

SOMOS GRANDES  
SOMOS FUERTES  
SOMOS LEÓN



**LEÓN**  
AYUNTAMIENTO 2024-2027



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AYUNTAMIENTO 2024-2027

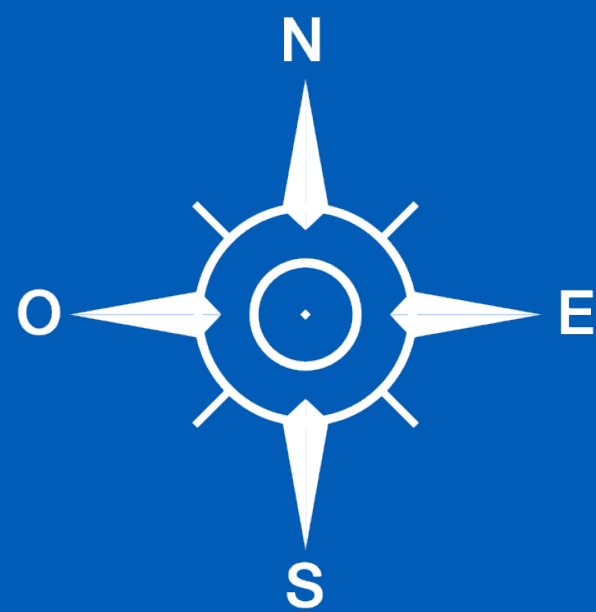
# Secretariat for the Economic Reactivation of Leon



Directorate for Investment Attraction



# STRATEGIC GEOGRAFICAL LOCATION





## STRATEGIC GEOGRAFICAL LOCATION

Within a radius of 400 km<sup>2</sup>

**80%**  
Mexican  
Market

**70%**  
National  
Industry










**70%**  
National  
Exports

**60%**  
National  
Population



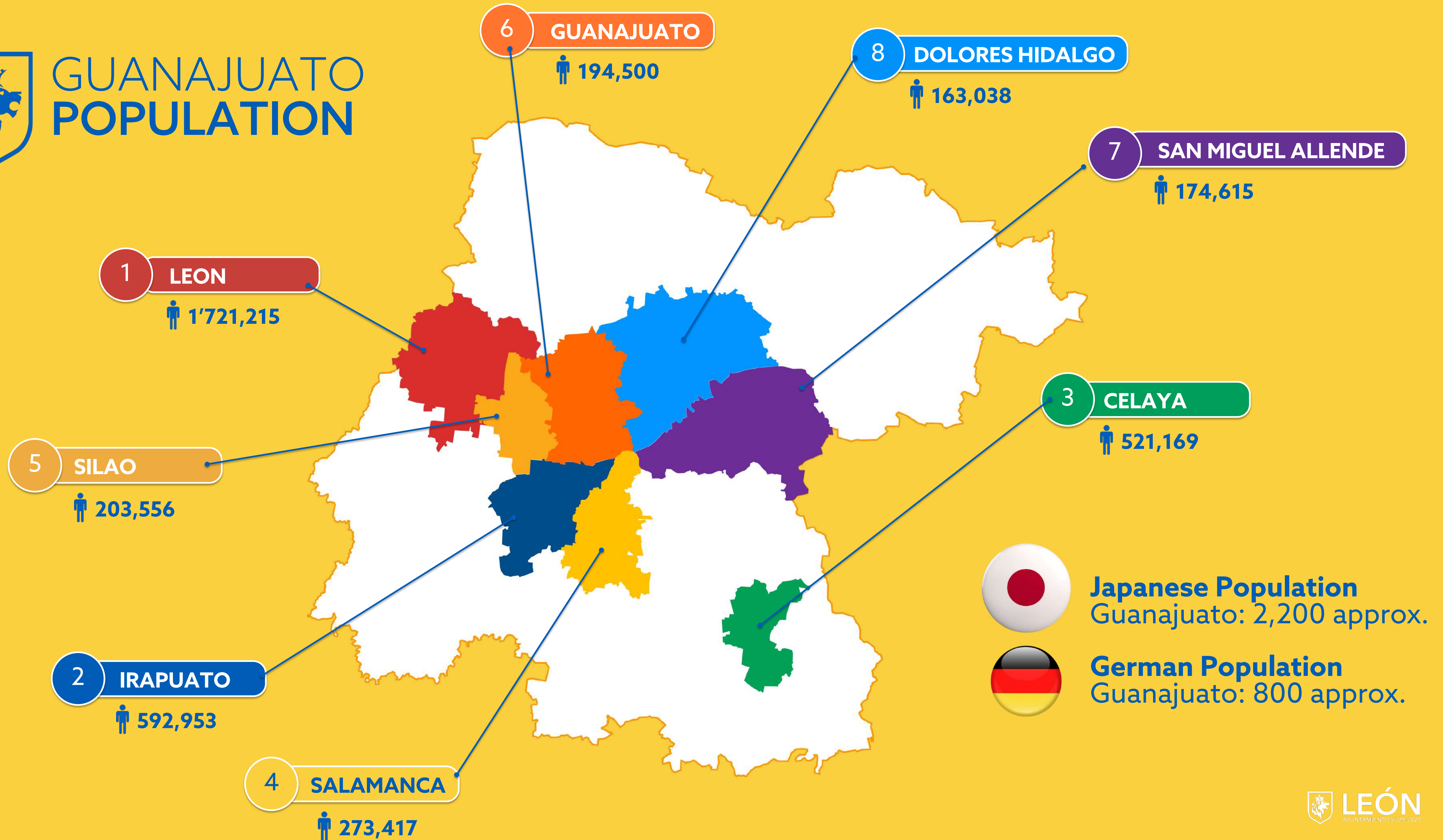
# LEÓN DISTANCES TO



-  MEXICO CITY \_\_\_\_\_ 387.1 KM
-  SAN LUIS POTOSI, S.L.P. \_\_\_\_\_ 181.3 KM
-  GUADALAJARA, JAL \_\_\_\_\_ 219.4 KM
-  MANZANILLO, COL \_\_\_\_\_ 512.8 KM
-  MONTERREY, N.L \_\_\_\_\_ 714.1 KM
-  NUEVO LAREDO, TAM \_\_\_\_\_ 913.3 KM
-  PUERTO DE ALTAMIRA, TAM \_\_\_\_\_ 657.7 KM
-  LÁZARO CÁRDENAS, MICH \_\_\_\_\_ 512.4 KM
-  PUERTO DE VERACRUZ, VER \_\_\_\_\_ 738.9 KM



# GUANAJUATO POPULATION

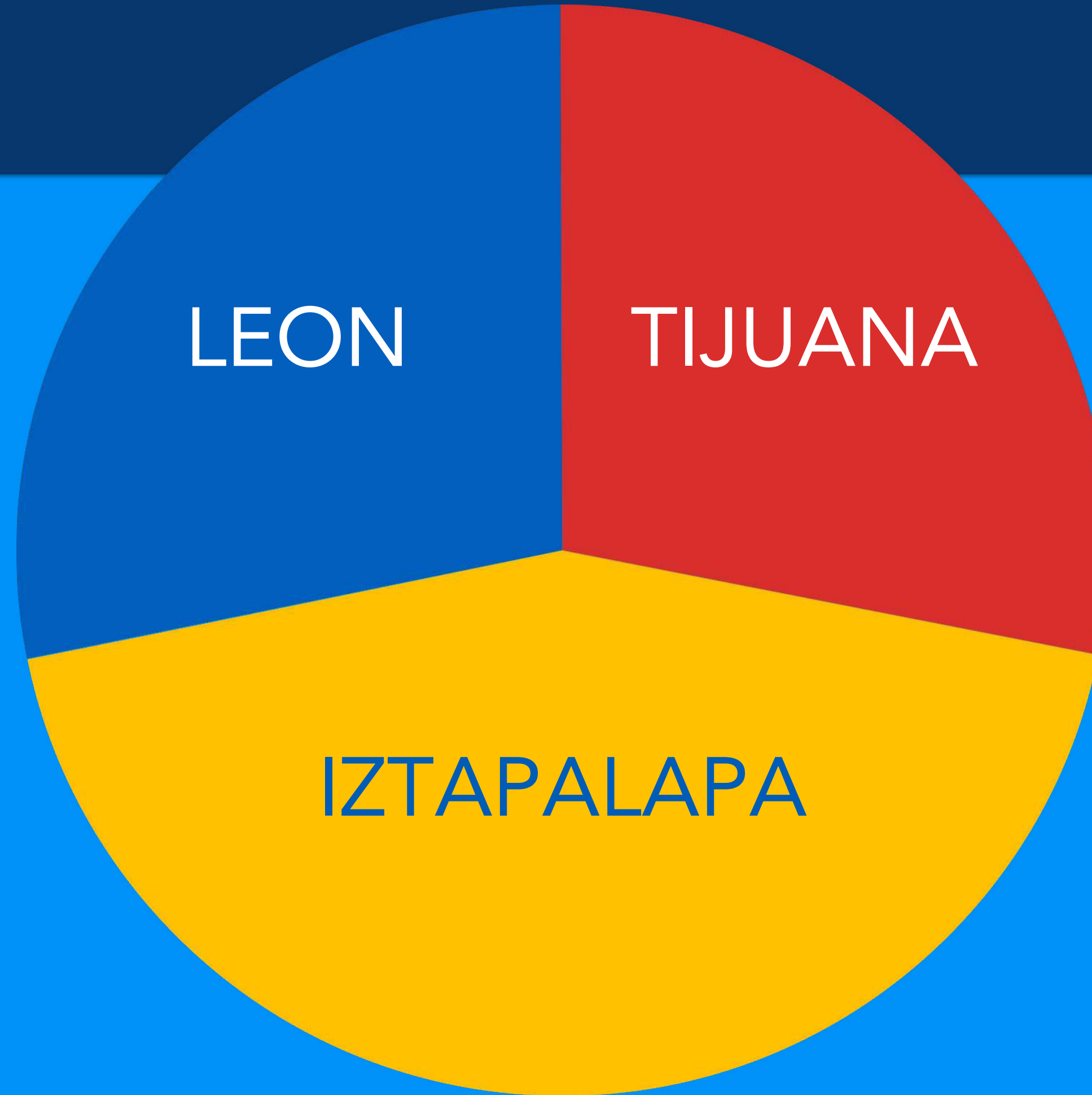




# POPULATION

## LEON

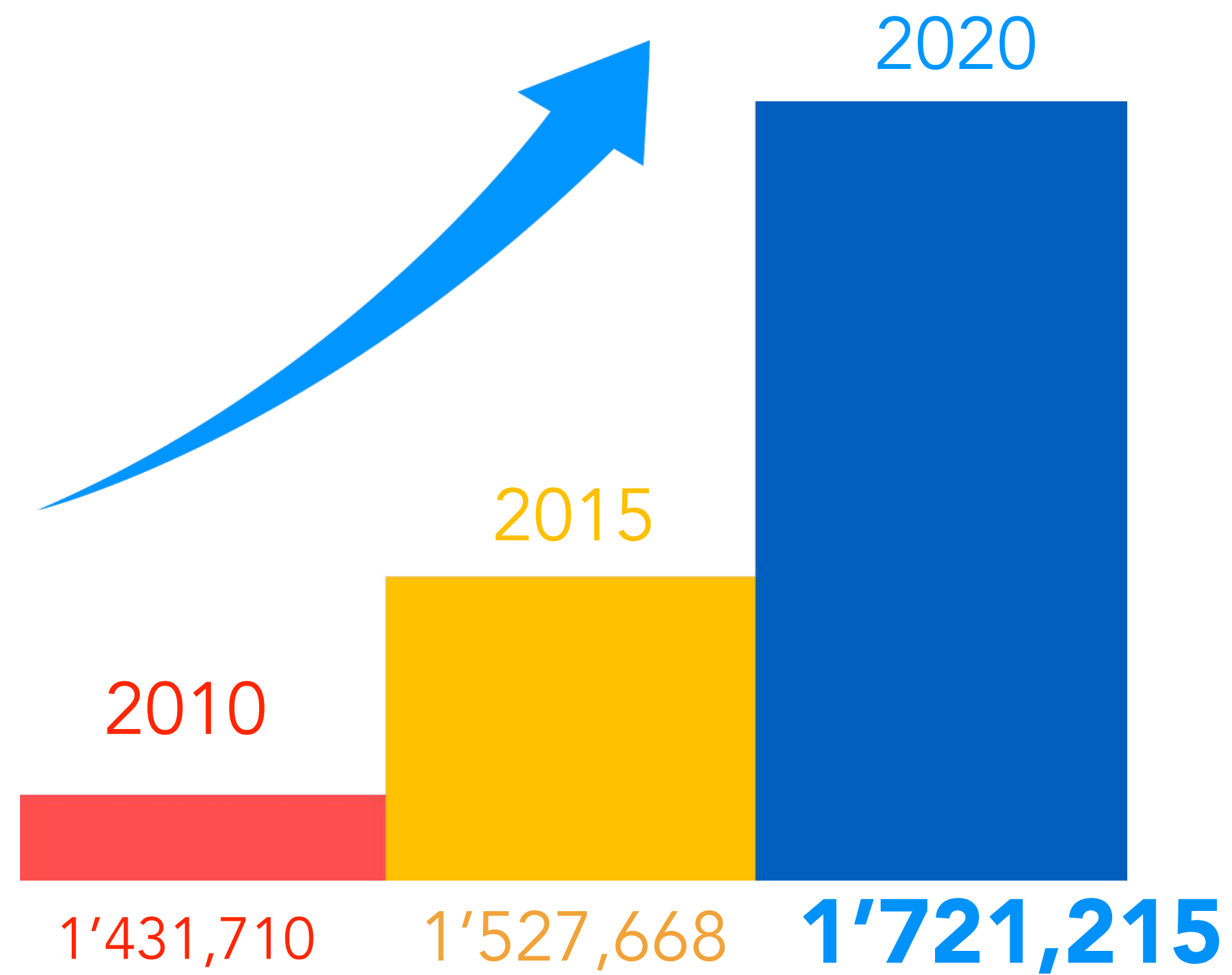
3rd most populated Municipality in the country





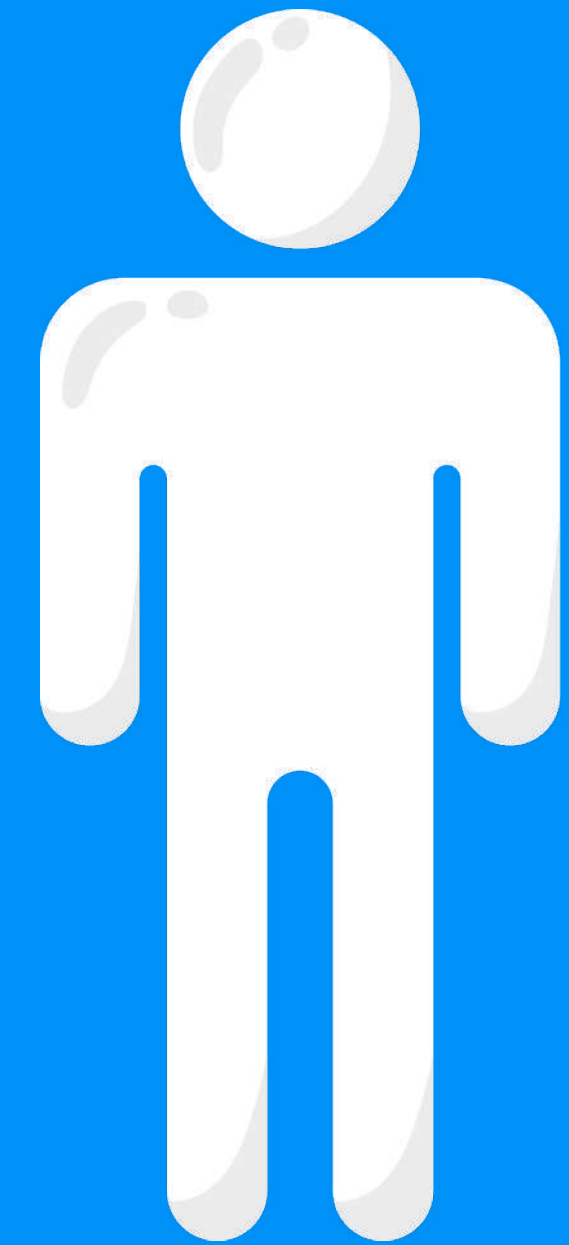


# DEMOGRAPHIC GROWTH



Fuente: INEGI. Censo 2020

POPULATION  
**1'721,215**



846,673



874,542



ECONOMICALLY  
ACTIVE  
**POPULATION (EAP)**



Employed

**891,085**  
PEOPLE



LABOR  
FORCE

**925,992**  
PEOPLE



Unemployed

**34,907**  
PEOPLE



# EMPLOYED PEOPLE BY SECTOR



**3,628**  
Primary



**335,875**  
Secondary



**188,307**  
Commerce



**363,275**  
Services and  
Others



# WIDE HIGHER EDUCATION OFFER

**+90**

INSTITUTIONS  
FOR HIGHER  
EDUCATION

UNIVERSIDAD DE  
GUANAJUATO



Unidad León  
Escuela  
Nacional de  
Estudios  
Superiores

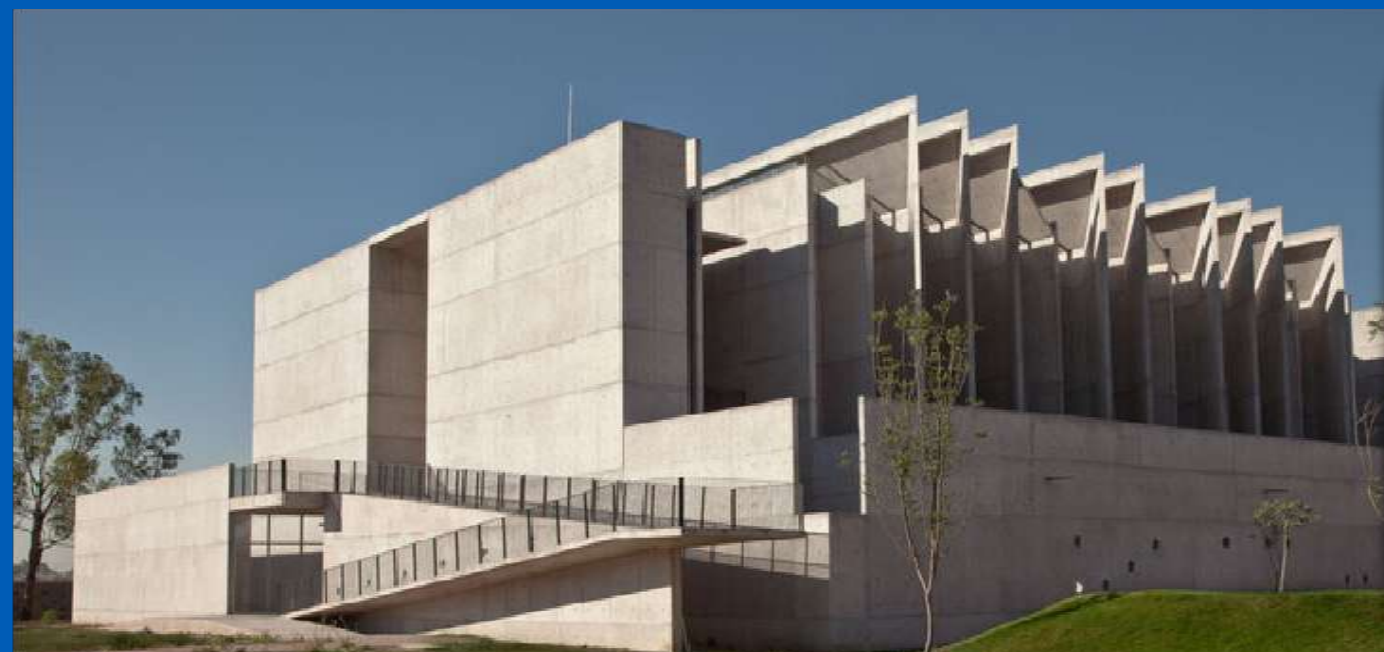




Biomedical, Automotive, Mechatronics, Digital Animation and Design



TECHNOLOGICAL PARKS



Energy, Bio-Nanotechnology, Technology and Tourism



Social Innovation, Education, Health and Economics





RESEARCH  
CENTERS





# INFRASTRUCTURE



Highways



Railways



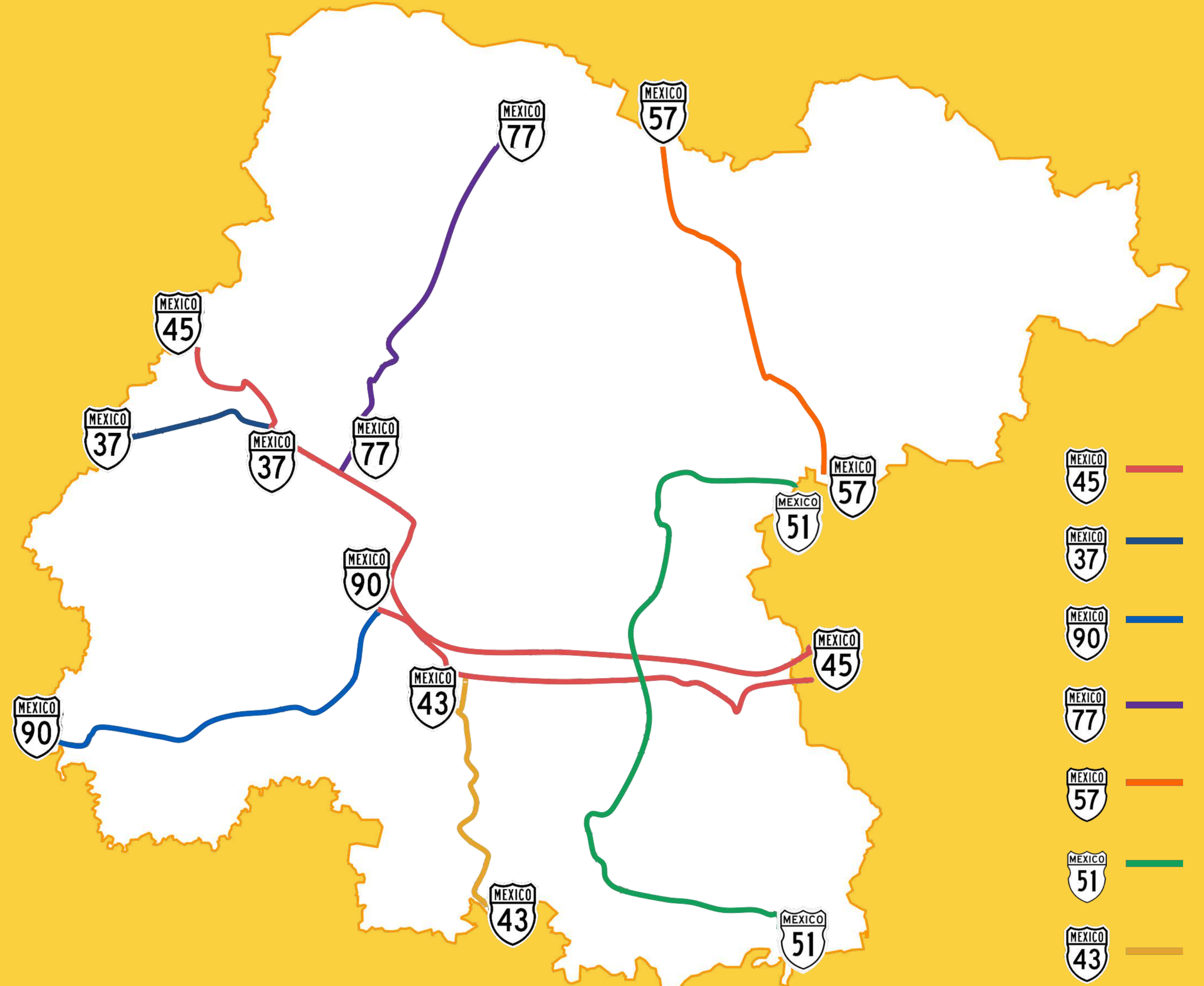
Airports



## EFFICIENT HIGHWAY NETWORK

Federal Highway 45 is one of the **most important routes in the country**, most of the nation's commerce moves through it.

Easy Access to Federal Highway 57 which **crosses 9 states and 29 cities** within Mexico; it crosses into the **United States** and extends to **Canada**.





Piedras Negras

Ciudad Juárez



NATIONAL  
RAILWAY  
NETWORK

Nuevo Laredo

Monterrey

Altamira

Tampico

Mérida

Veracruz

Manzanillo

Lázaro Cárdenas

Coatzacoalcos



OTROS



BAJIO  
INTERNATIONAL  
**AIRPORT (BJX)**



Wide offerings of  
**National and  
International  
flights**



## NATIONAL

Cd. de México.  
Tijuana, B.C.  
Cd. Juárez, Chih.  
Monterrey, N.L.  
Pto. Vallarta, Jal.  
Cancún, Qroo.  
San José del Cabo,  
B.C.S.

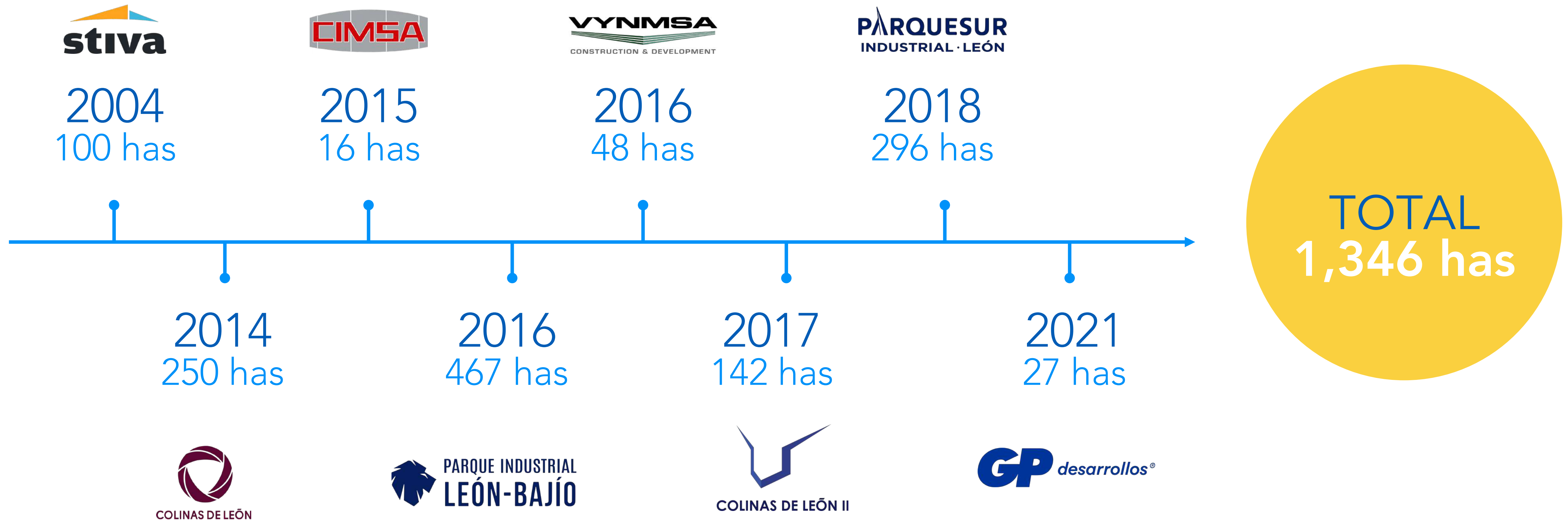
## INTERNATIONAL

Atlanta, GA.  
Los Angeles, CA.  
Chicago, IL.  
San Francisco, CA.  
Dallas, TX.  
Houston, TX.

Orlando, FL.  
San Antonio, TX.  
Fresno, CA.  
Oakland, CA.  
Detroit, MI.  
Sacramento, CA.



# INDUSTRIAL PARKS TIME LINE





QUALITY  
OF LIFE

Its first tier services make the city one of the most important locations in Mexico, with options for entertainment, culture, fine dining, art, family fun and recreation.





SPORT  
CLUBS

5

Golf  
courses

+6

Sports and  
social clubs

8

Sports  
centers

Wide offering of fitness centers





## MALLS AND SHOPPING CENTERS

The city has **shopping centers** and outlets for internationally **recognized brands** and more than **50 movie theaters**



- Plaza Piel
- Outlets
- Mulza
- Factory Outlets
- Cinemex
- Cinépolis
- Altacia
- Plaza Mayor
- Plaza Galerías
- Centro Max
- Plaza Palmas
- Plaza del Zapato





# RECREATIONAL SPACES

Leon occupies one of the **first places** in national conventions thanks to its **world class** venues and facilities.

- Convention centers
- Metropolitan park
- Historic center
- EXPLORA Science Museum
- Templo Expiatorio
- Bicentennial Theater
- Foro del Lago
- Cultural Forum
- Museum of Art and History of Guanajuato
- Nou Camp Stadium
- Leon Zoo



WORLD CLASS  
EVENTS

- Leon State Fair
- International Hot Air Balloon Festival
- SAPICA
- ANPIC
- Festival International Cervantino
- Festival World Rally Championship
- Motofiesta
- Concerts
- Leon Veterinary Congress







# HOTELS AND FINE DINING

The city offers a wide range of services with more than 100 hotels and 8000 rooms. Restaurants with international cuisine and fine dining experiences.





WORLD CLASS  
MEDICAL  
INSTITUTIONS

It has highly specialized and diagnostic  
medical care centers.

**+50** MEDICAL CENTERS

**750**

Specialized  
Doctors

**42**

Private clinics  
and hospital

**77**

Public  
Hospitals





# PROMISING SECTORS IN THE MUNICIPALITY OF LEON

Automotive

Electrical/  
Electronics

Residual  
collection/  
Remediation  
services

Tourism  
services

Medical  
Services

Corporate  
Services

Information  
Technology

Energy

Logistic  
Services





## COMPETITIVE ADVANTAGES

- Stable Labor Market
- Connectivity with the most important cities and ports in Mexico
- Wide availability of workforce
- Competitive costs
- Alliance between universities, companies and government
- International airport
- Urban mobility



INVESTMENT  
**ATTRACTION**

Services offered by the Investment  
Attraction Department

Support in infrastructure management for industrial parks.

Generation of relevant statistical information meaningful to the municipality.

Preparation and coordination of work agendas.

Search for land and warehouses for investment projects.

Assistance with procedures agencies and permits.

Links with service provider or organizations.

Employment exchange.

Linkage with support programs.

Training programs.

Support throughout the installation process.



# CONTACT

## Directorate for Investment Attraction

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THANKS