

An aerial photograph of a coastal town at sunset. The sky is a deep orange and red. In the background, a large, dark mountain with a jagged peak rises above the town. The town is built on a hillside, with lights from buildings and streets visible. A harbor or marina is in the foreground, with several boats docked. The water is calm, reflecting the colors of the sky. The overall scene is serene and picturesque.

WHY SONORA?

Guide: Why Sonora?

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01

Demographics



Demographics

The demographics of Sonora, like many regions, are changing with more people living longer and the global population growing. This demographic shift, along with its dynamic economy, presents an investment opportunity.

Sonora, key in the northwest of Mexico, stands out in mining, agriculture, and manufacturing, with Hermosillo as an important industrial center. Its strategic location near the United States border facilitates trade and foreign investments, while its leadership in the production of copper and other minerals, as well as in agriculture, strengthens its economy and attractiveness for national and international investments.



Demographics

Population

2,974,426

TOTAL POPULATION

FEMALE

1,448,147

MALE

1,526,279

Economically Active Workforce

Total: 1,399,281

Male: **816,760** | Female: **582,521**



02

Economy

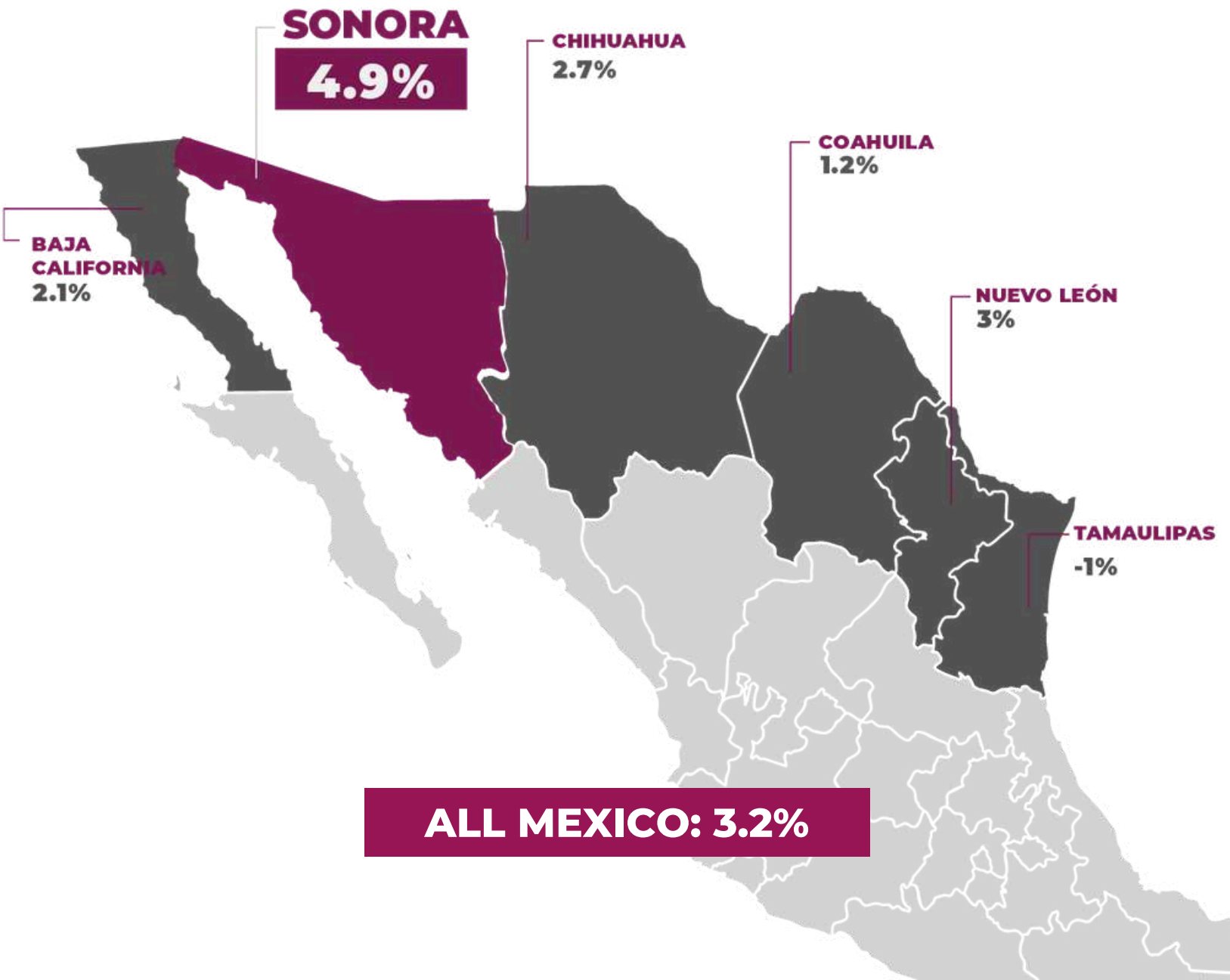


SONORA, ABOVE

THE NATIONAL ECONOMIC

GROWTH OF 2023

NORTHERN BORDER



A photograph of a textile factory with many workers in blue uniforms operating sewing machines. The scene is busy and industrial.

HISTORICAL REDUCTION IN UNEMPLOYMENT RATE IN SONORA

LOWEST IN SONORA IN A MARCH MONTH

MARCH 2023 - MARCH 2024

 **1.9%**

UNEMPLOYMENT RATE

A photograph of workers in a food processing plant wearing blue protective suits and hoods, working at a production line with conveyor belts.

HISTORIC INCREASE IN THE ECONOMICALLY ACTIVE POPULATION

MARCH 2023 - MARCH 2024

 **98.1%**

ECONOMICALLY ACTIVE POPULATION

SONORA THE ONE WITH THE HIGHEST GROWTH IN EXPORTS IN 2023 NORTHERN BORDER



03

Education



Education



812,567

Students



41,105

Teachers



5,117

Work centers

Education in the state of Sonora, Mexico, reflects a commitment to enhancing the quality and accessibility of learning for the upcoming generations. The Government of Sonora has invested in infrastructure, technology, and teacher training to improve educational outcomes.

Sonora boasts a range of educational institutions, from primary schools to universities, which offer diverse programs and research opportunities.

Efforts to reduce educational disparities are evident in initiatives aimed at ensuring that all students have the chance to succeed. These efforts underscore Sonora's dedication to fostering an educated and skilled population capable of contributing to the region's socio-economic development.

Higher Education



63 Universities



161 Campus



114,080 Students



6,478 Technician (TSU)



102,109 Bachelor's Degree /
Technological University



2,879 Master's Degree

Talent Availability

WHY OUR TALENT IS SUITABLE FOR YOUR PROJECT?



Low and stable
turnover rates



Outstanding
availability of
Engineers



Highly skilled
and productive
workforce

04

Quality of Life



Quality of Life

Sonora ranks among the entities with the best quality of life, according to the National Institute of Statistics and Geography (INEGI).

In Sonora, the life expectancy for those born in 2023 is 75.7 years on average. The projection is that by 2050, the total life expectancy for Sonorans will be 79.66 years.

With a favorable climate, rich cultural heritage, and robust economic infrastructure, Sonora offers a thriving environment that fosters both personal and community growth. The polling firm Arias Consultores conducted a survey on happiness in Mexico. The results showed that Sonora is in 14th place, with 56.4% of respondents indicating that they are happy.

The state's diverse landscapes, from stunning coastlines along the Sea of Cortez to majestic mountain ranges and expansive deserts, attract visitors from around the world. This influx of tourists not only boosts the local economy but also enriches the cultural and social life of the region.





Main Activities

- Golf
- Hunting
- Fishing
- Historical Missions
- Medical Tourism



Weather with low risk of natural disasters

Pueblos Mágicos

- Magdalena de Kino
- Alamos
- Ures
- San Carlos



Sea of Cortez Destinations

- Puerto Peñasco (Rocky Point)
- Kino Bay
- San Carlos

RANK 1°

IN THE TOP OCEAN DRAMATICS VIEWS OF THE WORLD

This scenic lookout, located four miles from San Carlos, offers an unparalleled view of the Gulf of California. It provides a breathtaking panorama of the dramatic Tetakawi, a volcanic hill rising from the sea, and the secluded coves of Playa Piedras Pintas. Mirador is also a world-class vantage point for observing wildlife, including dolphins, pelicans, and whales.



DISCOVER SONORA'S WONDERFUL PLACES

In 2023, the State set a historical record for both national and international tourists. The trend continued into January this year, with nearly 40% increase in foreign air passengers compared to the same period last year.

Beaches | Expeditions | Culture and tradition | Ethnic groups



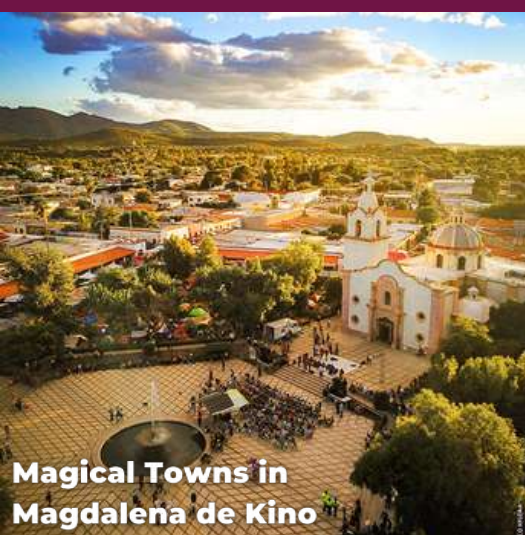
Volcanic craters of El Pinacate, a UNESCO World Heritage Site, and the Great Sonoran Desert Biosphere Reserve



Rocky Point, international beach destination



Bacanora Route



Magical Towns in Magdalena de Kino



The Seri Nation



Kino Bay

05

Connectivity and Logistics



UNITED STATES OF AMERICA

California

Arizona

New Mexico

Strategic Location



373 mi (589 km) of border with the United States of America.



15,534 mi of highway.



1,250 mi of railways.



8 border land Ports of Entry to the USA.

SONORA

Sonora Connectivity



5 international airports



2 airports with cargo capacity
Hermosillo & Cd. Obregon



2 international destinations
Phoenix & Dallas



11 domestic destinations

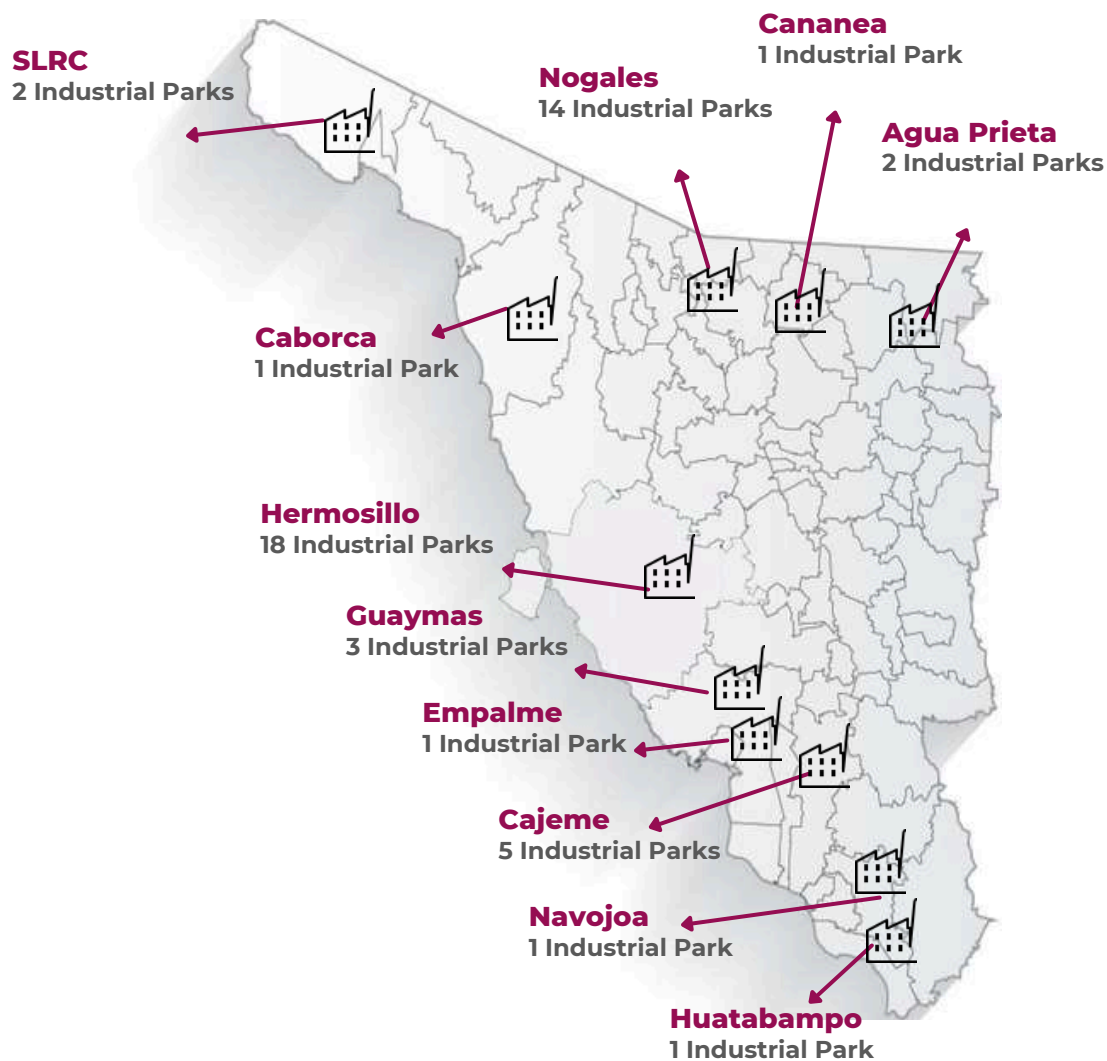
06

Infrastructure



Industrial Infrastructure

49 Industrial Parks

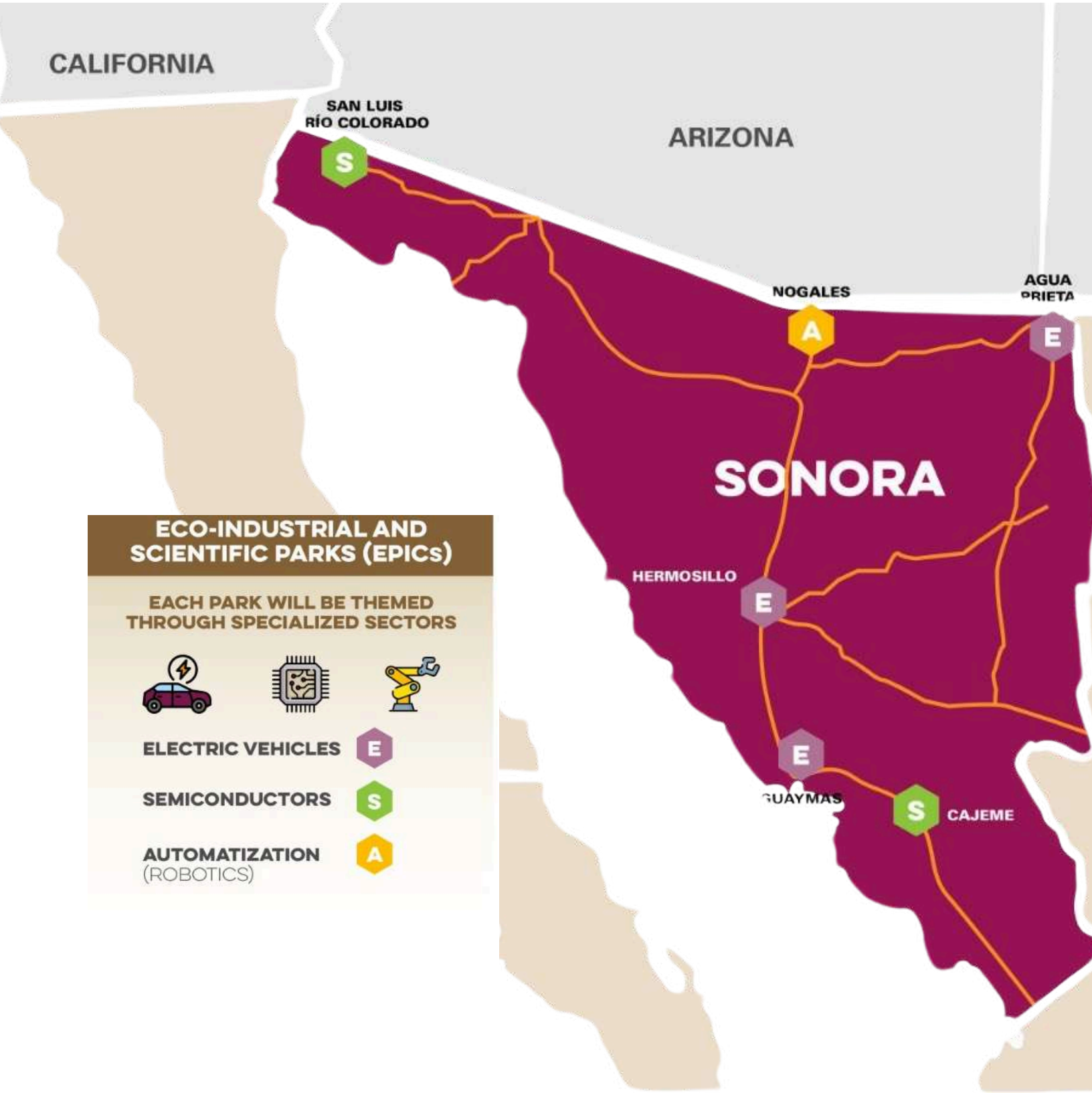


Located in:

San Luis Rio Colorado, Caborca, Nogales, Agua Prieta, Hermosillo, Guaymas, Empalme, Cajeme, Navojoa and Huatabampo.

Science Parks

To host companies with unique incentives.



07

Strategic Initiatives



Sonora's Plan for Sustainable Energy

KEY ELEMENTS



HUMAN TALENT

Workforce development program aligns with industry needs.
+850,000 individuals trained annually.



ENERGY

Solar energy capacity ranges from 1 GW to 5 GW.
Supports the Electric Vehicle (EV) ecosystem and strategic industries.



STRATEGIC MINERALS

Largest Mexican lithium reserve.
Exploration and exploitation of strategic minerals.
Abundant raw materials for relevant industries.



STRATEGIC INFRASTRUCTURE

Development of six science parks focused on semiconductors and EV industries.
Establishment of the DeepWater Port of Guaymas.



Achieve full integration and capacity of workforce, energy, minerals, and infrastructure to drive sustainable growth and innovation.

An aerial photograph of a vast photovoltaic park in a desert. The solar panels are arranged in long, parallel rows, creating a grid-like pattern across the arid, brownish terrain. The perspective is from a high angle, looking down and slightly across the rows. The background shows a flat, open landscape under a clear sky.

LARGEST

PHOTOVOLTAIC PARK

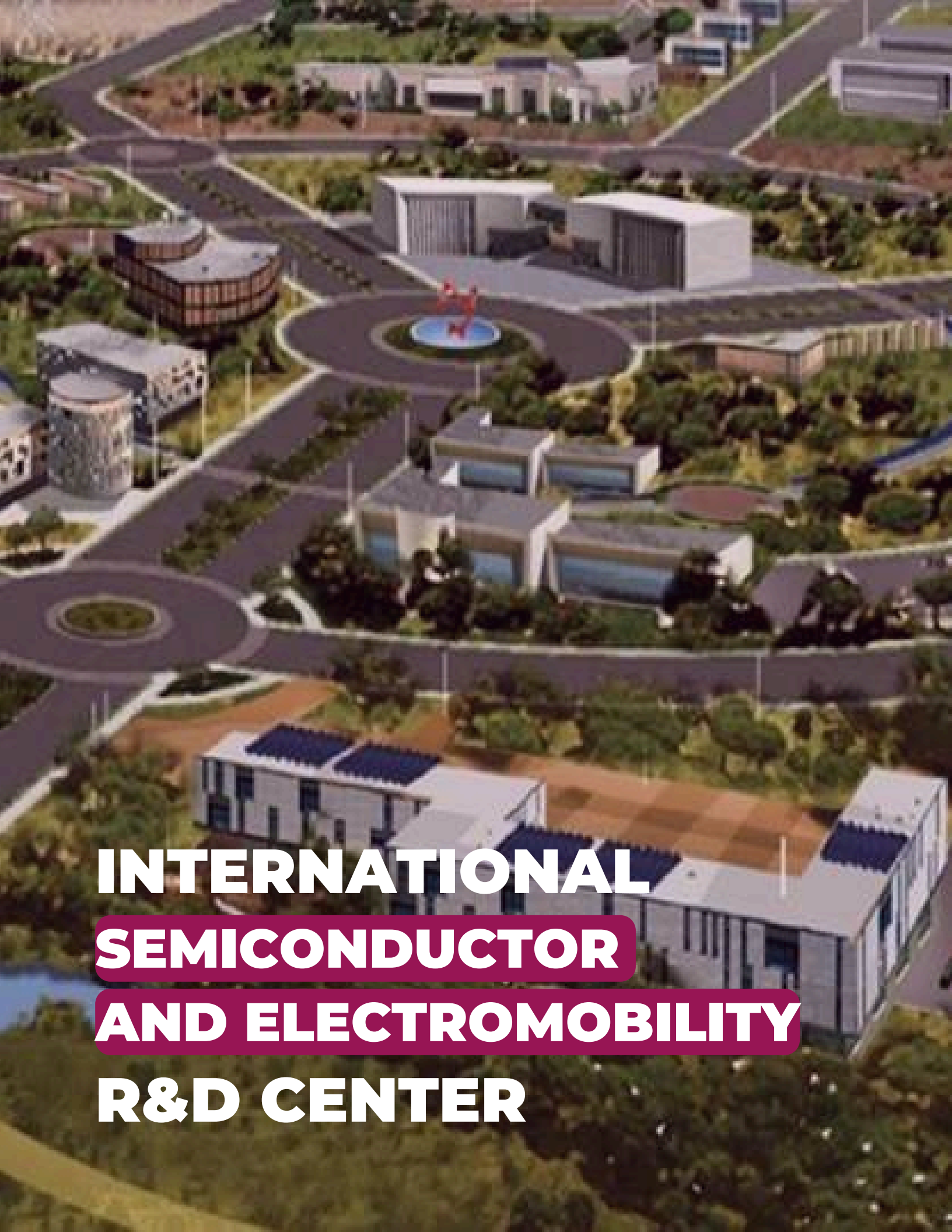
IN LATIN AMERICA

5TH LARGEST PLANT

IN THE WORLD



LARGEST
PRIVATE INVESTMENT
IN MEXICO



**INTERNATIONAL
SEMICONDUCTOR
AND ELECTROMOBILITY
R&D CENTER**

