



Gobierno de
México

Economía
Secretaría de Economía



PODECObi
Polos de Desarrollo Económico para el Bienestar

ECONOMIC DEVELOPMENT POLES FOR WELLBEING



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I

Mexico as a market access platform

Mexico has established **15 Economic Development Poles for Wellbeing across 14 states**, with the potential to incorporate additional poles as the Mexico Plan expands. These industrial platforms are designed to facilitate productive investment through ready-to-operate infrastructure, incentives, and regulatory certainty.

Mexico is one of the most globally integrated economies. Its geographic position and extensive network of trade agreements provide companies operating in the country access—under preferential tariffs—to more than 50 markets across North America, Europe, Asia, and Latin America.

Its deep production integration with the United States and Canada positions **Mexico as a strategic hub** for advanced manufacturing and services oriented toward both the regional market and global exports.

The **PODECObi** strengthen this advantage by offering locations designed to accelerate industrial installation, reduce logistics costs, and provide competitive operating conditions for projects of varying scales.

II

The new logic of industrial location

The **Economic Development Poles for Wellbeing** are conceived as comprehensive industrial platforms, where key competitiveness factors are aligned from the outset. Their structure enables rapid industrial deployment, supported by institutional certainty and coordinated action across levels of government.

Each **pole is strategically positioned** within high-capacity highway, rail, airport, or port corridors, ensuring efficient logistics connectivity.

The **PODECObi** incorporate **phased growth** capacity, allowing companies to scale operations within the same platform, optimize costs, and ensure long-term operational continuity.

These elements make the **PODECObi** investment-ready locations designed to install, operate, and grow competitively in Mexico.



III Productive specializations

PODECObI are structured to host strategic sectors that concentrate investment, technology, and value creation, aligned with national industrial policy and existing regional capabilities.

Some productive specialisations include:



■ Advanced manufacturing

Medium- and high-complexity industrial operations, with automation, quality control, and scalable production.



■ Automotive and auto parts

Assembly, components, systems, and Tier 1 and Tier 2 suppliers integrated into regional and export-oriented value chains.



■ Aerospace

Precision manufacturing, components, maintenance, and specialized operations linked to existing clusters.



■ Pharmaceuticals and medical devices

Production, formulation, packaging, and specialized logistics under national and international regulatory standards.



■ Electronics and advanced technologies

Assembly, electronic components, light manufacturing, and industrial systems.



■ Value-Added agroindustry

Processing, transformation, packaging, and logistics for domestic and export-oriented agri-food products.



■ Logistics and distribution

Logistics centers, cross-docking, warehousing, and regional and national distribution platforms.



■ Energy and industrial solutions

Energy infrastructure, industrial services, and projects related to energy efficiency and sustainability.

These specializations allow PODECObI to operate as multisector industrial platforms, capable of integrating complete value chains and adapting to diverse investment profiles.

IV

National logistics and connectivity

PODECObI are located within strategic logistics corridors, with direct or nearby access to:

- **High-capacity federal highway networks**
- **Freight rail infrastructure**
- **National and international airports**
- **Key maritime ports on both the Pacific and Gulf coasts**

This connectivity reduces logistics costs, improves delivery times, and facilitates integration into national and international supply chains.



PODECObi

Polos de Desarrollo Económico para el Bienestar

ECONOMIC DEVELOPMENT POLES FOR WELLBEING

1. Seybaplaya, Campeche
2. Juárez, Chihuahua
3. Durango, Durango
4. Nezahualcoyotl, Edomex.
5. Celaya, Guanajuato
6. Tula, Hidalgo
7. AIFA, Hidalgo
8. Morelia, Michoacan
9. Ciudad Modelo, Puebla
10. Chetumal, Q. Roo
11. Topolobampo, Sinaloa
12. Altamira, Tamaulipas
13. Huamantla, Tlaxcala
14. Tuxpan, Veracruz
15. Hermosillo, Sonora



Workforce and human capital

Mexico has one of the largest and most experienced industrial workforces in Latin America. PODECOBI are located in regions with access to:

- **Manufacturing-experienced operational labor.**
- **Specialized industrial technicians.**
- **Engineers trained at public universities and technological institutes.**

Proximity to urban centers and educational institutions ensures talent availability and workforce scalability.



Infrastructure and access to services

PODECOBI are designed to guarantee access to the essential services required for industrial operations:

- **Electrical power for productive processes**
- **Industrial water supply**
- **Telecommunications and digital connectivity**
- **Internal and external road infrastructure**
- **Nearby urban services: housing, healthcare, education, and transportation**

This environment reduces operational risk and supports talent attraction and retention.



Tax incentives

Federal Incentives

The Economic Development Poles for Well-Being offer federal incentives applicable to the Income Tax (ISR), designed to improve project profitability and accelerate industrial installation:

- **100% immediate deduction** of investments in new fixed assets.
- **Additional 25% deduction** for technical training expenses.
- **Additional 25% deduction** for innovation and development, including initial certifications and technological upgrades.
- **Federal administrative facilitation** to streamline permits and regulatory procedures.

These incentives reduce the taxable base under the ISR and strengthen investment returns.

Complementary State Incentives

State governments have the authority to grant additional incentives according to their legal powers and economic development priorities:

- **Reductions** in local taxes.
- **Streamlined processes** for licenses and local fees.
- **Support in infrastructure** and workforce development, aligned with each Pole's productive vocation.

Each state will define its specific incentive package as implementation progresses.

BREAKDOWN OF POLES IN ADVANCED STAGE

Below is an overview of the Poles that currently show the highest level of progress in terms of planning, infrastructure, and investment readiness. The remaining Poles under Plan Mexico will be incorporated progressively as their implementation processes advance.



Zapotlan Reserve, Hidalgo

Productive profile

Zapotlan is a large-scale industrial and logistics pole, oriented toward projects requiring proximity to the country's largest consumer market and access to air and highway infrastructure.

Core specializations

Advanced manufacturing, pharmaceuticals, high-value logistics, aerospace, industrial technologies.

Market connectivity

- Direct access to the Mexico Valley, the country's largest consumer market
- Air connectivity via Aeropuerto Internacional Felipe Angeles (AIFA), for cargo and passengers
- Integration with Arco Norte, enabling national distribution and export.



Xicohtencatl II Huamantla, Tlaxcala

Productive profile

Huamantla operates as an efficient platform for regional production and industrial linkages, with competitive operating costs and available manufacturing labor.

Core specializations

Light and medium manufacturing, agroindustry, electronics, technical textiles, regional logistics.

Market connectivity

- Access to the Puebla–Tlaxcala–Veracruz corridor
- Efficient connectivity to Central and Eastern Mexico
- Logistics linkage to the Gulf of Mexico



Zinapécuaro, Michoacán

Productive profile

Zinapécuaro is positioned as a national and international connectivity node, capable of hosting large-scale industrial and logistics projects integrated into export supply chains.

Core specializations

Value-added agroindustry, pharmaceuticals, light and medium manufacturing, logistics and distribution.

Market connectivity

- Strategic proximity to the Port of Lazaro Cardenas, gateway to the Pacific and Asia
- Access to Bajío, Central, and Western Mexico
- Air connectivity through Morelia International Airport



San Jeronimo, Chihuahua

Productive profile

San Jeronimo is the program's border industrial pole, designed for export-oriented operations with high logistics turnover and competitive delivery times.

Core specializations

Export-oriented advanced manufacturing, cross-border logistics, agroindustry, industrial energy.

Market connectivity

- Immediate access to the Santa Teresa border crossing to the United States
- Direct integration with production chains in Texas and New Mexico
- Efficient platform for the North American market



San Jose Chiapa, Puebla

Productive profile

San Jose Chiapa is integrated into a consolidated automotive cluster, with specialized infrastructure and technical talent, ideal for high value-added suppliers.

Core specializations

Automotive, auto parts, precision manufacturing, electronics, industrial chemicals.

Market connectivity

- On-site rail access for industrial freight
- Connectivity to Central Mexico and the Gulf
- Integration into national and international automotive value chains

The Economic Development Poles for Wellbeing (PODECObi) offer productive investment strategic locations integrated into logistics corridors, reliable access to talent, infrastructure, and services, and clear federal incentives within a framework of institutional certainty.

Designed as long-term industrial platforms, **PODECObi enable companies to establish operations** efficiently, optimize operating costs, and scale projects in an orderly manner, aligned with the real demands of global industry and international value chains.

VIII Executive roadmap

To materialize this opportunity, the investor is suggested to follow this critical 4-step path recommended by the Ministry of Economy:



1. Definition of Project Profile: Before initiating management, structure the business case by clearly defining the sector, the operating model (e.g. proprietary manufacturing vs. *shelter*), estimated CAPEX, projected employment, and the implementation schedule.



2. Strategic Pole Selection: Do not evaluate location solely by land price. Validate the compatibility of the Pole with your specific value chain: productive vocation, real logistical connectivity, and availability of critical infrastructure (energy and water).



3. Activation of Institutional Accompaniment: Contact the Single Window for Investors (VUIMX). This tool is your official entry point to trace the personalized administrative, regulatory, and fiscal route for your project, ensuring alignment between federal and local authorities.



4. Integration of the "Data Room": Accelerate your authorization times by building a repository with corporate (*Corporate Kit*), technical, and compliance documentation from day one. This will drastically facilitate financial and legal *Due Diligence*.

Institutional Contact Channels

The Government of Mexico places at your disposal the following official platforms to initiate your investment process with verifiable and transparent information:

• **Single Window for Investors (VUIMX):**

<https://ventanillaunica.economia.gob.mx/>

• **General Investment Information (Invest in Mexico):**

<https://www.economia.gob.mx/inviertemx/>

• **Strategic Projects Detail (Plan Mexico):**

<https://www.proyectosmexico.gob.mx/plan-mexico/>

• **Economic Development Poles for Wellbeing:**

<https://www.podecobi.com>



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