

2024

SONORA SUSTAINABLE ENERGY PLAN

AND SHARED PROSPERITY
ECONOMY



SONORA IN THE USMCA

The renegotiation of the Mexico–United States–Canada Agreement (USMCA) in 2026 presents a number of significant opportunities for the state of Sonora, including increased exports in key sectors such as agriculture, livestock, mining and manufacturing, the promotion of tourism and the sale of electric power. These opportunities have the potential to boost the state's competitiveness in the North American region by leveraging its natural resources, productive capacities and strategic infrastructure.

Some of the main opportunities are described below:



Increase in agricultural and livestock exports

The renegotiation of the USMCA could facilitate access for Sonora's agricultural and livestock products to the U.S. and Canadian markets. This would include the ***reduction of tariff and non-tariff barriers, as well as the simplification of sanitary and phytosanitary requirements***. Sonora, as one of the leading producers of tomatoes, grapes, beef, and pork, among other products, could expand its presence in these markets. Improved trade terms would allow Sonoran producers to increase their exports, enhance their competitiveness, and diversify their trade destinations, contributing to the economic stability of the rural sector.



Opportunities for the mining sector

Sonora is a leading mining state in Mexico, particularly in minerals such as copper, gold, silver, and lithium. The renegotiation of the USMCA could open new opportunities to export these strategic minerals to the United States and Canada, two of the world's largest mineral-consuming markets. Additionally, an agreement that favors investments in responsible and sustainable mining could attract foreign capital to develop mining projects in Sonora, boosting sector growth and generating local jobs. The ***inclusion of agreements on mining technology and sustainable environmental practices could also benefit mining operations in Sonora***, improving their efficiency and reducing their environmental impact.

Boosting manufacturing and the automotive sector

Sonora has a strong manufacturing base, particularly in the automotive and medical device industries. The renegotiation of the USMCA could strengthen regional **supply chains, leading to an increase in the production and export of manufactured goods.** Enhanced rules of origin that promote the use of local inputs would directly benefit Sonora's auto parts and electronics factories, boosting their exports to the U.S. and Canadian markets. Additionally, attracting new investments in advanced manufacturing and adopting new technologies could help diversify and modernize the state's manufacturing sector.



Promotion of international tourism

The renegotiation of the USMCA could also include measures to **facilitate tourism between the three countries**, such as improving air and land connectivity and simplifying immigration procedures. This would benefit Sonora by attracting more tourists from the United States and Canada, interested in enjoying its offerings in nature, adventure, culture, and beach tourism. Health tourism, another emerging sector in Sonora, could be strengthened by **facilitating foreign patients' access to quality and more affordable medical services.** Increasing tourist flow would help diversify the state's economy, generate local jobs, and promote the development of tourism infrastructure.

Sale of electric power to regional markets

Sonora has great potential for renewable energy generation, especially solar, due to its high solar radiation year-round. The renegotiation of the USMCA **could include provisions that allow for greater electricity exchange between Mexico, the United States, and Canada**, benefiting Sonora as an exporter of clean energy. By selling renewable electricity at competitive prices to states in the southwestern U.S., Sonora could significantly **increase its revenue and strengthen its position in the regional energy market.** Additionally, the development of transmission and energy storage infrastructure would promote greater energy integration, improving the efficiency and sustainability of supply.





SONORAN SUPPLY

The replacement of imports from Asia for locally manufactured products **represents a key opportunity for the state of Sonora, especially in the context of global trade tensions**, the reconfiguration of supply chains, and the increasing focus on regional economic resilience. Sonora, with its strategic proximity to the United States and its productive capacity in various manufacturing sectors, can take advantage of this trend to strengthen its economy and reduce dependence on Asian inputs. The following are the main opportunities for the state:

Development of local suppliers in the automotive industry

Sonora is a key player in Mexico's automotive industry, with a strong presence of auto parts manufacturing and vehicle assembly companies. Replacing imports from Asia, such as electronic components and automotive parts, with locally manufactured products **could create new opportunities for Sonora companies**. Encouraging the local production of critical inputs, such as sensors, wiring, batteries, and plastic parts, **would strengthen internal supply chains and reduce logistical costs**, enhancing the competitiveness of the automotive industry in Sonora.



Expansion of the Medical Devices and Electronics Industry

Sonora has a growing manufacturing sector for medical devices and electronics, particularly in the Nogales region. The trend toward replacing Asian imports presents an opportunity to **increase the production of components and final products in this sector**, such as medical equipment, electronic circuits, and telecommunications devices. By promoting investment in advanced technology, workforce training, and the development of local suppliers, Sonora could position itself as a specialized manufacturing hub for these products, meeting the demand from the United States and other markets.



Local production of intermediate goods and raw materials

The replacement of imports from Asia can encourage the local production of intermediate goods and raw materials used in various manufacturing industries. Sonora, with its rich mineral resources, can ***increase the production of essential materials such as copper and lithium, which are key components for sectors like electronics and batteries.*** Additionally, policies that promote the use of domestic inputs in manufacturing, supported by trade agreements like the USMCA, can strengthen the development of the local value chain, benefiting small and medium-sized enterprises that supply these materials.



Promotion of the Textile and Apparel Industry

The textile and apparel industry is another area where Sonora could benefit from replacing Asian imports. Currently, many textiles and garments imported from Asia could be produced locally, leveraging existing manufacturing capacity and lower transportation costs. By modernizing production technologies and creating industrial clusters, ***Sonora could increase its share of the domestic market and export high-quality textile products to the United States and Canada,*** with faster delivery times and more competitive costs.

Strengthening Nearshoring and Regional Integration

Nearshoring represents a great opportunity for Sonora in the substitution of Asian imports. U.S. companies are increasingly looking for nearby suppliers to reduce logistics costs and delivery times, and ***Sonora, because of its proximity to the border and its network of trade agreements, is an ideal candidate to benefit from this trend.***



SONORA PLAN AND NEARSHORING



To take full advantage of the Sonora Plan for Sustainable Energies as an industrial policy aimed at attracting semiconductor and electric car manufacturing nearshoring between 2025 and 2027, the Sonora government must implement a series of specific strategies.

These strategies should **focus on strengthening infrastructure, improving the investment environment, developing local talent, and** ensuring a sustainable environment that is attractive to global companies.

Strengthening Energy and Logistics Infrastructure

Renewable Energy Infrastructure Development

Continue to invest in the construction of solar, wind, and energy storage plants to ensure a reliable supply of clean energy at competitive prices. This is vital to attract semiconductor and electric car companies seeking to minimize their carbon footprint.

Logistics Infrastructure Improvement

Modernize and expand transportation infrastructure (roads, ports, airports and railroads) to ensure efficient access to North American markets.

Implement “green corridors” to facilitate low-carbon freight logistics.

Investments in Digital Connectivity

Develop high-speed telecommunications networks, such as fiber speed, such as fiber optics and expand 5G technology, to meet the needs of technology companies that rely on robust and secure connectivity.



Creation of Economic and Regulatory Incentives



Tax Incentives and Subsidies

Offer attractive tax incentives, such as income tax exemptions, research and development tax credits, and direct subsidies for the installation of new plants. Create public-private financing schemes for critical infrastructure projects.



Simplification of Procedures and Trade Facilitation

Simplify administrative procedures for the installation of new companies, streamlining procedures for construction permits, environmental licenses, and customs registrations. Create a one-stop shop for investors to facilitate and accelerate the process of establishment and operation.



Special Economic Zones

Establish special economic zones or industrial parks dedicated to semiconductor and electric vehicle manufacturing, offering additional advantages such as reduced tariffs, import/export facilitation, and comprehensive services (energy, water, waste management).

Human Capital Development and Innovation Ecosystem



Training and Education Programs

Collaborate with universities, technology centers, and companies to develop specific training programs in key areas such as electronic engineering, semiconductor technologies, artificial intelligence, and advanced electric car manufacturing. Implement scholarships, internships, and dual degree programs.



Promotion of Research and Development (R&D)

Incentivize the creation of R&D centers in the state by means of the cooperation between academic institutions and the private sector to promote innovation and the development of new technologies applied to semiconductors and electric vehicles.



Promoting Technology Entrepreneurship

Create incubators and accelerators for technology startups focusing on solutions for the semiconductor industries and offering electric cars and financing, mentoring, access to investor networks.

SONORA SUSTAINABLE ENERGY PLAN AND SHARED PROSPERITY ECONOMY

SONORA PLAN AND NEARSHORING

International Promotion and Strategic Alliances



Global Promotion Campaigns

Organize international promotional campaigns aimed at semiconductor companies and electric car manufacturers, highlighting Sonora's advantages in terms of clean energy, strategic location, and business-friendly environment.

Participate in international trade fairs, investment forums, and trade missions.



Building Strategic Alliances

Forge alliances with governments, chambers of commerce, industrial associations, and international organizations to facilitate the attraction of investments and the integration of Sonora into global supply chains for semiconductors and electric vehicles.



Dialogue and Collaboration with Multinational Companies

Establish working groups with multinational companies in these sectors to understand their needs and adapt public policies to their requirements.

Promoting Sustainability and Regulatory Compliance



Promotion of the Circular Economy

Encourage circular economy practices, such as recycling critical materials (e.g., silicon and lithium) and efficient waste management, to minimize the environmental impact of manufacturing operations.



Green Certification Policies

Establish green standards and certifications for industrial operations, ensuring that companies setting up in Sonora comply with international environmental standards, which can be an attractive factor for global investors and customers.



Environmental Monitoring and Compliance

Develop a robust regulatory framework to ensure the sustainability of industrial activities, including periodic environmental audits and emissions monitoring programs.

Support for Local Supply Chain Development



Encouraging Local Suppliers Create incentives for foreign companies to use local suppliers in their supply chains, promoting the development of small and medium-sized enterprises (SMEs) that can offer components, services, or technical support.



Vertical Integration in Lithium and Battery Production Promote the development of an integrated supply chain for the extraction, processing, and manufacturing of lithium batteries in Sonora, which can attract electric vehicle manufacturers interested in a complete and sustainable value chain.

To Ensure Legal Security and Transparency

Legal Security Policy

Ensure a transparent, predictable, and stable legal framework for investors, protecting foreign direct investment and guaranteeing the fair and efficient resolution of conflicts.



Promotion of Transparency and Accountability

Develop transparency and accountability policies in the management of public and private resources to build trust with international investors.



PRODUCTIVE INFRASTRUCTURE AND NORTHWEST LOGISTIC GATE

Between 2025 and 2027, the government of Sonora should focus on strengthening its infrastructure, developing local talent, promoting an attractive investment environment, and ensuring sustainability to attract semiconductor and electric vehicle manufacturing companies. These strategies will position Sonora as a leader in the transition to a greener economy and as a key destination for nearshoring in these strategic sectors.

To enhance the Northwest Logistics Gateway and transform Sonora into a key hub for international trade between 2025 and 2027, the state government should develop a comprehensive strategy for productive infrastructure. This includes optimizing ports, airports, highways, border points, and railway connections that facilitate the efficient flow of goods and reduce transportation times and costs.

Expansion and Modernization of the Port of Guaymas

Continue with the Management for Investment in Port Infrastructure

Expand the port's capacity by constructing new docks, specialized terminals (containers, bulk goods, general cargo), and product storage areas. Install modern loading and unloading equipment (gantry cranes, automated systems) to streamline operations.



Deepening and dredging of the navigation channels

Carry out dredging works to increase the depth of the navigation channels, allowing access for deeper-draft and higher-capacity vessels, which is essential for attracting large commercial ships.



Improvement of Intermodal Connectivity

Develop infrastructure to facilitate connectivity between the port and other modes of transportation, such as highways and railways, optimizing loading and unloading logistics and improving the efficiency of goods distribution.



Continue with the Management for the Development of the Obregón and Guaymas Airports

Expansion and Modernization of Airport Infrastructure

Improve the existing facilities at the Obregón and Guaymas airports to handle higher volumes of air cargo. This includes expanding runways, cargo terminals, hangars, and maintenance areas.



Certification of Safety and Efficiency

Obtain international certifications for safety and efficiency that allow airports to operate under global standards, facilitating international trade and attracting more air cargo operators.



Development of Cargo Logistics Services

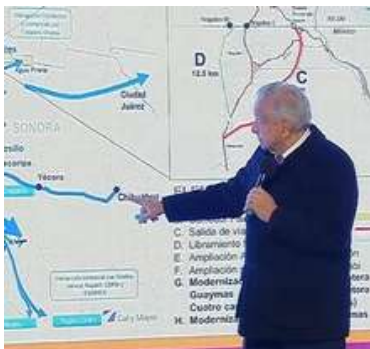
Establish specialized logistics services, such as cold storage, handling of hazardous goods, and customs services, to facilitate the export and import of high-value-added products.



Complete the Road from Guaymas to Chihuahua

Prioritize the Development of the Road Project

Accelerate the construction of the Guaymas to Chihuahua highway to more efficiently connect the Pacific with the northern and central markets of the country, facilitating the movement of goods between the two states.



Ensure Public-Private Financing

Seek public-private partnerships (PPPs) to finance and complete the project in record time. Encourage private investment through toll concession schemes and other economic incentives.



Implementation of Green Corridors

Ensure that the new highway is equipped with electric charging stations and services for low-emission vehicles, promoting sustainable and efficient transportation.



Modernization of port of entrys from Sonora

Infrastructure for Efficient Border Crossings

Expand and modernize the border crossing points in Sonora (Nogales, San Luis Río Colorado, Agua Prieta) to increase capacity, reduce wait times, and streamline the flow of trade. Incorporate advanced technology for fast scanning and verification of goods.



Management in the Implementation of Modern Customs Control Systems

Introduce traffic management and customs control technologies based on artificial intelligence, blockchain, and high-speed scanning systems to reduce processing times and increase security at border crossings.



Improvements in Security and Service Infrastructure

Invest in security infrastructure (surveillance, lighting, safe rest areas) and services (fast inspection areas, parking lots, loading and unloading zones) to facilitate the efficient transit of trucks and containers.



Complete the New Train Route in Nogales

Development of Strategic Railway Connectivity

Complete the construction of the new train route in Nogales to improve connectivity between Sonora and U.S. markets, reducing transportation times and logistical costs for cross-border trade.



Establishment of Intermodal Cargo Terminals

Create intermodal terminals at key points along the new railway route to facilitate the efficient transfer of goods between trains, trucks, and other modes of transport.



Implementation of High-Efficiency Trains

Promote the use of modern freight trains with energy-efficient technologies to maximize cargo capacity and reduce the environmental impact of rail transportation.



Connectivity and Technology Infrastructure Enhancement



Development of Advanced Digital Networks Invest in expanding telecommunications infrastructure along logistics corridors, including the installation of fiber optics and 5G technologies, to enhance transportation coordination and facilitate digital trade.



Intelligent Transport Systems (ITS) Implement intelligent transport systems on key routes to monitor real-time traffic, optimize transportation routes, and improve road safety.

Promotion of the Development of Logistics Zones and Industrial Parks



Creation of Specialized Logistics Zones Develop logistics zones around the port of Guaymas, the Obregón and Guaymas airports, and border points, offering services such as storage, customs, distribution, and maintenance. Promote the development of specialized industrial parks to attract foreign direct investment.



Incentives for the Establishment of Logistics Companies Offer fiscal and regulatory incentives to logistics and distribution companies that set up operations in these strategic zones, improving competitiveness and attracting investments.

Promoting Sustainability and Emissions Reduction



Development of Green and Sustainable Corridors Incorporate sustainable technologies, such as electric charging stations for cargo vehicles, infrastructure for hydrogen transport, and material recycling programs at key logistics points.



Environmental Monitoring and Green Certifications Establish emission monitoring programs and environmental certifications for logistics operators that encourage sustainable practices and reductions in the carbon footprint of transportation.

Boosting the Digitalization of International Trade



Implementation of Digital Trade Platforms Develop digital platforms for managing international trade that facilitate real-time information exchange, cargo tracking, and coordination between customs authorities, logistics operators, and businesses.



Automation of Foreign Trade Processes Invest in technology for the automation of customs and goods dispatch processes, facilitating the fast and secure transit of products through border points and reducing costs.

These strategies in productive infrastructure will position Sonora as a key logistics hub in international trade, improving the efficiency and sustainability of goods transportation. The implementation of improvements in ports, airports, highways, border points, and railways, coupled with digitalization and a focus on sustainability, will allow Sonora to establish itself as a strategic trade corridor for North America during the 2025-2027 period.

SCIENCE IN SONORA



To boost the economic development of Sonora through science, technology, and innovation, the government must implement a series of integrated strategies. These strategies should focus on strengthening research infrastructure, fostering international collaboration with institutions such as Arizona State University (ASU) and the Industrial Technology Research Institute (ITRI) of Taiwan, and reforming local policies and institutions, such as the Consejo Estatal de Ciencia y Tecnología (COECYT).

Strengthening Binational Collaboration with ASU and ITRI



Creation of Binational Innovation and Technology Transfer Centers

Establish binational research centers in collaboration with Arizona State University (ASU) and ITRI to promote technology transfer, innovation in renewable energy, semiconductors, advanced manufacturing, and the development of electric vehicles. Facilitate the creation of joint applied research laboratories in strategic areas such as artificial intelligence, biotechnology, nanotechnology, and advanced materials, serving both the industrial needs of Sonora and the academic interests of ASU and ITRI.



Academic and Research Exchange Programs

Develop exchange programs for researchers, professors, and students between universities and institutions in Sonora, ASU, and ITRI, to foster the creation of international research networks and knowledge transfer.

- Implement joint training programs and dual degree programs in priority areas such as engineering, data science, environmental sciences, and clean technologies, encouraging mobility and talent exchange.



Promotion of Joint R&D Projects and Startups

Create binational investment funds for joint R&D projects and support tech startups in priority innovation areas, ensuring the participation of both local and international companies and universities.

Organize hackathons, innovation competitions, and startup acceleration programs in collaboration with ASU and ITRI to identify and support innovative ideas with commercial potential in global markets.

New State Law on Science, Technology, and Innovation



Design and implement a new state law that promotes scientific research, technological development, innovation, and entrepreneurship in Sonora. This law should include tax and financial incentives for investment in R&D, mechanisms to support technology transfer, and funding through public and private funds.



Establish a clear regulatory framework for intellectual property that ensures the protection of innovations developed in the state and facilitates their commercialization both nationally and internationally.



Implement specific tax incentives, such as deductions for R&D investment, tax credits for innovation activities, and subsidies for hiring scientific and technological personnel. This will encourage companies to invest in innovation projects locally.



Encourage the establishment of technology-based companies and innovative startups in Sonora through tax incentives and reductions, promoting a favorable environment for the creation and scaling of high-tech companies.

Promoting Academia-Industry Linkage Establish mechanisms for linking universities, research centers, and the productive sector to align research projects with the industrial needs of Sonora, promoting the commercialization of research outcomes and the development of patents.



Institutional Reform of COECYT (Consejo Estatal de Ciencia y Tecnología)



Transform COECYT into a comprehensive innovation agency with greater powers, resources, and autonomy to coordinate the state's scientific and technological policy. Equip it with a strategic focus to promote international collaboration, attract talent and capital, and manage R&D funds.

Expand COECYT's responsibilities to include the promotion of technology transfer, the training of specialized human capital, and effective collaboration with the private sector and international organizations.

Implement competitive funding programs managed by COECYT, such as seed capital funds, innovation funds for SMEs, and grants for applied research, encouraging excellence and relevance in the projects funded.

Develop support programs for the incubation and acceleration of local tech startups, with a special focus on strategic sectors such as renewable energy, semiconductors, and clean technologies.

Promote science and technology awareness campaigns, exhibitions, and educational programs to foster a culture of innovation and technological entrepreneurship in Sonora. Establish science competitions, tech fairs, and awards to recognize emerging talent in the state.

Strengthening the Innovation and Entrepreneurship Ecosystem



Develop technology parks and innovation centers in strategic areas of Sonora that provide world-class infrastructure, specialized services, and collaborative spaces for companies, researchers, and startups. Incentivize the participation of ASU, ITRI and other international partners in these projects.

Promote the creation of rapid prototyping labs, digital manufacturing hubs, and coworking spaces focused on Industry 4.0, enabling entrepreneurs and high-tech companies to quickly scale their projects.

Encourage the digitalization of local SMEs through training and financing programs for the adoption of digital technologies, artificial intelligence, and automation. Promote technology transfer and the adoption of advanced manufacturing practices.

Facilitate access to high-quality digital infrastructure (5G networks, fiber optics, cloud computing) to support the digital transformation and competitiveness of Sonora's companies.

Human Capital Development and Talent Attraction



Develop specialized education and training programs in emerging technologies and key areas such as artificial intelligence, cybersecurity, biotechnology, advanced manufacturing, and renewable energy. Collaborate with ASU and ITRI in the creation of joint curricula and international certifications.



Offer scholarships, internships, and intensive training programs for students, researchers, and professionals, fostering the creation of specialized talent and retaining young people in the state.



Design specific incentives to attract high-level researchers, scientists and entrepreneurs from other countries, providing facilities for residency, funding for research projects, and access to laboratory resources and collaborative networks.

Promotion of Innovation and Sustainable Entrepreneurship



Develop policies to incentivize innovation projects related to sustainability, such as clean energy technologies, recycling, circular economy, and energy efficiency. Collaborate with ASU and ITRI to share best practices and develop technologies applicable to local and global markets.

Establish specific funding programs for green initiatives and startups focused on sustainability solutions, providing tax incentives and direct subsidies.

These strategies will create a favorable environment for scientific and technological development in Sonora, positioning the state as a leader in innovation and an attractive destination for investment in high-tech sectors. Strengthening collaboration with ASU and ITRI, modernizing the regulatory framework, reforming COECYT, and promoting entrepreneurship and sustainability will contribute to Sonora's sustainable economic growth and global competitiveness.

ATTENTION TO INFORMALITY

To incorporate informal microentrepreneurs into the formal sector, the government of Sonora must implement a series of comprehensive strategies that address the economic, administrative, and cultural barriers these entrepreneurs face. Formalization not only benefits microentrepreneurs by providing access to financial services, larger markets, and social protection, but it also contributes to the state's economic development by expanding the tax base and fostering a more competitive business environment.



Simplification of Formalities and Reduction of Formalization Costs



Unified Digital Registration System

Create a unique digital platform that allows micro-entrepreneurs to complete all the necessary procedures for formalization in a simple and quick manner. This platform should integrate state, municipal, tax, and social security registration processes, with easy-to-use interfaces and personalized support.



Elimination or Reduction of Registration Costs

Reduce or eliminate registration costs and fees for microenterprises that decide to formalize during a specific period, offering incentives such as discounts, subsidies, or waivers of initial payments.



Development of Simplified Formalization Programs

Create specific formalization programs that require minimal requirements for micro-entrepreneurs in key sectors such as retail, services, and light manufacturing. These programs should offer simplified steps and minimal necessary documentation, with short processing times.

Financial and Tax Incentives for Formalization

Implementation of Temporary Tax Incentives Offer tax incentives, such as temporary income tax exemptions or reduced fees during the first years of formal operation, to motivate microentrepreneurs to move out of informality.

Facilitation of Access to Financing

Create microcredit programs specifically for formal microenterprises, with accessible financing conditions and low interest rates. Establish partnerships with local financial institutions to provide flexible credit options and financial training.

Subsidies and Support for Modernization Offer subsidies, equipment, infrastructure or technology to improve economic support for the acquisition of competitiveness of formalized microenterprises. Facilitate access to government support programs, such as preferential public procurement or business development programs.



Training and Consulting for Formalization



Digital Literacy Programs

Implement digital literacy programs that teach microentrepreneurs how to use digital tools for business management (such as payment platforms, accounting software, and digital marketing), thus facilitating the transition to formality.



Creation of Training and Counseling Centers

Establish training and counseling centers in different regions of the state, offering free or low-cost courses on basic accounting, administrative management, access to credit, digital marketing, and business management. These centers should also provide personalized accompaniment during the formalization process.



Strengthening Business Mentorship Networks

Develop mentoring networks that connect microentrepreneurs with formal entrepreneurs and management experts to provide practical guidance, share experiences, and create role models to encourage formalization.

Improving the Regulatory and Institutional Support Environment

Review and Simplification of Rules and Regulations Conduct a comprehensive review of state and municipal regulations affecting microentrepreneurs, eliminating redundant requirements and simplifying procedures for obtaining licenses, permits, and registrations. Reduce the administrative administrative costs associated with formalization.



Strengthening of Microentrepreneur Service Offices Create microentrepreneur service offices in different microentrepreneurs in different municipalities, with trained personnel to offer trained personnel to offer personalized guidance on the benefits of formalization, the steps to follow, and the support options available.



Promotion of Business Associations Encourage the creation of local business associations that group microentrepreneurs to facilitate access to information, resources, and support networks. These associations can act as intermediaries between microentrepreneurs and government institutions, promoting formalization and providing business management support.



Awareness and Formalization Promotion Campaigns



Launch of Mass Communication Campaigns Implement awareness campaigns highlighting the benefits of formalization, using mass media (radio, television, social media) and local media (community newspapers, brochures, meetings) to reach microentrepreneurs across all regions of the state.

Promotion of the Benefits of Formalization Inform microentrepreneurs about the benefits of formalizing, such as access to social security, financial services, credit, government support programs, and greater opportunities for growth and business expansion.

Use of Community Strategies Conduct forums, workshops and community events in collaboration with local leaders, neighborhood associations, chambers of commerce and universities to promote formalization, answering questions and eliminating myths and fears associated with the process.

Creation of Sector Formalization Programs



Focus on Sectors with High Levels of Informality Identify and prioritize sectors with high levels of informality, such as retail, personal services, construction, and artisanal manufacturing, to create specific formalization programs tailored to the characteristics and needs of each sector.



Development of Formalization Programs in Areas of Higher Informality Concentrate efforts in areas with higher rates of informality, such as rural areas or marginalized urban zones, by bringing formalization services directly to these communities through mobile offices, information booths, and direct assistance.

Strengthening Social Security Support

Management of Simplified Access to Social Security Create specific social security access programs for formal microentrepreneurs, with affordable fees and flexible payment options. Offer health insurance, retirement funds, and other social benefits that encourage microentrepreneurs to formalize.



Creation of Simplified State Contribution Regimes Implement simplified contribution regimes for microentrepreneurs that facilitate the payment of social security fees based on income or type of activity, reducing the administrative and financial burden associated with formalization.



Monitoring and Impact Evaluation

Creation of Monitoring and Evaluation Systems Establish a monitoring and evaluation system to measure the impact of formalization strategies, identifying obstacles, lessons learned, and best practices. Use this information to continuously adjust policies and programs to ensure their effectiveness



These strategies will enable the government of Sonora to progressively integrate informal microentrepreneurs into the formal sector, strengthening the local economic fabric, improving competitiveness and contributing to more inclusive and sustainable economic development in the state. By addressing the economic, regulatory and cultural barriers faced by these entrepreneurs, a more favorable environment for the formalization and growth of microenterprises is promoted.



