

Guadalajara *at a Glance*

Guadalajara is the capital city of the Mexican state of **Jalisco**. It is located in the central region of the state and in the western-pacific area of Mexico. With a population of 4,262,392 inhabitants, Guadalajara along with its Metropolitan Area is **Mexico's second most populous city**, just behind Mexico City and is the 25th largest metropolitan area of the Americas.

Guadalajara has attracted relevant levels of foreign investment which has played an important role for the city's transformation into a prosperous and outstanding place to do business, supported as well by the multinational enterprises that the city actually hosts.

The city's strategic location has lead it to become one of Mexico's key business centers and as a part of the state of Jalisco, is **the leading commercial area in Mexico's western region**.



Jalisco state is the birthplace of Tequila where you can find over 200 varieties that come from the humblest family recipes to gourmet bottles with exotic ingredients that will delight the most refined palates. This city is also the birthplace of Mariachi music, its nightlife is legendary offering some of the finest food in the country and all the entertainment options that a large urban area has to offer.

In 2008, Jalisco accounted with 6.3 percent of Mexico's total GDP accounting with 52.8 thousand million dollars. Its services sector, in which commerce and real state services are included, had a 64 percent participation in the state's economy.

Additional to its openness in the business environment and notable attraction of foreign investment, Guadalajara is increasingly being recognized by its conventions and trade fairs facilities. A prime example is Expo-Guadalajara, a large-scale convention center recently remodeled, which hosts numerous international events and is positioned amid luxurious hotels that cater to the convention-goers' needs.

Economy

The geographical position of Guadalajara and its communications vast infrastructure make it **very favorable for commerce**; as a result, it attracts investors and commerce worldwide.

The leading sectors include: **electronic components, agricultural equipment and supplies, furniture manufacturers, processed foods, and packaging equipment and supplies**. In the **agricultural sector**, the city has a participation of 10.2 percent of the national agricultural sector, making this one a leading sector as well.

The Metropolitan Area of Guadalajara encompasses several shopping malls; the city is the national leader in development and investment in this sector. Many of these shopping centers have become really important, such as Plaza Galerías: one of the largest shopping centers in Latin America and Andares shopping complex, hosting the most luxurious worldwide brands located among the most exclusive residential development in the city

Industry

Secondary activities consist of industrial production of **textiles and metalwork**. During the 1990's, the city's industrial sector experienced a decline, but it has regained its position as the industrial capital of western Mexico.

The **food industry** exports most of its products mainly represented by juice, tinned fruits, sweet products, sauces, canned food and food products in general. 60 percent of these products are distributed to local destinations while 40 percent are exported to the United States. In fact, Jalisco's products are leaders in the Latin market in the United States.



Regarding the **pharmaceutical industry**, Guadalajara and Mexico City play together the most important role in national production holding enterprises such as Laboratorios PISA, Boehringer Ingelheim, Bayer and Baxter.

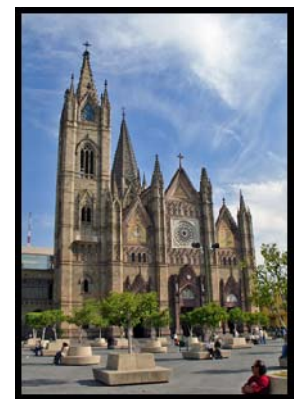
Guadalajara is well known as "**The Mexican Silicon Valley**" due to its prominent **electronics industry**. The city is the main software producer in the country and also a leading producer of electronic and digital components. Also, high-technology companies such as General Electric, IBM, Intel, Freescale, Hewlett Packard, Siemens, Flextronics and Sanmina (among others) have facilities established in the city or in the metropolitan area.

On the other hand, the city also has a thriving textile industry that distributes products throughout Mexico and exports to many countries. The **fashion industry** is another growing sector where the development of graphic designers, photographers, agencies, designers, coordinators, models and people associated with this sector are mainly supported by the National Chamber of the Clothing Industry - Jalisco (CNIV) and the Chamber of the Footwear Industry of Jalisco. (CICEJ).

Tourism

The tertiary activities of Guadalajara are mainly based on **tourism** which encompasses: **the school-related, entertainment, sport and cultural tourism**. With an expectation for high growth within the next five years, tourism is now one of the most important sectors in Guadalajara's economy.

In regards to sport tourism, Guadalajara now has a major opportunity to offer thanks to the **Pan-American Games** to be celebrated in 2011. This event will gather athletes from 42 countries of the American Continent. Also, the recent **renovation and modernization** of the city's downtown and public spaces now offers a more attractive place for visitors from all around the world, thus enhancing the development of the tourism industry all over the zone.



Guadalajara also has an important development of **tourism infrastructure** as it is well connected through modern highways to Mexico City, the Northwest and to the major beach resorts of Manzanillo, Mazatlan and Puerto Vallarta. In fact, Guadalajara's airport is the third most active of the country, only after the ones in Mexico City and Cancun; with direct flights to many Mexican and U.S. destinations. This infrastructure is also an advantage for the development of other industries as it connects Guadalajara with other cities such as Monterrey, Mexico City and Manzanillo's Port, facilitating trade and distribution of many products.