



**Centro Metropolitano
de Información
Económica y Empresarial**

Tijuana - Tecate - Rosarito

Tijuana in Figures / *Tijuana 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
State of Baja California	29.5	3.4%	9,105	3.4	1,274.1
Tijuana	17.4	4.4	8,581	4.1	1,130.5
Tijuana: % of National	1.41%	•	•	•	2.4%
Tijuana: % of Baja California	58.98%	•	•	•	45.8%

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

Tijuana en el Contexto de la Mega Región CALIBAJA

Unidad de Medida / Measure Unit	Área Geográfica / Geographic Zone					
	San Diego County, CA.	Imperial County CA.	Edo. de Baja California	City of Tijuana, B.C.	Mega Region CaliBaja	
Población Total (Est. 2014)	Millones de Personas	3.21	0.18	3.16	1.50	6.54
PEA / Workforce (2014)	Millones de Personas	1.59	0.08	1.56	0.75	3.23
Personas Ocupadas / Occupied People (2014)	Millones de Personas	1.48	0.06	1.44	0.65	2.98
PIB / GDP (Est. 2014)	Miles de Millones de USD	170.70	4.40	32.40	17.50	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)	246 sq mi (637 km ²)	36,597.22 sq. mi. (94,779 km ²)

Source: 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 Tijuana es de 2.5% por año.

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. Tijuana's growth rate is 2.5% per year.

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
Tijuana	779,190	937,086	1,716,276	1.4
	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 género y grupo de edad / By gender and 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 43.8% de los residentes de Tijuana han nacido en el estado de Baja California; el 52.4% restante han inmigrado desde diferentes partes de México; 3.8% son residentes extranjeros.

El segmento de población entre las edades de 15 y 39 es el más grande de los grupos de edad en la ciudad. El promedio de edad es de 23 años.

Most of the population is between 16 and 30 years of age. According with The State Population Council of Baja California (CONAPO) approximately 43.8% Tijuana residents were born in the state of Baja California; the remaining 52.4% have immigrated from different areas of Mexico, 3.8% 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 23 years.

Ciudad de Tijuana Desglose demográfico / City of Tijuana Demographic Breakdown

Edad / Age	Total	HombresMale	Mujeres / Female
Población / population	1,716,276	779,190	937,086
0 - 4	163,561	83,416	80,145
5 - 9	167,165	85,254	81,911
10 - 14	158,412	80,790	77,622
15 - 19	149,145	74,572	74,573
20 - 24	150,345	73,669	76,676
25 - 29	151,719	74,342	77,377
30 - 34	148,629	75,800	72,829
35 - 39	126,318	65,685	60,633
40 - 44	95,253	49,531	45,722
45 - 49	71,741	35,870	35,871
50 - 54	53,547	26,238	27,309
55 - 59	38,102	18,669	19,433
60 - 64	29,519	13,873	15,646
65 and more	53,548	24,096	29,452
Not specified	158,069	79,034	79,035

Source: CONAPO, with INEGI Data, projection of 2014.

C. Crecimiento Poblacional / Population growth

La Ciudad de Tijuana crece a un ritmo por encima de la media nacional y del Estado debido a las oportunidades económicas y sociales disponibles.

City of Tijuana grows faster 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	Tijuana
1940 - 1950	2.7%	10.9%	11.2%
1950 - 1960	3.1%	8.6%	9.7%
1960 - 1970	3.4%	5.9%	7.8%
1970 - 1980	2.6%	3.0%	5.1%
1980 - 1990	2.1%	3.6%	5.1%
1990 - 2000	2.1%	5.0%	6.4%
2000 - 2010	1.8%	5.0%	5.2%
2011 - 2012	1.2%	4.5%	4.7%

Source: CONAPO with INEGI data.

- La población de Tijuana representa casi la mitad del total de residentes del estado (51.6%).
- Tijuana's population represents almost half of the state's total residents (51.6%).

Proyecciones Poblaciones de la Ciudad de Tijuana 2012-2025 / City of Tijuana Population Growth Projections 2012-2025

Año / Year	Población Total Proyectada Projected Total population
2012	1,743,928
2013	2,795,944
2014	1,848,390
2015	1,901,282
2016	1,954,622
2017	2,008,388
2018	2,062,521
2019	2,116,980
2020	2,171,753
2021	2,226,785
2022	2,282,038
2023	2,337,448
2024	2,392,944
2025	2,448,469

Source: Projections based on information from the Metropolitan Planning Institute (IMPLAN) 2012.

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 interestatales	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
Esperanza de vida al nacimiento total	73.07	73.21	73.34	73.57	73.79	74.01
Esperanza de vida al nacimiento hombres	69.50	69.65	69.81	70.14	70.46	70.77
Esperanza de vida al nacimiento mujeres	76.82	76.94	77.06	77.17	77.29	77.41
Mortalidad infantil total	15.12	14.74	14.38	14.04	13.71	13.39
Mortalidad infantil hombres	16.63	16.21	15.82	15.44	15.08	14.73
Mortalidad infantil mujeres	13.53	13.19	12.87	12.56	12.27	11.99

* Por mil ** Por cien

E. International dynamics

El flujo migratorio de Tijuana es el más dinámico en la frontera México-Estados Unidos. La mitad de las personas que viajan a Estados Unidos vía terrestre, lo hacen a través de Tijuana.

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 Tijuana. Se estima que casi el 7,6% de la población económicamente activa que vive en Tijuana trabaja en el área de San Diego.

The migratory flow to Tijuana is the most dynamic on the U.S.-Mexico Border. Half of the people traveling to U.S. by land do so through Tijuana.

The border region provides the unique opportunity to live in one country and work in another. This has become a common social phenomenon in Tijuana. It is estimated that nearly 7.6% of the economic active population that live in Tijuana works in San Diego area.

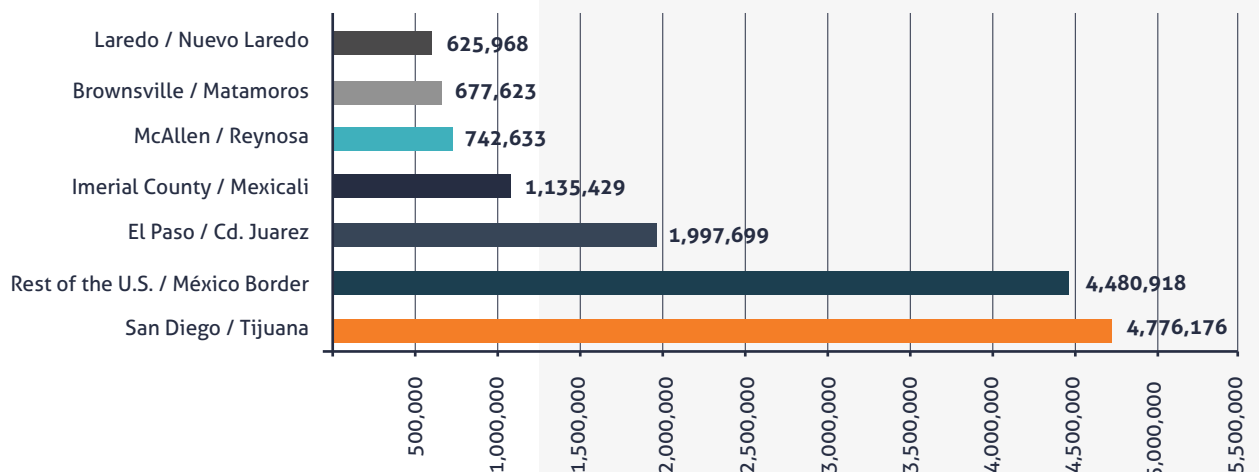
Source: El Colegio de la Frontera Norte (El Colef).

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	Tijuana	Nuevo Laredo	Cd. Juárez	Matamoros
2012	8.2%	4.9%	5.1%	3.7%
2013	7.6 %	4.5%	4.9%	3.6%
2014	7.9%	4.8%	4.8%	3.4 %

Source: El Colef with INEGI data, 2014.

Demografía EUA / Mexico U.S. / Mexico Border Demographics



Source: U.S. Bureau of Census and INEGI data, 2014.

Demografía Estados Unidos - México / Mexico Border Demographics

Tijuana es una de las ciudades con mayor dinámica migratoria en el mundo. Las comunidades extranjeras más extensas proceden de Estados Unidos y China. Sin embargo también hay un buen número de comunidades de diferentes países de América Latina y Europa del Este, que han ido creciendo en los últimos años.

Algunas de las comunidades extranjeras en Tijuana tienen un nivel de vida mejor que el de los mexicanos promedio. Muchos de los estadounidenses en Tijuana poseen ingresos estables producto de pensiones. Por su parte los chinos y otros extranjeros en México se emplean en comercios y restaurantes.

Tijuana is one of the points of greatest migration in the world. Foreign communities much more extensive in Tijuana are the U.S. and China. However there is also a good number of communities from different Latin American countries and Eastern Europe have been increasing in recent years.

Some of the foreign communities in Tijuana have a higher living standard than the average Mexican life. Many Americans in Tijuana have stable incomes from pensions. Meanwhile the Chinese and other foreigners in Mexico are employed in shops and restaurants.

Población Extranjera en Tijuana / Foreign Population in Tijuana

Ranking	País de Origen / Country of Origin	Residentes / Inhabitants
1	U.S.A.	44,135
2	China	9,560
3	South Korea	725
4	Argentina	695
5	El Salvador	684
6	Colombia	629
7	Guatemala	604
8	Honduras	539
9	Chile	535
10	Nicaragua	480

Población Extranjera en Tijuana / Foreign Population in Tijuana

Ranking	País de Origen / Country of Origin	Residentes / Inhabitants
11	Costa Rica	389
12	Spain	332
13	Filipines	298
14	Canada	247
15	Cuba	156
16	Russia	126
17	Israel	122
18	Ecuador	120
19	Peru	113
20	Brazil	109
21	Granada Island	76
22	Portugal	75
23	Puerto Rico	62
24	Italy	59
25	Panama	51
26	Japan	50
27	Germany	33
28	France	31
29	Bulgary	28

Source: Estimated by the of 2014 with official information records from National Migration Institute (INAMI) in Tijuana and the International Migrants and the City Study by El Colegio de la Frontera Norte (El Colef).

Consulados Acreditados en Tijuana / Accredited Consulates in Tijuana

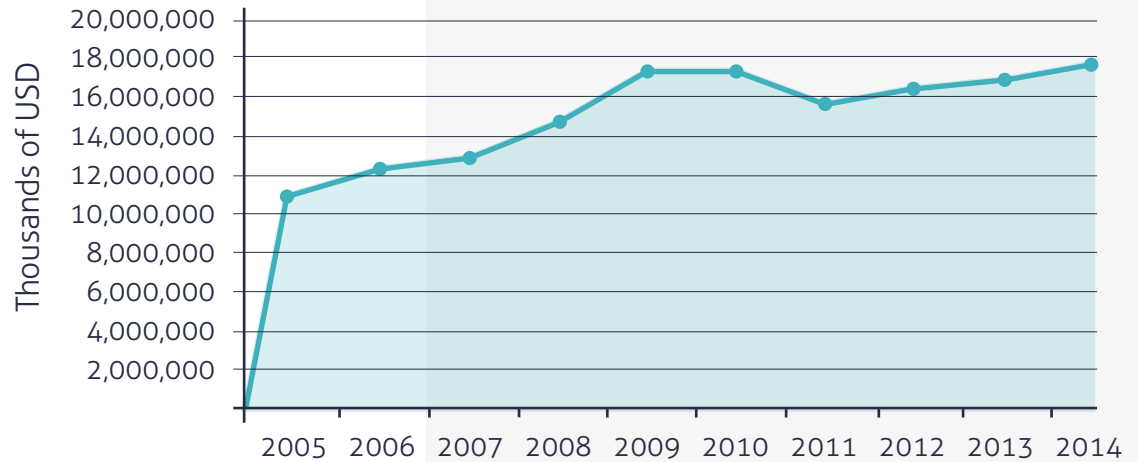
	Country	Consulate Type
1	Germany	Honorary Consulate
2	Austria	Honorary Consulate
3	Canada	Honorary Consulate
4	China	General Consulate
5	South Korea	Honorary Consulate
6	Denmark	Honorary Consulate
7	Spain	Honorary Consulate
8	U.S.A.	General Consulate
9	Finland	Honorary Consulate
10	France	Honorary Consulate
11	United Kingdom	Honorary Consulate
12	Guatemala	Honorary Consulate
13	Honduras	Honorary Consulate
14	Israel	Honorary Consulate
15	Italy	Honorary Consulate
16	Japan	Honorary Consulate
17	Norway	Honorary Consulate
18	Poland	Honorary Consulate
19	Sweden	Honorary Consulate
20	Czech Republic	Honorary Consulate
21	Ukraine	Honorary Consulate

Source: Secretariat of Foreign Affairs (SRE)

Macroeconomic indicators

A. Gross Domestic Product

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



Source: CEMDI, with INEGI Data, estimated 2014.

B. Gross Domestic Product in Tijuana by sector

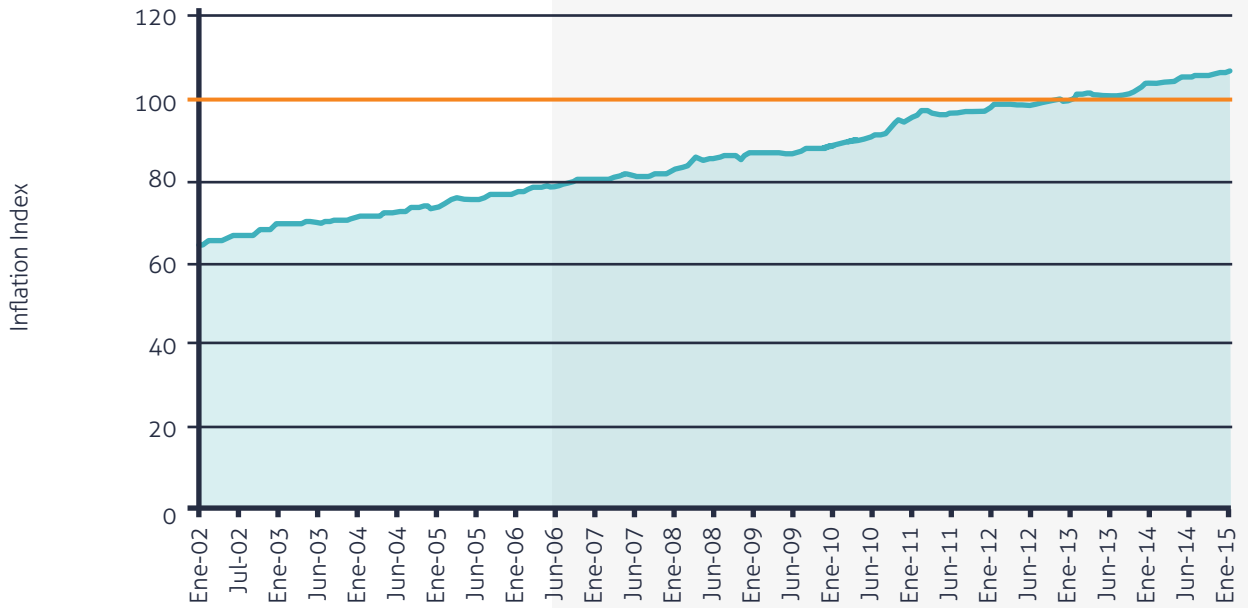
Gross Domestic Product in Tijuana by Sector (Thousands of USD) 2003-2012

	Total GDP	Agriculture and Mining	Industry	Services
2003	10,846,169.8	216,923.4	3,838,714.5	6,857,566.2
2004	12,346,770.9	246,935.4	4,369,812.5	7,806,331.6
2005	12,784,028.3	255,680.6	4,524,568.2	8,082,790.7
2006	14,535,726.0	290,714.5	5,144,535.2	9,190,313.7
2007	17,208,843.1	344,176.9	6,090,614.2	10,880,410.6
2008	17,341,674.7	346,833.5	6,137,626.4	10,964,394.3
2009	15,580,729.1	311,614.6	5,514,386.3	9,851,024.2
2010	16,190,728.7	323,814.6	5,730,279.6	10,236,700.7
2011	16,724,967.9	334,499.3	5,853,738.7	10,536,729.7
2012	17,463,681.9	349,273.6	6,112,288.6	11,002,119.5

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)

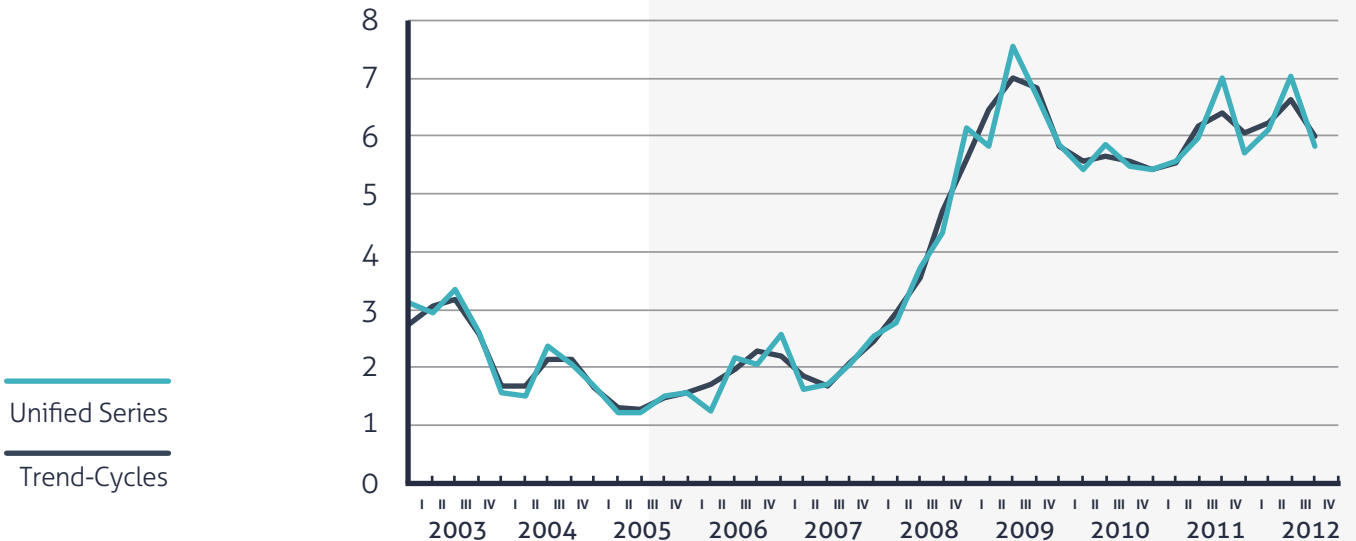


Source: Banxico, February 2015.

D. Unemployment rate

Tijuana's Quarterly Unemployment Rate.

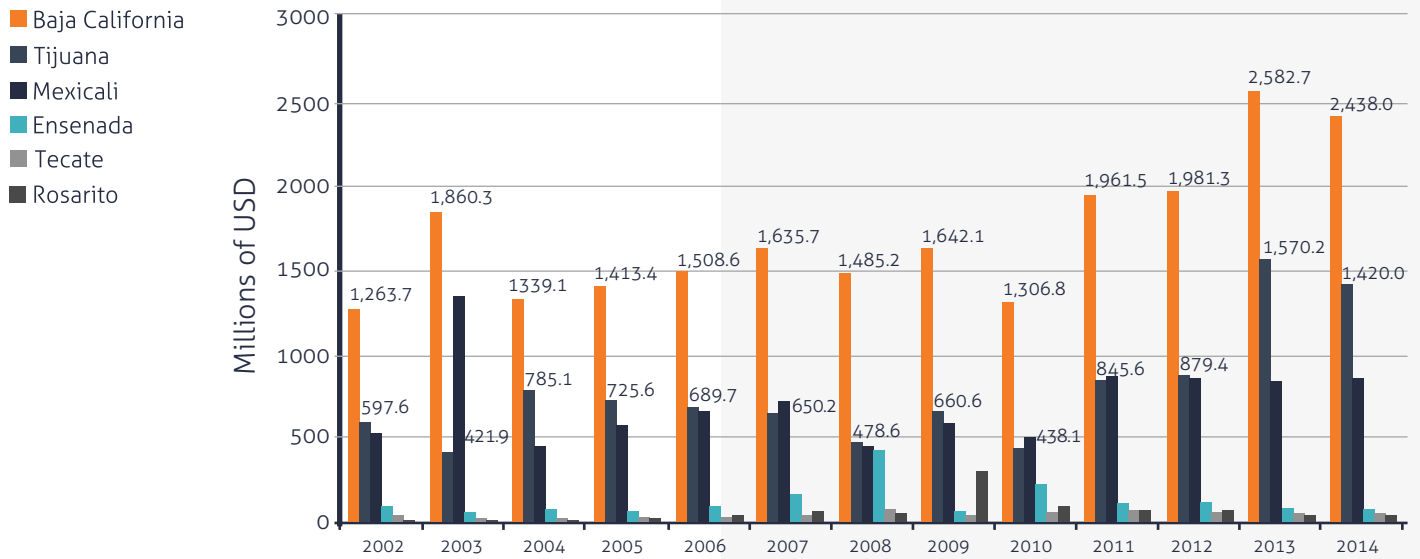
Unified Series and Trend-Cycle, 2003-2012 (Percentage of the Economically Active Population).



Source: Unified Set Criteria of the National Survey of Occupation and Employment (ENOE), INEGI February 2012.

E. Inversión Extranjera Directa / Direct foreign investment

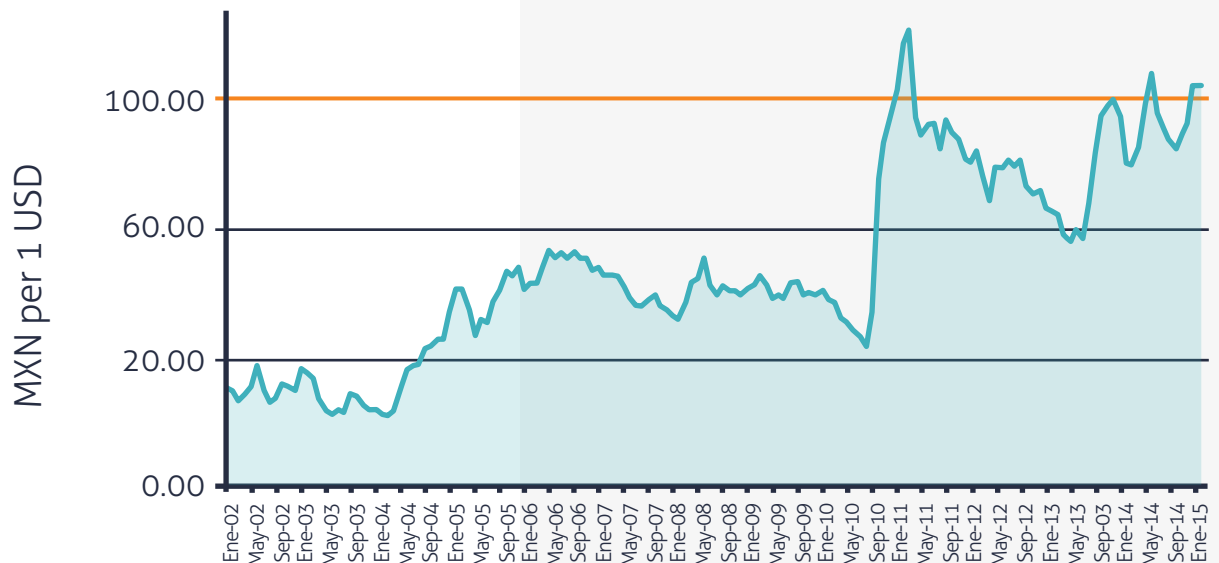
Direct Foreign Investment in Baja California 2002-2014



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

F. Tipo de Cambio / Exchange rate

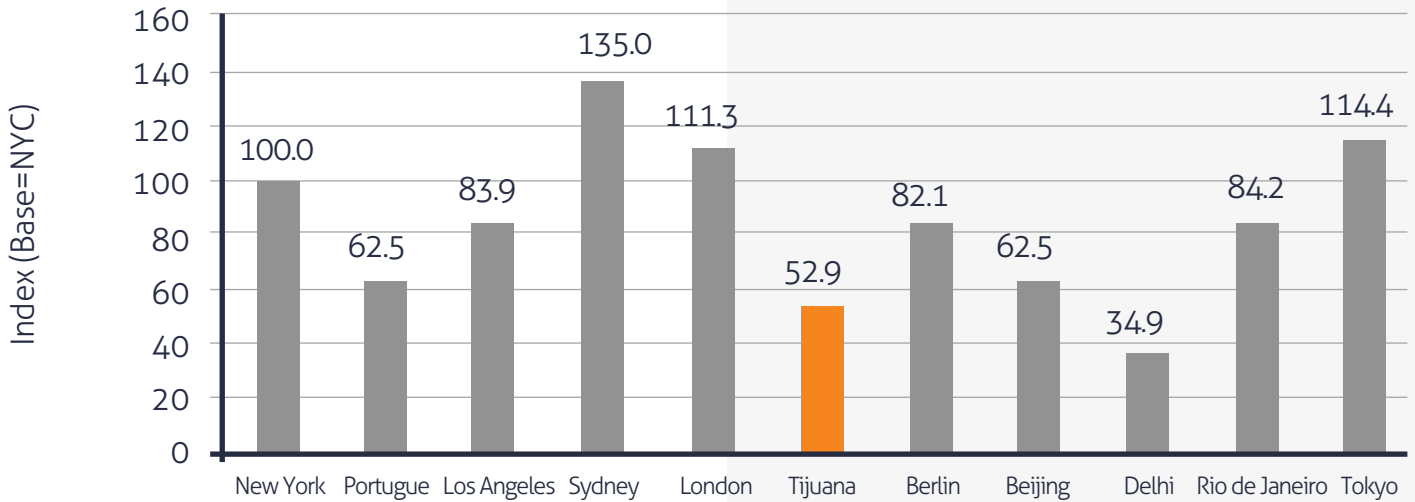
Exchange rate (FIX) to settle liabilities payable in foreign currency (MXN per 1 USD) Monthly Average 2002-2014



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

G. 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
Tijuana, Mexico	52.86	13.86	33.36	47.75	39.47

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).
- 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.

Actividades agrícolas 2014

Área	Producción	Superficie sembrada (HT)	Superficie cosechada	Superficie siniestrada
Rosarito	19,939.88	1,128	1,001	127
Tijuana	22,879.97	1,421	1,245	176
Baja California	8,357,797.74	182,768.73	175,305.85	7,462.88
México	202,472,209.1	15,711,327.36	12,243,757.32	3,467,570.04

Source: SAGARPA 2014.

Actividades pecuarias 2014

Producción de forraje

Entidad	Producción (Ton)	Superficie sembrada (Ha)	Superficie cosechada (Ha)	Valor Producción (Miles de pesos)
Tecate	9,851.00	694.00	694.00	4,062.64
Rosarito	10362.5	1100	925	4031.5
Tijuana	8230	865	740	3335.2
Baja California	450,583.56	33,668.00	30,366.00	134,112.35

Source: SAGARPA 2014.

Información sobre Negocios / *Business Información*

RPPC BC / Public Registry of Property and Commerce in Tijuana

Sector	% of Total Registry
Commerce / Service	39.4
Manufacturing	23.4
Communications / Transport	17.2
Other Activities	8.9
Construction	6.5
Agriculture	3.4
Mining	1.2

Source: Public Registry of Property and Commerce in Tijuana, 2015.

A. Empleados por Actividad / *Workers by economic activity*

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

Total Private Economic Activity	364,679
Manufacturing	169,576
Commerce	92,628
Professional Services	38,291
Construction	21,881
Other Activities	18,234
Transport/ Communications	14,587
Mining	5,470
Agriculture	4,011

Source: SAGARPA

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

C. Perfil Manufacturero / Manufacturing profile

Tijuana Manufacturing Profile

Sector	Number of Plants	% of Total
Electronics & Electric	111	19.04%
Metal Mechanics	108	18.52%
Plastics	102	17.50%
Automotive	52	8.92%
Medical Devices	45	7.72%
Packing	26	4.46%
Aerospace	25	4.29%
Machinery	21	3.60%
Wood and Furniture	19	3.26%
Chemical Products	14	2.40%
Other Activities	60	10.29%

Source: Inteliaxis, SEDETI and INEGI, 2014.

D. Plants and employees by city

Manufacturing industry in Baja California

	Plants	Employees
Baja California	896	255,164
Tijuana	565	176,452
Mexicali	135	49,301
Tecate	111	10,234
Ensenada	85	19,177

Source: INEGI, 2014

E. Empresas Relevantes / Outstanding Companies

Company	Country of Origin	Cluster / Activity	Number of Employees	Plant Size / Factories	Main Products
1 Foxconn	Taiwan	Electronic	4500*	500,000 /1	Electronic Devices
2 Samsung	South Korea	Electronics	4000*	2,000,000 /4	TV's & Appliances
3 Mattel	USA	Plastic Toys	3,300	350,000 /2	Toys Assembly
4 Panasonic	Japan	Electronics	3000*	400,000 /3	Televisions
5 Carefusion	USA	Medical Devices	3,200	200,000 /2	Medical Products
6 Hyundai	South Korea	Automotive	1830*	950,000 /3	Marine Containers
7 Plantronics	USA	Electronics	2058*	280,000/3	Headset Electronic Devices
8 DJ Ortho	USA	Medical Devices	2100*	250,000 /2	Orthopedic Equipment
9 Medtronic	USA	Medical Devices	2400*	190,000/ 2	Medical Products
10 Sanyo	Japan	Electronics	1050*	1,400,000 /2	Electronics & Appliances
11 Honeywell	USA	Automotive	1462*	200,000/ 1	Air Conditioners Parts
12 Phillips	Netherlands	Electronics	1900*	180,000 /1	Ballast Assembly
13 Smiths Medical	England	Medical Devices	1908*	180,000 /1	Medical Products
14 Autoliv Safety North America	Sweden	Automotive	2000*	250,000 /1	Automotive Safety Belts
15 Pulidos Industriales	Mexico	Metalmechanic	600*	150,000 /1	Metal Thermic Treatment
16 International Rectifiers	USA	Electronics	1,550	250,000 /1	Semiconductors
17 SMK	Japan	Electronics	1300*	200,000 /1	Electronic Component
18 Orange County Container	USA	Packing	1,400	400,000 /1	Corrugated Cardboard Boxes
19 Nypro Healthcare	USA	Medical Devices	1480*	200,000 /1	Medical Products
20 Sperian	France	Medical Devices	1350*	250,000 /1	Hearing Protection Devices
21 Schneider	USA	Electronics	1200*	180,000 /1	Electronic Devices
22 AveryDeninson	USA	Miscellaneous	1200*	550,000 /1	Paper & Plastic Office Products

Source: Own elaboration, based on company-specific information, 2014.

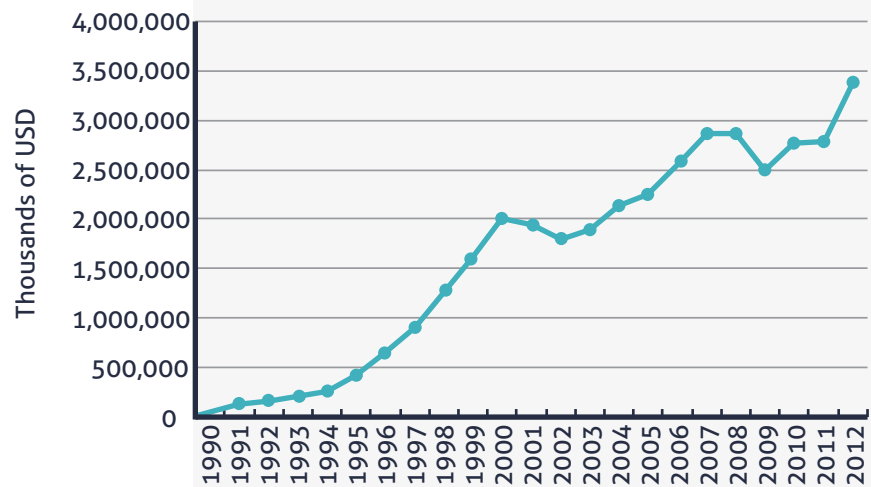
F. Added value

Manufacturing Industry in Tijuana: 1990-2014 Added Value

Important Note:

1. The period from 2007-2012 to calculate the value added includes income from manufacture, manufacturing services and remanufacturing to isolate the effect of the inclusion of revenues from export of producer services, according with IMMEX Program.

2. Estimation of 2006 Manufacturing Added Value, due to lack of official data.



Source: INDEX, with INEGI data, 2014.

Communications, Transport and Tourism

A. Telephone lines in Tijuana

Telephone Lines in Tijuana

Residential	No Residential	Total
357,348	137,734	495,082
Subscriptions of mobile phones for every 100 people.		90
Wired and wireless public telephones		13,668

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

B. Freight services rates

Over 80 specialized international freight companies operate out of Tijuana, experience in U.S./Mexico freight operations in small and medium trucks, and full container loads. Tijuana offers great advantage for international freight service, with over 215 trucking companies providing services out of San Diego and Tijuana combined.

Tarifas de Carga-Logística en Tijuana / Tijuana Freight Services Rates

From Tijuana to:	Miles	Travel Time by Car ¹ (hours)	Ground Transportation ² (USD per Container)			Refrigerated Containers ² 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.

Notas:

→ Usted tendría que tener en cuenta que algunas empresas de transporte estadounidenses hacen un cargo extra de combustible para transporte de mercancías en los Estados Unidos (con lo establecido por el Departamento de Energía del Gobierno de los Estados Unidos). Tarifas por cargo extra milla puede variar para cada caso. Actualmente el cargo extra de combustible oscila 0,55 a 0,70 dólares por milla. Para calcular el costo total de la carga debe agregar el costo fijo (que figuran en la tabla), más el kilometraje, multiplicado por el factor.

ND: No disponible por el momento. El proyecto de la terminal intermodal en Tijuana continúa en su etapa de desarrollo.

Notes:

→ 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.

NA: Not available at the moment. The intermodal terminal project in Tijuana continues in its development stage.

Notas:

- En el caso de destinos en Estados Unidos, considere el uso del carril SENTRI o de alta tecnología Ready Lane.
- El tipo de carga puede variar según el tipo de producto y el volumen. Este es un promedio para fines de referencia.
- Los contenedores de transporte por ferrocarril a EEUU se transfieren en primer lugar por la carretera de Tijuana a Riverside CA.

Con más de 1,5 millones de camiones cruzando por año, el puerto de entrada terrestre en el área de Otay Mesa de Tijuana es el mayor cruce comercial en la frontera entre California y Baja California, dirige la segunda mayor proporción de la carga y el tercer volumen de comercio en términos del valor en dólares de todas las áreas de cruce de la tierra entre los EE.UU. y México.

Desde que el TLCAN entró en vigor, el volumen anual de camiones que cruzan el puerto de Otay Mesa se ha incrementado más de un 45 por ciento; el número actual de camiones despachados es de 1,5 millones de unidades al año. En promedio, cada año se vendieron más de 23 mil millones de dólares en bienes a través del punto de cruce fronterizo de Otay Mesa.

La mayor parte del comercio está relacionado con la fabricación de la región y las industrias agrícolas. El destino del 84 por ciento de los camiones que cruzan en el puerto de entrada a través de esta tierra de California se encuentra dentro de la región de los Estados Unidos: el 59 por ciento de los camiones quedarse en California y el 25 por ciento los viajes a otros estados.

Notes:

- In the case of U.S. destinations, consider the use of the SENTRI lane or high-tech Ready Lane.
- The freight rate can vary by product type and volume. This is an average for reference purposes.
- 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 Tijuana 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.

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. Mercado Inmobiliario Industrial en Tijuana / *Tijuana Industrial Real Estate Market*

Tijuana tiene un mercado inmobiliario industrial de más de 60 millones de metros cuadrados de edificios, instalados en toda la ciudad, en una superficie de casi 5,600 acres de tierra dedicada a uso industrial, independientemente del territorio de la ciudad de Reserva del Gobierno, así como de propiedad de tierras de reserva por los desarrolladores industriales privados.

Tijuana tiene una presencia de los desarrolladores industriales de clase mundial, las empresas extranjeras y nacionales, que representan el 20% de los miembros de la Asociación Mexicana de Parques Industriales (AMPIP).

Debido a la dinámica de la industria manufacturera, con más de 60 parques y centros industriales, el mercado inmobiliario se encuentra entre los cuatro mejores del país por su tamaño y crecimiento, con un aumento neto medio del espacio anual de 2.5%.

Tijuana has an industrial real estate market of more than 60 million square feet of buildings, installed throughout the city in an area of nearly 5,600 acres of land dedicated to industrial use, regardless of the territory of the city government reserve as well as reserve land owned by private industrial developers.

Tijuana has a presence of world-class industrial developers, foreign and domestic companies, representing 20% membership of the Mexican Association of Industrial Parks (AMPIP).

Due to the dynamics of the manufacturing industry, with over 60 parks and industrial centers, Tijuana industrial real estate market is among the top four of the country for its size and growth, with average net increases of 2.5% annual space.

Mercado Inmobiliario Industrial en Tijuana por Tipo de Edificio

Tijuana Industrial Real Estate Market by Building Type

Building Type	Buildings	Area (Millions of Sq. Ft.)	% of Market
Class A	320	37.5	63.6
Class B	174	13.6	23.2
Class C	140	7.7	13.2
Total	633	58.8	100.0

Source: CEMDI, with Private Industrial Developers data.

D. Servicios y Cruces Mexico-Estados Unidos / Mexico-U.S. Services and border crossings

Hotel Occupancy, 5 and 4 Stars	2011	2012	2013	2014
Average Rate	\$815.00	\$770	\$795.8	\$841.8
Hotel Occupancy	48.20%	51.00%	52.72%	56.57%
Occupied Rooms	365,805	425,338	404,115	484,011
Tijuana Airport Passengers	2011	2012	2013	2014
Total	3,407,400	3,649,500	3,500,600	3,755,500
Passengers on Domestic Flights	3,378,800	3,620,200	3,476,300	3,734,400
International Passenger Flights	28,600	29,300	24,300	21,600
Border Crossing Checkpoint San Ysidro and Otay Mesa (People)	2011	2012	2013	2014
Total Crossings	38,935,009	39,444,223	40,919,989	41,375,680
San Ysidro Border Crossing Checkpoint	28,722,160	30,601,809	30,384,321	28,851,934
Otay Mesa Border Crossing Checkpoint	10,212,849	8,842,414	10,255,668	12,473,746
Breakdown: Persons by Origin				
US Citizens	17,668,088	23,948,782	19,675,866	19,817,840
Foreign	23,119,899	21,513,663	22,138,505	22,281,631
Pedestrian Access Crossings				
Total Crosswalks San Ysidro Tijuana	6,188,127	5,824,727	8,418,680	8,183,071
Total Crosswalks Otay Mesa Tijuana	1,979,982	2,046,689	2,555,307	3,161,389

Source: Tijuana Tourism and Convention Committee (COTUCO) and U. S. Department of Homeland Security, 2014.

Servicios Públicos / Public Utilities

A. Agua Potable y Servicios de Drenaje / Water and sanitary sewer services

Conexiones de Agua Potable / Water Connections

Residential	Commercial	Industrial	Government	Total
543,648	29,666	2,480	1,904	577,698

Source: State Commission of Public Utilities of Tijuana, 2014.

Aguas Residuales de la Ciudad / Tijuana sewage facts

Total Sewage Connections	522,710
Coverage	89.6%
Percentage of Treated Water	96.5%

Source: State Commission of Public Utilities, 2014.

B. Otros Servicios Públicos / Other Public Services

Desglose por Consumidor / Consumer Breakdown

Residential Customers	543,958
Business Customers	48,617
Industrial Customers	6,388
Service Customers	1,433
Total	591,396

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

Natural gas rates to commercial and industrial

	Service		Capacity		Use	
	MXN/Gjouler	USD/Gjouler	MXN/Gjouler	USD/Gjouler	MXN/Gjouler	USD/Gjouler
Less than 418.68 GJoules	\$109.66	\$8.77	\$23.80	\$2.04	\$23.80	\$2.04
418.69 to 4,186.80 GJoules	\$1,948.65	\$155.89	\$17.09	\$1.46	\$17.09	\$1.46
4,186.81 to 16,747.20 GJoules	\$3,300.39	\$264.03	\$11.51	\$0.98	\$11.51	\$0.98
16,747.21 to 58,615.20 GJoules	\$9,980.75	\$798.46	\$2.59	\$0.22	\$2.59	\$0.22
58,615.21 to 100,483.20 GJoules	\$14,975.73	\$1,194.85	\$2.05	\$0.17	\$2.05	\$0.17
Over 100,483.21 Gjoules	\$14,975.73	\$1,194.85	\$1.09	\$0.09	\$1.09	\$0.09

Source: Estimated monthly rates based in provided information by PEMEX, IGASAMEX and Energy Regulatory Commission.

Educación / Education

Most Outstanding Certified Universities and Centers of Higher Education in Tijuana

	Institution	Funding Source	Academic Programs Accreditation		Scientific Research, Technological Innovation Activities or Development Projects Center	Total Student Population	Average Professional Graduates per year.
			State or National	International (Academic Alliance)			
1	Universidad Autónoma de Baja California. Campus Tijuana (UABC)	Public	•	•	•	10,650	750
2	Instituto Tecnológico de Tijuana (ITT)	Public	•	•	•	5,580	520
3	Universidad Tecnológica de Tijuana (UTT)	Public	•	•	•	2,000	300
4	Centro de Enseñanza Técnica y Superior (CETYS)	Private	•	•	•	1,900	125
5	Centro Universitario de Tijuana (CUT)	Private	•	•		1,350	100
6	Universidad Iberoamericana del Noroeste (UIA)	Private	•	•	•	1,010	95
7	Universidad Xochicalco Tijuana (CEUX)	Private	•	•		840	90
8	Centro de Estudios Superiores del Noroeste (CESUN)	Private	•	•		780	85
9	Centro de Estudios Superiores de Veracruz (UNIVER)	Private	•			750	80
10	Tecnológico de Baja California (TBC)	Private	•			690	75
11	Universidad de las Californias (UDC)	Private	•			650	70
12	Universidad Pedagógica Nacional Tijuana (UPN)	Public	•			500	70
13	Centro de Estudios Superiores de la Frontera (UNIFRONT)	Public	•			250	90
14	Universidad Estatal de Estudios Pedagógicos (UEEP)	Private	•			150	60
15	Instituto Para El Desarrollo Emprendedor (INPADE)	Private	•			120	25
16	Centro Internacional de Estudios Superiores (CIES)	Private	•			100	18
17	Colegio de la Frontera Norte (COLEF)	Public	•	•	•	95	20
18	Universidad del Desarrollo Empresarial (UNIDEP)	Private	•			80	12
19	Centro de Investigación y Desarrollo de Tecnología Digital Instituto Politécnico Nacional en Tijuana (CITEDI)	Public	•	•	•	50	15

Source: CVE (Tijuana's Education Liaison Committee), 2014. CVE is a part of the Tijuana Economic Development Council (CDT).

Educación / Education

Most Outstanding Certified Higher Technical Level Schools in Tijuana.

	Institution	Technical Certification Programs (Subject Area)							Average Student Population	Average Technical Graduates per year	
		Electronics	Mechanics/Mechatronics	Software & Design	Production & Quality Control	Welding, Precision Machinery & Injection	Electromechanical Maintenance	Tourism & Food Administration & Accounting			
1	Colegio de Estudios Científicos y Tecnológicos del Estado de B.C. (CECYTE) C. Zona del Río	•	•	•	•			•	•	1,700	160
2	Colegio Nacional de Educación Profesional (Conalep II)	•		•				•	•	1,600	130
3	Colegio Nacional de Educación Profesional (Conalep I)	•		•		•			•	1,400	110
4	Centro de Estudios Tecnológicos Industrial y de Servicios (CETIS) No. 58	•	•	•	•			•	•	1,250	120
5	Colegio de Estudios Científicos y Tecnológicos del Estado de B.C. (CECYTE) C. Villas del Sol	•	•					•	•	1,200	140
6	Centro de Capacitación para el Trabajo Industrial (CECATI) No. 6	•			•	•		•	•	850	80
7	Centro de Bachillerato Tecnológicos y de Servicios (CBTIS) No. 116		•	•	•			•	•	840	90
8	Centro de Bachillerato Tecnológicos y de Servicios (CBTIS) No. 155			•	•			•	•	800	70
9	Centro de Bachillerato Tecnológicos y de Servicios (CBTIS) No. 146	•		•				•	•	750	65
10	Centro de Capacitación para el Trabajo Industrial (CECATI) No. 144	•	•			•		•	•	740	70
11	Centro de Estudios Tecnológicos Industrial y de Servicios (CETIS) No. 156		•	•	•				•	560	45
12	Colegio de Estudios Científicos y Tecnológicos del Estado de B.C. (CECYTE) C. El Pacífico	•	•					•	•	550	75
13	Colegio de Estudios Científicos y Tecnológicos del Estado de B.C. (CECYTE) C. El Niño	•	•	•					•	420	30
14	Colegio de Estudios Científicos y Tecnológicos del Estado de B.C. (CECYTE) C. Altiplano	•	•						•	380	35
15	Colegio de Estudios Científicos y Tecnológicos del Estado de B.C. (CECYTE) C. El Florido	•	•	•		•				350	30
16	Colegio de Estudios Científicos y Tecnológicos del	•	•						•	350	28

Source: CVE, 2014.

Educación / Education

Oferta de Capital Humano en Ingenierías / Tijuana's Engineering Careers Offer.

	Institution	Area of Knowledge (Bachelor)							Engineering Student Population	Average Engineering Graduates per year.	
		Industrial / Production	Electrical Mechanic / Electronics	Civil / Construction	Chemistry / Biochemical / Environment Technologies	Computer Sciences / Software Design	Robotics / Mechatronics / Nanotechnologies	Telecommunications / TI			Access to Graduate Programs
1	Instituto Tecnológico de Tijuana (ITT)	•	•	•	•	•	•	•	•	580	220
2	Universidad Autónoma de Baja California Campus Tijuana (UABC)	•	•		•	•			•	350	140
3	Universidad Tecnológica de Tijuana (UTT)	•	•	•	•	•	•	•	•	350	180
4	Centro de Enseñanza Técnica y Superior (CETYS)	•	•			•	•	•	•	250	70
5	Universidad Iberoamericana del Noroeste (UIA)	•	•						•	210	35
6	Centro de Estudios Superiores de Veracruz (UNIVER)	•				•				100	20
7	Centro de Estudios Superiores del Noroeste (CESUN)					•		•		90	15
8	Tecnológico de Baja California (TBC)					•		•		50	8
9	Centro de Investigación y Desarrollo de Tecnología Digital Instituto Politécnico Nacional en Tijuana (CITEDI)		•			•	•	•	•	50	15
10	Universidad de las Californias (UDC)			•						22	4

Source: CVE (Tijuana's Education Liaison Committee), February 2013. CVT is a part of the Tijuana Economic Development Council (CDT).

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).

CEMDI in its initiation phase is developed with funding from Fideicomiso Empresarial from State Government of Baja California (FIDEM).

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