



In today's dynamic **manufacturing environment**, companies have several attractive options to consider when **expanding, relocating or simply starting a new manufacturing facility.**

Baja,  
México



**Baja California, Mexico** is on the Top of the list, here is why:



Quality and Experience



Globally Competitive Labor Rates



Highly Skilled & Highly Trained



Close Cultural Ties to the United States



Strategic Location



Supply Chain & New Exposure



## Quality and Experience

**Mexico has over 50 years of manufacturing experience.** At its inception, the draw for foreign manufacturers was its low-cost labor rates. Today the manufacturing landscape is much different; Mexico has attracted global corporations such as Volkswagen, GM, Bombardier, Bose, Eaton and other world class companies by proving it has the technical skills and capabilities to compete not only in North America, but on the world stage as well.



## Globally Competitive Labor Rates

In the last 10 years Mexico has significantly closed the gap in labor costs compared to its offshore competitor, China. **Labor cost in Mexico went from being 200% more expensive than China,** to an impressive 19.6% difference today. Adding in transportation and logistics time and cost, companies are finding nearshore operations in Mexico dramatically less expensive, even with the growing gap in labor costs.



## Highly Skilled & Highly Trained

**Baja California is home to 35 universities and 14 technical schools** offering over one hundred professional degrees including Biotechnology, Physics, Oceanography, Digital Geothermal Technology, Astronomy, Aerospace, Electrical Engineering, and Sustainable Energy. Mexico meets and exceeds the standards set by world class companies. A close working relationship between industry and higher education has made this possible. Curricula at universities and technical schools are now shaped by the specific demands of industry.



## Close Cultural Ties to the United States

**Strong cultural, economic and familiar ties have existed between Tijuana and San Diego for decades,** With over 59 million northbound crossings from Tijuana to San Diego a year, executives find that the region is not only largely bilingual, but also engrained with many American customs.



## Strategic Location

As the saying goes "location, location, location" and Mexico's location is ideal for companies selling into the North American and European marketplace. Having a manufacturing site hour from the consumer saves on transportation costs. The average transit time from the moment a shipment departs China to the time it arrives in the U.S. is 30 days resulting in higher costs. **Mexico delivery times are far less; depending on the origin of the shipment, it can take anywhere from a few hours to a few days for a product to arrive at its destination.**



## Supply Chain & New Exposure

**Companies in Baja, Mexico also enjoy the benefit of being geographically on the heart of Mexico's manufacturing largest clusters,** giving them access to new clients and new suppliers. In Tijuana alone, industrial supply demand totals \$11B USD annually, with a majority in electronics, medical products, automotive, aerospace and defense amongst major industries.

## Contact us to register for a tour and learn more about Manufacturing in Mexico

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