



# Celaya

AYUNTAMIENTO  
2015 • 2018

COMPETITIVE  
ADVANTAGES



Desarrollo  
Económico



**CELAYA**  
AYUNTAMIENTO  
2015-2018

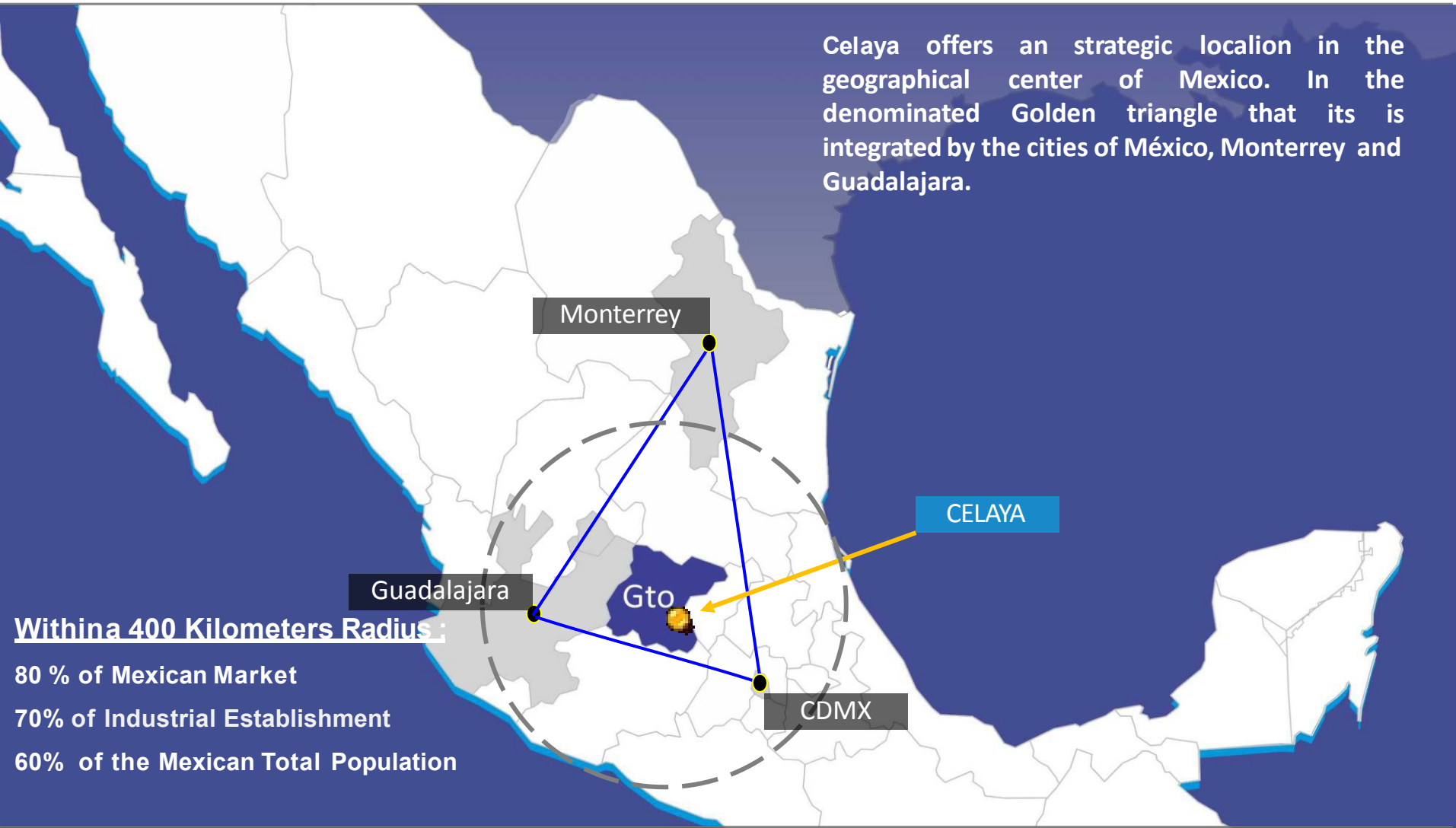
CRECE Y AVANZA CONTIGO



CELAYA AYUNTAMIENTO 2015-2018

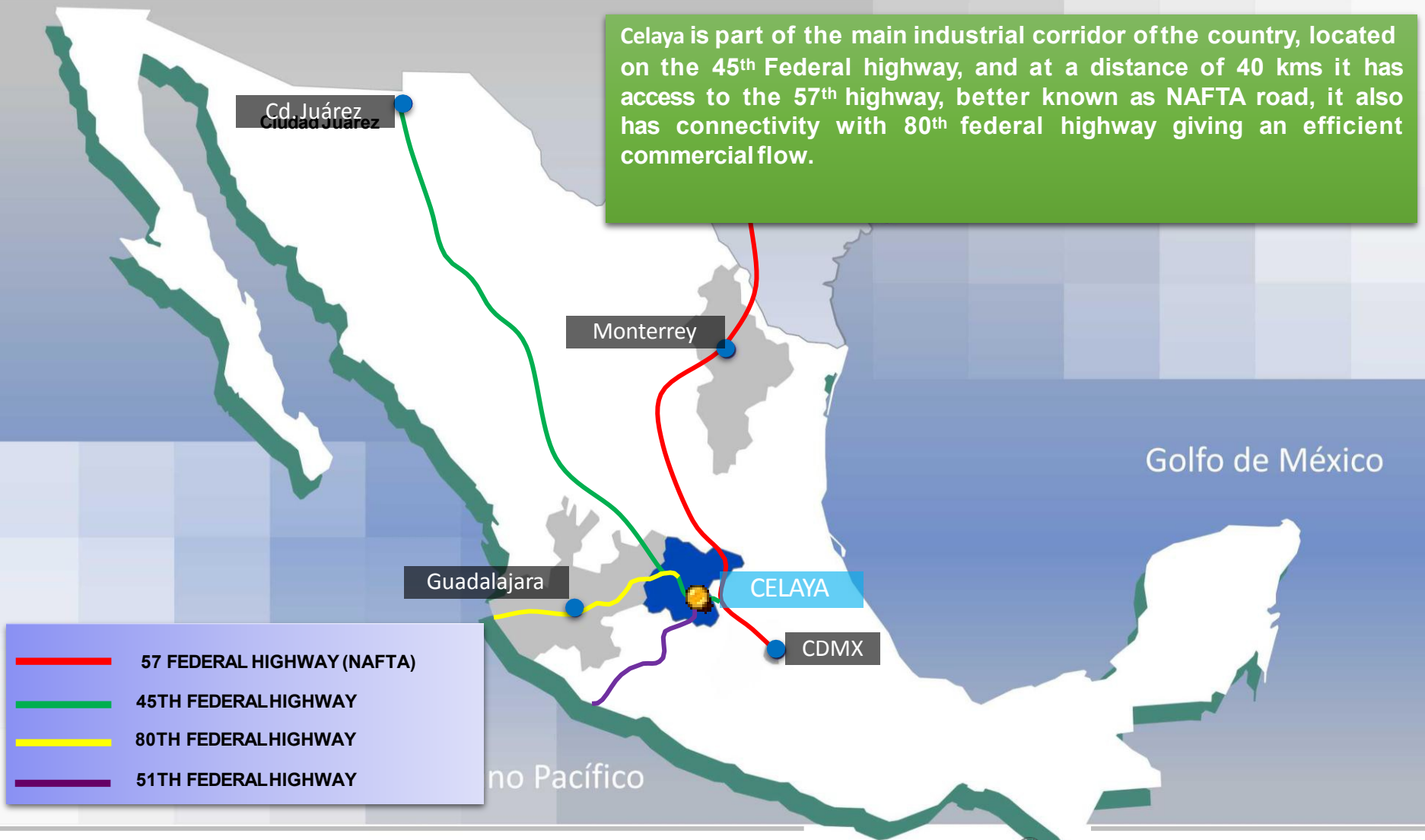
## Estrategic Location

Celaya offers an strategic localion in the geographical center of Mexico. In the denominated Golden triangle that its is integrated by the cities of México, Monterrey and Guadalajara.



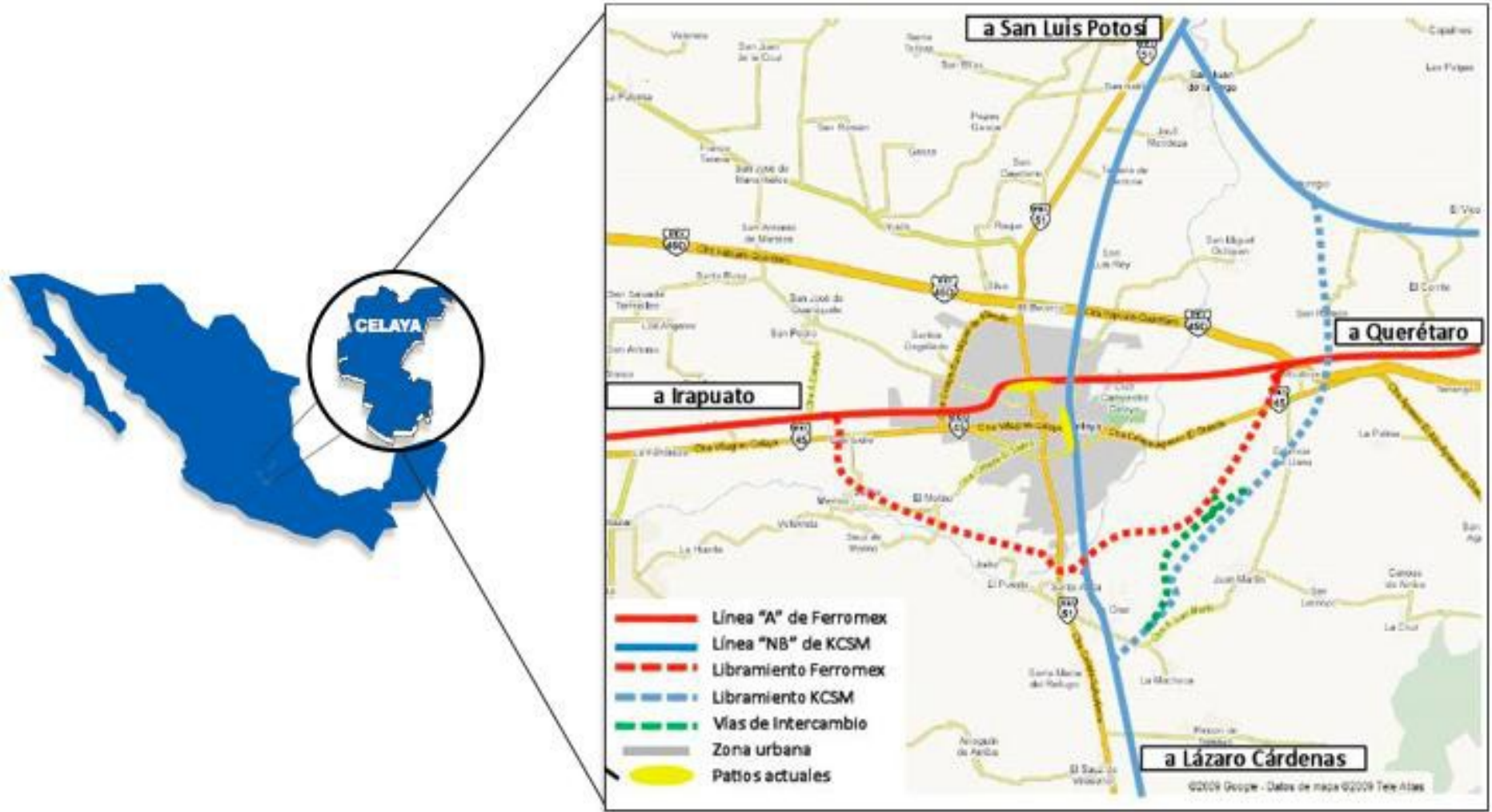
**Within a 400 Kilometers Radius :**  
80 % of Mexican Market  
70% of Industrial Establishment  
60% of the Mexican Total Population

Celaya is part of the main industrial corridor of the country, located on the 45<sup>th</sup> Federal highway, and at a distance of 40 kms it has access to the 57<sup>th</sup> highway, better known as NAFTA road, it also has connectivity with 80<sup>th</sup> federal highway giving an efficient commercial flow.












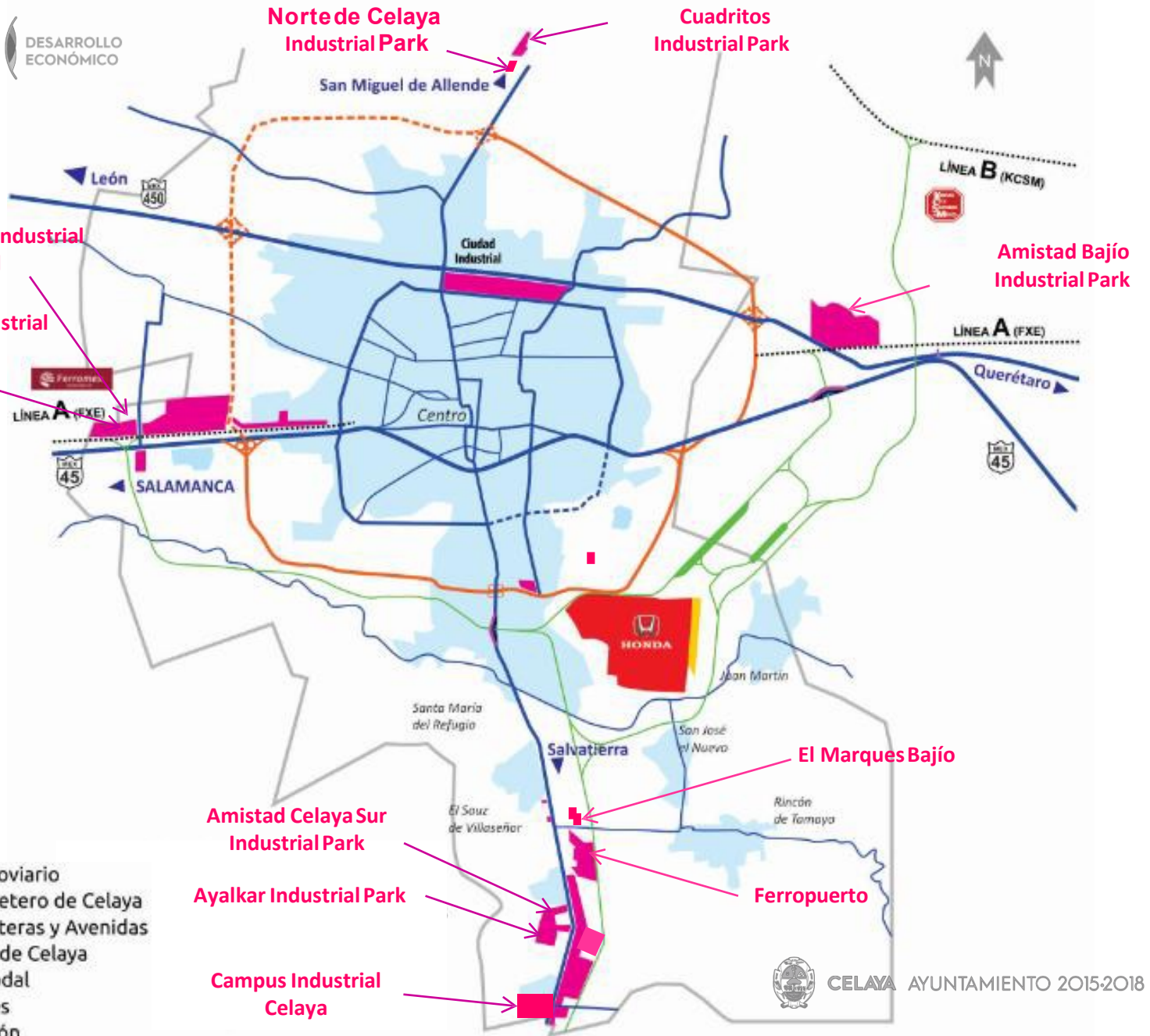
Celaya is part of one of the most important national railroad connections, with Ferromex and Kansas City Southern railroads converging in the city. Which turns in to an important logistic location.



**Parks  
and  
Zones**

**Industrial**

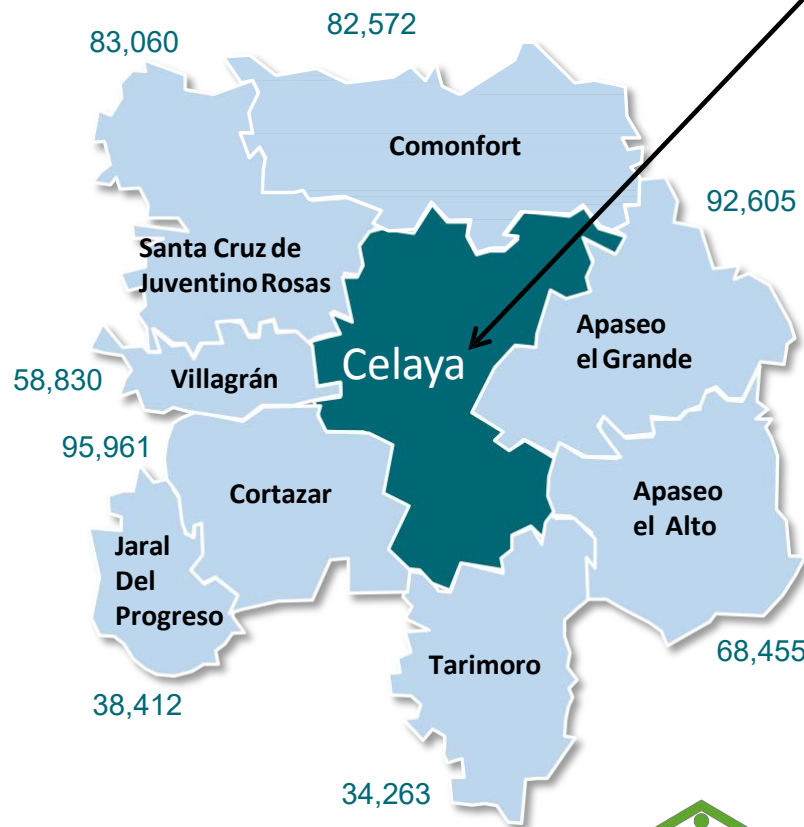
-  Libramiento Ferroviario
-  Libramiento Carretero de Celaya
-  Principales Carreteras y Avenidas
-  Límite territorial de Celaya
-  Terminal Intermodal
-  Zonas Industriales
-  Zonas de población



The Laja-Bajío Region is intergrated by the cities of: Apaseo el Alto, Apaseo el Grande, Celaya, Comonfort, Cortazar, Santa Cruz de Juventino Rosas, Tarimoro and Villagrán, which are 9 of the 46 Municipalities in the State of Guanajuato.

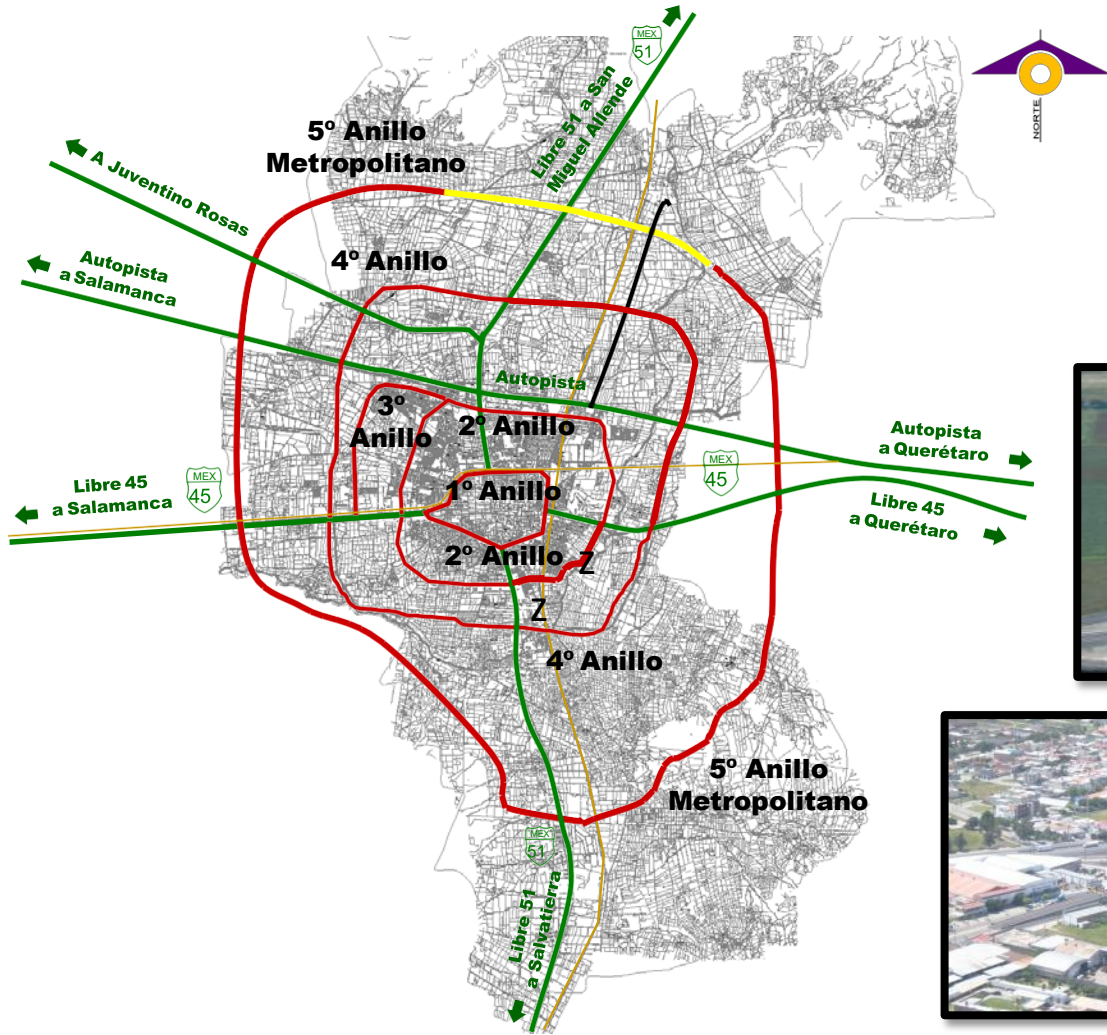
Many other cities undertake their main operations in Celaya including San Miguel de Allende and Salvatierra.

**494,304 Hab.**



**TOTAL: 1'048,462 people**  
**Laja-Bajío Region**  
(9 Municipalities)







1

Rank # 1 on a National Level According to the World Bank and Its Doing Business, which measures business regulations.





NIVEL	TOTAL ESCUELAS	MATRICULA ALUMNOS
Kinder Garden	266	19,769
Elementary	257	59,877
Junior Highschool	107	29,827
Highschool	66	22,835
Técnical School	13	7,160
Universities	28	21,589

CICLO 2014-2015



<b>Restaurants</b>	<b>20</b>
<b>Hotels</b> * * * * (18 Hoteles) * * * (6 Hoteles) * * * * * (1 Hotel)	<b>24</b>
<b>Municipal Auditorium</b>	<b>1</b>
<b>Malls</b>	<b>9</b>
<b>Golf Courses</b>	<b>3</b>
<b>Training Centers</b>	<b>3</b>
<b>Clinics and Hospitals</b>	<b>29</b>
<b>Universities</b>	<b>28</b>
<b>Technical Schools</b>	<b>13</b>
<b>Forum and Exhibition Center</b>	<b>1</b>
<b>Sports Clubs</b>	<b>8</b>
<b>Private Airport</b>	<b>1</b>
<b>Museums</b>	<b>3</b>



\*Campo de Golf



# The confidence in our State generates big investments



**HONDA**



**mazda**



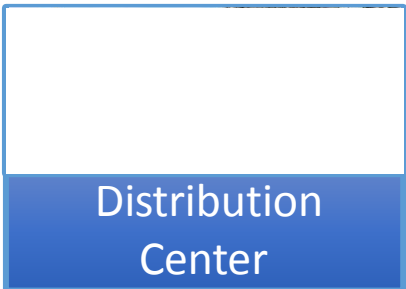
**TOYOTA**



Honda has found in Celaya , Guanajuato ideal conditions to establish an Industrial and Logistics Complex assembly also produces engines, transmissions and CVT positions in our city . Strategic Distribution Center for the logistics of their products



**HONDA**



Distribution  
Center



**200,000**

Motores i-VTEC



**700,000**

Transmisión CVT

Production of units

# HONDA

The Power of Dreams

Distribución  
Center

Transmission  
Plant

Paint Zone

Steel Storage

Assembly Plant

Engine Plant

Offices





Mazda established in Salamanca automotive chain in the area einforces fortalece la cadena automotriz en la zona, destacando al bajío guanajuatense como un importante polo de desarrollo en la vocación industrial en este sector.



5,200

Employments



mazda 2



mazda 3

250,000

Additionally Toyota produce compact cars in Mazda facilities in Salamanca



SKYACTIV TECHNOLOGY

Próxima producción



YARIS R



TOYOTA

50,000



Producción de unidades




Toyota, the second brand that sells more cars worldwide, will install an assembly plant in this region . Which will feature cutting-edge processes and includes the latest developments in engineering technologies .



Committed  
Jobs

Committed  
Investment



***COROLLA '19***

**200,000**  
Annual units

Forecast units

The complex block features a photograph of a bright orange Toyota Corolla '19 Hybrid Concept car on a display. Below the photo, the text "COROLLA '19" is written in a bold, italicized font. Underneath that, "200,000 Annual units" is displayed in a bold font. At the bottom of the block, "Forecast units" is written in a white font on a blue background.

PLANT IN PROCESS OF  
CONSTRUCTION

# Automotive Cluster of Guanajuato



# INVESTMENTS In Celaya and the Region

**Autoparts**



LTC ROLL & ENGINEERING



## Metal-Mechanics



## Aeroespace



## Paints Enamels



## Plastics



## Electrodomestic



## Satin Glass



# Agrifood



## Persona Care and Farmaceutic



## Packaging



## Logistics and y Distribution

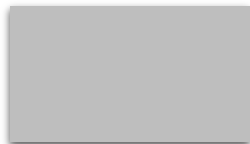




En Operación



En Construcción



Proyecto



## Supports of the Municipal Government Through the Department of Investment Attractions

Reimbursement of municipal administrative costs according to its governmental incentive program.

Total support from our administrative areas through the process of accomplishing business regulations national, state and local permits.

Support of the Infrastructure Team of the Department of Economic Development of the Municipality to explore industrial and residential areas .

Linking with Service Providers , Public and Private Organizations and Educational Institutions.

Support for recruitment, selection, and hiring of personnel.



# ¿Thinking of Mexico? Think of Celaya



**CELAYA**  
AYUNTAMIENTO  
2015-2018

**GRACIAS POR SU ATENCIÓN**