatal o Nacional	Internacional (Alianzas Académicas)			
Universidad Rosaritense (UR)	Private	•	•	•	157	11
Centro de Estudios Universitarios de Baja California (CEUBC)	Private	•				

Source: CEMDI with SEE Data, 2014.

Most Outstanding Certified Higher Technical Level Schools in Rosarito.

INSTITUTION	Programa de Certificación Técnica (por área)								Matrícula Estudiantil	Egresados Anuales
	Electronica	Mechanics / Mechatronics	Software y Diseño	Producción y Control de Calidad	Maquinaods y Moldeo	Mantenimiento Electromecánico	Turismo y Alimentos	Administración y Contaduría		
1 Colegio de Estudios Científicos y Tecnológicos del Estado de B.C. (CECYTE) Plantel Rosarito		•				•	•	•	652	360
2 Colegio de Estudios Científicos y Tecnológicos del Estado de B.C. (CECYTE) Plantel Primo Tapia			•			•		•	229	127
3 Centro Bachillerato Tecnológico Industrial y de servicios (CBTIS) Centro Educativo Colegio Rosarito	•	•	•			•			113	62
4 Centro Bachillerato Tecnológico Industrial y de servicios (CBTIS) Centro Tecnológico Siglo XXI	•	•	•						74	41

Source: CEMDI with SEE Data, 2014.

Sobre el Centro Metropolitano de Información Económica y Empresarial (CEMDI)

El Centro Metropolitano de Información Económica y Empresarial (CEMDI) representa la integración de esfuerzos para generar y distribuir información y análisis económico oportuno para las ciudades de Tijuana, Tecate y Playas de Rosarito, en alianza con instituciones académicas y de investigación locales; constituyéndose en un proyecto emblemático del Plan Estratégico Metropolitano (PEM 2034), con la coordinación del sector privado y el liderazgo del Consejo de Desarrollo Económico de Tijuana (CDT), el Consejo de Desarrollo Económico de Tecate (CDET), el Consejo Consultivo de Desarrollo Económico de Playas de Rosarito (CCDER) y el Consejo Coordinación Empresarial (CCE).

CEMDI en su fase de iniciación se desarrolla con financiamiento del Fideicomiso Empresarial del Gobierno del Estado de Baja California (FIDEM).

The Metropolitan Center for Economic and Business Information (CEMDI)

The Metropolitan Center for Economic and Business Information (CEMDI) represents the integration of efforts to generate and distribute economic data and timely economic analysis for the cities of Tijuana, Tecate and Rosarito Beach, in alliance with local academic and research institutions; becoming a flagship project of Plan Estratégico Metropolitano (PEM 2034) with private sector coordination and leadership of Consejo de Desarrollo Económico de Tijuana (CDT), Consejo de Desarrollo Económico de Tecate (CDET), Consejo Consultivo de Desarrollo Económico de Playas de Rosarito (CCDER) and Consejo Coordinación Empresarial (CCE).

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