



México

Consulado de Carrera de México
en Brownsville



Gobierno de
México

Relaciones Exteriores

Economía

Ministerio de Economía



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Mexico: Where Opportunity Meets
Prosperity

March 25, 2026



Gobierno de
México

Relaciones Exteriores

Secretaría de Relaciones Exteriores

Plan Mexico: Strategy for Equitable and Sustainable Economic Development for Shared Prosperity

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2026
año de
Margarita
Maza

A Roadmap to Industrial Transformation by 2030

KEY OBJECTIVES

- Develop a long-term strategy for regional development.
- Promote nearshoring to attract global supply chains.
- Boost national and regional production through import substitution.
- Relaunch the "Made in Mexico" program.
- Create high-quality jobs in manufacturing and services.
- Strengthen local supply chains with higher value-added contributions.
- Advance regional development through focused industrial and wellbeing hubs.

2030 GOALS

- Top 10 global economy.
- Over 25% investment-to-GDP ratio by 2025, 28% by 2030.
- 1.5 million jobs in strategic industries.
- 50% of public procurement sourced from Mexican industries, with increased domestic content across key sectors.
- Reduce approval timelines for investment processes from 2.6 years to 1 year by cutting 50% of bureaucratic steps.
- Promoting environmental sustainability through initiatives like water reuse and clean energy adoption.

2030 Goals for each priority sector



Textiles and Footwear

- 5% annual growth in sales.
- 50% national content in finished products with local SME suppliers replacing imports from Asian countries.
- 30% increase in the use of recycled fibers.
- Substitution of 15% of sewing thread imports.
- Recover 49,000 jobs in the textile and footwear industry.

Pharmaceuticals and Medical Devices

- Attract 2 billion USD of annual investment in clinical research.
- 15% increase in the manufacturing of different supplies.
- Produce 90% of SRP-V, Rotavirus, influenza vaccines.
- Achieve a mixed investment project to produce generics for diabetes and hypertension.

Agroindustry

- Make export permits contingent on compliance with labor and environmental laws.
- Promote the creation of packaging, labeling, and export packaging cooperatives.
- Double cold chain storage capacity for exports.
- Increase agricultural financing through development and commercial banks by 30 billion pesos for cultivation and processing of basic and exportable foods.

2030 Goals

Semiconductors

- Double local supply in equipment manufacturing: OEM, ODM, and CMO.
- 10% reduction in dependency, develop local suppliers of sensors, actuators, smart controllers, and systems and components for electric vehicles, including batteries.
- Double the value of exports: Reshore 10 billion USD in ATP operations.

Automotive and Electromobility

- 10% increase in vehicle production for domestic consumption.
- 15% increase in national content of vehicles through import substitution of electronic components, expansion of aluminum auto parts production, and development of battery cell production for electric vehicles.
- Manufacture trains and/or their components in Mexico.
- Double dual education plans.

Chemical and Petrochemical

- 10% annual growth beginning in year three.
- Reactivate production capacity of Morelos and Cangrejera petrochemical complexes for ethane derivatives, increasing from 250,000 to 520,000 tons.
- Double private investment projects in the industry.
- Substitute 14 billion USD in imports of strategic products such as advanced polymers, lightweight compounds (carbon fiber), material refining, metal-mechanics, packaging materials, and structural components.

2030 Goals

Consumer Goods

- 20% increase in national content (cross-sector supply).
- 35% increase in digital payments in retail.
- 10% increase value-added content in exports.
- 25% increase in consumer goods production.
- 40% increase in public procurement of consumer goods with SME participation.
- 100% of appliances and consumer electronics with recycling or reconditioning plans.
- 20% reduction in single-use plastic packaging, substituting recyclable or compostable materials.

Aerospace

- Rank in the top 10 countries by value of aerospace production.
- 10% increase in local and regional content of industry exports.
- Design and build components for a national constellation of observation satellites.

Regional Growth Through New Strategic Poles



Strategic Sectors



- | | |
|-------------------------------------|------------------|
| Agrobusiness | Circular economy |
| Aerospace | Clean Energy |
| Automotive and electromobility | Basic metals |
| Consumer goods | Paper |
| Pharmaceuticals and medical devices | Plastics |
| Semiconductors | Logistics |
| Energy | Metalworkings |
| Chemicals and petrochemicals | |
| Textiles and footwear | |

Why these industries?

- Expansion of existing sector
- New productive activities
- Substitution of industrial imports



Regional Growth Through New Strategic Poles₂

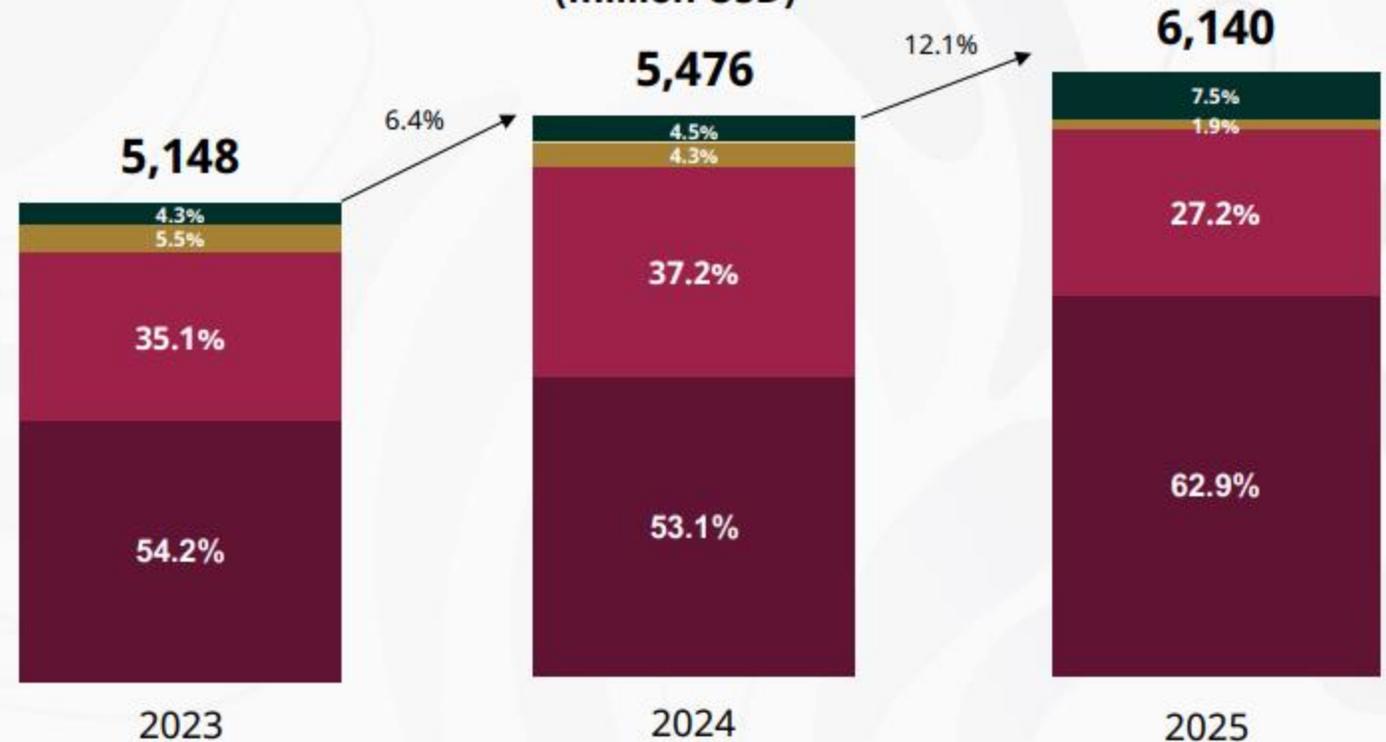


Polygons

1. Border Region - 300 hectares, Nuevo Laredo
2. Gulf of California - 555 hectares, Hermosillo
3. North - AHMSA 740 hectares, Piedras Negras Binalatón 300 hectares
4. Durango - 470 hectares
5. Northwest - Plan Sonora
6. Bajío - 52 hectares, Celaya
7. Pacific - 608 hectares, Port Lázaro Cárdenas
8. AIFA - 300 hectares, Tula
9. Center - 462 hectares, Puebla
10. Gulf - 935 hectares, dry port, Tamaulipas
11. Isthmus - 12 poles
12. Maya - 223 hectares, Mérida and Progreso

**100 New
Industrial Parks**

Figure 1. Investment in Industrial Real Estate (2023–2025)
(million USD)



- Investment in the development of new industrial parks, including the construction of facilities within them.
- Investment in the development of existing industrial parks, including the construction of facilities within them.
- Investment in the development and/or construction of new standalone industrial buildings (outside of industrial parks).
- Investment in other development and construction concepts related to industrial real estate.

103 new industrial parks under construction

Over 21.5 million square meters of identified land, currently in various stages of development.

Strategic Poles and Key Industries for Growth

| | Development Pole | Sectors |
|---|---------------------------------|---------|
| 1 | Seybaplaya, Campeche | |
| 2 | Juarez, Chihuahua | |
| 3 | Durango, Durango | |
| 4 | Nezahualcoyotl, State of Mexico | |
| 5 | Celaya, Guanajuato | |
| 6 | Tula, Hidalgo | |
| 7 | AIFA, Hidalgo | |

| | Development Pole | Sectors |
|----|------------------------|---------|
| 8 | Morelia, Michoacan | |
| 9 | Ciudad Modelo, Puebla | |
| 10 | Chetumal, Quintana Roo | |
| 11 | Topolobampo, Sinaloa | |
| 12 | Altamira, Tamaulipas | |
| 13 | Huamantla, Tlaxcala | |
| 14 | Tuxpan, Veracruz | |
| 15 | Hermosillo, Sonora | |

Public Investment

Supporting Plan Mexico



| Sector | Commitment | Note |
|------------------------------|--|---|
| Energy | 23.4 billion USD for electricity generation, transmission and distribution infrastructure. | Achieve 45% clean energy in the national grid. |
| Oil & Gas (Pemex) | 17.3 billion USD of avg. annual investment. | Boost domestic oil and gas production and expand refining capacity. |
| Water | + 1 billion USD for hydrological projects by 2025. | Rehabilitate waterways and modernize irrigation systems for 200,000 hectares of farmland. |
| Infrastructure | + 3,000 km of new railways for freight and passenger use. | Enhance connectivity and modernize transportation networks to support economic growth. |
| Public Housing | 25.65 B USD to construct 1 million homes. | Improve access to housing and address the growing demand for affordable living spaces. |

Programs and Incentives for Industrial Development

Nearshoring Decree

- **Investment promotion in machinery and equipment:** immediate 100% deduction for investment in new fixed assets.
- **Support for dual training programs:** additional 25% deduction for training programs.
- **Innovation boost:** support for research and development initiatives with an additional 25% deduction.

Programs to boost manufacturing competitiveness

- **PROSEC:** Aimed at companies manufacturing specific goods, allowing them to import raw materials, machinery, and components with preferential tariffs, regardless of whether the final product is for export or the domestic market.
- **IMMEX:** Designed for companies that temporarily import goods to perform industrial or service processes, including manufacturing, transformation, repair, or export activities.

Development banking

- **Reverse factoring,** where the bank assesses the risk of the anchor company rather than that of the MSME.
- An anchor company sells between USD 100 million and 500 million annually.
- MSME supplier registry for anchor companies.
- Design of supply chains focused on scale and specialization.

GatewayMX is an initiative of México's Foreign Ministry, designed to bring together key platforms, tools, and resources that support international investment and trade. It will serve as a curated access point for navigating México's dynamic and evolving economic landscape.

Whether you are an investor seeking new markets or a business aiming to expand through trade, GatewayMX will offer centralized guidance, actionable intelligence, and strategic connections to help you make informed decisions and seize opportunities.



Development Banking Support for Businesses in México through BANCOMEXT



BANCOMEXT

Banco Nacional de Comercio Exterior (BANCOMEXT) is the Mexican government development bank that promotes foreign trade financing and generates foreign currencies for the country. BANCOMEXT helps exporting companies increase their productive capacity and expand internationally through business trainings and financing programs, guarantees, and other specialized financial services.

Financial Services

SME or PYMEX® Credit

- Simple credit and revolving credit lines.
- Targeted at SMEs directly or indirectly involved in domestic or foreign trade.

Pure Leasing

- Financing for machinery and equipment through periodic tax-deductible lease payments.

IMMEX Suppliers

- Financing for companies that supply the maquiladora industry.
- For contracts, purchase orders, or invoices for finished goods.

Tourism

- Targeted at SMEs related to tourism and their suppliers, specially those located in tourist destinations.

Letters of Credit

- Guarantee payment in international trade transactions by ensuring compliance with agreed conditions before releasing funds.
- Improve trading terms. Global coverage.

MujerES Bancomext

- Targeted at women entrepreneurs involved in foreign trade.

Export Factoring

- Targeted at Mexican SMEs engaged in export chains.
- Non-recourse financial factoring.

Training Services

Global Trade Strategies

- Export Process
- Export Business Plan
- Global Value Chains
- International E-commerce

Corporate Governance

- Family Business Governance
- Building Effective Corporate Governance

Financial Management and Operational Efficiency

- Letters of credit
- The role of factoring
- Lean Manufacturing
- Tourism and Hospitality Management

Development Banking Support for Businesses in México through

NAFIN



nacional financiera

Nacional Financiera (NAFIN) is the Mexican government development bank that fosters economic development by providing MSMEs, entrepreneurs, and strategic projects with access to financing and business training services. NAFIN also develops financial markets and serve as a government trustee to promote innovation, productivity, job creation, and regional growth.

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Financial Services

Factoring for Suppliers

- Advance on receivables from clients in Mexico or abroad.
- Operated in pesos and dollars with competitive rates.

NAFIN + States Program

- For businesses with a validation certificate issued by participating state authorities.
- Availability subject to contributions from states.

Green Business Credit

- For Micro, Small and Medium Enterprises to replace equipment and reduce energy consumption.
- Financing for integrated energy efficiency projects.

Guarantees

- For public and private sector suppliers to double their bonding capacity and/or reduce collateral requirements.

Transport Modernization and Mobility

- To acquire new vehicles (light cargo), commercial or utility.

Training Services

Financial Education

- Financial tools for saving and investing
- Personal financial planning
- Debit and credit cards
- Digital payment tools
- Balancing family and business finances

Business Consolidation

- Strategic business capabilities
- My business and access to credit
- Financial factoring for suppliers
- Made in México certificate
- ESG strategies for businesses
- Strategic innovation for business growth

Entrepreneurship

- Cooperative business models
- Business Plan
- Entrepreneurship after 50 years old
- Empowering artisan entrepreneurs

Strategic Tax Incentives for Investment and Nearshoring

Free Zones: Strategic Border Incentives

Special tax and investment benefits for companies operating near México's northern border with the U.S. and southern border with Guatemala and Belize.

Key Benefits:

- **50% reduction in Value Added Tax (IVA) (from 16% to 8%).**
- Tax credit equivalent to one-third of Income Tax (ISR) incurred during the year or in provisional payments.

- FDI Manufacturing establishments at border Mexican states grew 184% from 2010 to 2025.



Other Incentives under Plan Mexico¹

Immediate Investment Deduction for Income Tax (ISR)

- Applies to new fixed assets (excluding furniture, office equipment, combustion engine vehicles, armored vehicles, etc.)
- Must be used for the first time in Mexico
- Must remain in operation for at least 2 years
- Deadline for acquisition: September 30, 2030
- Good-based depreciation percentages: **2025–2026: 41%–91%**
2027–2030: 35%–89%

Additional 25% Deduction for Income Tax (ISR)

Applicable to increased spending on training of formal employees registered with social security (IMSS) and on innovation project expenses.

Streamlined Investment Through Digital Tools: Single Window for Investors (VUI MX)¹



Through VUI MX, México follows international best practices to attract investment, boost competitiveness and create a better business climate in our country.

VUI MX provides:

- 1. Transparency and legal certainty** in rules and procedures
- 2. Streamlined processing times** for investors
- 3. Support** throughout the investment process

Step-by-step guide on general procedures by economic sector.

Provides key information about investing in Mexico.

Quick response and guidance for all investment setup procedures.



1/ VUI MX: <https://ventanillaunica.economia.gob.mx/>