

# Fact Sheet

## FRESNILLO – GATEWAY TO THE NORTH AMERICAN MARKET



## Strengths

- ▶ Abundant, highly trainable direct labor
- ▶ High retention rate of skilled labor
- ▶ Community is large enough to support growth but too small to attract OEMs, resulting in less upward pressure on wages
- ▶ One of few locations in Mexico without busing or cafeteria costs
- ▶ Well situated for shipping to U.S. as well as to domestic Mexico market
- ▶ Affordable “Colonial” Mexican lifestyle

## Challenges

- ▶ Limited amenities for expatriates
- ▶ Emerging manufacturing market, requiring more focus on training (from government and companies)
- ▶ Focus of local government is on mining and agriculture
- ▶ Greater distance to potential Mexican clients and service suppliers

## Prospects for Growth

- Emerging-market status allows local employers to be “large fish in a small pond,” able to exert more influence with Governmental agencies, technical training centers and suppliers
- Manufacturing is increasingly viewed as a desirable/respected profession here, with government policy evolving to reflect this



## Support for Professional Development and Training

### ZACATECAS - 24 EDUCATIONAL INSTITUTIONS

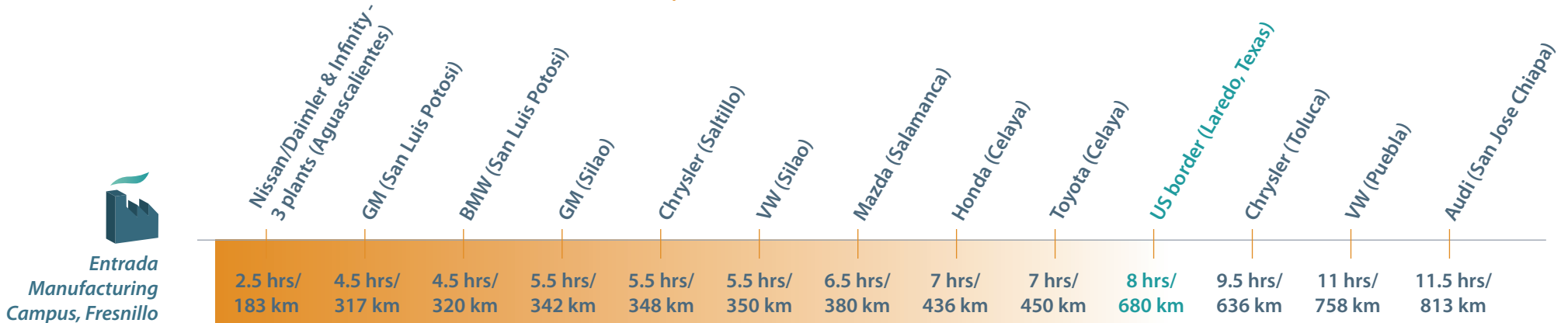
- Zacatecas State University (1)
- Polytechnic Universities (9)
- IPN (1)
- ITSM (1)
- Technical Colleges (4)
- Technological Programs (5)
- Virtual University (2)
- Tec de Monterrey (1)

## On the Horizon

- With the general growth of Mexican manufacturing, pressure on costs could increase locally
- Within Mexico, Fresnillo is still viewed as a provincial city

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

### OEM, LOCATION & DISTANCE\*



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