



# TORREON **EFFICIENT** Invest in Torreon



TORREON  
**EFFICIENT**  
Invest in Torreon



# TORREÓN **EFFICIENT**

Invest in Torreón

## CONTENT

**04** Demography

**06** Logistics

**08** Ports to Plains

**10** Airports

**12** Industrial Parks

**14** Exports

**15** Cost - Benefit

**18** Education and Employment

**20** Education structure

**22** Workforce

**24** Economic structure

**26** Main Industries

**38** Renewable Energy

**40** Main Companies

**42** Life & Wellness

**44** Tourism

**46** New Investments 2019

**48** Contact

UNITED STATES  
OF AMERICA

COAHUILA

DURANGO

MÉXICO

4

municipalities  
in the urban area

GÓMEZ PALACIO

TORREÓN

MATAMOROS

LERDO

TORREÓN is the  
**2nd largest**  
city of Coahuila

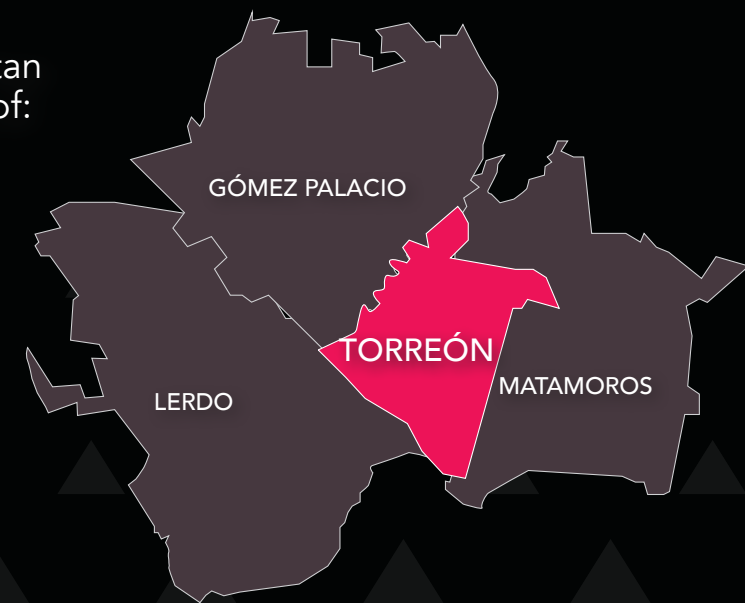
and is the main city of **La Laguna**, the **9th largest metropolitan area** of Mexico, and the largest metropolitan area in Coahuila.

# Demography

Population in Torreón

**732 K**

Population in Metropolitan Zone

**1.4 million****53%**of the  
Metropolitan ZoneThe Metropolitan  
Zone consists of:



# Logistics

Torreón is located strategically in the northern state of Coahuila.

**547km**

from the nearest US-Mexico border city

**978km**

from Mexico City (CDMX)

**600km**

from Mazatlán Port

UNITED STATES  
OF AMERICA



Main highways:

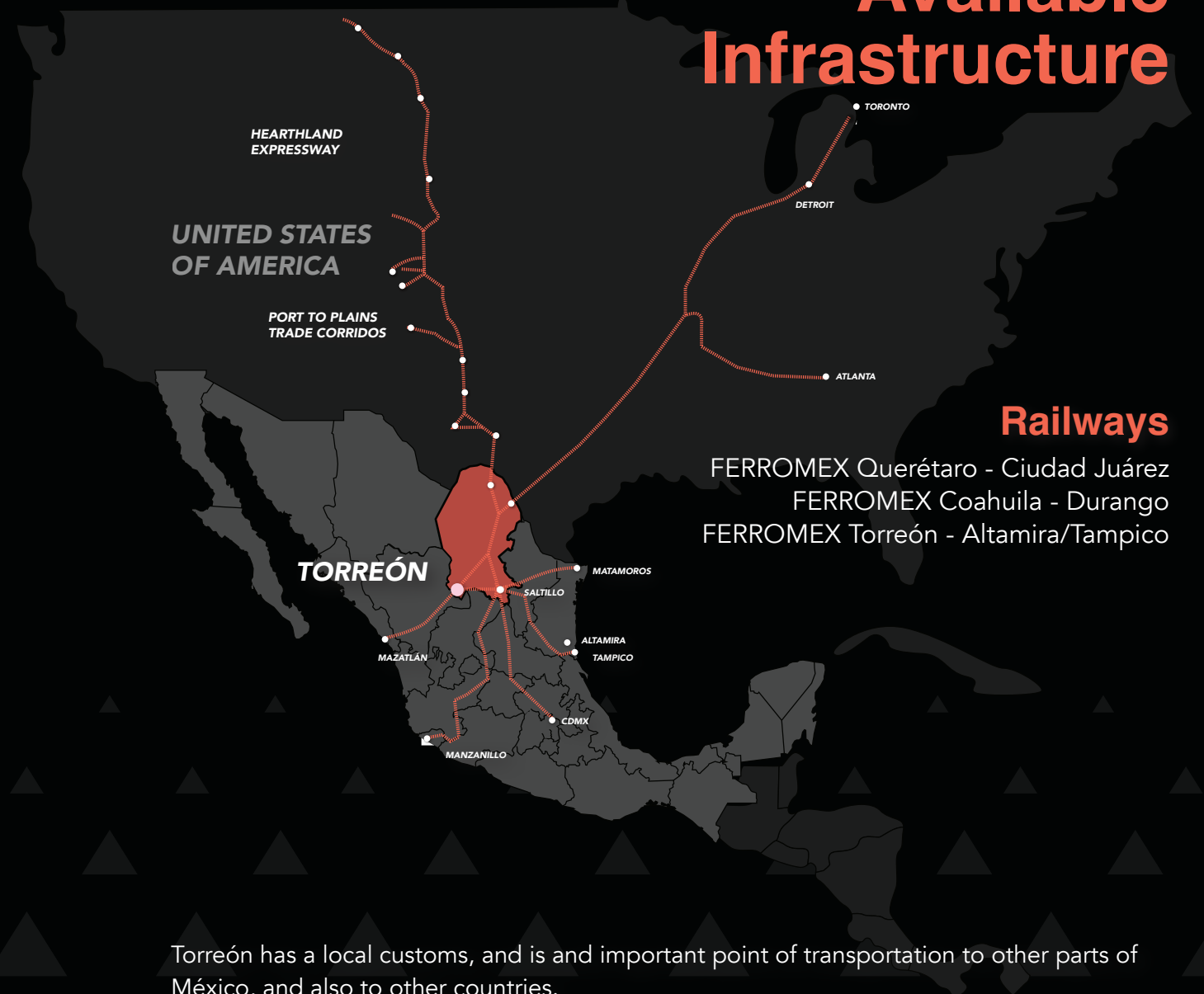
**Gómez Palacio - Chihuahua**

**Torreón - Durango | Libramiento laguna Norte (Highway)**

Important roads that cross Torreón, and with what they connect to

# Ports to Plains

## Available Infrastructure







# Airports



## Airlines

**1** International Airport  
that connects with

**6** cities:

**Ciudad de México (CDMX)**  
**Dallas, EUA**  
**Guadalajara**  
**Tijuana**  
**Querétaro**  
**Ciudad Juárez**





# Industrial Parks

PARQUE INDUSTRIAL



**Torreón**  
CIUDAD EN EQUIPO

TORREÓN  
**EFFICIENT**  
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**IMPLAN**  
TORREÓN



# 19 Industrial Parks

**GÓMEZ PALACIO**

**Parque Ind. Torreón 2000**

Ciudad Industrial

Parque Ind. Lagunero II

Parque Ind. Lagunero

**TORREÓN**

Parque Ind. La Amistad

Others  
Jumbo

Parque Ind. LAJAT

Parque Ind. Oriente

Parque Ind. Las Americas

Parque Ind. Pymes  
Ferropuerto

**Global Park**

**MATAMOROS**

**LERDO**

**IMPLAN**  
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**Torreón**  
CIUDAD EN EQUIPO





# Exports



TORREÓN has its own customs office where the value and quantity of exports are as follows:

Total **exports** 2019

**645**

million USD

Total **imports** 2019

**584**

million USD

Increase compared to 2018  
(in percentage)

**92%**

**196%**





# Cost - Benefit



TORREÓN together with the Metropolitan Zone of La Laguna is one of the most competitive cities in Mexico.

La Laguna  
**1<sup>st</sup>** in **productivity**

in cities with more than **1 million inhabitants** (IMCO 2016)

**FDI's**  
**Financial Times 2014 Ranking**  
American cities of the Future

**4<sup>th</sup>** in America

**1<sup>st</sup>** in Mexico

Cost - Benefit in **investment category**





# Education and Employment

## HIGHLY SKILLED **WORKFORCE**

Average educational attainment of **11.2** years

**555 K**  
economically active population

**43%** Women

**57%** Men

Average monthly wage of **USD 468**



# Education structure



**66** universities

**120** programs

of which:

**35%** encompass STEM fields

**3,289** engineering and technical graduated students (class of 2018)

**7,000** annual graduates in general





# Workforce

GPD of  
**9 billion USD**

**1/3** more production per hour in  
the manufacturing industry,  
than the national average

**60%** of Formal Employment in the  
metropolitan zone of TORREÓN

Source ENOE, INEGI 3rd trimester 2019



# Economic structure



GPD of  
**9 billion USD**

of which (rounded percentage)

**0.07%** Primary sector  
**80%** Secondary sector  
**20%** Tertiary sector

Average household  
monthly income of

**USD 819**

GDP  
per capita

**USD 11,395**





# Main Industries



Primary Metal Manufacturing

Machinery and Equipment

Food Manufacturing

Transportation Equipment

Apparel Manufacturing

**83%**  
of manufacturing  
production

**81%**  
of manufacturing  
added value

**68%**  
of manufacturing  
employment





# Primary Metal Manufacturing

**Labor Force**  
**5 thousand** occupied workers  
**7%** of all personnel in  
the manufacturing Industry.

**Gross Production**  
**3.5** million USD  
**45%** of the  
industry  
**1/3** of all economic  
activities in the metropolitan  
area.



**Added Value**  
**821** million USD  
**42%** of the  
industry  
**1/5** of all economic  
activities in the metropolitan  
area.





# Machinery and Equipment Manufacturing

## Labor Force

**7 thousand** occupied workers

**8%** of all personnel in  
the manufacturing Industry.

## Gross Production

**956** million USD

**13%** of the  
industry

**1/10** of all economic  
activities in the metropolitan  
area.

## Added Value

**285** million USD

**15%** of the  
industry

**1/10** of all economic  
activities in the metropolitan  
area.



**JOHN DEERE**

**CATERPILLAR**

**LINCOLN  
ELECTRIC**



# Food Manufacturing

**Labor Force**  
**11 thousand** occupied workers  
**13%** of all personnel in the manufacturing Industry.

**Gross Production**  
**1.5** million USD

**1/5** of the industry

**14%** of all economic activities in the metropolitan area.

**Added Value**  
**270** million USD

**14%** of the industry

**1/10** of all economic activities in the metropolitan area.







# Transportation Equipment Manufacturing

## Labor Force

**14 thousand** occupied workers

**17%** of all personnel in the manufacturing Industry.

## Gross Production

**271** million USD

**6%** of the industry

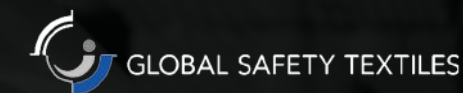
**3.23%** of all economic activities in the metropolitan area.

## Added Value

**112** million USD

**14%** of the industry

**7.81%** of all economic activities in the metropolitan area.





# Apparel Manufacturing



**Labor Force**  
**20 thousand** occupied workers  
**23%** of all personnel in the manufacturing Industry.

**Gross Production**  
**200** million USD

**3%** of the industry

**2%** of all economic activities in the metropolitan area.

**Added Value**  
**108** million USD

**6%** of the industry

**3%** of all economic activities in the metropolitan area.







# Renewable Energy

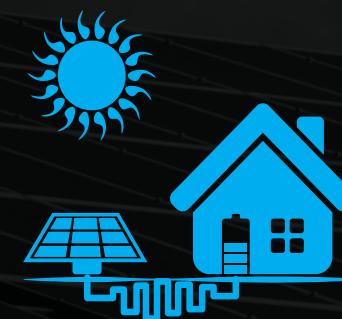


## The largest **Solar Power Plant**

of America  
with an  
operational  
capacity of

# 754<sub>MW</sub>

2018, Enel Green Power







# Main Companies







# Life & Wellness

# 16

Social & Sport Clubs



# 59

Hotels



# 3

City Parks



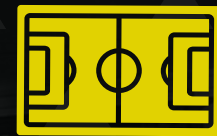
# 5

Shopping Malls



# 2

Stadiums







# Tourism

# 2.5 thousand

Hotel rooms  
of which

# 2/3

are 4 and 5 stars

# 1

Auditorium



# 6

Galleries



# 8

Libraries



# 11

Museums



# 5

Traditional theaters





# New Investments in Torreón 2019



 **ALFAGOMMA**

**EASYWAY**





# TORREÓN **EFFICIENT** Invest in Torreón

## Investment support:

Property Search  
Recruitment & Job Fairs  
Permits & Licenses  
Taxes & Incentives  
Tailored Statistical Information

## Contact:

Department of Investment Promotion & Business Development  
+52 (871) 500 7000 EXT. 1450  
[invest@torreon.gob.mx](mailto:invest@torreon.gob.mx)





# TORREÓN EFFICIENT

Invest in Torreón



**Torreón**  
CIUDAD EN EQUIPO  
GOBIERNO MUNICIPAL

**IMPLAN**  
TORREÓN



DIRECCIÓN GENERAL DE  
DESARROLLO ECONÓMICO E  
INNOVACIÓN GUBERNAMENTAL