



**WELCOME TO ENSENADA,
BAJA CALIFORNIA,
MÉXICO !**



OVERVIEW

OF ENSENADA



Port city located within the **CaliBaja mega-region**,
70 miles south of California



Population: **+ 450,000**



Home to many industry
leading companies.



IMMEX Companies: 75

Manufacturing Industry,
Maquiladora, and Export Service.



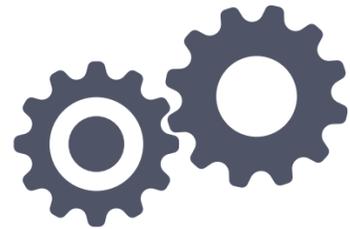
Stable, skilled, available and
affordable workforce -**low**
turnover rate – 3% avg



Developed supply chain integration



KEY SECTORS



Manufacturing

*Aerospace | life/health sciences |
electronics | textile | automotive |
metal works*



Maritime

*Fishing and Aquaculture,
shipyards | logistics | tourism*



Hospitality

*Tourism | gastronomy |
events.*



Innovation

*Creative industries
IT | Software
development*



Agribusiness

*Food and bevarages
(wine and craft beer)*

Most representative companies



CONNECTIVITY

Ensenada is the logistic center of Baja California with the biggest connectivity in the region



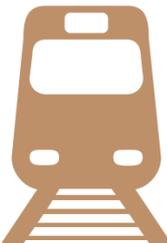
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2 international airports in Tijuana and Mexicali and 1 airport in Ensenada for private flights



6

Land border crossings (Tijuana , Tecate and Mexicali)



Railroad

Domestic line through Tecate: 3.5 hour
International line in CA and through Mexicali: 3.5 hours

MARITIME SHIPPING CONNECTIVITY

The port of Ensenada is connected to the world by maritime shipping routes.

Multi purpose Maritime terminal

- Containers
 - Fastest service than Long Beach
 - 2023: +462,000 TEUs
 - Expansion project for 40% more capacity
- Bulk
- Special cargo
- Cruises

PORT OF LA

LOS ANGELES

PORT OF LB

SAN DIEGO

ENSENADA

MEXICALI



3.5

Average trucking time from Ensenada to San Diego



5.5

Average trucking time from Ensenada to Long Beach

INDUSTRIAL REAL ESTATE

3 ●

main industrial zones

3 ●

industrial parks



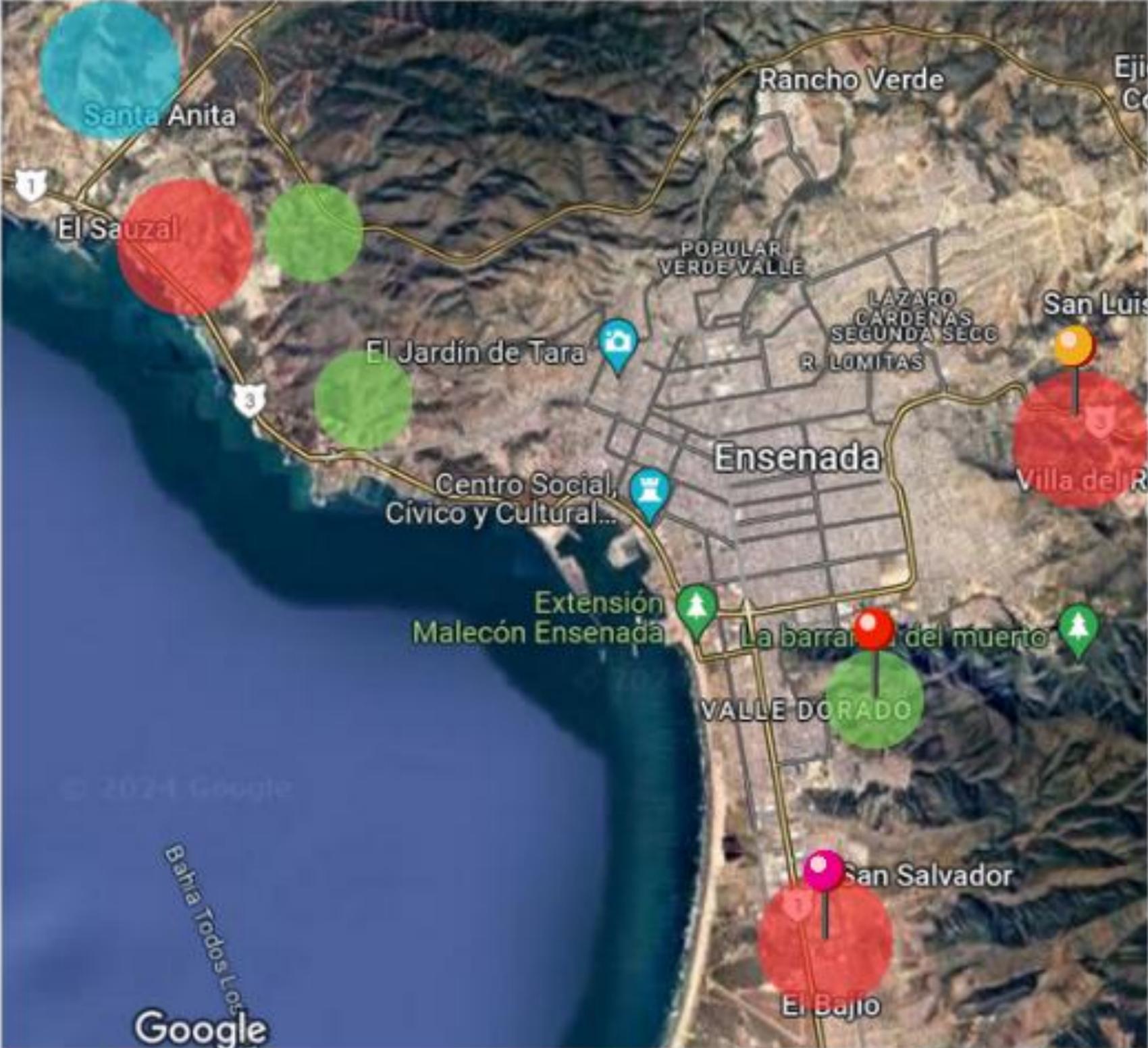
Industrial park SIMSA



Industrial park WINKLES



Industrial park ONNI



Jatay Industrial City- future project

Cost per square foot
\$0.60 to \$0.70 USD

15% less than other cities in the state

Lease contract
3 to 5 years

In other cities : 5 to 10 years



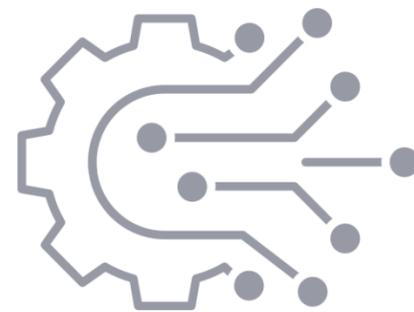
MANUFACTURING PROCESSES CAPABILITIES



Automation



CNC Machining



Electronics



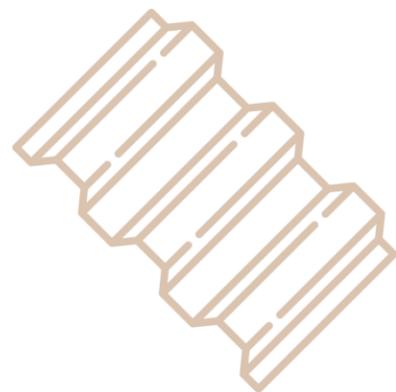
Wood working



Rotomolding



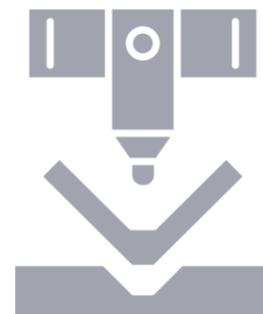
Medical devices manufacturing



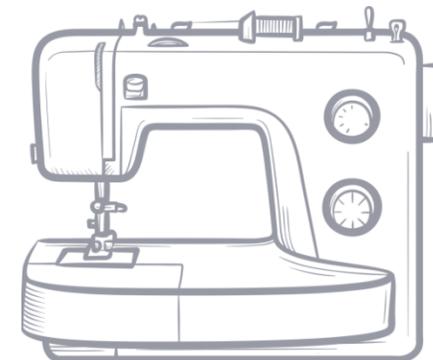
Sheet Metal



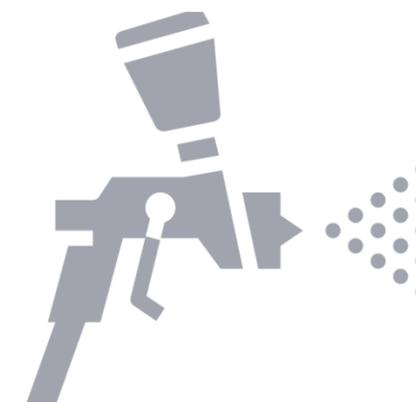
Welding



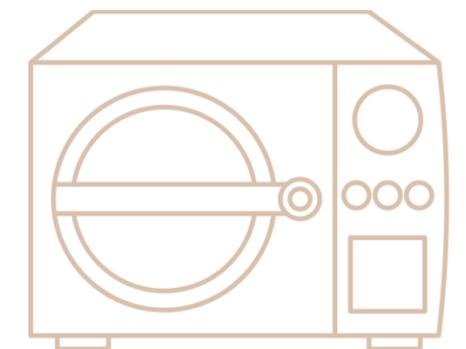
CNC Tube Bending



Sewing



Powder Coating Painting



Sterilization



TALENT POOL

+25

Universities

3

Research Centers



+ 500 engineers graduated from local universities
+ 3,600 graduated from tech schools
+ 1,200 graduated professionals



◦Engineering: Industrial, Mechanical, Robotic, Software Sustainability, nanotechnology.

◦Sciences: Nanosciences, biotechnology, oceanology, physics, optics, geology.

◦Business: Administration, International, Accountability, Marketing, Hospitality. Law.

◦Creativity: Plastic Arts, fashion, video games,.

QUALITY OF LIFE



Named the Mexican Wine Capital



Cultural heritage



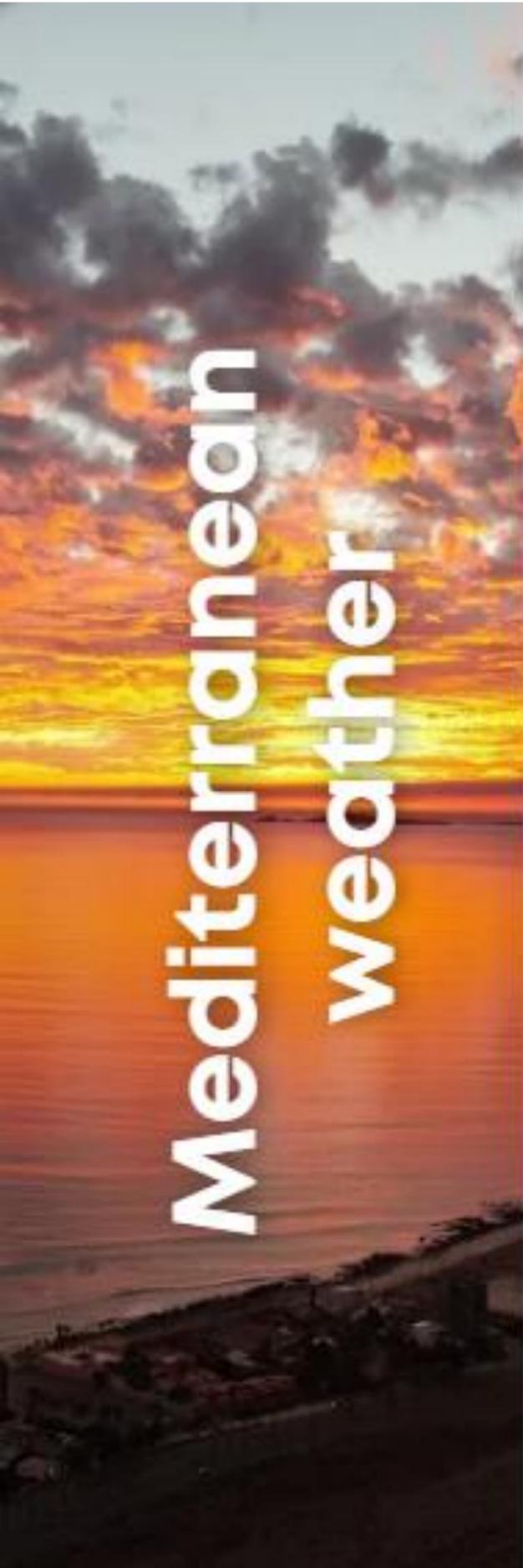
Creative City (UNESCO)



Knowledge City (Favourite College town)

Ensenada is not only a great place to do business, but also to enjoy and have fun:

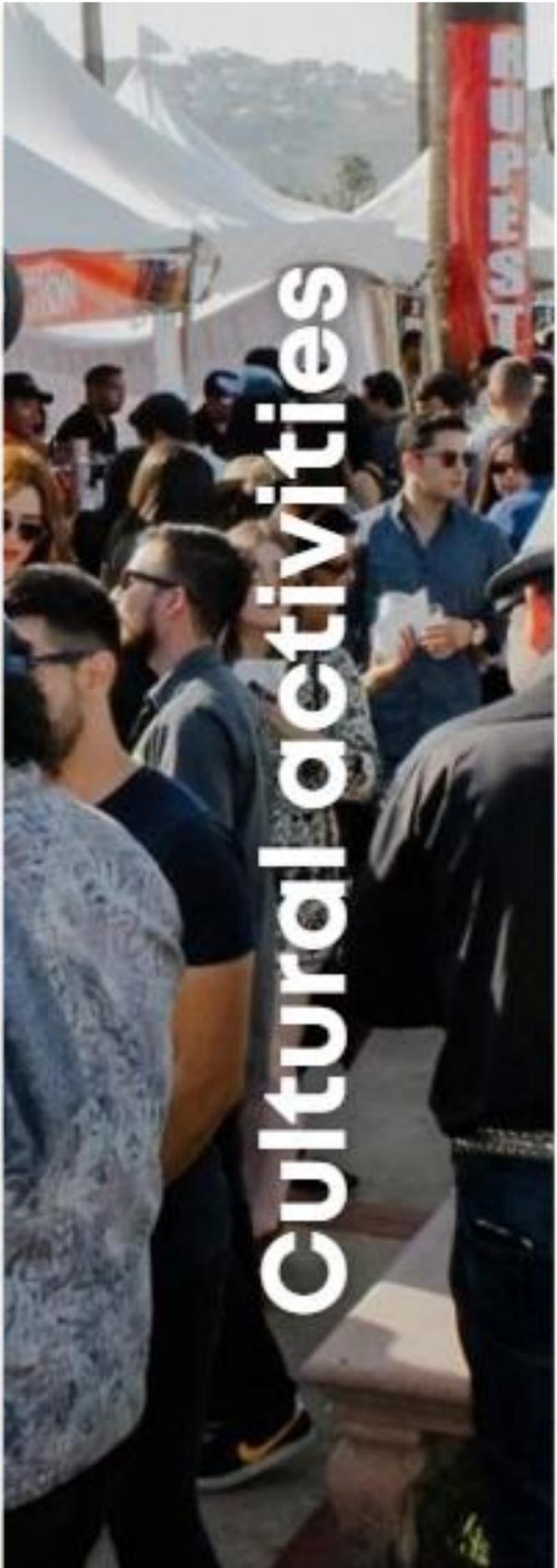


A vibrant sunset over a calm sea, with the sky filled with orange, yellow, and red clouds. The sun is low on the horizon, creating a bright glow over the water.

**Mediterranean
weather**

A close-up view of a vineyard, showing large green leaves and clusters of small green grapes hanging from the vines. The background is slightly blurred, showing more of the vineyard under a clear sky.

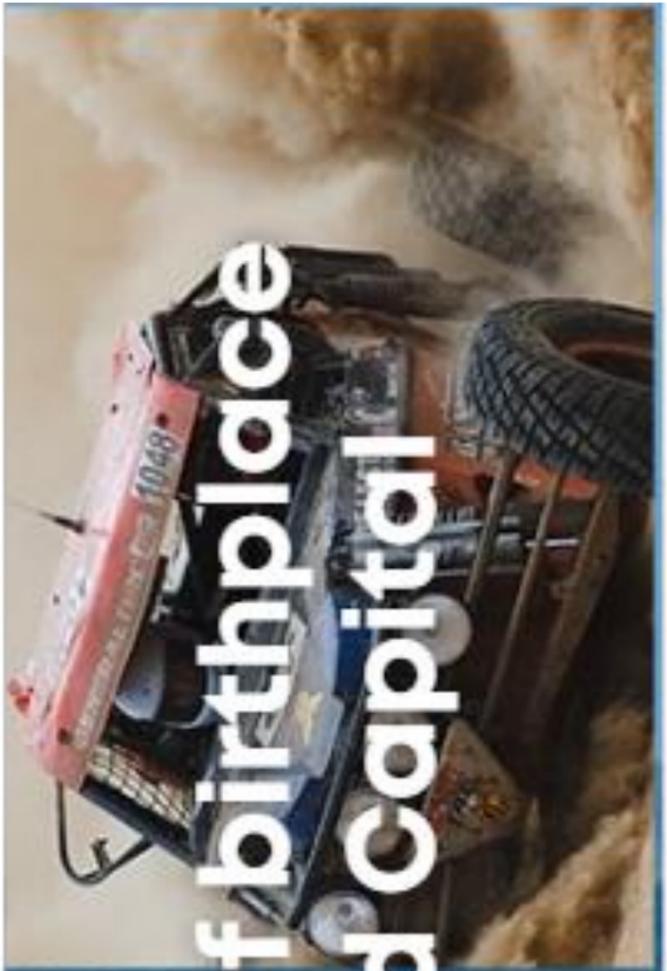
Wine and food events

A large crowd of people gathered at an outdoor festival or event. In the foreground, a man in a grey patterned t-shirt and glasses is looking towards the crowd. The background shows many other people, some wearing hats, and festival banners under a clear sky.

Cultural activities

A surfer in a black wetsuit riding a wave on a rocky beach. The water is a vibrant blue-green, and the waves are breaking over dark grey rocks. The sky is clear and blue.

**Mexican surf birthplace
Off-Road Capital**

A red off-road vehicle, possibly a Jeep, that has rolled over on its side on a dirt road. The vehicle is surrounded by dust and debris, suggesting a recent crash. The background shows a hazy, mountainous landscape.

**Nature:
Sea, desert and mountain
landscapes**

SETTING UP OPERATIONS

IN MEXICO

THE IMMEX PROGRAM



A program for the manufacturing and export services industry

Allows temporary export of equipment, raw materials & components **under consignment and VAT free (for certified companies)** as long as they are used for transformed and exported finished products

THE IMMEX PROGRAM



Can only be used if everything is exported back (not sold in Mexico)

Goods can stay for a max period of 18 months. Imported fixed assets may stay as long as the operations lasts

Types of IMMEX:

- Industrial
- Services
- Shelters

Types of operations



1. Stand alone

Company is in full control and responsibility of legal, labor, tax and administrative processes.

Can take up to 18 months.

2. Shelter program

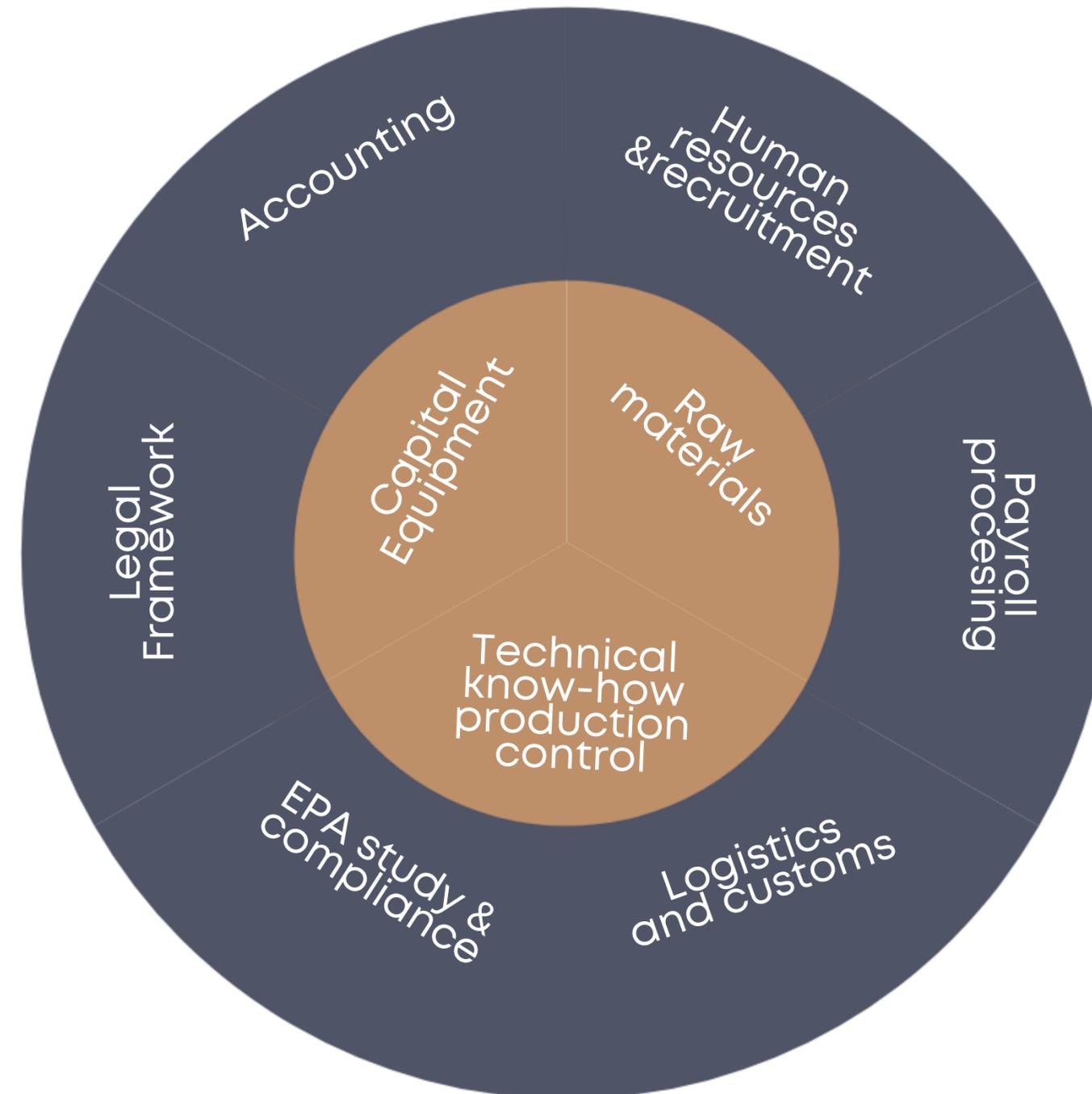
Company operates with legal entity of the “shelter” company.

Company is in control of production while shelter is responsible for administration and compliance by charging a fee.

Can take 2-3 months.

3. Contract Manufacturing

Functions structure



The manufacturing company keeps full control of its manufacturing process

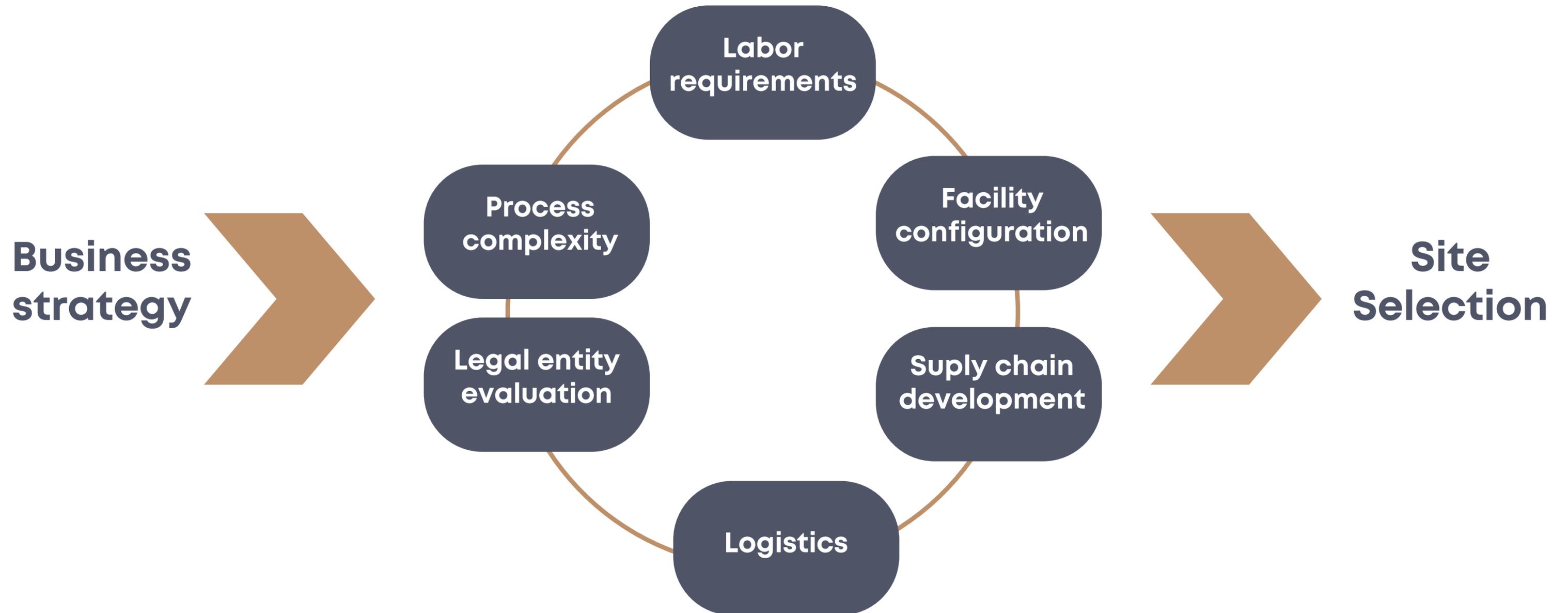
This program allow the manufacturing company to make all the decisions in regards, to site selection, personnel, vendors and set up the production facility

How to set up operations



Feasibility analysis

The purpose of this analysis is to understand the dimension of the business plan for your new operation and the complexity of your manufacturing process



Discovery phase process



1.Meeting business councils and government officials

2.Visit possible sites

3.Evaluate shelter vs. standalone options

4.Transition plan overview

5.Project timeline development

6.Financial Model Analysis

Project presentation

Key steps during implementation

Transition Plan



- Production
- Inventory
- CAPEX

Process Documentation



- Manufacturing processes
- Machinery and equipment
- Material

Training program



- Position profiles
- People transition
- Leadership development

Customs



- Machinery classification
- Material classification
- Production transition

Implementation



- Instalations
- Production ramp-up
- Hiring plan

SUCCESS TESTIMONY



Ensenada, Baja California, Mexico

Ensenada is a diverse manufacturing site, offering multiple career opportunities in operations, extruding, engineering, NPI, supply chain, quality, and maintenance. We have 280,000 square feet of space, where we manufacture and assemble various products for oncology, critical care, and infusion therapy.

After work, there's no shortage of fun in Ensenada. The cultural city offers a wide variety of activities and events such as museums, wine tastings, theater, top-notch cuisine, music festivals, and sporting activities. The Pacific Coast beaches provide miles of beach combing, sea kayaking, surfing, sport fishing, and gray whale watching.



ABOUT US

We are a non-profit, membership-based organization. Our core objective is promoting the diversified economic growth of the city of Ensenada.

We work every day to attract, set up, maintain and expand foreign and local investment.





OUR SERVICES

- Personalized briefings
- Soft-landing services
- Government Liaison Services
- Economic & Demographic data
- Supplier Network Support
- Business Liaison
- Industrial tours & seminars

Visit us in Ensenada! We can organize a business tour for you

STRATEGIC ALIANCES



EMBAJADA DE BÉLGICA



MEMBRESÍA CORPORATIVA

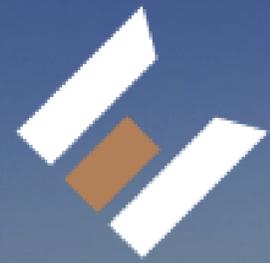


MEMBRESÍA INDUSTRIAL



MEMBRESÍA DE SERVICIOS





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