

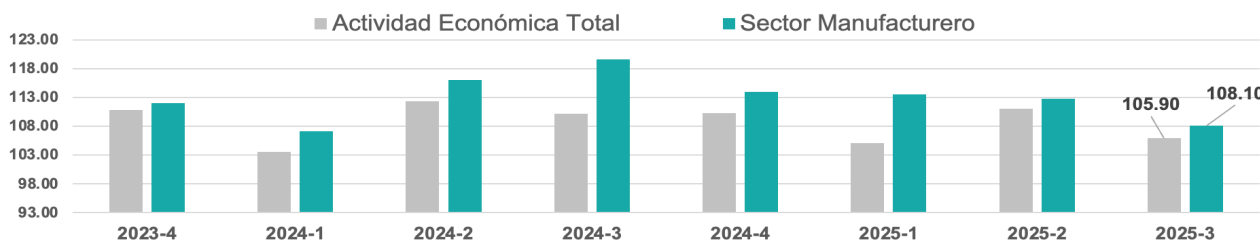
Análisis de coyuntura

- La apreciación del peso ocurre a la par de un debilitamiento del dólar estadounidense de 0.45%, de acuerdo con su índice ponderado. **El mercado empieza a nuevamente a pensar en la posibilidad que la Fed recorte su tasa de interés este año.**
- La inversión extranjera directa de México ha alcanzado máximos históricos, pero **la mayor parte se ha tratado de reinversión de utilidades en los últimos 3 años y no nueva inversión.**
- Mientras que el salario mínimo en México subió 13% anual en promedio por año entre 2019 y 2024, **la productividad prácticamente se mantuvo estancada con un crecimiento promedio anual de 0.01%.**

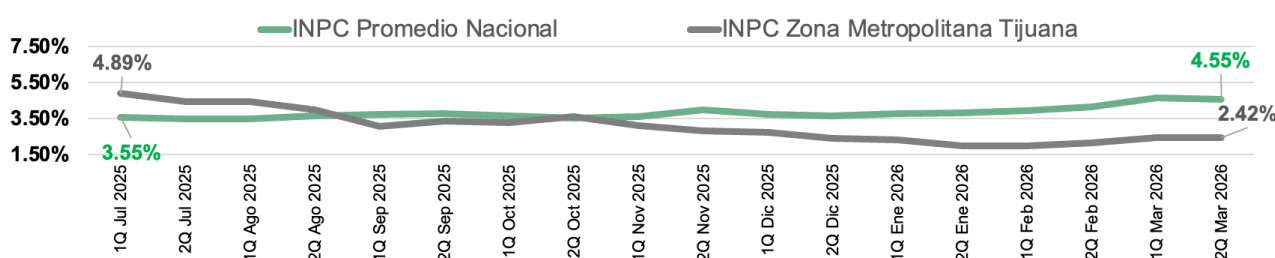
Situational analysis

- The appreciation of the peso is occurring alongside a 0.45% weakening of the U.S. dollar, according to its weighted index. **The market is once again beginning to consider the possibility that the Fed will cut interest rates this year.**
- Mexico's foreign direct investment has reached all-time highs; however, over the past three years, **the majority of this has consisted of reinvested earnings rather than new investment.**
- While Mexico's minimum wage rose by an average of 13% annually between 2019 and 2024, **productivity remained virtually stagnant, posting an average annual growth of just 0.01%.**

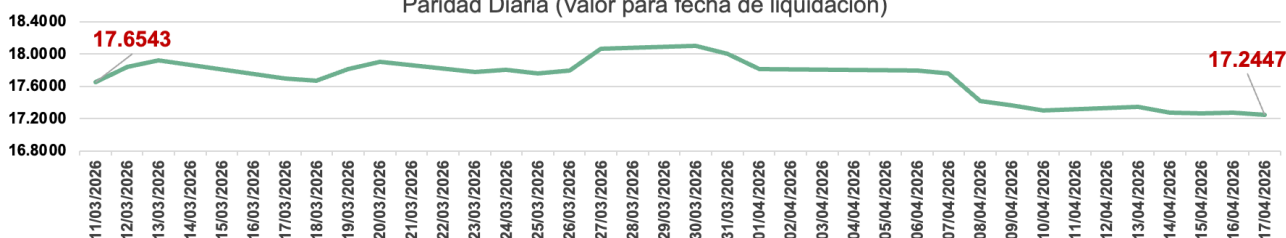
Indicador Trimestral de la Actividad Económica Estatal (ITAEE)
(Base 2018=100) Índices para Baja California



Inflación Quincenal Acumulada Anualizada
1Q julio 2025 - 2Q Mar 2026



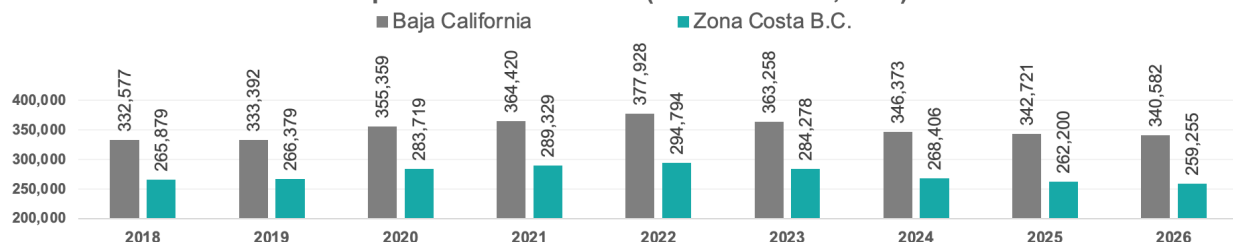
Tipo de Cambio (MXN / USD)
Paridad Diaria (Valor para fecha de liquidación)



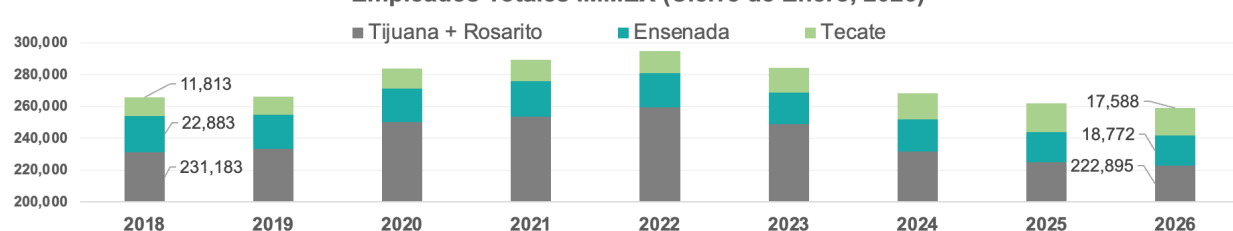
Fuentes: INEGI y Banco de México (Banxico).

Estadísticas del Mercado Laboral (1 de 2)

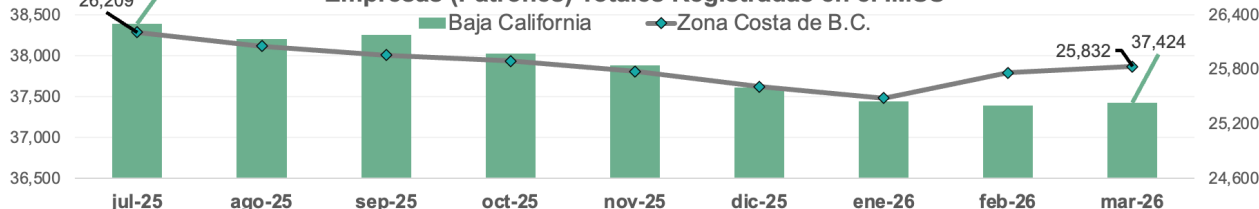
Empleados Totales IMMEX (Cierre de Enero, 2026)



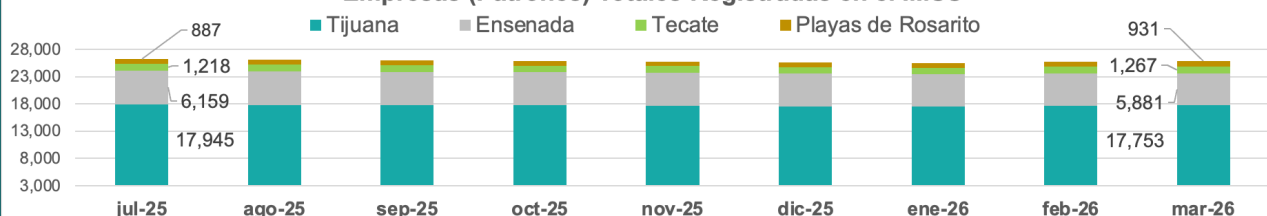
Empleados Totales IMMEX (Cierre de Enero, 2026)



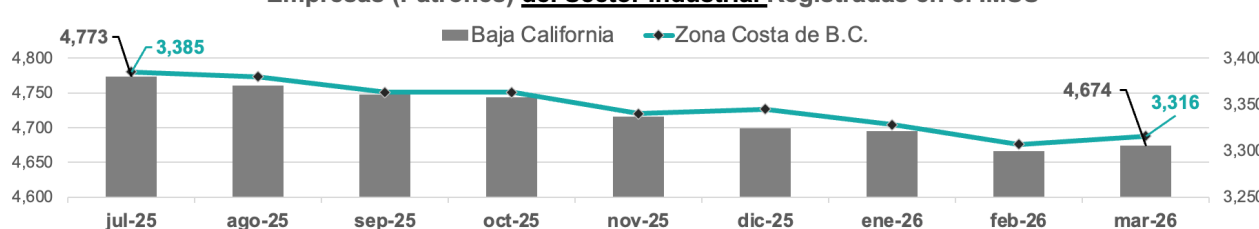
Empresas (Patrones) Totales Registradas en el IMSS



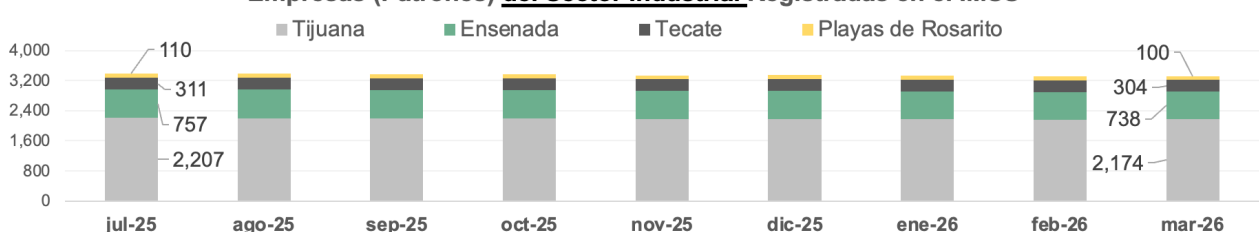
Empresas (Patrones) Totales Registradas en el IMSS



Empresas (Patrones) del Sector Industrial Registradas en el IMSS

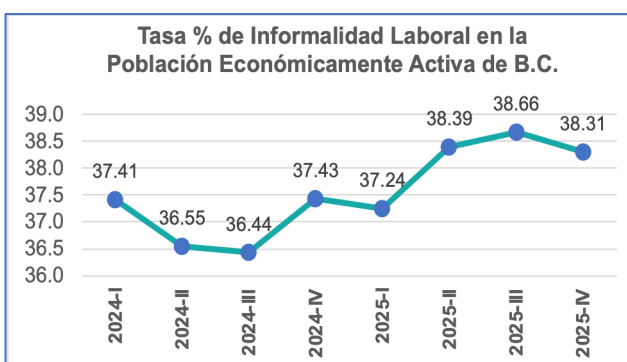
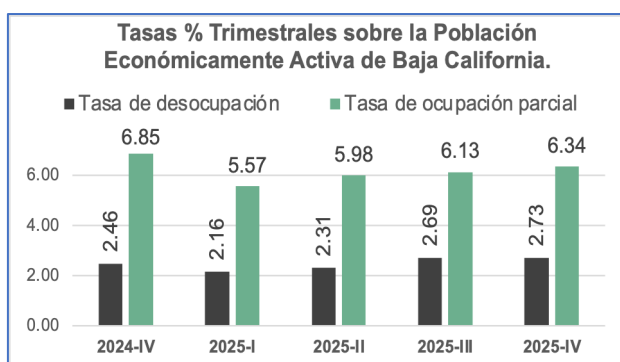
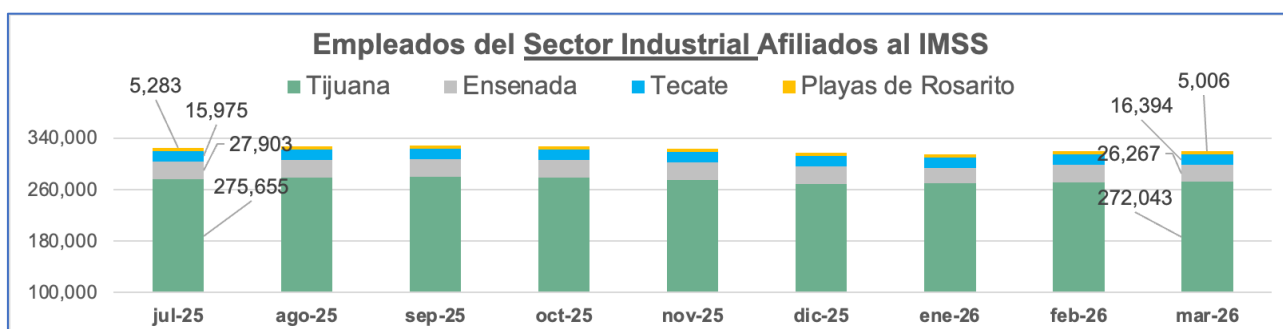
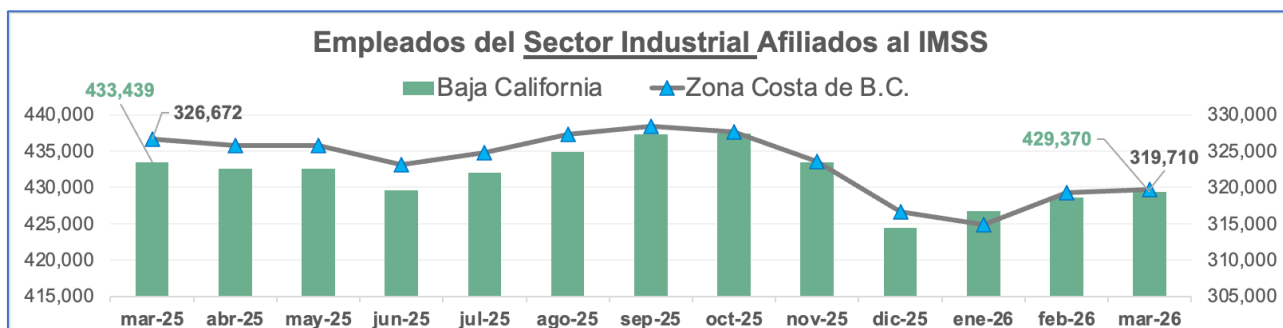
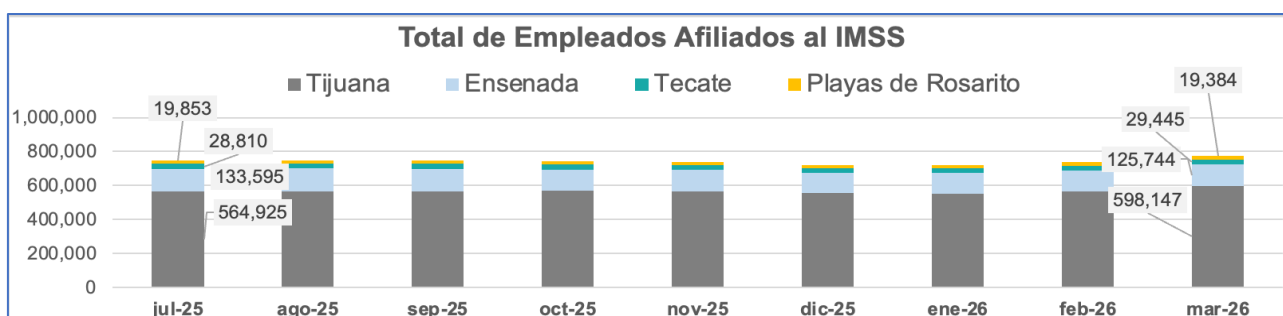
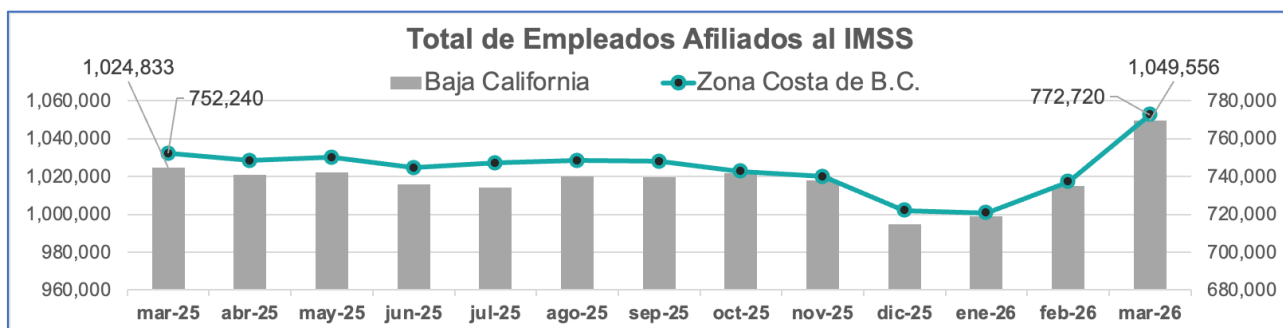


Empresas (Patrones) del Sector Industrial Registradas en el IMSS



Fuentes: INEGI e IMSS.

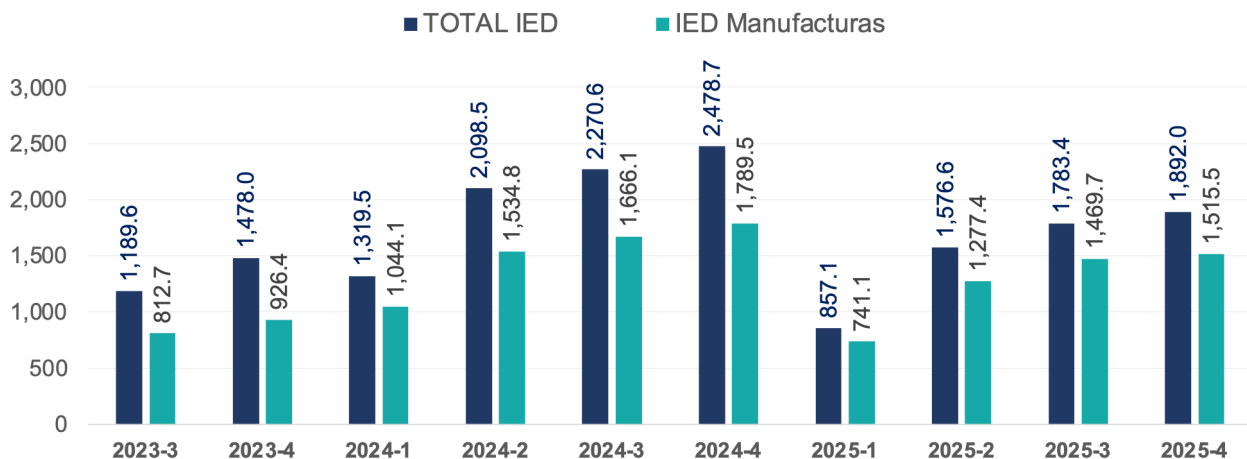
Estadísticas del Mercado Laboral (2 de 2)



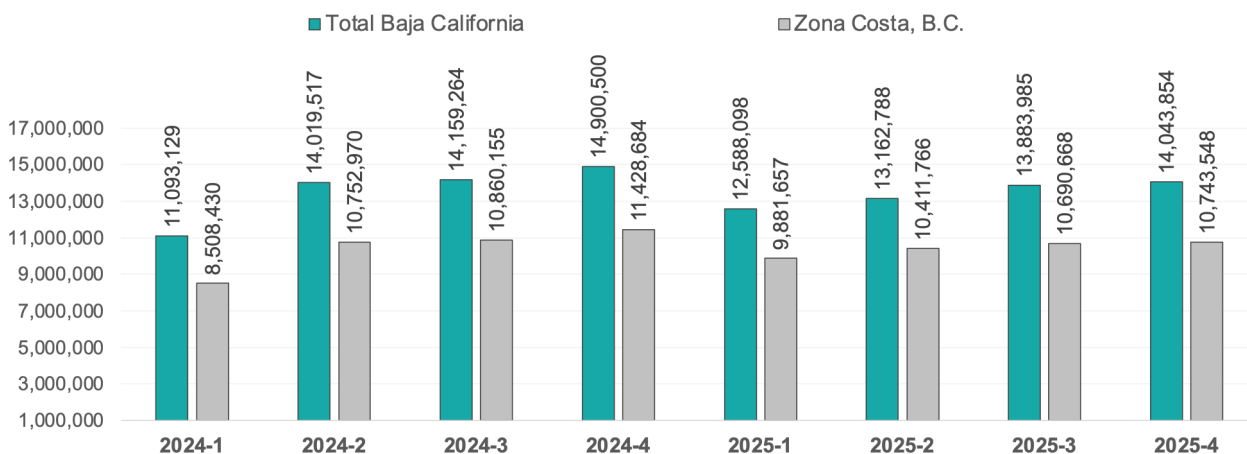
Fuentes: IMSS, INEGI y ENOE.

Estadísticas de Inversión y Comercio Exterior

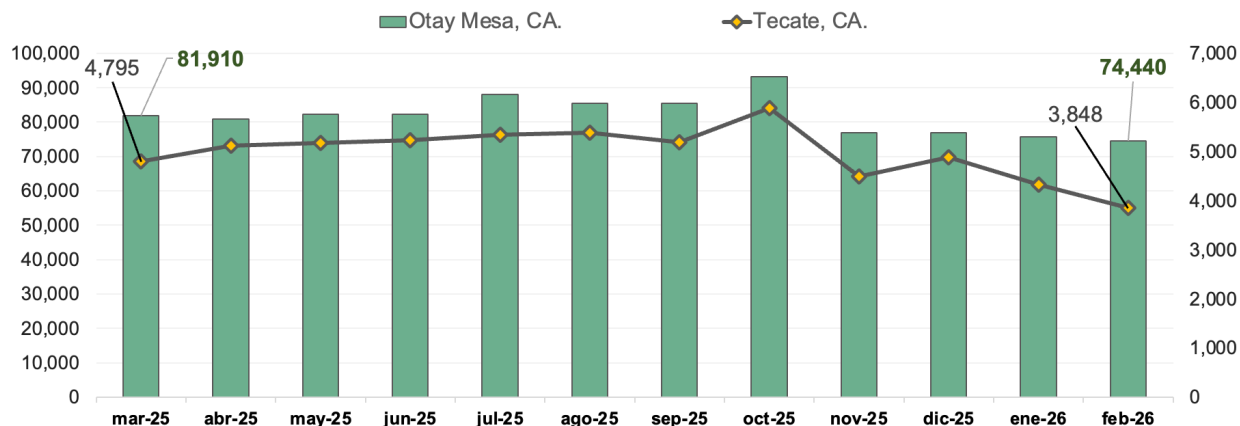
Inversión Extranjera Directa (IED) en Baja California Cifras Trimestrales en Millones de USD



Exportaciones Sector Manufacturero, Montos Trimestrales en Miles de USD



Cruce de Tractocamiones de Carga (Llenos) hacia los EE.UU. (Cifras Mensuales por Garita)



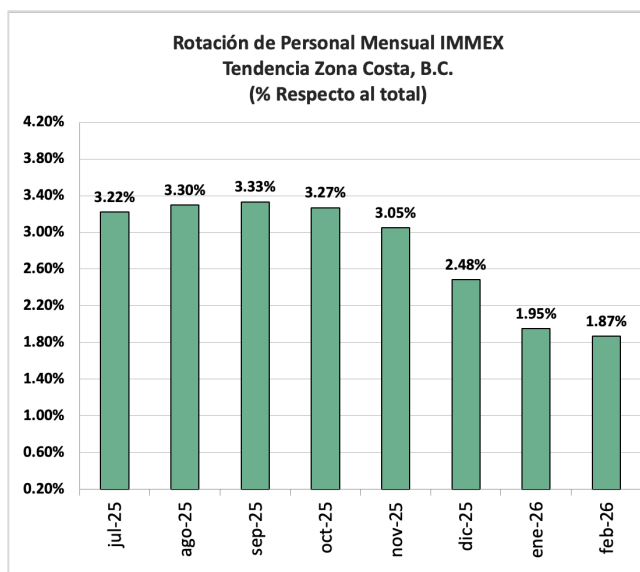
Fuentes: RNIE, SE GobMX, INEGI y GSA (Gob. EE.UU.).

Estadísticas IMMEX

ESTABLECIMIENTOS IMMEX (No. de Naves Industriales)					
INDUSTRIAL BUILDINGS WITH IMMEX PERMIT					
	2023	2024	2025	Mar-26	Tendencia
NACIONAL (MX)	12,393	12,817	12,528	12,557	▲
BAJA CALIFORNIA	2,143	2,198	2,119	2,108	▲
ZONA COSTA	1,678	1,709	1,638	1,633	▲
TIJUANA	1,308	1,324	1,279	1,273	▲
ENSENADA	171	160	145	144	▼
TECATE	161	168	157	158	▲
PLAYAS DE ROSARITO	38	57	57	58	▲
MEXICALI	465	489	481	475	▲
FUENTE / SOURCE: SNICE (S.E.) MARZO-2026.					

PROGRAMAS IMMEX AUTORIZADOS (En Funcionamiento)					
AUTHORIZED IMMEX PROGRAMS (In Operations)					
	2023	2024	2025	Mar-26	Tendencia
NACIONAL (MX)	6,033	6,100	5,964	5,983	▲
BAJA CALIFORNIA	1,127	1,106	1,064	1,068	▲
ZONA COSTA	921	903	861	865	▲
TIJUANA	699	681	663	665	▲
TECATE	105	111	98	99	▲
ENSENADA	93	82	72	72	=
PLAYAS DE ROSARITO	24	29	28	29	▲
MEXICALI	206	203	203	203	=
FUENTE / SOURCE: SNICE (S.E.), MARZO-2026.					

EMPLEADOS IMMEX (INEGI)					
IMMEX EMPLOYEES (INEGI)					
	2023	2024	2025	Ene-26	Tendencia
NACIONAL	2,914,332	2,892,555	2,796,849	2,799,493	▲
BAJA CALIFORNIA	363,258	346,373	342,721	340,582	▼
ZONA COSTA	284,278	268,406	262,200	259,255	▼
TIJUANA + ROSARITO	248,944	231,596	225,114	222,895	▼
ENSENADA	19,854	20,274	18,983	18,772	▼
TECATE	15,480	16,536	18,103	17,588	▼
MEXICALI	78,980	77,967	80,521	81,327	▲
FUENTE / SOURCE: INEGI, ENERO - 2026					



PERSONAL OCUPADO IMMEX (CLASIFICADO POR ÁREA Y TIPO DE CONTRATACIÓN)							
IMMEX EMPLOYEES (CLASSIFIED BY AREA AND HIRING TYPE)							
		BAJA CALIFORNIA	ZONA COSTA, B.C.	TIJUANA + ROSARITO	TECATE	ENSENADA	MEXICALI
CONTRATADOS DIRECTAMENTE	TOTAL	338,806	257,636	222,612	16,257	18,767	81,170
	PRODUCCIÓN Y TÉCNICOS	296,902	228,025	197,120	14,441	16,464	68,877
	ADMINISTRATIVOS	41,904	29,611	25,492	1,816	2,303	12,293
SUBCONTRATADOS	TOTAL	1,776	1,619	283	1,331	5	157
	PRODUCCIÓN Y TÉCNICOS	908	766	224	538	4	142
	ADMINISTRATIVOS	868	853	59	793	1	15
FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) ENERO-2026.							

Estadísticas IMEX

CONSUMO DE BIENES Y SERVICIOS IMEX DE ORIGEN MEXICANO					
CONSUMPTION OF IMEX GOODS AND SERVICES OF MEXICAN ORIGIN.					
	2023	2024	2025	ene-26	Tendencia
CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN					
NACIONAL (MX)	2,826,608,636	3,053,643,122	2,953,593,313	231,894,980	▲
BAJA CALIFORNIA	43,290,495	48,252,881	51,481,841	4,208,498	▲
ZONA COSTA, B.C.	17,812,477	21,064,512	26,654,013	1,983,279	▲
TIJUANA + ROSARITO	13,573,111	17,008,551	22,429,834	1,624,036	▲
TECATE	3,490,091	3,329,998	3,653,380	318,207	▼
ENSENADA	749,275	725,963	570,799	41,036	▲
MEXICALI	25,478,018	27,188,369	24,827,828	2,225,219	▲
FUENTE / SOURCE: INEGI (IMEX PROGRAM DATABASE) ENERO-2026					

CONSUMO DE BIENES Y SERVICIOS IMEX DE ORIGEN EXTRANJERO					
CONSUMPTION OF IMEX GOODS AND SERVICES OF FOREIGN ORIGIN.					
	2023	2024	2025	ene-26	Tendencia
CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN					
NACIONAL (MX)	4,186,013,961	4,367,932,105	4,566,096,459	339,579,951	▼
BAJA CALIFORNIA	325,554,892	341,001,167	390,972,951	24,124,831	▼
ZONA COSTA, B.C.	261,041,714	272,346,014	205,037,321	17,827,592	▼
TIJUANA + ROSARITO	239,092,867	201,492,211	13,675,546	14,117,240	▼
TECATE	10,893,616	59,368,626	75,354,903	2,523,765	▼
ENSENADA	11,055,231	11,485,177	116,006,872	1,186,587	▼
MEXICALI	64,513,181	68,655,147	185,935,630	6,297,239	▼
FUENTE / SOURCE: INEGI (IMEX PROGRAM DATABASE) ENERO-2026					

CONSUMO DE INSUMOS (MATERIA PRIMA Y MATERIALES) DE ORIGEN EXTRANJERO					
CONSUMPTION OF SUPPLIES (RAW MATERIALS AND MATERIALS) OF FOREIGN ORIGIN					
	TOTAL 2023	TOTAL 2024	TOTAL 2025	ene-26	Tendencia
CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN					
NACIONAL	5,057,553,954	4,880,212,574	5,141,369,685	382,463,301	▼
BAJA CALIFORNIA	634,033,156	688,262,458	748,143,240	48,734,534	▼
ZONA COSTA, B.C.	508,435,298	554,064,695	597,541,154	38,190,773	▼
TIJUANA + ROSARITO	472,283,938	491,527,056	492,956,801	29,332,095	▼
TECATE	15,342,119	41,016,543	103,890,161	7,378,283	▼
ENSENADA	20,809,241	21,521,096	694,192	1,480,395	▼
MEXICALI	125,597,858	134,196,763	130,009,470	10,543,761	▼
FUENTE / SOURCE: INEGI (IMEX PROGRAM DATABASE) ENERO-2026					

CONSUMO DE INSUMOS (MATERIA PRIMA Y MATERIALES) DE ORIGEN MEXICANO					
CONSUMPTION OF SUPPLIES (RAW MATERIALS AND MATERIALS) OF MEXICAN ORIGIN					
	TOTAL 2023	TOTAL 2024	TOTAL 2025	ene-26	Tendencia
CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN					
NACIONAL	1,930,715,473	2,002,563,675	2,324,437,390	168,787,511	▼
BAJA CALIFORNIA	23,145,798	20,025,151	20,878,562	1,482,463	▼
ZONA COSTA, B.C.	11,264,128	9,771,345	10,243,075	582,342	▼
TIJUANA + ROSARITO	9,412,866	8,616,185	9,103,237	466,332	▼
TECATE	512,815	344,583	445,646	45,640	▲
ENSENADA	1,338,447	810,577	694,192	70,370	▲
MEXICALI	11,881,670	10,253,806	10,635,487	900,121	▼
FUENTE / SOURCE: INEGI (IMEX PROGRAM DATABASE) ENERO-2026					

PAGOS POR ALQUILER DE BIENES MUEBLES E INMUEBLES, SUMINISTRO DE PERSONAL, FLETES, SERVICIOS DE MAQUILA, SUBMAQUILA, REMANUFACTURA, SERVICIOS PROFESIONALES, TRÁMITES ADUANALES Y OTROS SERVICIOS.

PAYMENTS FOR MOVABLE AND REAL ESTATE PROPERTY RENTALS, PERSONNEL SUPPLY, FREIGHTS, MAQUILA SERVICES, SUBMAQUILA, REMANUFACTURING, PROFESSIONAL SERVICES, CUSTOMS PROCEDURES AND OTHER SERVICES.

CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN					
	TOTAL 2023	TOTAL 2024	TOTAL 2025	ene-26	Tendencia
NACIONAL	749,416,323	888,020,175	983,342,239	74,946,446	▼
BAJA CALIFORNIA	78,362,077	90,834,272	98,758,147	7,385,872	▼
ZONA COSTA, B.C.	54,744,873	62,523,110	67,672,206	4,981,296	▼
TIJUANA + ROSARITO	48,524,183	50,887,356	52,469,858	4,007,869	▼
TECATE	2,909,698	8,319,919	11,884,095	726,618	▼
ENSENADA	3,310,992	3,315,835	3,318,253	246,809	▼
MEXICALI	23,617,204	28,317,162	31,085,941	2,404,576	▼
FUENTE / SOURCE: INEGI (IMEX PROGRAM DATABASE) ENERO-2026					

INFORME GSA (CBP) DE LA GARITA COMERCIAL DE OTAY MESA, CA. (DICIEMBRE, 2025)

Otay Mesa Cargo Facility - FY 2025 and FY 2026 thru December

Workload	December 2024	December 2025	% Change	FY25 thru December	FY26 thru December	% Change
Total Trucks	76,392	76,843	0.59%	256,786	246,902	-3.85%
Full Trucks	55,349	58,812	6.26%	188,823	191,030	1.17%
Total Trucks	76,390	76,860	0.62%	256,787	246,950	-3.83%
Total Trains	14	13	-7.14%	45	44	-2.22%
Import Mdse Value (millions)	\$3,280.20	\$3,585.70	9.31%	11,329	11,610	2.48%
FAST + CTPAT % of Laden	34.30%	29.60%	-13.73%	38.30%	33.40%	-12.85%
Export Mdse Value (Millions)	\$1,831.90	\$1,511	-17.53%	\$6,529	\$5,133	-21.39%
Export Volume of AES ITNs	\$34,620.00	\$35,390	2.22%	\$115,658	\$113,872	-1.54%

INFORME GSA (CBP) DE LA GARITA COMERCIAL DE TECATE, CA. (DICIEMBRE, 2025)

Tecate Cargo Facility - FY 2025 and FY 2026 thru December

Workload	December 2024	December 2025	% Change	FY25 thru December	FY26 thru December	% Change
Total Trucks	4,381	4,879	11.37%	14,687	15,258	3.89%
Full Truck Containers	2,900	2,495	-13.97%	9,206	8,115	-11.85%
Total Truck Containers	4,381	4,880	11.39%	14,688	15,263	3.91%
Import Mdse Value (millions)	\$75.20	\$72.40	-3.75%	\$234.80	\$211.60	-9.90%
Export Mdse Value (millions)	\$24.60	\$26.90	9.39%	\$94.60	\$100.10	5.80%
Export Volume of AES ITNs	712	758	6.46%	2,461	2,672	8.57%

Fuente / Source: CBP (DECEMBER-2025)