



INVEST
IN TORREON

Laguna Region Overview



Economic Development



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FOMECA
Economic Development
Laguna de Coahuila



Strategic Location

With its northern Mexico location without common problems of borders and a dynamic international airport;

La laguna region is a strategic international business hub for companies like John Deere, Caterpillar, Takata, Lala & Peñoles among others.





Demographics

General Overview

La Laguna region is formed by 16 counties:

5 in Coahuila state
11 in Durango state

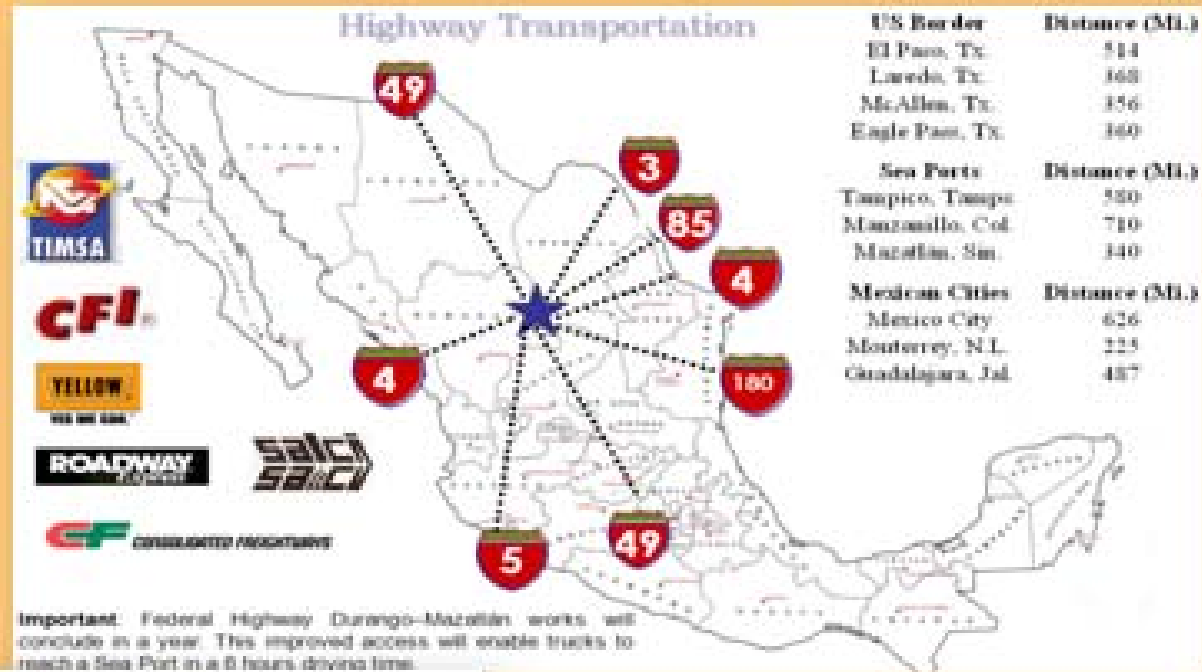
- **Population** 1,460,149
 - Coahuila Area 880,405
 - Durango Area 579,744
- **Metropolitan Area** 1,177,115
- **Young and educated workforce** 599,752
(Economically active population)



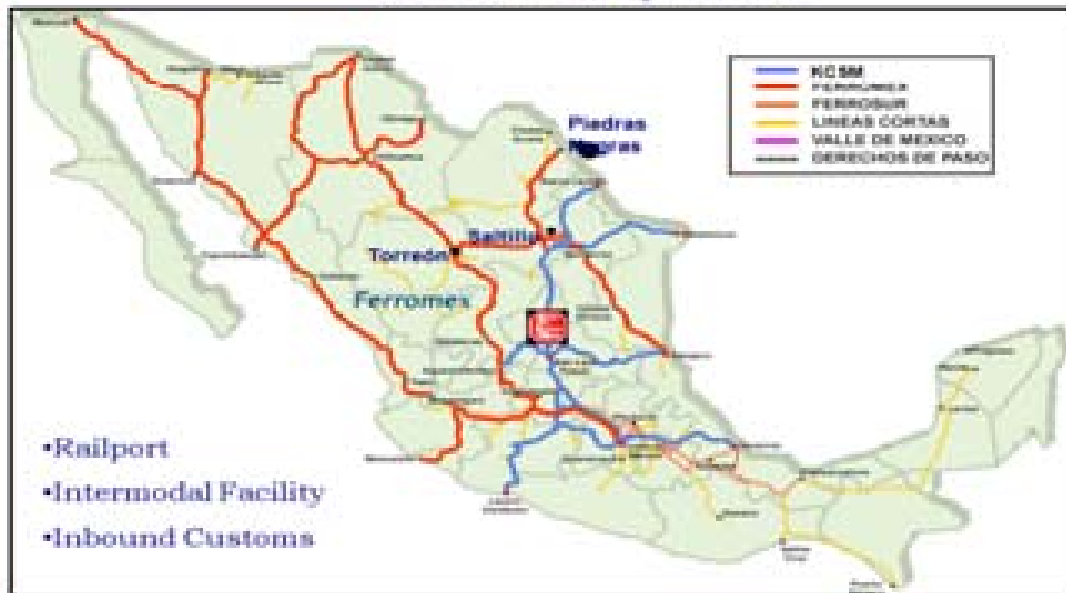
Employment Distribution

- **Commerce & Services** 34.46 %
- **Industry** 31.73 %
- **Construction** 8.67 %
- **Mining** 2.75 %
- **Others (*)** 22.39 %

Highways and railroads



Railroad Transportation





Continental Airlines 

International Airport

✓ **Direct flights to main U.S. Terminals:**

- **Houston**
- **Dallas.**



✓ **Connection with major cities within Mexico:**

- **México City**
- **Guadalajara**
- **Monterrey**
- **Chihuahua**
- **Hermosillo**
- **Cd. Juarez (El Paso, Tx border city)**



✓ **More than 10 domestic destinies flying daily.**



Bilingual School (Elementary to High School)



**Colegio Americano
de Torreón**

**Southern
Association
of Colleges
and Schools**



The Mission of the
Southern Association of
Colleges and Schools
is the Improvement of
Education in the
South Through
Accreditation.

SACS



Colegio Ingles



**Council on Accreditation
and School Improvement**
Commissions on Elementary, Middle,
and Secondary Schools



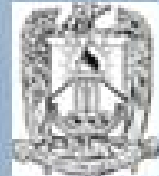
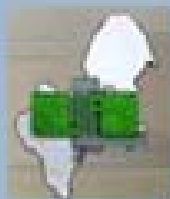
Instituto Cumbres



Instituto Madison

F O M E C
Economic Development
Laguna de Coahuila

Education



25 Universities
 55 Main Majors
 16,547 Students
 2,338 Graduates / Year

23 Technical Schools
 31 Main Majors
 21,912 Students
 10,416 Graduates / Year

4 Bilingual Schools
 (Elementary to High School)

7 Research & Design Centers



Skilled Labor Availability



University Students

Engineering

9,355

Graduates

1,024

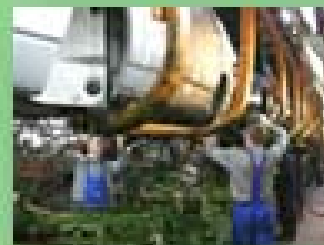
Technical Students

Engineering & Technical

9,853

Graduates

4,735





University Graduates

Technical School Graduates

INDUSTRIAL	
Air Condition	212
Apparel	538
Automotive Maintenances	0
Electricity	500
Electronics	557
Electromecanic	455
Industrial Chemistry	155
Industrial Maintenances	56
Industrial Mechanics	513
Internal Combustion Engines	0
Mechanics	204
Mechatronics	297
Modeling and Smelting	82
Production	8
Tooling & Machines	309
Vehicles Mechanics	499
Welding	141
Metalmechanics	209
TOTAL	4735
ADMINISTRATIVE	
Accounting	1281
Administration	660
Computer Sciences	2209
Information Technologies	1014
Secretary/Assistant	517
TOTAL	5681

Skilled Labor Availability

ENGINEERING	
Mechanical Eng.	21
Electromechanical Eng.	137
Electrical Eng.	24
Electronics Eng.	65
Industrial Eng.	296
Mechatronics Eng.	90
Civil Eng.	48
Computer Science	57
Information Technologies	202
Architecture	82
Others	2
TOTAL	1024
Others: Electromedics Eng., Ambiental Eng. Quality & Productivity Eng., Market Intelligence Eng., Logistics Eng., Educational Eng.	
ADMINISTRATIVE	
Accounting	449
Business Management	335
Administration	265
Economy	11
Foreign Trade	105
Marketing	148
TOTAL	1313
Others: Industrial, Financial, Human Capital Adm. Sales, Organizational Process, Company Develop.	

Medical Institutions

Torreón - Laguna Region has more than 34 Medical Institutions, and is considered a Medical Hub for other States of North - Central México.



Housing



Important housing developments

in the Laguna Region provides First Class

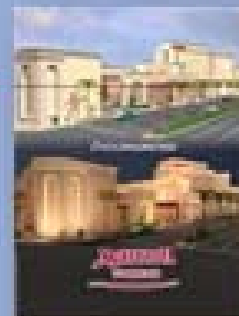
residential areas. An important growth in Labor

**Housing Projects to support main industrial areas, have increased the
availability of housing developments in a notorious way.**

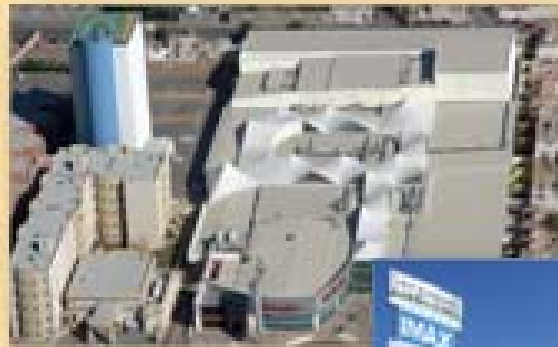
Hotels



Business and Tourism Class Hotels are found in Torreón - The Laguna Region, provides comfort and pleasure for Business Travelers and Visitors.



Shopping Malls



Professional Sport Teams



Golf Courses



Economic Activity



High Potential Sectors



- **Automotive**
- **Metal Mechanic**
- **Electric / Electronics**
- **Information Technologies**
- **Medical**
- **Hospitality**
(Tourism, Golfing)

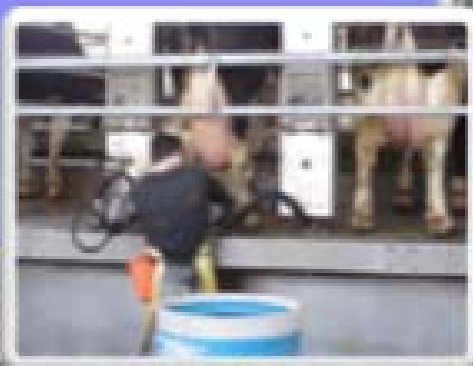
Primary Sectors

- **Agriculture**
- **Food & Dairy**
- **Textile & Apparel**
- **Commerce / Services**
- **Mining**

Dairy Production



2009



1960



9,000 Head of cattle
35,000 Gal/Day
3.89 Gal/Head

High Technology &
Diversity of Products

239,099 Head of cattle
1'280,170 Gal/Day
5.35 Gal/Head



Lala is the 1st Player in LA, 2nd in U.S & 5th World wide
Headquarters established in Torreón and Dallas.

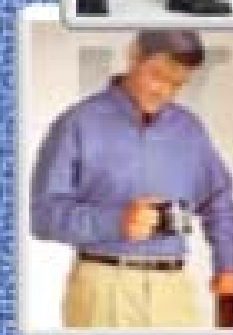
Apparel & Textile



Wrangler

Sun Apparel

VF Corporation



**Denim, Blue Jean & Apparel
Production/Maquila**

Diversity of Products

**Innovation, Design &
Value-Added Processes**

Mining Sector



Companies involve in the mining economic activity rendered mostly silver, bismuth, lead, zinc and gold.



On the other hand, marble and granite products are highly demanded in North American Markets.



Clusters

TAKATA

ALCOA

Linamar

CATERPILLAR

JOHNSON CONTROLS

Cooper STANDARD

DELPHI

Automotive

Sumitomo

JOHN DEERE

TMI Tim Motters Incorporated

HENNIGES AUTOMOTIVE

MONTUPET

MAGNUM MACHINES

DTP

LINCOLN ELECTRIC

FUNDILAG

Monsieur

SUPERIOR ESSEX

Metal Mechanic

KONE

S.T.A.M.

epc

DMI

samm

TM

Electronics

SEISA

Phoenix INTERNATIONAL
A John Deere Company

LALA

Tyson

Corona Extra

OMJC

Wrangler

VF Corporation

Textile

THE HOUSE OF LAJAT

Tramex del Norte

peñoles

CEMEX

CAMINO REAL

Others

PALLISER

Walmart

SORIANA

alsuper

Food & Dairy

PEPSI

Coca-Cola

BACHOCO

BARCEL

Sun Apparel

ONE

FOMEC
Economic Development
Laguna de Coahuila

Automotive Cluster

Company & Products



Wire Harnesses



Intake Manifold



Seat Covers

Auto Parts

Fluid Systems



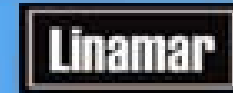
MONTUBET

Engine Heads



Rubber Seals

Engines & Autoparts

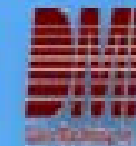


Auto Parts



Ignition Systems

Flywheels



Diesel Engines



Air Bags



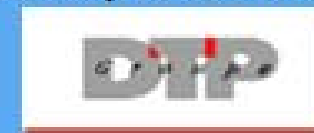
TAKATA



Wire Harnesses

Batteries

Automotive plastic Parts



Baja California

Tecate (2004)



TOYOTA

- Tacoma Pick Up
- 50,000 units

Sonora

Hermosillo (1996)



- Ford Fusion
- Milan
- MKZ
- 160,000 units

Chihuahua

Chihuahua (1993)



- 4 Cylinder Engines
- 435,000 units

Coahuila



Ramos Arizpe (1991)

- Chevrolet HHR
- Chevrolet Captiva Sport
- Chevrolet Chevy (1991)
- Saturn Vue
- HV6 3.5L/HV6 3.9L/HFV6 Engines
- FWD 6/2-Mode Hybrid/4L60E/4L70E Transmissions

CHRYSLER Ramos Arizpe

- 4 Cylinder Engines
- RAM Pickup
- 140,000 units

Morelos

Cuernavaca (1998)



- Teana
- 140,000 units
- Pickup
- 60,000 units

Aguascalientes

Aguascalientes (1997)



- Platina
- Sentra
- Clio
- Tida
- 202,500 units

State of Mexico

Toluca (1995)



- Chevrolet Silverado
- 1500 and 3500
- L4 3.0L/L4 1.6L/
- Family One/V6 3.0L 5.7L
- Engines

Toluca (1998)

CHRYSLER

- PT Crusler
- 180,000 units

Quautlilan (1997)



- Ikon
- Serie F pickup
- 150,000 units

Jalisco

El Salto (1996)



- CR-V
- 15,000 units

Guanajuato

Sisal (1996)



- Chevrolet Avalanche
- Cadillac Escalade EXT
- Chevrolet Silverado
- GMC Sierra Crew Cab
- Cheyenne Crew Cab
- 4.8L/5.3L/6.0L/6.3L
- Engines
- 6L50/6L90/6L90
- Transmissions

San Luis Potosi

San Luis Potosi (2008)



- Chevrolet Aveo
- Pontiac G3
- Sedan/Hatchback
- 160,000 units

Puebla

Puebla (1994)



- Beetle
- Jetta
- Bora
- 497,000 units





Mieleras Industrial Development



Government Incentives



Municipality

Property tax exemptions.

Property Acquisition tax.

Permits & licenses.

Personal Assistance.

Coahuila State

Training Scholarship Program.

Payroll tax exemptions.

Property Registry Rights.

Construction Permits.

Personal Assistance.

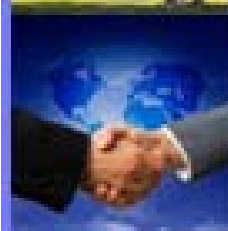
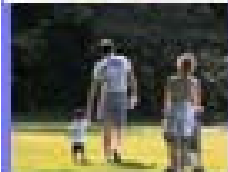
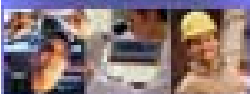
Important Note: Other incentives such as land & infrastructure improvements could be offered depending on the nature of the investment.



Torreón

10 reasons to...

- 1.- **Strategic Location & Access to Global Markets**
- 2.- **Reliable infrastructure and Supplier Network**
- 3.- **Strong Educational Platform.**
- 4.- **Solid & Multisectoral Economy**
- 5.- **Competitive Labor Costs.**
- 6.- **Qualified Workforce & Healthy labor environment.**
- 7.- **Availability of Industrial Facilities and Land under Development.**
- 8.- **US Connected International Airport.**
- 9.- **Excellent Quality of Life.**
- 10.- **Pro-Business Government.**



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México**



¡GRACIAS!

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