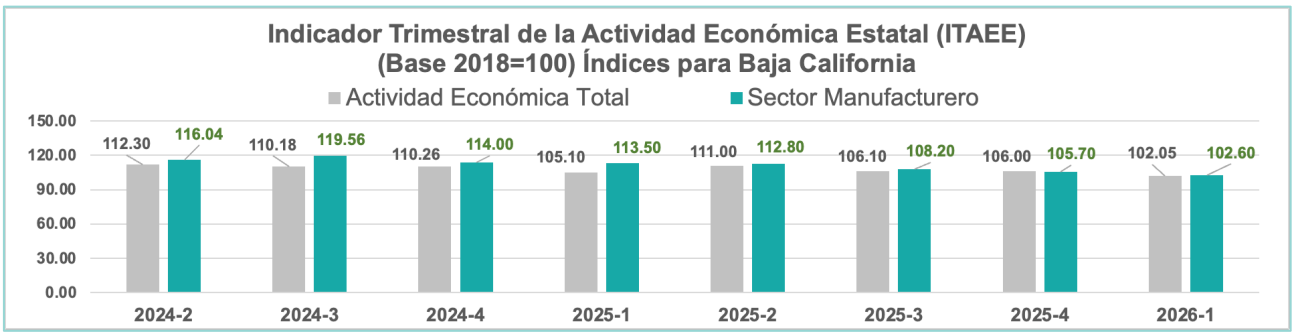
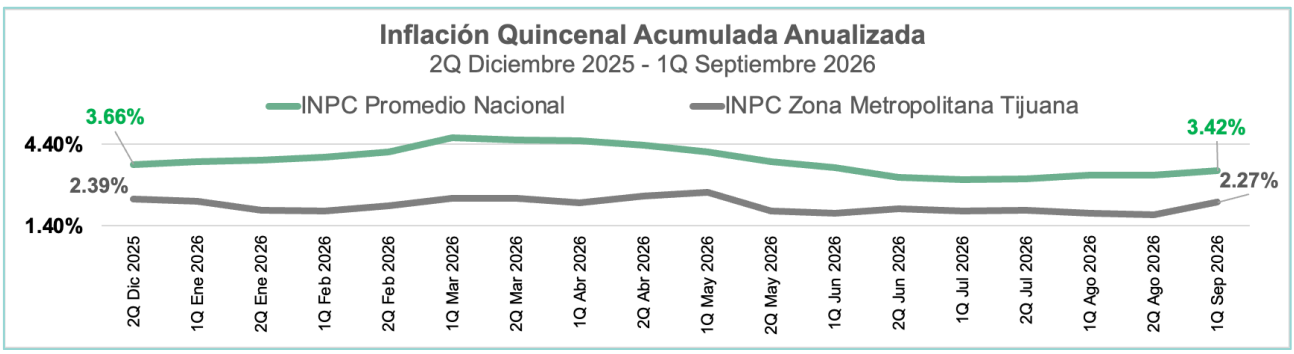
Análisis de coyuntura

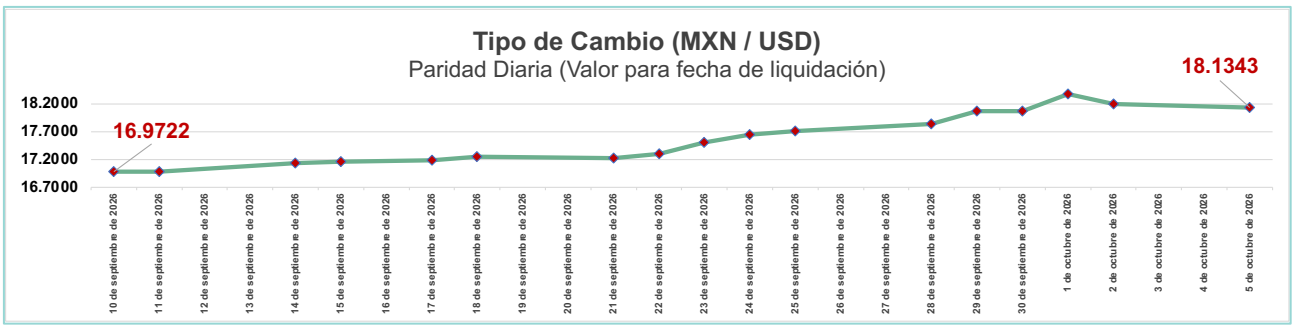
- **México es el país de donde EEUU importa más equipo de cómputo, representando 39.35% de participación**, mientras que Taiwán, en la segunda posición, registró una participación de 33.56%. El arancel cobrado en EEUU a las importaciones de equipo de cómputo desde México es de 0.04%.
- **En los primeros ocho meses del año, los principales socios comerciales de Estados Unidos fueron México con una participación de 16.8% del comercio total**, seguido de Canadá (12.5%), China (6.3%), Taiwán (5.6%) y Vietnam (4.6%).
- **El peso acumula el cuatro sesiones consecutivas perdiendo**, acumulando una depreciación de 61.2 centavos o 3.46% al cierre de septiembre.

Situational analysis

- **Mexico is the country from which the U.S. imports the most computer equipment, accounting for a 39.35% share**, while Taiwan—in second place—recorded a 33.56% share. The tariff applied by the U.S. to computer equipment imports from Mexico is 0.04%.
- **During the first eight months of the year, the United States' main trading partners were Mexico, with a 16.8% share of total trade**, followed by Canada (12.5%), China (6.3%), Taiwan (5.6%), and Vietnam (4.6%).
- **The peso has posted losses for four consecutive sessions**, accumulating a depreciation of 61.2 centavos, or 3.46%, by the close of September.





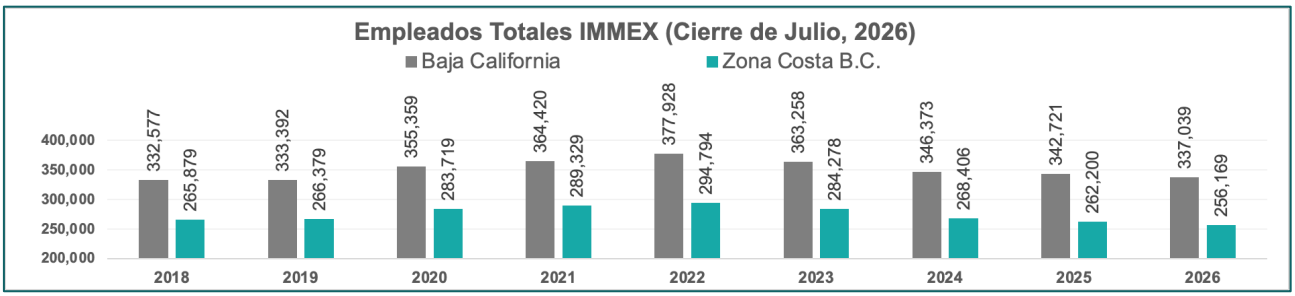


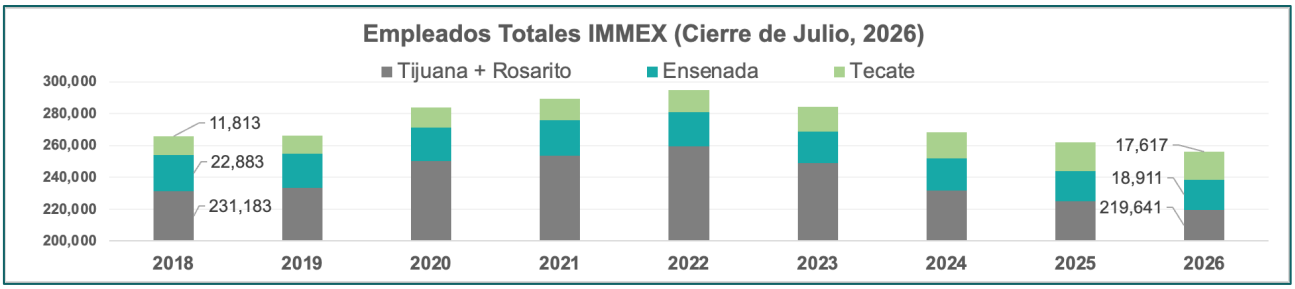
Fuentes: INEGI y Banco de México (Banxico).

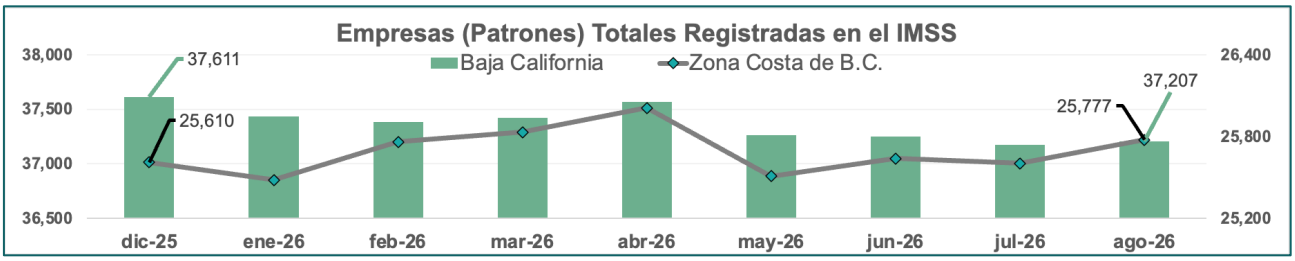
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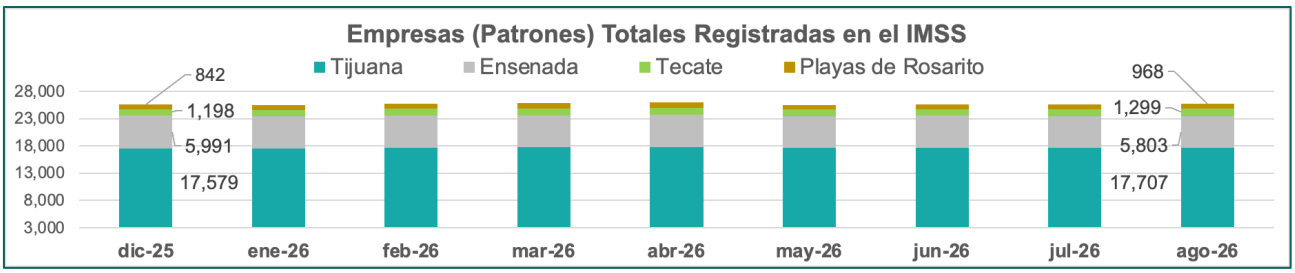
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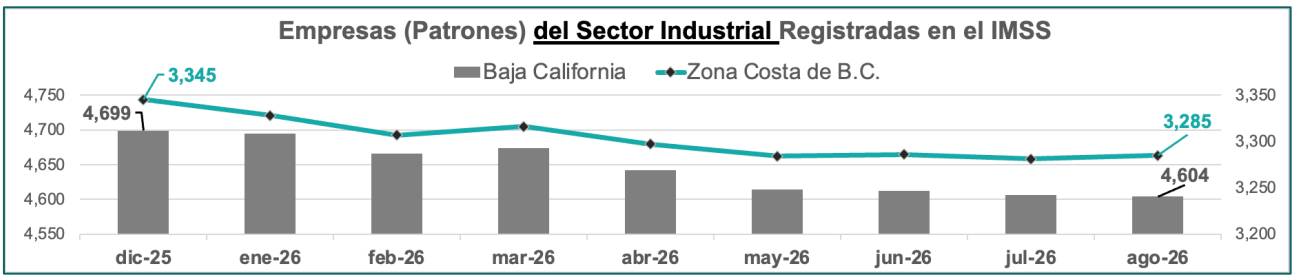
Estadísticas del Mercado Laboral (1 de 2)

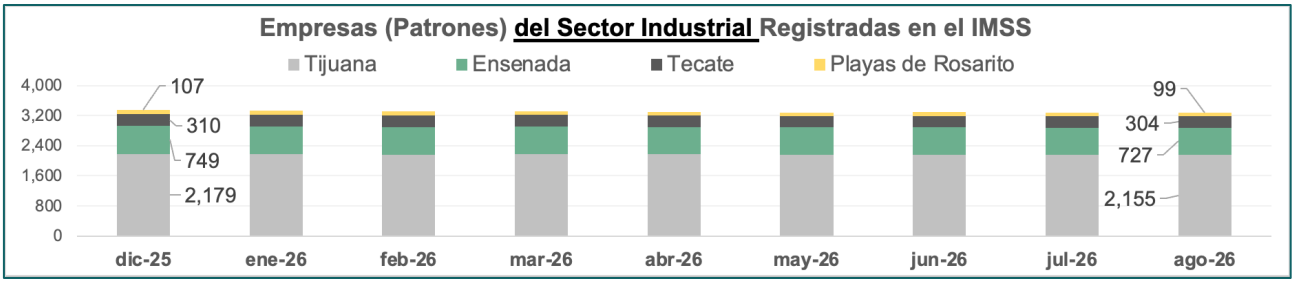












Fuentes: INEGI e IMSS.

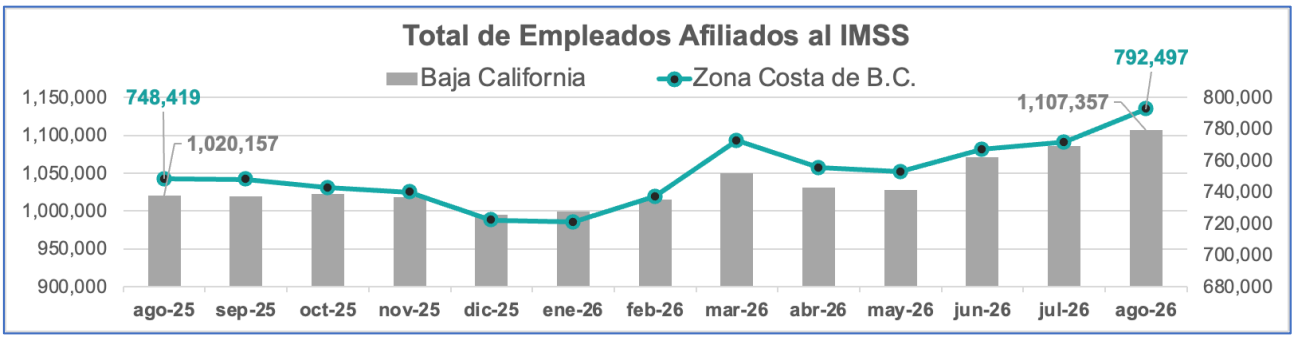
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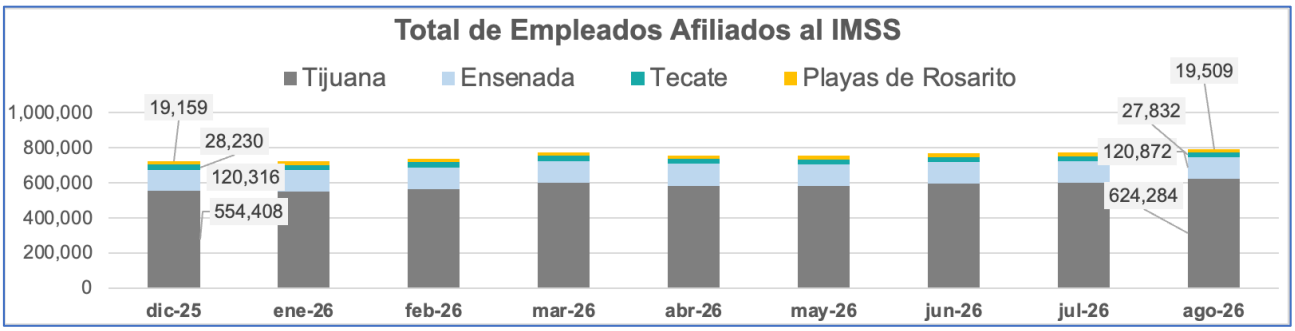
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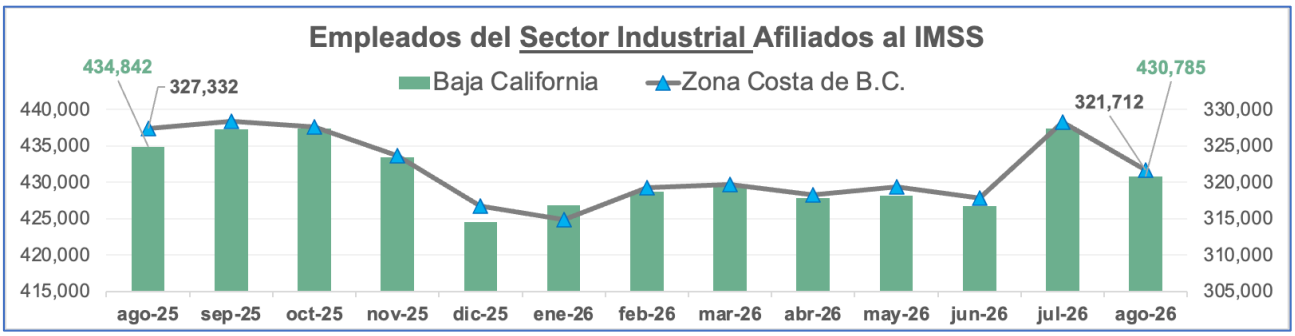
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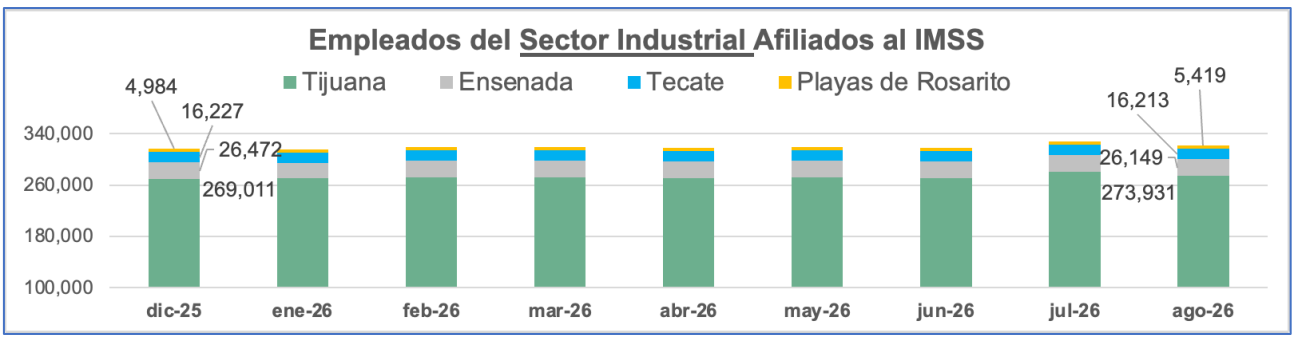
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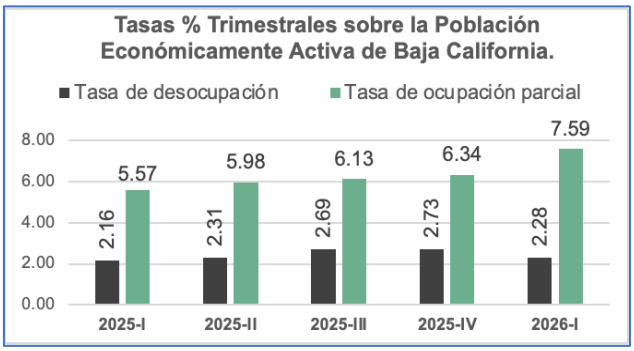
Estadísticas del Mercado Laboral (2 de 2)

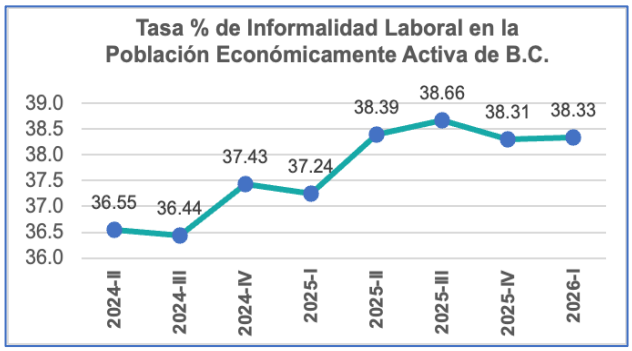












Fuentes: IMSS, INEGI y ENOE.

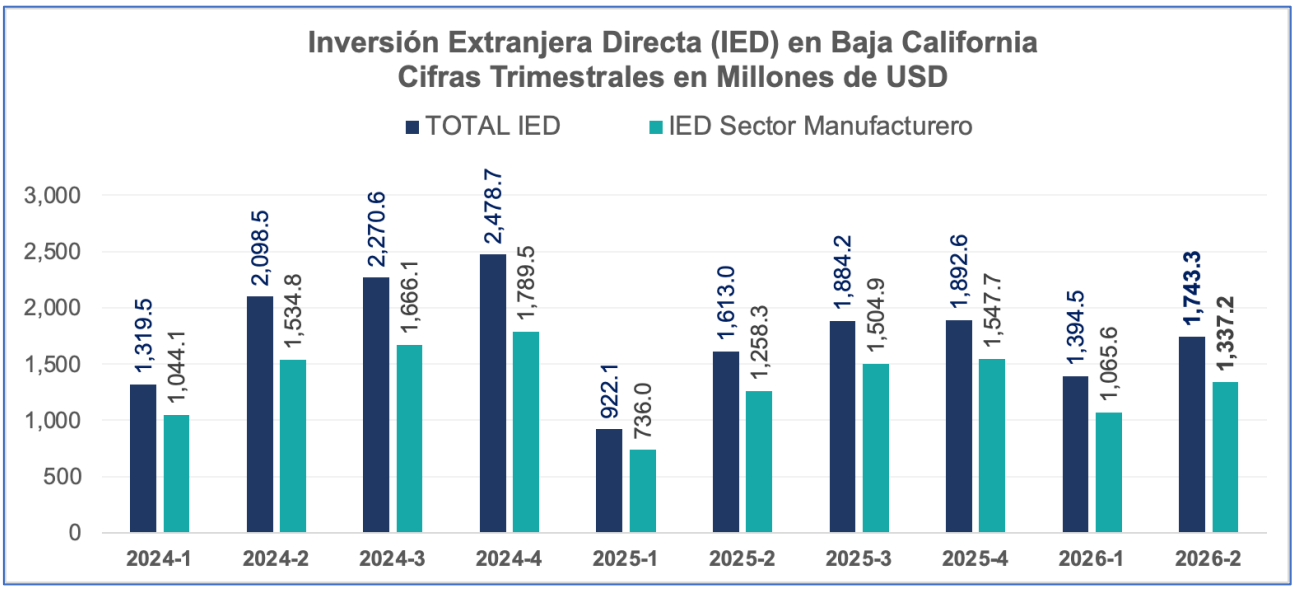
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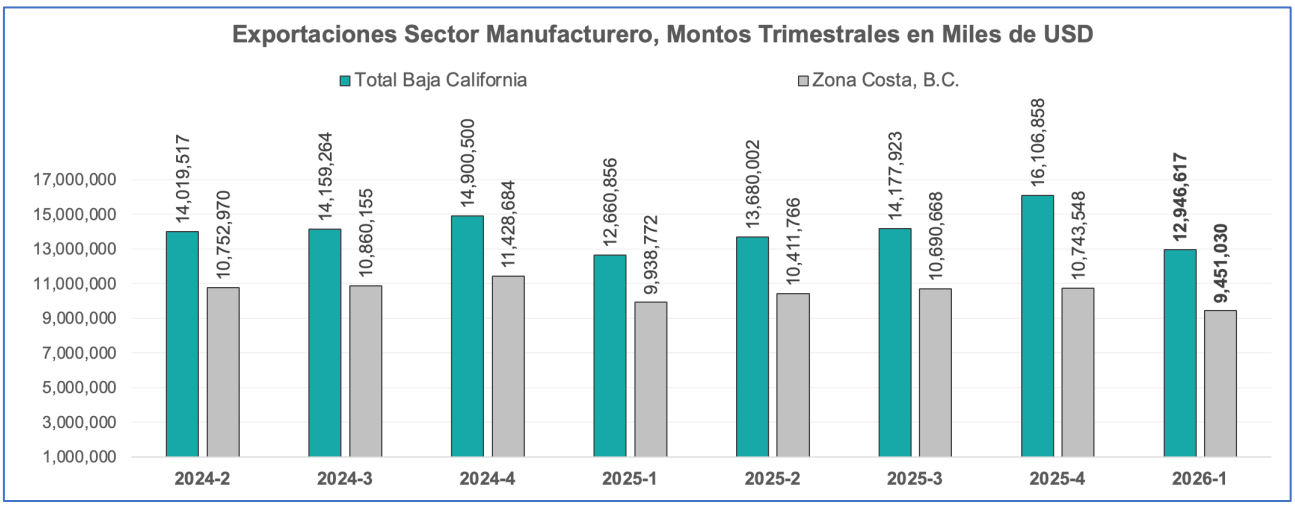
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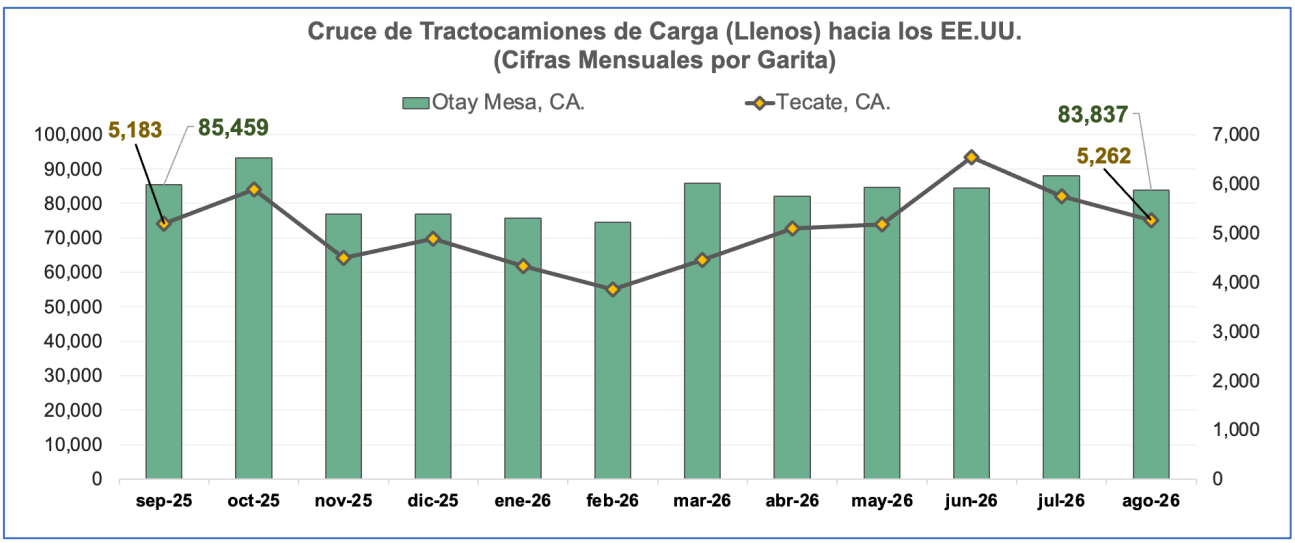
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Estadísticas de Inversión y Comercio Exterior







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

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Estadísticas IMMEX

ESTABLECIMIENTOS IMMEX (No. de Naves Industriales)
INDUSTRIAL BUILDINGS WITH IMMEX PERMIT

	2023	2024	2025	Ago-26	Tendencia
NACIONAL (MX)	12,393	12,817	12,528	12,475	▼
BAJA CALIFORNIA	2,143	2,198	2,119	**2,077**	▼
ZONA COSTA	1,678	1,709	1,638	**1,640**	=
TIJUANA	1,308	1,324	1,279	**1,248**	▼
ENSENADA	171	160	145	**146**	▼
TECATE	161	168	157	**157**	▼
PLAYAS DE ROSARITO	38	57	57	**59**	▲
MEXICALI	465	489	481	477	▼

FUENTE / SOURCE: SNICE (S.E.) **AGOSTO-2026.**

PROGRAMAS IMMEX AUTORIZADOS (En Funcionamiento)
AUTHORIZED IMMEX PROGRAMS (In Operations)

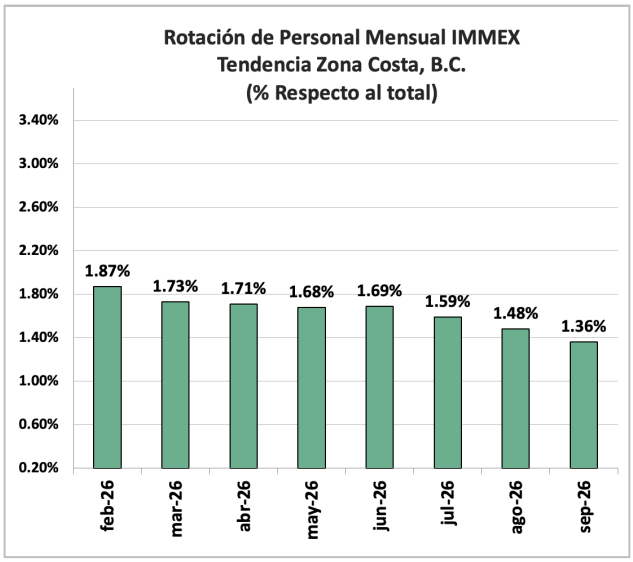
	2023	2024	2025	Ago-26	Tendencia
NACIONAL (MX)	6,033	6,100	5,964	5,852	▼
BAJA CALIFORNIA	1,127	1,106	1,064	1,025	▼
ZONA COSTA	921	903	861	827	▼
TIJUANA	699	681	663	633	▼
TECATE	105	111	98	98	=
ENSENADA	93	82	72	68	▼
PLAYAS DE ROSARITO	24	29	28	28	▲
MEXICALI	206	203	203	198	▼

FUENTE / SOURCE: SNICE (S.E.), **AGOSTO-2026.**

EMPLEADOS IMMEX (INEGI)
IMMEX EMPLOYEES (INEGI)

	2023	2024	2025	Jul-26	Tendencia
NACIONAL	2,914,332	2,892,555	2,796,849	2,814,352	▼
BAJA CALIFORNIA	363,258	346,373	342,721	337,039	▲
ZONA COSTA	**284,278**	**268,406**	**262,200**	**256,169**	▼
TIJUANA + ROSARITO	248,944	231,596	225,114	219,641	▼
ENSENADA	19,854	20,274	18,983	18,911	▲
TECATE	15,480	16,536	18,103	17,617	▼
MEXICALI	78,980	77,967	80,521	80,870	▲

FUENTE / SOURCE: INEGI, **JULIO - 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	335,401	**254,733**	219,426	16,397	18,910	80,668
	PRODUCCIÓN Y TÉCNICOS	294,174	**224,994**	193,715	14,676	16,603	69,180
	ADMINISTRATIVOS	41,227	**29,739**	25,711	1,721	2,307	11,488
SUBCONTRATADOS	TOTAL	1,638	**1,436**	215	1,220	1	202
	PRODUCCIÓN Y TÉCNICOS	882	**695**	215	479	1	187
	ADMINISTRATIVOS	756	**741**	0	741	0	15

FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) **JULIO-2026.**

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CONSUMO DE BIENES Y SERVICIOS IMMEX DE ORIGEN MEXICANO

CONSUMPTION OF IMMEX GOODS AND SERVICES OF MEXICAN ORIGIN.

CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN

	2023	2024	2025	jul-26	Tendencia
NACIONAL (MX)	2,826,608,636	3,053,643,122	2,953,593,313	234,169,694	▼
BAJA CALIFORNIA	43,290,495	48,252,881	51,481,841	4,046,795	▲
ZONA COSTA, B.C.	**17,812,477**	**21,064,512**	**26,654,013**	**1,969,848**	▲
TIJUANA + ROSARITO	13,573,111	17,008,551	22,429,834	1,564,991	▼
TECATE	3,490,091	3,329,998	3,653,380	376,726	▲
ENSENADA	749,275	725,963	570,799	28,131	▲
MEXICALI	25,478,018	27,188,369	24,827,828	2,076,947	▲

FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) **JULIO-2026**

CONSUMO DE BIENES Y SERVICIOS IMMEX DE ORIGEN EXTRANJERO

CONSUMPTION OF IMMEX GOODS AND SERVICES OF FOREIGN ORIGIN.

CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN

	2023	2024	2025	jul-26	Tendencia
NACIONAL (MX)	4,186,013,961	4,367,932,105	4,566,096,459	388,659,805	▼
BAJA CALIFORNIA	325,554,892	341,001,167	390,972,951	33,914,367	▲
ZONA COSTA, B.C.	**261,041,714**	**272,346,014**	**205,037,321**	**27,196,499**	▲
TIJUANA + ROSARITO	239,092,867	201,492,211	13,675,546	18,109,923	▲
TECATE	10,893,616	59,368,626	75,354,903	7,807,445	▼
ENSENADA	11,055,231	11,485,177	116,006,872	1,279,131	▲
MEXICALI	64,513,181	68,655,147	185,935,630	6,717,868	▲

FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) **JULIO-2026**

CONSUMO DE INSUMOS (MATERIA PRIMA Y MATERIALES) DE ORIGEN EXTRANJERO

CONSUMPTION OF SUPPLIES (RAW MATERIALS AND MATERIALS) OF FOREIGN ORIGIN

CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN

	TOTAL 2023	TOTAL 2024	TOTAL 2025	jul-26	Tendencia
NACIONAL	5,057,553,954	4,880,212,574	5,141,369,685	478,420,469	▼
BAJA CALIFORNIA	634,033,156	688,262,458	748,143,240	58,386,439	▲
ZONA COSTA, B.C.	**508,435,298**	**554,064,695**	**597,541,154**	**46,469,740**	▲
TIJUANA + ROSARITO	472,283,938	491,527,056	492,956,801	36,839,749	▲
TECATE	15,342,119	41,016,543	103,890,161	7,814,906	▼
ENSENADA	20,809,241	21,521,096	694,192	1,815,085	▲
MEXICALI	125,597,858	134,196,763	130,009,470	11,916,699	▲

FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) **JULIO 2026**

CONSUMO DE INSUMOS (MATERIA PRIMA Y MATERIALES) DE ORIGEN MEXICANO

CONSUMPTION OF SUPPLIES (RAW MATERIALS AND MATERIALS) OF MEXICAN ORIGIN

CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN

	TOTAL 2023	TOTAL 2024	TOTAL 2025	jul-26	Tendencia
NACIONAL	1,930,715,473	2,002,563,675	2,324,437,390	178,771,701	▼
BAJA CALIFORNIA	23,145,798	20,025,151	20,878,562	1,476,982	▼
ZONA COSTA, B.C.	**11,264,128**	**9,771,345**	**10,243,075**	**790,201**	▼
TIJUANA + ROSARITO	9,412,866	8,616,185	9,103,237	692,661	▼
TECATE	512,815	344,583	445,646	49,696	▼
ENSENADA	1,338,447	810,577	694,192	47,844	▼
MEXICALI	11,881,670	10,253,806	10,635,487	686,781	▼

FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) **JULIO-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.

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CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN

	TOTAL 2023	TOTAL 2024	TOTAL 2025	jul-26	Tendencia
NACIONAL	749,416,323	888,020,175	983,342,239	77,788,483	▼
BAJA CALIFORNIA	78,362,077	90,834,272	98,758,147	6,896,819	▼
ZONA COSTA, B.C.	**54,744,873**	**62,523,110**	**67,672,206**	**4,806,869**	▼
TIJUANA + ROSARITO	48,524,183	50,887,356	52,469,858	3,929,442	▼
TECATE	2,909,698	8,319,919	11,884,095	602,663	▼
ENSENADA	3,310,992	3,315,835	3,318,253	274,764	▲
MEXICALI	23,617,204	28,317,162	31,085,941	2,089,950	▼

FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) **JULIO-2026**

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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)**

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