

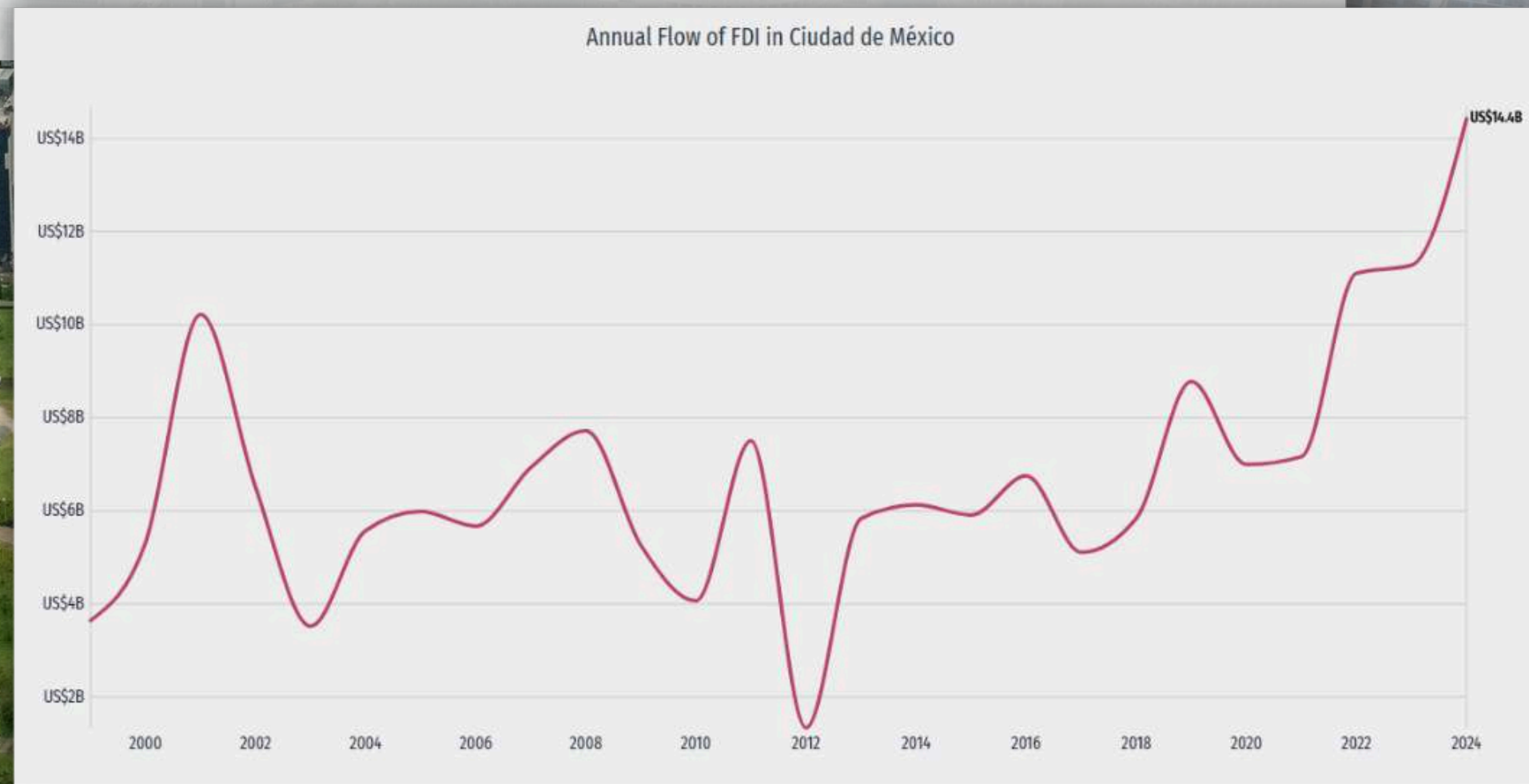


MEXICO SITE SELECTION REPORT

MEXICO CITY • GUADALAJARA •
MONTERREY

Mexico City Overview

- 6th-largest city globally, with a metro population above 21 million.
- Median age: ~35 years (INEGI, 2024) – 4–5 years younger than the median age in the U.S. and Canada.
- From January 1999 and December 2024, Ciudad de México accumulates a total of US\$751B in FDI

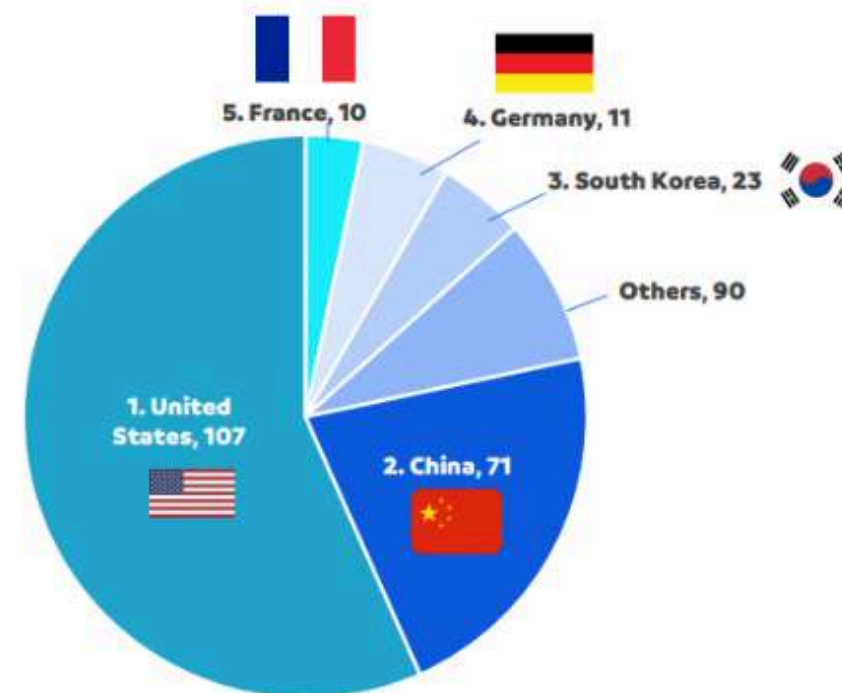


Retrieved from: [Mexico's government data](#)

Monterrey Overview

- Mexico's second-largest metropolitan area, with a population of 5.34 million.
- Median age of ~30 years (INEGI, 2024), positioning the region 9–10 years younger than the U.S. and Canada.
- As of February 2025, Monterrey has recorded 312 confirmed FDI projects totaling more than USD \$70 billion.

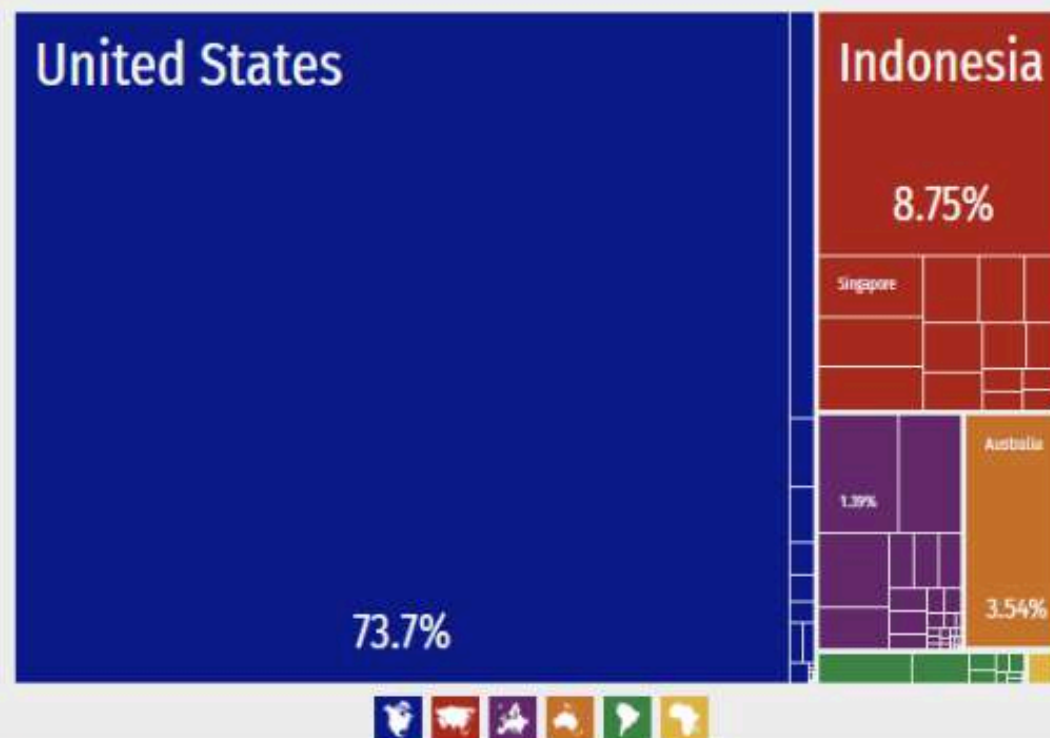
Investment by origin



Guadalajara Overview

- Mexico's third-largest metropolitan area, with a population of 5.27 million.
- Median age of ~29 years (INEGI, 2024), positioning the region 10–11 years younger than the U.S. and Canada.
- The Guadalajara metropolitan area reported a GDP of approximately USD \$123.8 billion in 2023, ranking third nationally. Its top trade destinations include the United States and Indonesia.

Trade Destinations - september 2025
[Click on the Visualization to Select]



Retrieved from: [Mexico's government data](#)

Availability of Local GCC Talent (Tech talent)

Market	Total tech employment in 2024	5-year growth rate
Ciudad de México, México	320,000	95%
Sao Paulo, Brasil	255,306	21%
Santiago, Chile	143,392	14%
Buenos Aires, Argentina	118,138	39%
Bogotá, Colombia	110,580	30%
Guadalajara, México	61,644	54%
San José, Costa Rica	58,463	24%
Monterrey, México	49,798	112%
Montevideo, Uruguay	23,573	21%
Campinas, Brasil	22,060	33%
Ciudad de Panamá, Panamá	20,195	21%
11-Total de mercado	1,042,951	55%

Retrieved from [CBRE Scoring Tech Talent 2025 - América Latina](#)

Availability of Local GCC Talent

Mexico City

- Largest tech hub in LATAM with 320,000+ tech specialists.

For the 2024–2025 school year, Mexico City reports the following number of enrolled students in higher education programs (including bachelor's degrees, master's programs, doctoral/PhD programs, specializations, and associate degrees):

- Information Technology: 79,744 students
- Business and Finance: 131,528 students
- Law and Criminology: 119,163 students

Data provided by Mexico's [National Association of Universities and Higher Education Institutions \(ANUIES\)](#).

	Matrícula Total
CIUDAD DE MÉXICO	79,744
TÉCNICO SUPERIOR	673
LICENCIATURA UNIVERSITARIA Y TECNOLÓGICA	74,727
ESPECIALIDAD	137
MAESTRÍA	3,794
DOCTORADO	413
Total general	79,744

	Matrícula Total
CIUDAD DE MÉXICO	131,528
TÉCNICO SUPERIOR	257
LICENCIATURA UNIVERSITARIA Y TECNOLÓGICA	119,594
ESPECIALIDAD	1,068
MAESTRÍA	10,492
DOCTORADO	117
Total general	131,528

	Matrícula Total
CIUDAD DE MÉXICO	119,163
LICENCIATURA UNIVERSITARIA Y TECNOLÓGICA	105,152
ESPECIALIDAD	2,900
MAESTRÍA	9,783
DOCTORADO	1,328
Total general	119,163

Availability of Local GCC Talent

Monterrey

- Fastest growing tech hub in LATAM.

For the 2024–2025 school year, Monterrey reports the following higher-education enrollment (bachelor's, master's, doctoral, specialization, and technical programs):

- Information Technology: 5,346 students
- Business and Finance: 22,722 students
- Law and Criminology: 9,330 students

Data provided by Mexico's [National Association of Universities and Higher Education Institutions \(ANUIES\)](#).

Matrícula Total	
NUEVO LEÓN	5,346
LICENCIATURA UNIVERSITARIA Y TECNOLÓGICA	5,210
MAESTRÍA	105
DOCTORADO	31
Total general	5,346

Matrícula Total	
NUEVO LEÓN	22,722
LICENCIATURA UNIVERSITARIA Y TECNOLÓGICA	20,504
ESPECIALIDAD	249
MAESTRÍA	1,913
DOCTORADO	56
Total general	22,722

Matrícula Total	
NUEVO LEÓN	9,330
LICENCIATURA UNIVERSITARIA Y TECNOLÓGICA	8,758
MAESTRÍA	558
DOCTORADO	14
Total general	9,330

Availability of Local GCC Talent

Data provided by Mexico's National Association of Universities and Higher Education Institutions (ANUIES).

Guadalajara

For the 2024–2025 school year, Guadalajara reports the following higher-education enrollment (bachelor's, master's, doctoral, specialization, and technical programs):

- Information Technology: 9,559 students
- Business and Finance: 4,905 students
- Law and Criminology: 5,967 students

	Matrícula Total
JALISCO	9,559
TÉCNICO SUPERIOR	553
LICENCIATURA UNIVERSITARIA Y TECNOLÓGICA	8,804
ESPECIALIDAD	9
MAESTRÍA	163
DOCTORADO	30
Total general	9,559

	Matrícula Total
JALISCO	4,905
TÉCNICO SUPERIOR	336
LICENCIATURA UNIVERSITARIA Y TECNOLÓGICA	3,686
ESPECIALIDAD	269
MAESTRÍA	585
DOCTORADO	29
Total general	4,905

	Matrícula Total
JALISCO	5,967
LICENCIATURA UNIVERSITARIA Y TECNOLÓGICA	4,989
ESPECIALIDAD	110
MAESTRÍA	795
DOCTORADO	73
Total general	5,967

Talent Pool & Universities

■ Mexico City

UNAM (Top university), IPN, Tec de Monterrey campus. Produces 40,000+ STEM graduates annually

■ Guadalajara

University of Guadalajara, Tec de Monterrey campus. Produces 30,000+ STEM graduates annually. Strong industry collaboration

■ Monterrey

Tec de Monterrey (Top 100 globally #58 Engineering), UANL. Produces 25,000+ STEM graduates annually



Bilingual Availability

Mexico City

<i>English Level</i>	<i>People</i>
Business	~84,051
Advanced	~365,150
Intermediate	~871,173
Basic	~3,260,669
No English	~9,198,210

Guadalajara

<i>English Level</i>	<i>People</i>
Business	~18,699
Advanced	~81,232
Intermediate	~193,042
Basic	~726,477
No English	~2,045,957

Monterrey

<i>English Level</i>	<i>People</i>
Business	~19,572
Advanced	~85,026
Intermediate	~203,314
Basic	~759,098
No English	~2,141,537

The data in these tables reflects the economically active populations of the three areas. Estimates based on internal analyses from previous site selection research.

Existing GCC Presence

Mexico City

- Google
- Infosys
- Wipro
- Cognizant
- Accenture
- Softtek
- HCLTech
- LTIMindtree
- Pepsico

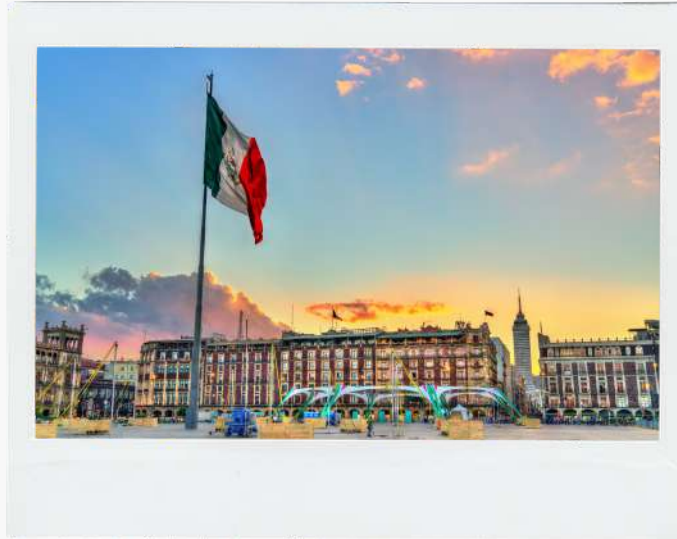
Guadalajara

- IBM
- HP
- Intel
- Bosch
- Infosys
- Wipro
- Cognizant
- Softtek
- HCLTech

Monterrey

- Honeywell
- TCS
- Infosys
- Wipro
- Cognizant
- Accenture
- Softtek
- LTIMindtree

Click on each firm to view the source information.



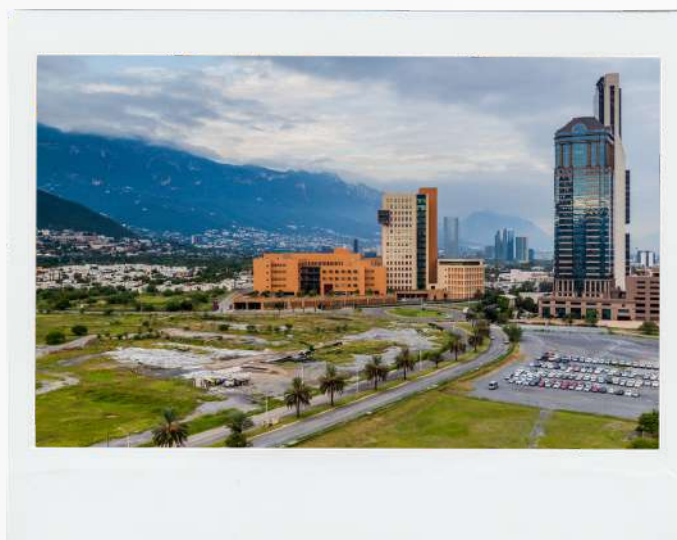
Mexico City

Ranked 60/190 globally (World Bank 2020). Moderate bureaucracy ([World Bank Doing Business 2020](#)).



Guadalajara

Same national ranking (60/190). Pro-business environment. Industrial incentives available. ([World Bank Doing Business 2020](#))



Monterrey

Same national ranking (60/190). Known for tech-friendly policies and innovation zones ([World Bank Doing Business 2020](#))

Ease of Starting Business

Regulatory & Compliance Complexity



■ Mexico City

Corporate tax: 30%, VAT: 16% (national).

Regulatory environment is consistent but bureaucracy can require experienced local navigation.

■ Monterrey

Same national tax and regulatory structure. Local government is known for efficient business processes and strong private-sector collaboration.

■ Guadalajara

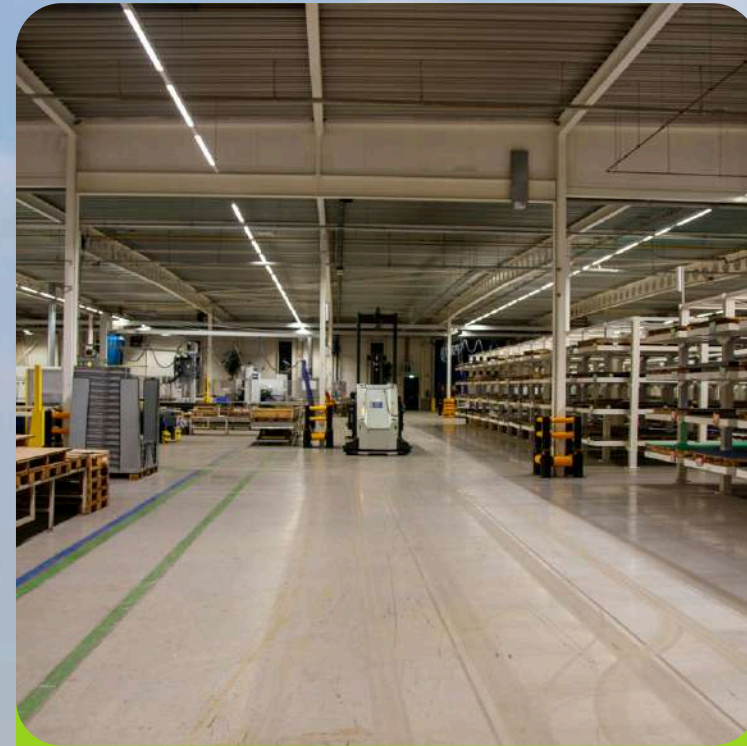
Same national framework. Jalisco is known for tech-friendly policies and innovation-focused programs, especially around software, electronics, and fintech.

Sample GCC/FMCG Companies (presence)



Mexico City

IBM, Accenture,
Siemens, HP, PepsiCo,
CitiGroup, KIO
Networks, Equinix



Monterrey

SAP, Oracle, Deloitte,
Siemens, Flex,
Schneider Electric



Guadalajara

Oracle, Intel, HP, HPE,
IBM, Flex, Continental,
Microsoft (research
labs)

Each metro area has an established presence of multinational tech, engineering, and FMCG companies.

Real Estate & Market Dynamics

Mexico City

Most mature office market. High demand for Class A space; limited availability. Vacancy rate of **18.4%**

Monterrey

Growing office market with strong industrial base. Vacancy lower than CDMX at **14.7%**.

Guadalajara

Fast-growing office market with three consecutive years of positive absorption. Lowest vacancy at **9.4%**.

Commercial Real Estate (Prime rent)



Mexico City

\$24.3/sqm/month (Class A). Downtown/Polanco:
\$26-28/sqm



Monterrey

\$27/sqm/month (Class A). Competitive with
CDMX despite smaller market



Guadalajara

\$22/sqm/month (Class A). 14% YoY growth
shows strong demand

Figures shown represent high-level market estimates based on publicly available commercial real estate reporting and should not be interpreted as Intugo's internal benchmarks. Actual rental rates vary by submarket, building class, and lease terms.

Accommodation



Mexico City

Mexico City: \$600–\$700 (Roma/Condesa);
\$1,000+ (Polanco)



Monterrey

\$500–\$600 per month.



Guadalajara

\$440–\$540 per month.

Figures represent general market averages for 1-bedroom rentals in central neighborhoods and may vary by building condition, amenities, and lease terms.

Quality of Life & Infrastructure



Mexico City

Mexico's most developed urban center, offering the strongest transportation infrastructure, international connectivity, and access to a large, diverse talent pool.



Monterrey

A well-planned, business-oriented city with solid infrastructure and a strong industrial base. Generally lower congestion than Mexico City and a reputation for well-defined, secure business districts.



Guadalajara

Known for its high quality of life and balanced urban environment. Combines modern infrastructure with a strong cultural identity, offering lower congestion than Mexico City.

PER CAPITA INCOME / PURCHASING POWER

Mexico City

Latest PPP-based GDP per capita estimates place Mexico City around \$39,860 USD, much higher than the national average.

Monterrey

Estimated at approximately \$53,000 (PPP) per capita, the highest among major Mexican metros.

Guadalajara

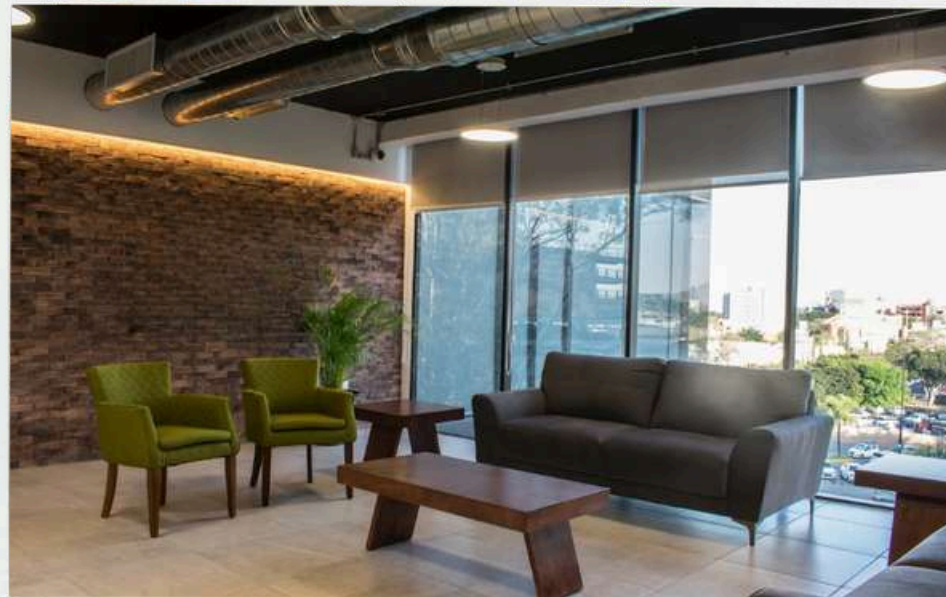
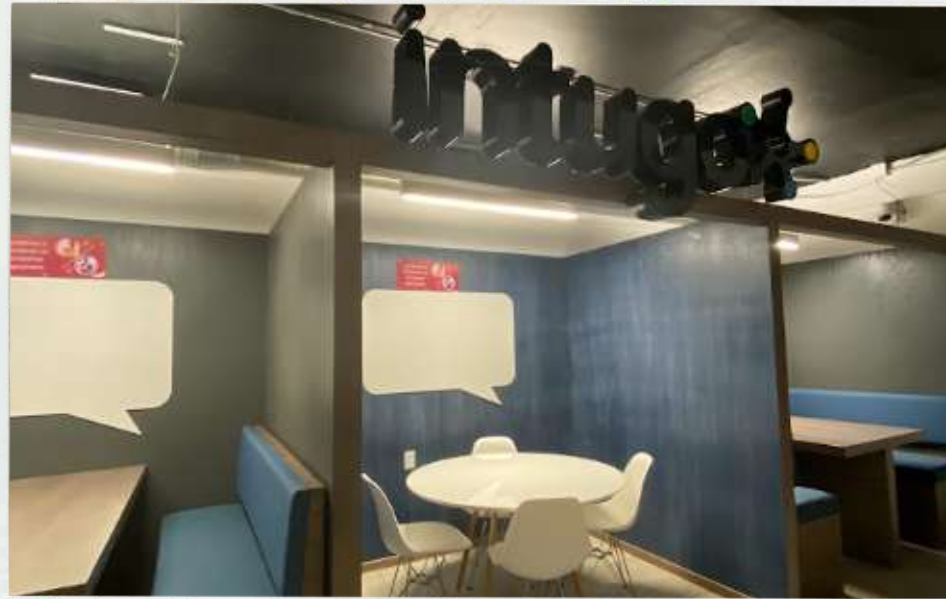
Estimated PPP-based GDP per capita for the Guadalajara metro area is approximately \$22,800.

Figures represent approximate PPP-adjusted GDP per capita based on publicly available economic estimates. Values are intended for comparative context rather than official benchmarks.

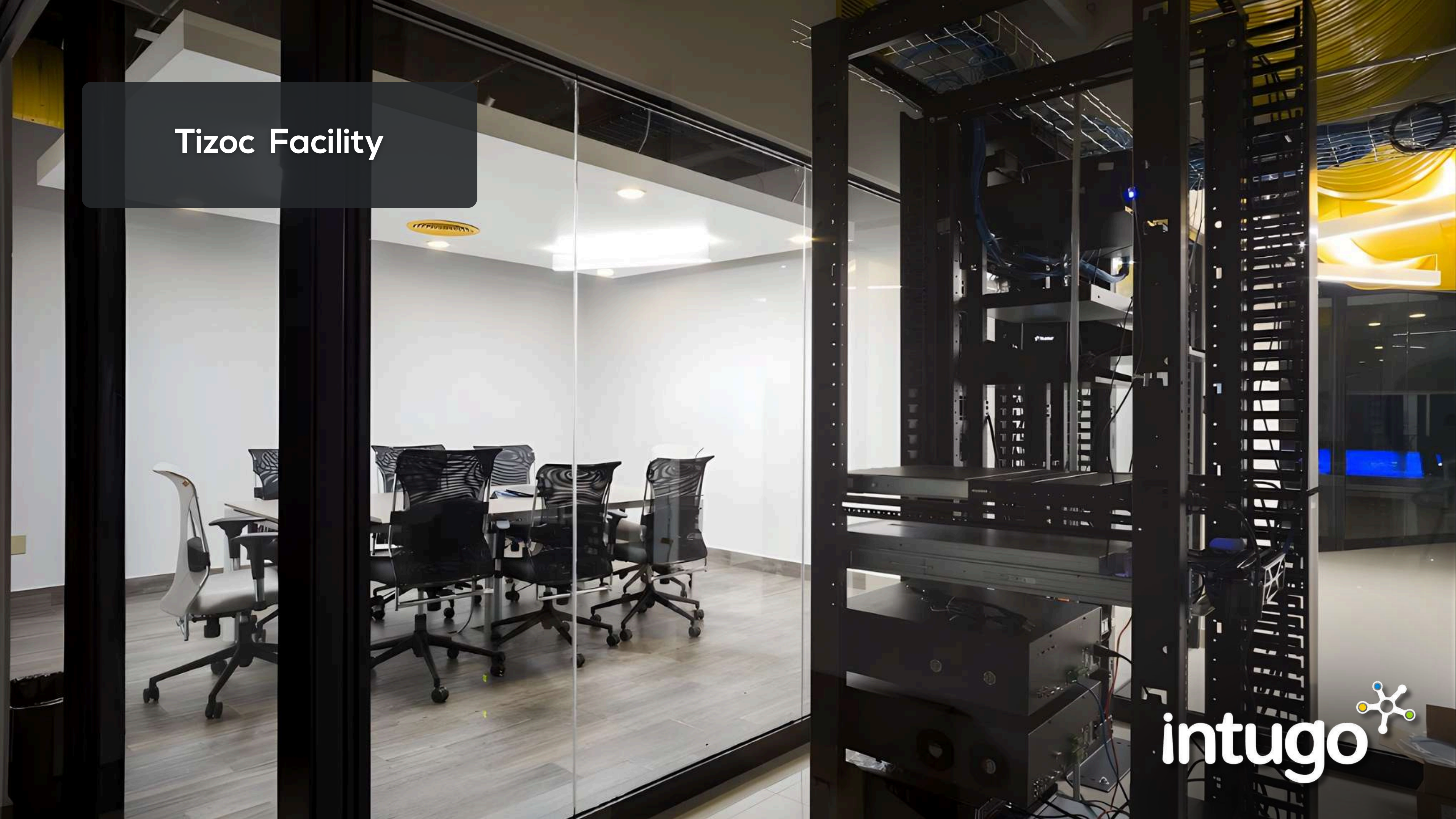


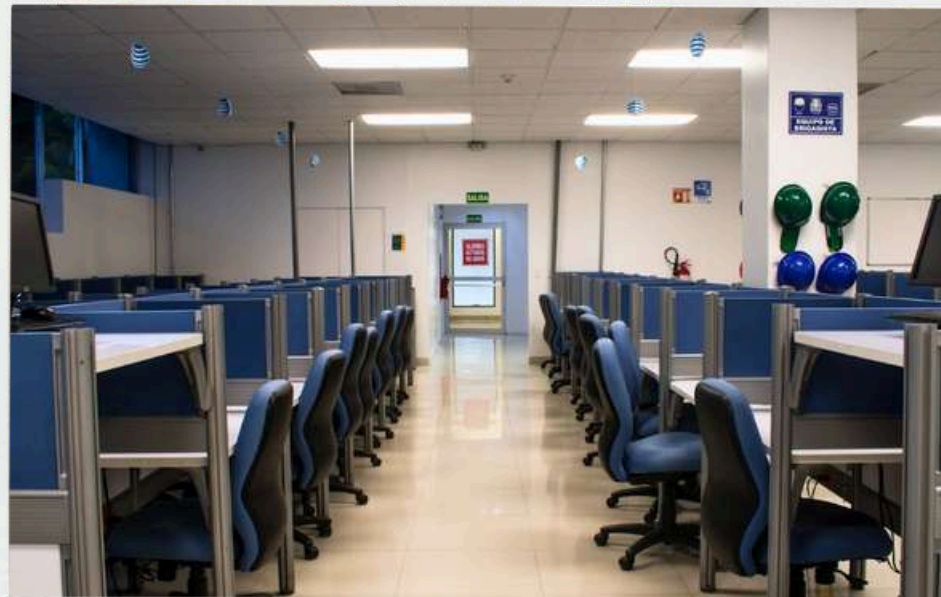
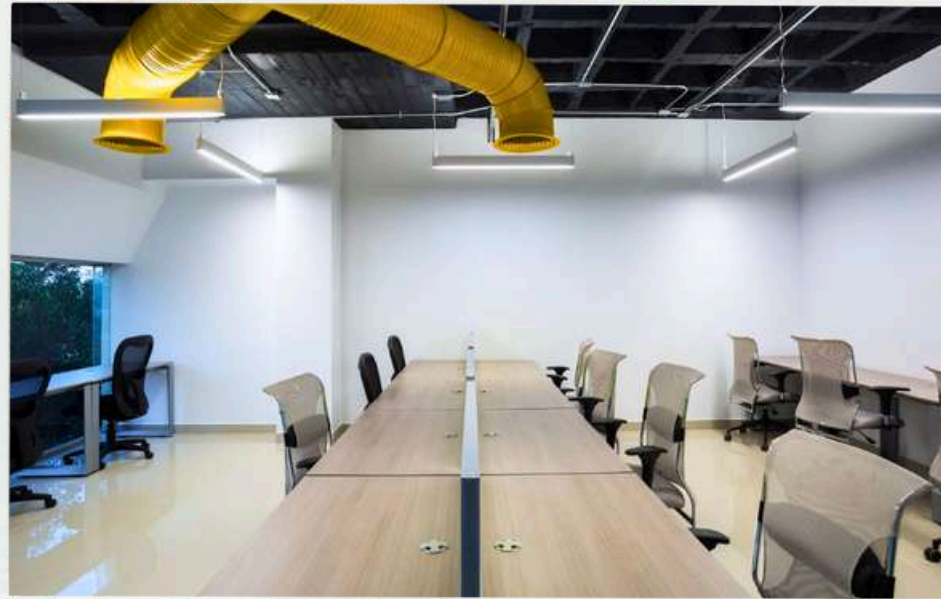
Torre Meya Facility





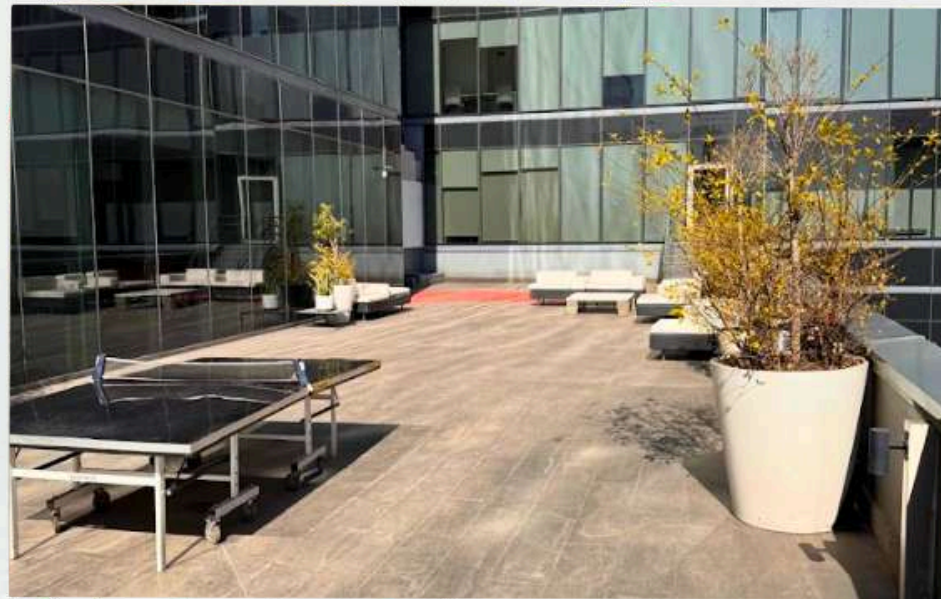
Tizoc Facility







Mexico City Facility



intuigo

