

# Fact Sheet

## CELAYA – GATEWAY TO NEW MARKETS



### Strengths

- ▶ Located in the heart of OEM and Tier 1 investment activity
- ▶ Leading logistical hub – well connected by air, land and sea, due to ongoing investment and commitment
- ▶ Excellent quality of life for expatriates: 25 minutes to Querétaro, 35 minutes to San Miguel de Allende
- ▶ Situated within 40 minutes of abundant international schools and communities; a cosmopolitan environment with recreational and lifestyle amenities equivalent to what an expatriate would find in their home country
- ▶ Close proximity to manufacturing services providers, such as mold repair shops, chrome plating and heat treatment processes
- ▶ Experienced manufacturing labor force and access to highly skilled talent

### Challenges

- ▶ Retention of labor, especially highly skilled talent (due to high competition)
- ▶ Growing costs due to substantial international manufacturing presence
- ▶ Strategic manufacturing area with a lot of activity means big players in the region often receive priority from manufacturing service providers.

## Prospects for Growth

- More companies enter the region every year – yielding a steady stream of new prospective clients and stronger supply chain
- Aerospace industry in the region continues to grow, bringing desirable suppliers and new skill sets to the region



## Support for Professional Development and Training

### GUANAJUATO - 26 EDUCATIONAL INSTITUTIONS

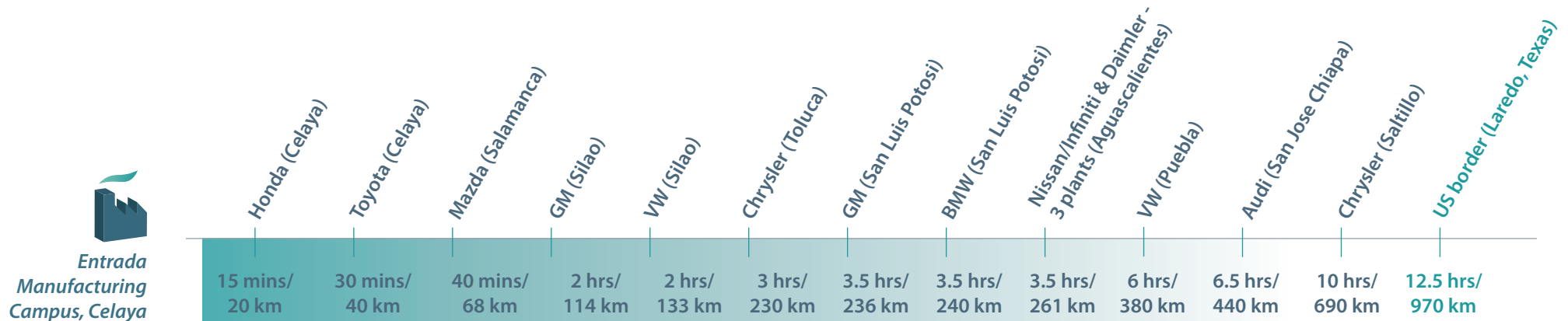
- Guanajuato State Universities (6)
- Politechnic Universities (3)
- IPN (1)
- Technical Colleges (4)
- Technological Programs (9)
- Virtual University (1)
- UNAM (1)
- Tec de Monterrey

## On the Horizon

- Costs continue to grow, which is particularly difficult for smaller suppliers
- A diverse range of big companies are in the region, making the quest for talent a challenge: Bombardier, Honda, Philips, Samsung, Procter & Gamble, etc.

## Door to Door Driving Time – Celaya to OEMs and the Border

### OEM, LOCATION & DISTANCE\*



\*Average driving times by tractor trailer, as provided by freight companies