



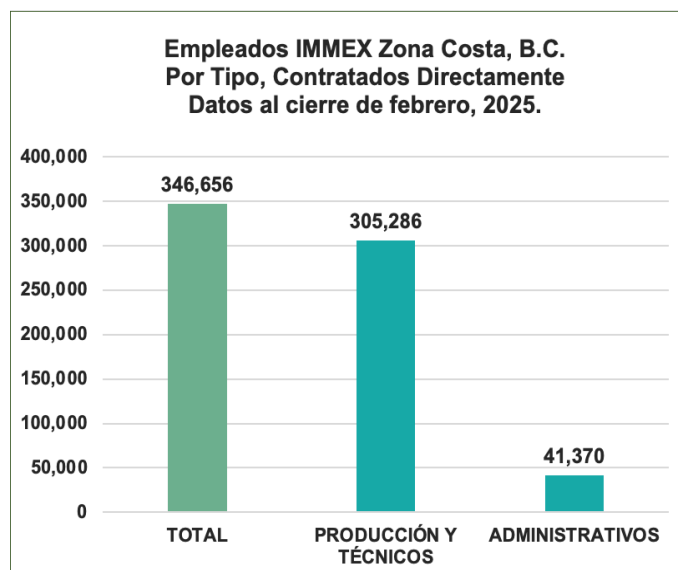
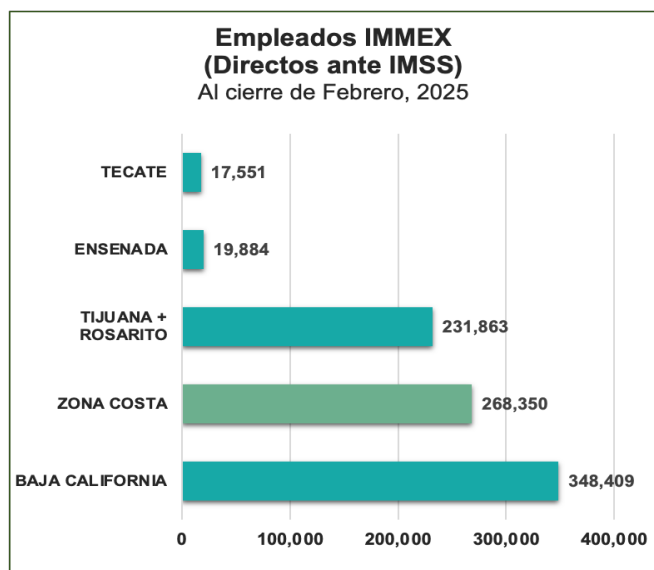
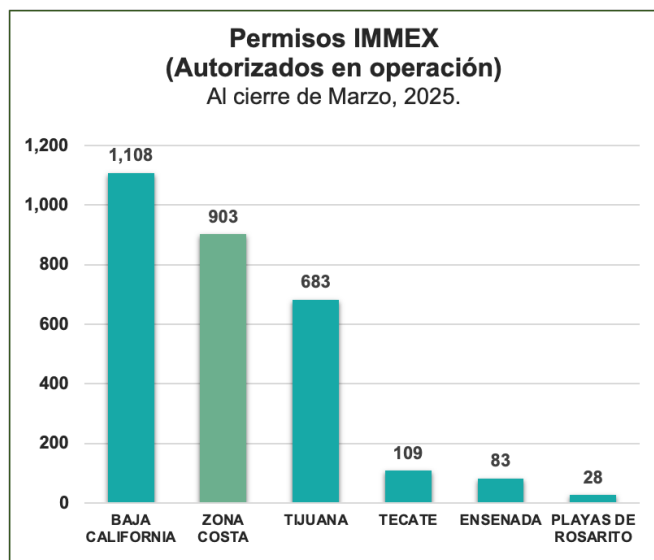
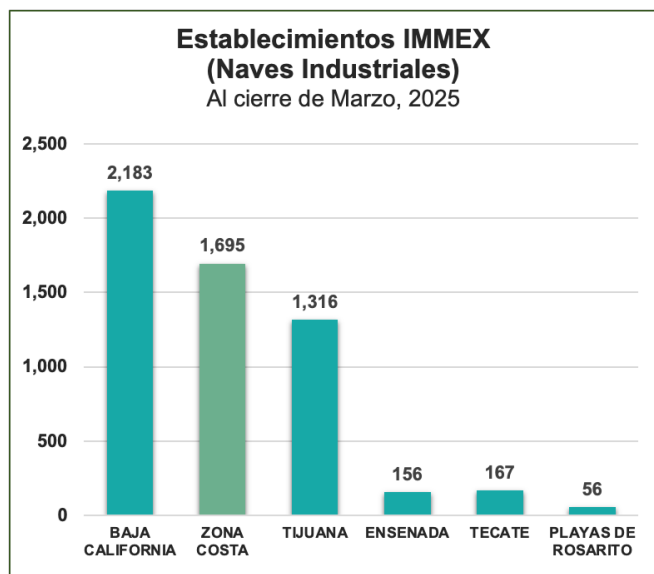
Aspectos relevantes del entorno económico:

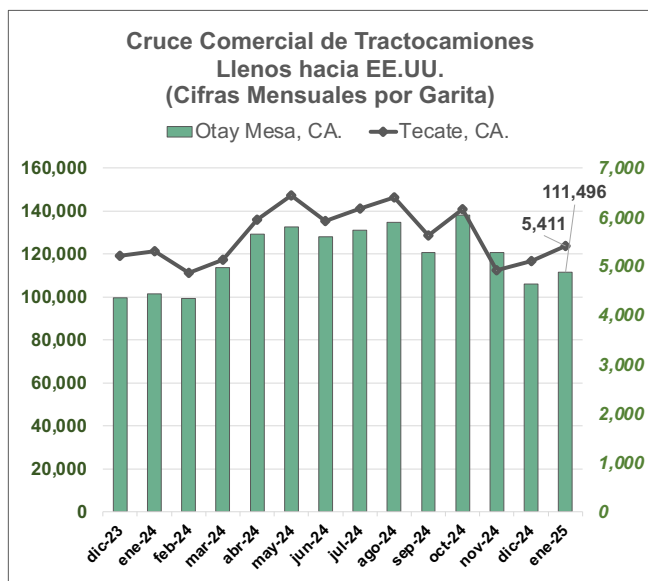
- En los primeros cuatro meses del año se han creado en México 179,289 posiciones laborales, 48.75% menos que las creadas en los mismos meses del 2024 y 40.15% por debajo de los empleos creados en los mismos meses del 2019. La generación de empleo formal en México creció solo 0.19% en el último año. Este bajo nivel de creación de empleo formal solo ha ocurrido en 3 episodios recientes: recesión de 2001, crisis financiera global de 2008 e inicio de pandemia en 2020.
- El peso inicia mayo con una depreciación de 0.10% o 1.9 centavos, cotizando alrededor de 19.61 pesos por dólar, con el tipo de cambio tocando un mínimo de 19.5489 y un máximo de 19.6318 pesos por dólar.



Economic environment highlights:

- In the first four months of the year, 179,289 jobs were created in Mexico, 48.75% fewer than those created in the same months of 2024 and 40.15% below the number of jobs created in the same months of 2019. Formal job creation in Mexico grew only 0.19% last year. This low level of formal job creation has only occurred in three recent episodes: the 2001 recession, the 2008 global financial crisis, and the start of the pandemic in 2020.
- The peso began May with a depreciation of 0.10% or 1.9 cents, trading around 19.61 pesos per dollar, with the exchange rate reaching a low of 19.5489 and a high of 19.6318 pesos per dollar..





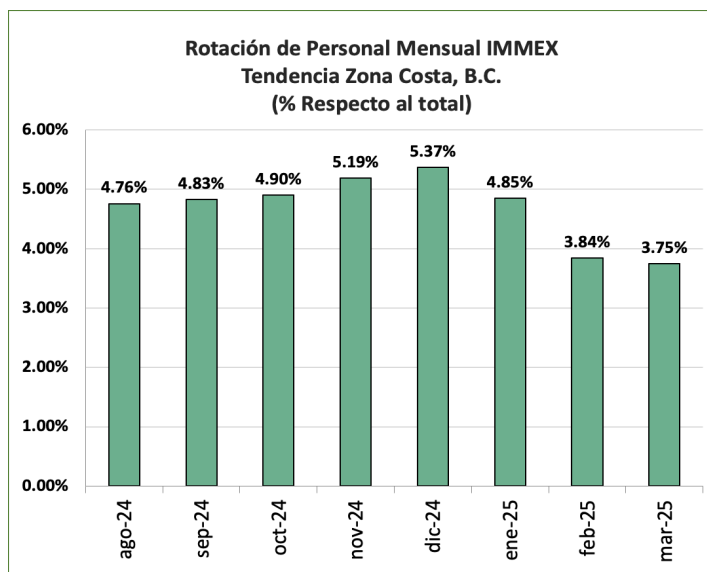
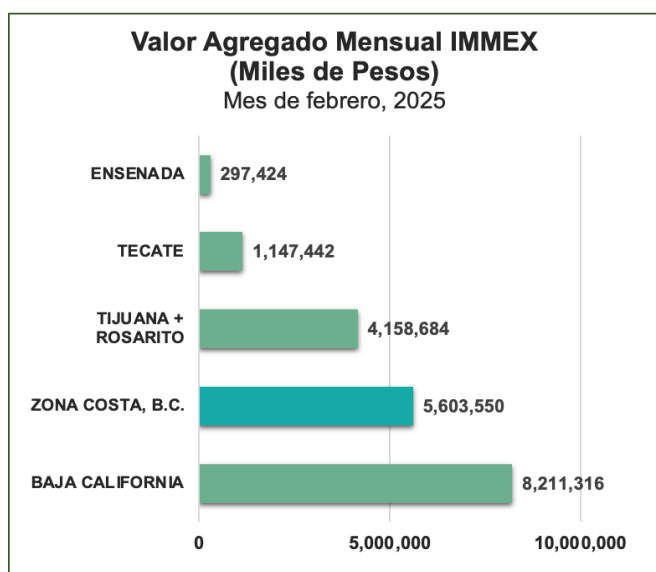
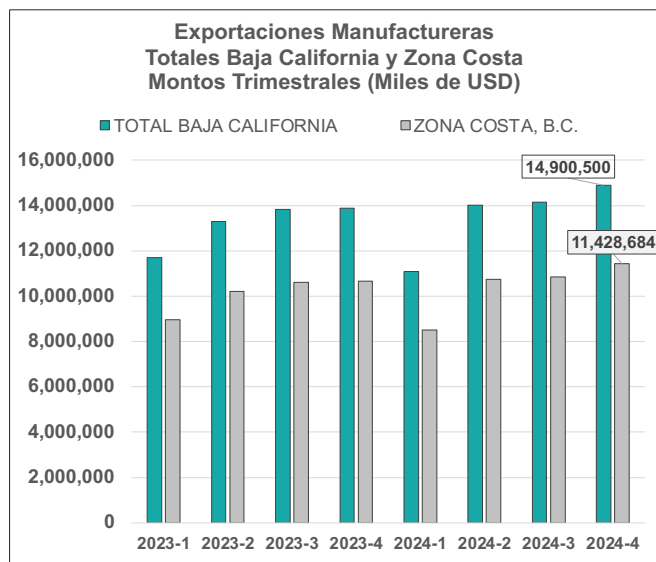
Aspectos clave a seguir:

- Al cierre de 2024 en Baja California 319,656 personas laboran más de 48 horas a la semana en el rango de asalariados más 30,000 que están en el rango de 48 horas.
- Por el total de la ocupación (incluyendo a los informales) la cifra de quienes laboran hasta 48 horas es de 411,015 más cerca de 100,000 en el rango de 48 horas. Muchos de estos trabajadores quedarán fuera del marco de 40 horas pues la mayoría son trabajadores informales, autoempleados o tienen dos empleos.



Key highlights to follow:

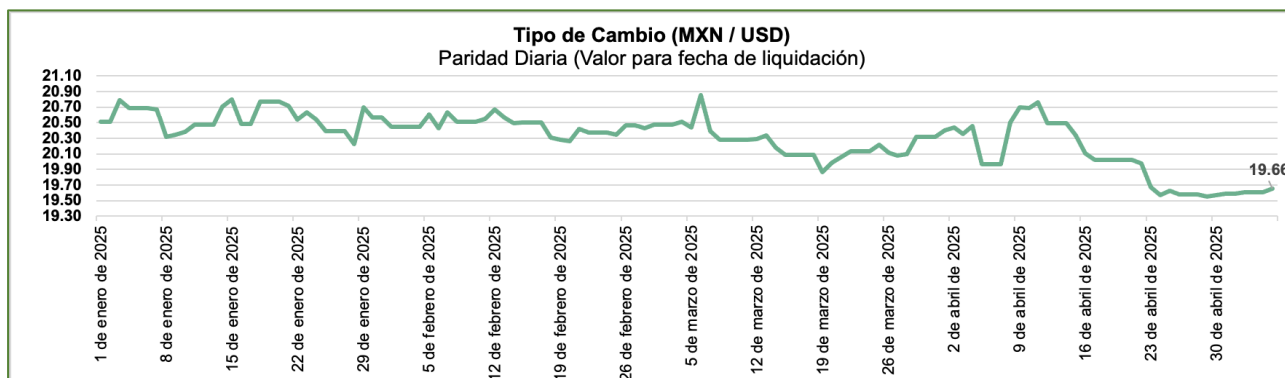
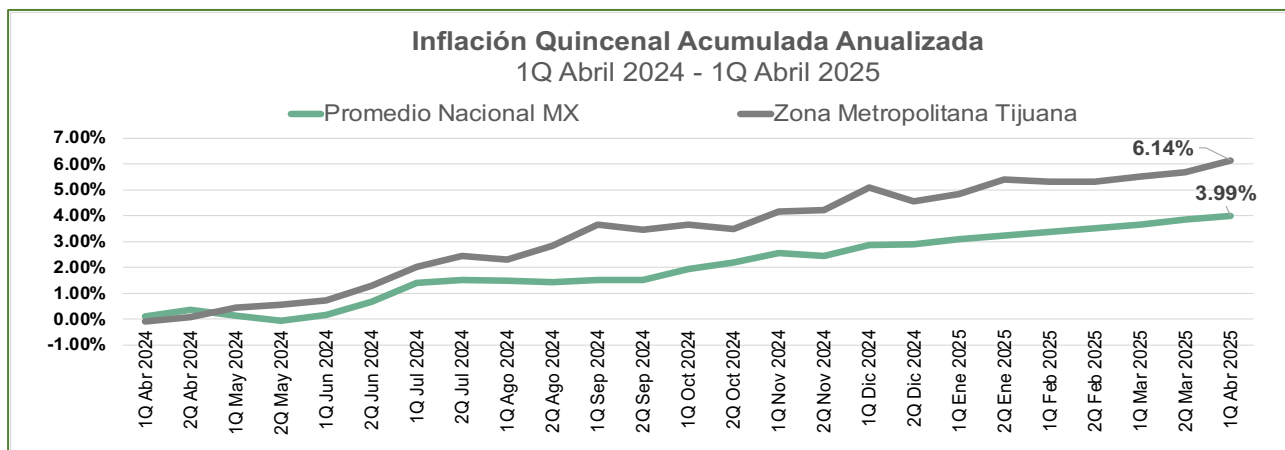
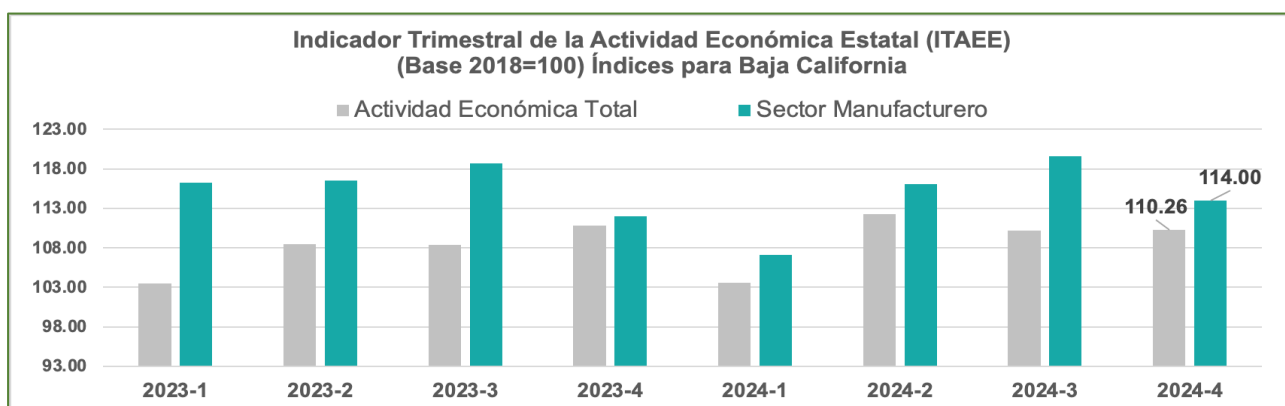
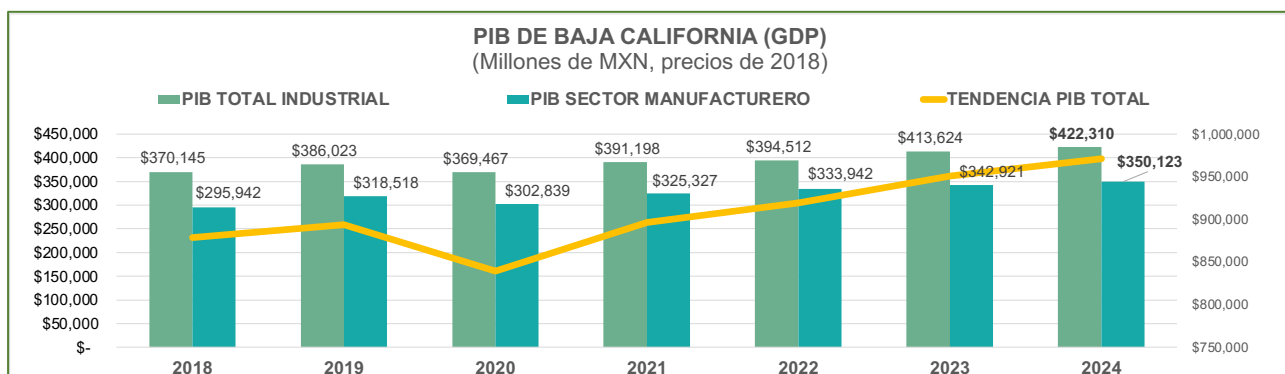
- By the end of 2024, 319,656 salaried workers in Baja California work more than 48 hours a week, plus 30,000 in the 48-hour range.
- As for the total number of employees (including informal workers), the number of those working up to 48 hours is 411,015, or closer to 100,000 in the 48-hour range. Many of these workers will fall outside the 40-hour threshold, as most are informal workers, self-employed, or have two jobs.





Indicadores Macroeconómicos de Coyuntura

Current Macroeconomic Indicators

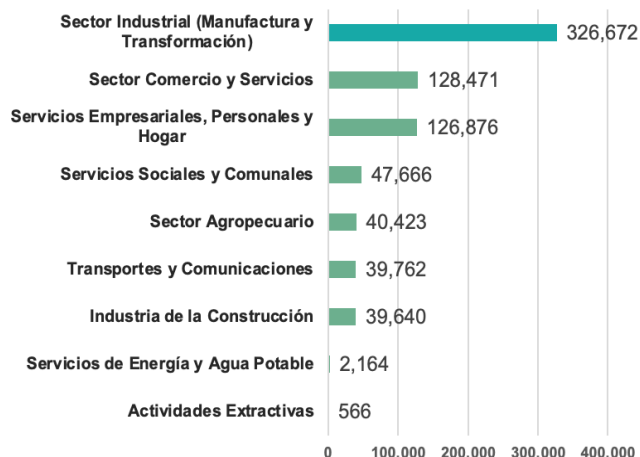


ESTABLECIMIENTOS IMMEX (No. de Naves Industriales)					
INDUSTRIAL BUILDINGS WITH IMMEX PERMIT					
	2022	2023	2024	Mar-25	Tendencia
NACIONAL (MX)	12,393	12,393	12,817	12,700	▼
BAJA CALIFORNIA	2,143	2,143	2,198	2,183	▼
ZONA COSTA	1,678	1,678	1,709	1,695	▼
TIJUANA	1,308	1,308	1,324	1,316	▲
ENSENADA	171	171	160	156	▼
TECATE	161	161	168	167	▼
PLAYAS DE ROSARITO	38	38	57	56	=
MEXICALI	465	465	489	488	▼
FUENTE / SOURCE: SNICE (S.E.) Mar-2025.					

PROGRAMAS IMMEX AUTORIZADOS (En Funcionamiento)					
AUTHORIZED IMMEX PROGRAMS (In Operations)					
	2022	2023	2024	Mar-25	Tendencia
NACIONAL (MX)	5,673	6,033	6,100	6,124	▲
BAJA CALIFORNIA	986	1,127	1,106	1,108	▲
ZONA COSTA	789	921	903	903	=
TIJUANA	578	699	681	683	▲
TECATE	97	105	111	109	▼
ENSENADA	94	93	82	83	=
PLAYAS DE ROSARITO	20	24	29	28	=
MEXICALI	197	206	203	205	▲
FUENTE / SOURCE: SNICE (S.E.), Mar-2025.					

EMPLEADOS IMMEX (INEGI)					
IMMEX EMPLOYEES (INEGI)					
	2022	2023	2024	Feb-25	Tendencia
NACIONAL	2,889,256	2,914,332	2,892,555	2,887,019	▲
BAJA CALIFORNIA	382,498	363,258	346,373	348,409	▲
ZONA COSTA	301,438	284,278	268,406	268,350	▼
TIJUANA + ROSARITO	264,744	248,944	231,596	231,863	▲
ENSENADA	22,240	19,854	20,274	19,884	▼
TECATE	14,454	15,480	16,536	17,551	▲
MEXICALI	81,060	78,980	77,967	79,111	▲
FUENTE / SOURCE: INEGI, FEBRERO - 2025					

Empleados Directos con Cobertura IMSS por Sector Zona Costa (Tijuana, Tecate, Rosarito, Ensenada) Cifras al cierre de marzo, 2025



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	346,656	357,684	321,661	16,143	19,880	78,972
	PRODUCCIÓN Y TÉCNICOS	305,286	238,471	206,421	14,563	17,487	66,815
	ADMINISTRATIVOS	41,370	119,213	115,240	1,580	2,393	12,157
SUBCONTRATADOS	TOTAL	1,753	1,614	202	1,408	4	139
	PRODUCCIÓN Y TÉCNICOS	833	727	155	568	4	106
	ADMINISTRATIVOS	920	887	47	840	0	33
FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) FEBRERO-2025.							

CONSUMO DE BIENES Y SERVICIOS IMMEX DE ORIGEN MEXICANO					
CONSUMPTION OF IMMEX GOODS AND SERVICES OF MEXICAN ORIGIN.					
	2022	2023	2024	feb-25	Tendencia
CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN					
NACIONAL (MX)	2,732,206,877	2,826,608,636	3,053,643,122	273,479,019	▲
BAJA CALIFORNIA	43,690,871	43,290,495	48,252,881	4,484,394	▼
ZONA COSTA, B.C.	23,229,394	17,812,477	21,064,512	2,495,883	▲
TIJUANA + ROSARITO	17,965,252	13,573,111	17,008,551	2,251,444	▲
TECATE	4,239,057	3,490,091	3,329,998	172,976	▼
ENSENADA	1,025,085	749,275	725,963	71,463	▼
MEXICALI	20,461,477	25,478,018	27,188,369	1,988,511	▼
FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) FEBRERO-2025					

CONSUMO DE BIENES Y SERVICIOS IMMEX DE ORIGEN EXTRANJERO					
CONSUMPTION OF IMMEX GOODS AND SERVICES OF FOREIGN ORIGIN.					
	2022	2023	2024	feb-25	Tendencia
CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN					
NACIONAL (MX)	4,218,315,975	4,186,013,961	4,367,932,105	393,606,942	▲
BAJA CALIFORNIA	354,451,844	325,554,895	341,001,161	32,507,147	▲
ZONA COSTA, B.C.	300,721,395	261,041,714	272,346,014	26,461,823	▲
TIJUANA + ROSARITO	278,889,280	239,092,867	201,492,211	14,818,968	▼
TECATE	10,157,445	10,893,616	59,368,626	10,520,431	▲
ENSENADA	11,674,670	11,055,231	11,485,177	1,122,424	▼
MEXICALI	53,730,449	64,513,181	68,655,147	6,045,324	▼
FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) FEBRERO-2025					

CONSUMO DE INSUMOS (MATERIA PRIMA Y MATERIALES) DE ORIGEN EXTRANJERO					
CONSUMPTION OF SUPPLIES (RAW MATERIALS AND MATERIALS) OF FOREIGN ORIGIN					
	TOTAL 2022	TOTAL 2023	TOTAL 2024	feb-25	Tendencia
CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN					
NACIONAL	5,174,387,916	5,057,553,954	4,880,212,574	420,778,384	▲
BAJA CALIFORNIA	754,230,086	634,033,156	688,262,458	59,945,801	▲
ZONA COSTA, B.C.	643,807,870	508,435,298	554,064,695	48,833,433	▲
TIJUANA + ROSARITO	604,316,112	472,283,938	491,527,056	39,047,898	▲
TECATE	16,612,155	15,342,119	41,016,543	8,116,751	▲
ENSENADA	22,879,603	20,809,241	21,521,096	1,668,784	▼
MEXICALI	110,422,216	125,597,858	134,196,763	11,112,368	▲
FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) FEBRERO-2025					

CONSUMO DE INSUMOS (MATERIA PRIMA Y MATERIALES) DE ORIGEN MEXICANO					
CONSUMPTION OF SUPPLIES (RAW MATERIALS AND MATERIALS) OF MEXICAN ORIGIN					
	TOTAL 2022	TOTAL 2023	TOTAL 2024	feb-25	Tendencia
CIFRAS EN MILES DE PESOS / DATA IN THOUSANDS OF MXN					
NACIONAL	1,843,978,128	1,930,715,473	2,002,563,675	190,854,977	▲
BAJA CALIFORNIA	24,305,197	23,145,798	20,025,151	2,052,868	▲
ZONA COSTA, B.C.	12,189,485	11,264,128	9,771,345	1,052,177	▼
TIJUANA + ROSARITO	11,170,780	9,412,866	8,616,185	971,845	▲
TECATE	375,914	512,815	344,583	17,473	▼
ENSENADA	642,791	1,338,447	810,577	62,859	▲
MEXICALI	12,115,712	11,881,670	10,253,806	971,845	▲
FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) FEBRERO-2025					

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 2022	TOTAL 2023	TOTAL 2024	feb-25	Tendencia
NACIONAL	738,591,962	749,416,323	888,020,175	78,157,715	▼
BAJA CALIFORNIA	71,968,350	78,362,077	90,834,272	8,211,316	▼
ZONA COSTA, B.C.	50,639,986	54,744,873	62,523,110	5,603,550	▼
TIJUANA + ROSARITO	44,370,811	48,524,183	50,887,356	4,158,684	▲
TECATE	2,946,677	2,909,698	8,319,919	1,147,442	▼
ENSENADA	3,322,498	3,310,992	3,315,835	297,424	▲
MEXICALI	21,328,364	23,617,204	28,317,162	2,607,766	▼
FUENTE / SOURCE: INEGI (IMMEX PROGRAM DATABASE) FEBRERO-2025					

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

Otay Mesa Cargo Facility - FY 2024 and FY 2025 thru March

Workload	March 2024	March 2025	% Change	FY24 thru March	FY25 thru March	% Change
Total Trucks	85,281	81,910	-3.95%	493,481	495,350	0.38%
Full Trucks	61,236	61,050	-0.30%	356,952	363,027	1.70%
Total Trucks	85,287	81,681	-4.23%	493,517	494,841	0.27%
Total Trains	16	16	0.00%	95	92	-3.16%
Import Mdse Value (millions)	\$3,514.50	\$3,574.90	1.72%	19,372	21,782	12.44%
FAST + CTPAT % of Laden	25.70%	38.90%	51.48%	34.00%	38.40%	12.94%
Export Mdse Value (Millions)	\$1,976.60	\$1,956	-1.04%	\$11,558	\$12,530	8.41%
Export Volume of AES ITNs	\$40,798.00	\$41,128	0.81%	\$245,187	\$232,214	-5.29%

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

Tecate Cargo Facility - FY 2024 and FY 2025 thru March

Workload	March 2024	March 2025	% Change	FY24 thru March	FY25 thru March	% Change
Total Trucks	4,372	4,795	9.68%	30,295	28,476	-6.00%
Full Trucks	2,923	3,014	3.11%	18,643	17,991	-3.50%
Total Trucks	4,372	4,795	9.68%	30,296	28,478	-6.00%
Import Mdse Value (millions)	\$75.30	\$65.70	-12.71%	\$483.30	\$437.30	-9.51%
Export Mdse Value (millions)	\$39.10	\$30.10	-23.06%	\$224.90	\$190.10	-15.48%
Export Volume of AES ITNs	966	806	-16.56%	5,476	4,852	-11.40%

Fuente / Source: CBP (MARCH-2025)