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2022

JALISCO

This report was produced in partnership with **Leaders Network**

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THE STATE TO DO BUSINESS

During a pandemic with global economic and health consequences, Jalisco stood out in Mexico for its rapid public health response and fast economic recovery. Governor Enrique Alfaro has argued that the decision to react quickly helped the state not to be seriously affected by Covid-19. Putting health ahead of the economy was a priority. Preparing the hospital system well and coordinating closely with specialists, academics and local universities to make decisions on public health made a fundamental difference. Another notable fact: an economic reactivation working group was established to develop a plan and every decision was made in conjunction with business owners and workers' unions.

The numbers don't lie. The economic reactivation has been much faster than in other states, as shown by Jalisco being the state with the 2nd most jobs recovered in the country. Just to give a couple of data points, while in the first quarter of 2021 the country still had negative growth of -3.0%, in the first quarter of the same year Jalisco grew 2.2%. Additionally, while the country had a drop in foreign direct investment of -19%, this state grew by 40%.

By 2022, it is estimated that Mexico will have a 2.4% growth in its Gross Domestic Product (GDP). For his part, the president of the National Chamber of Commerce in Guadalajara, Raul Uranga Lamadrid, expects Jalisco to have a higher growth than the country, between 3.5% and 4.5%.

Uranga also indicates that Jalisco will exceed the creation of 80 thousand new jobs. To date, Jalisco is generating more than 10% of the jobs generated nationally.

"It is a great pleasure that Jalisco's contribution to Mexico also means the possibility of turning the western part of the country into the engine of the nation's economic reactivation," said Enrique Alfaro, Governor of Jalisco. The success has been based on having built an ecosystem of 226 universities and more than 55 research centers, such that the academic sector is the cornerstone that supports future growth, particularly in agribusiness, the electronics industry, the real estate sector and, of course, the innovation industry.

> **“ Jalisco is the third state nationally in attracting FDI ”**

On the other hand, the private sector's confidence in public institutions has grown significantly in the last three years, and is related to the successful fight against corruption by increasing transparency and accountability, which have become pillars of the government's performance. "In four years we went from a level of distrust of 88% of businessmen towards public institutions, to 31%. We have used technology as a tool to fight corruption. Trust to do business in Jalisco went from 82% to 96%, from 2016 to 2020. This is a sign that we are on the right path," says Alfaro.

An indicator of this improved trust is that in 2021 the state attracted 14 projects that represented a Foreign Direct Investment (FDI) of 1.2 billion U.S. dollars, a figure that placed Jalisco in third place nationally in attracting FDI. For 2022, the state expects to attract 15 FDI projects, according to the Secretary of Economic Development (Sedeco).

> **“ Jalisco is the birthplace of tequila, mariachi and charrería, but it is also the state with the largest agribusiness, electronics and innovation industry in the country ”**

Another factor is security. A new operating model was developed that included the construction of the Metropolitan Police and the implementation of the urban shield, which has allowed an intensive use of technology to address safety issues. The Governor emphasized that a coordination model was estblished with the Federal Government and the Attorney General's Office has been strengthened.

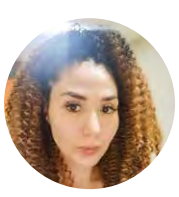
Indicators show a reduction of more than 50% in public safety incidents and this has allowed the recovery of confidence in terms of perception. And although there are issues that seem to put the state in a difficult security situation, particularly issues related to organized crime groups, the reality is that Jalisco is a state with a high level of security, comparable to any big city in the world, where residents and visitors alike feel comfortable doing business, walking through the city´s main attractions and enjoying the local culture.

Also, Alfaro indicates that Jalisco will have the largest public internet network in Mexico, with an investment of 4 billion pesos MXN,

Enrique Alfaro
Governor of Jalisco

FACT FILE

- Capital: **Guadalajara**
- Demonym: **Jalisciense**
- Surface: **80,222 km²**
- Elevation: **1,540 m.a.s.l.**
- Population (2020): **8,348,151 habitants**
- Political Division: **125 Municipalities**



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which will bring high-speed internet to every corner of the state. In recent years, the state's energy self-sufficiency and environmental issues have also been a priority.

Regarding Jalisco's bilateral relationship with the United States, Alfaro says: "We have established a network of alliances with different states and cities in the United States. We maintain close communication with the entire Silicon Valley ecosystem in California."

In terms of the economy, Jalisco was the state that received the most remittances in 2021. It was its second consecutive year in this position. The resources sent by Jalisco residents living outside the country grew and reached 5.2 billion U.S. dollars. It is estimated that 97% of the Mexican migrant population resides in the United States, so 95% of the remittances received by Mexico in 2021 came from that country, with California being the main state of origin, according to Banxico.

> **“ Jalisco is a state in which the government has a position of promoter and believes in the private sector ”**

"Jalisco is an emblematic state in Mexico, the birthplace of tequila, mariachi and charrería, but it is also a state where the largest agribusiness production in Mexico is concentrated, the state with the largest electronics and innovation industry in the country. A state that is betting on the audiovisual industry with a forward-looking perspective, which is improving its infrastructure, which is trying to define the course to be taken in the coming years. A state in which the government has a position of promoter and believes in the private sector," concludes the Governor of Jalisco.

Guadalajara, also known as La Perla Tapatía, is the capital of Jalisco and was named World Book Capital 2022 by UNESCO. In April, activities will commence to celebrate this recognition. Due to Guadalajara's rising global profile, the proposals in the areas of education, sports and culture have gained importance. Public policies are increasingly focused on positioning Guadalajara as the cultural capital of Mexico…the bet is to turn it into the cultural capital of Latin America.

The Historic Center of the city had an important urban intervention in recent years. The public space received a series of improvements in Avenida 16 de Septiembre, which is now called Paseo Fray Antonio Alcalde. This 2.5 kilometer corridor is a pedestrian and bicycle walkway that the mayor's office decided to fill with activities for the whole family.

The government of Guadalajara presents mariachi and folkloric ballet during the weekends in this space; likewise, the alliance with the Philharmonic Orchestra of Jalisco presents quartets, an orchestra, as well as marimba music. The goal is to bring peopl back to the Historic Center.

This project goes hand in hand with a repopulation policy that invites investors to do business and at the same time guarantees sustainable growth of the city.

Another challenge is the modernization of Guadalajara's infrastructure. The expectation for 2024 is to have a safe, orderly and peaceful city, as well as a city that has recovered economically.

Pablo Lemus Navarro offers this invitation: "Come and visit our city, its historic center, its cathedral, the Degollado Theater, the Cabañas Cultural Institute, with the great work of the master muralist José Clemente Orozco. Come and

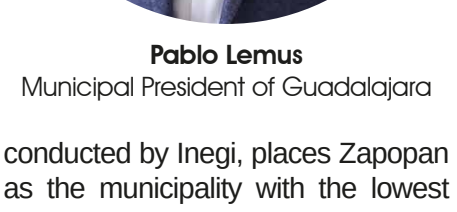
enjoy the mariachi, the tequila, the public spaces, the tapatía gastronomy, but above all the warmth of the tapatías and tapatíos, we are very cheerful and friendly people."

Another of the municipalities with great relevance for Jalisco is Zapopan, which in recent years has had an exponential growth in its economy, innovation, public spaces and even population. It is, to date, the second most populated municipality in Jalisco, with almost one and a half million inhabitants and is the municipality that generates the most employment in the entire state.

Zapopan is one of the most prosperous municipalities in Mexico, but at the same time it is one of the most unequal; a third of its population lives in vulnerable conditions. Combating this problem is one of the main concerns of the Municipal President, Juan José Frangie Saade, who is betting on the economic reactivation of micro and small businesses. Regarding the budget for public works, he mentioned that during his administration he will focus on the most disadvantaged neighborhoods.

On the other hand, Frangie explained that in order to reinforce security, his administration will hire 1,000 more police officers and will purchase 300 patrol cars, to reach 3,500 and 1,000, respectively; there will also be a new police academy and a shooting rang. The National Urban Public Safety Survey, conducted by Inegi, places Zapopan as the municipality with the lowest perception of insecurity in the Guadalajara Metropolitan Area.

> **“Guadalajara was named World Book Capital 2022”**



Pablo Lemus
Municipal President of Guadalajara

"But that is not the problem, we are going to fix the issue of security in the social structure, which is very deteriorated, giving more opportunities to the people," says Frangie. There are three main social aspects to work on: the recovery of public spaces (parks, sports facilities), the promotion of sports, and attention to culture and education. Important progress has been made in these areas over the last six years, during which Juan José Frangie has served as Chief of Staff of the Zapopan Government.

It is important to mention that Zapopan hosted the WTA Finals 2021 and recently the WTA 250 Zapopan Open.

The municipality's extensive forest areas, such as La Primavera, El Nixticuil and El Centinela, are managed by the recently created forest police.

For the Municipal President of Zapopan, the collaboration of society, the business sector and the government is essential to move forward.

By 2024, the year in which his administration ends, Juan José Frangie sees himself fulfilling the 1,800 commitments he made in his campaign. "I see a very prosperous Zapopan that will continue turning the economy around at all levels," he predicts.

> **“Zapopan is the municipality with the lowest perception of insecurity in the Guadalajara Metropolitan Area”**

The path to achieve this has already begun. The municipality has already recovered and even surpassed the employment levels prior to the beginning of the pandemic. In addition, the Municipal Government has received more than a dozen recognitions in transparency and accountability, both locally and nationally. On top of that, it has healthy finances, which recently caused the rating agency Moody's of Mexico to improve its financial outlook.

"It is a municipality, many people don't like me to say it, that has a business label. If you have a municipality with healthy finances, you can do many more things, right? Our level of indebtedness is very low; out of the more than 2,400 municipalities in Mexico, we are among the five best in terms of finances," Frangie proudly affirms.

Juan José Frangie sends a message to foreigners to visit Jalisco and Zapopan: "I would like to invite you first to Jalisco, it is a wonderful state, with beaches, beautiful mountains, ecotourism, entertainment, culture and gastronomy. In the case of Zapopan, it is a fantastic place. It has the cultural part, universities, most of the best theaters and cultural centers. We have hospitals, we have the Chivas stadium, we have the Atlas facilities. People who want to come to Zapopan will find it a very nice place. And, finally, I want to tell anyone who wants to invest in Zapopan, that we welcome them with open arms."

Juan José Frangie
Municipal President of Zapopan

Jalisco: The agri-food giant

In Jalisco

- There are **11,060** companies in the food industry
- This sector generates **112,000** direct jobs

Mexican agri-food exports broke records in 2021, with a value of $44.442 billion U.S. dollars, the highest reported in 29 years, according to the Ministry of Agriculture and Rural Development (Sader).

Exports grew 12.44% compared to 2020. Sader pointed out that beverages, fruits, and vegetables are the main export groups, representing more than 62% of total Mexican sales.

Jalisco plays a fundamental role in Mexican agribusiness, not only for tequila exports, but also for foreign sales of berries (strawberries, raspberries, blackberries, and blueberries), avocados and other products.

In 2021, around 940,000 thousand tons of berries were produced for export in Mexico - similar to 2020 - of which 50% were sent abroad from Jalisco, according to Juan José Flores García, director of the National Association of Exporters of Berries of Mexico (Aneberries). By 2022, the sector expects to grow between 8% and 10%.

> "OMNILIFE has one of the largest food supplement plants in the world"

The main export destination for these products is North America, with 97% of total international trade; of this number, the United States alone represents 90%.

Also, Jalisco is the world's second-largest producer of green gold, better known as avocado, producing 250,000 tons per year with a value of $233.937 million U.S. dollars.

Another relevant fact is that Mexico is the world's leading egg consumer and fourth-largest producer, with Jalisco being the state with the largest production at the national level.

"In Jalisco we have 11,060 companies in the food industry, of which 98.6% are micro, small and medium-sized companies, and represents 112,000 direct jobs. In Jalisco, we produce 60% of the food supplements and 50% of the sweets. We produce 24% of the country's beverages (from soft drinks, natural water, to tequila). We have 19% of the country's milk production, being the leading milk producer in Mexico. We are also the largest producer of edible oil, sauces, pork, sausages, fruit jams, agave inulin and agave. We are the second state in the production of beef, sugar, sweeteners and avocado products. And finally, we are the third state in the production of flour, tortillas, bread and honey," says Antonio Lancaster Jones González, president of the Jalisco Chamber of the Food Industry (CIAJ).

The chamber promotes the commercialization and internationalization of the companies. Lancaster Jones adds that in Jalisco a great phytosanitary work is carried out from the field to the factories.

"One of the big bets we have as a food chamber is to prioritize healthy food. It is a worldwide trend and in the next ten years the market will be based on this premise. Biotechnology will lead us to have healthy food. Jalisco is currently the fifth-largest developer of this technology at the national level, but we must work even harder. Our goal is to have a biotechnology laboratory in the chamber within the next three years," concludes Lancaster Jones. Referring specifically to the production of food supplements, it is well known that OMNILIFE is the pioneer and undisputed leader in this industry.

Amaury Vergara
President and CEO of OMNILIFE Group

This conglomerate of companies began its trajectory 30 years ago as a food supplement company with a strong interest in human development. Its president and CEO, Amaury Vergara Zatarain, comments: "We have to remember where we come from to know where we are going. My father was a visionary man, he had the energy and desire to change the world, he wanted to achieve business success. My mother, with a background in human development, wanted to build something that had human values. This was the perfect combination to give birth to OMNILIFE."

His father, the renowned businessman Jorge Vergara, had the idea of creating a supplement company in Mexico, a territory where there were already health problems related to nutrition. It was something new in Latin America at the time. Thus began OMNILIFE, which means "total life", and it grew exponentially.

Today, it is a conglomerate of more than 50 companies operating in more than 20 countries. An important event in its trajectory was the acquisition of Mexico's most popular and largest soccer team, Chivas de Guadalajara; "OMNILIFE positioned itself as a Mexican company with global reach through soccer," says Vergara Zatarain.

OMNILIFE is in the multilevel industry, but they inserted a different element that they call "multi-development", which is materialized with CreSiendo. Vergara Zatarain comments: "CreSiendo is an academy for entrepreneurs where we offer courses so that people, in addition to doing business in OMNILIFE, make a success plan to achieve their life goals. We are a company that teaches people to truly transform themselves."

In addition, OMNILIFE supports social development through the Jorge Vergara Foundation and Educar+e, the latter being a project whose purpose is to make a change in the world through education.

2020 was an important year for OMNILIFE because the person to person development model, which is known as multilevel, was suddenly stopped by COVID-19 after 29 years of success. However, OMNILIFE's people were trained to use digital tools, which resulted in exponential growth for the company. Internet sales grew from 3% to 12% in six months.

2021 was a year of stabilization and development of a new hybrid model.

Íñigo González
CEO of Sesajal

> "Sesajal is Mexico's #1 sesame exporter"

"We know that in the United States people know the importance of a healthy lifestyle and we are projecting to expand there with more than five new Distribution Centers. We envision our expansion into Florida and Texas. We currently have our headquarters in Texas, where we are also about to finalize the project of a new manufacturing plant. We also reach New Jersey, New York, Chicago, and North Carolina with our products. The United States can be our gateway to other countries in Asia," says Vergara Zatarain.

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OMNILIFE currently has two plants; one in Guadalajara, one of the largest in the world in square meters for food supplements, and the other in Cali, Colombia, focused on supplying the southern part of Latin America. The new U.S. plant will be focused on supplying the U.S. and Canadian markets. And in Barcelona, Spain, they count on Hausmann as a commercial ally.

Vergara Zatarain says: "I feel very proud to be from Jalisco and that OMNILIFE, despite its important international presence, was born here, where we will continue. We are a company that seeks to benefit not only Jalisco, but all of Mexico, and we want to do it from here, with all our projects and initiatives."

For its part, Sesajal represents a revolution in the agro-industrial

Felipe Gómez
CEO of Grupo Vida

sector. It is a leading company with more than 30 years of experience in trade and production of food from seeds originating in Mexico.
Íñigo González Covarrubias, CEO of this company since 2016 and an expert in industrial and systems engineering, states: "The installed capacity, inventive capacity, packaging capacity, distribution, and brand positioning, have been the formula that has allowed Sesajal to prevail as a leader and reference in the national and international market."

Sesajal is currently present in more than 30 countries. Its main markets are the United States, which represents 55% of its sales, and including Canada, 60%; while Europe and Asia each represent 10% and Mexico 20%.
In the international market, Sesajal prevails as the Mexican leader in B2B ingredients and also maintains a strong production of consumer packaged goods (CPG) in the natural products segment.

For González, having the infrastructure to produce and export is not enough, it is only the beginning. "You need to understand the market," he states. To follow this dynamic of understanding and serving the market, Sesajal has generated links with key countries, such as the United States, Canada, the Netherlands, Germany, England, Spain, and China, through commercial offices and service warehouses. Thus, Sesajal not only acts as a supplier of ingredients, but has also focused on establishing strategic alliances within a logic of production, demand, and market.

Sesajal's location in the state of Jalisco provides a geo-economic competitive advantage from which great commercial projections emerge: "The logistics costs are favorable from Guadalajara, due to the expedited route that has been implemented to the Port of Manzanillo, an important point for the export of our products. This allows us to create commercial links with China, Japan, and with Southeast Asia; Malaysia and Singapore," comments Gonzalez and adds that "the future of Sesajal, from the perspective of ingredients and growth, is in Asia-Pacific."

The success that has led Sesajal to be one of the reference companies in the American continent and to be placed within the world ranking of installed capacity and export offer of the state of Jalisco, is due to the maintenance of the strong production lines it manages in the domestic market and its "72-hour response time compared to the average response time of the competition, which ranges from two to three weeks," points out González.

> "Granvita continues to be the leader in the granola market in Mexico"

Among the strong lines of production for the domestic market is pet food, a line that has several brands that are recognized as leaders in Mexico. With less relevance, but equally outstanding, the company specializes in foods such as chia, chickpeas, peanuts, and pumpkin seeds.

However, the star oilseed that places Sesajal in the #1 position in manufacturing and exportation is sesame. This translates into the fact that of the 35,000 tons produced annually in Mexico, Sesajal maintains an ongoing purchase level of 65%, representing at least 50% of the income of 50,000 families distributed in several states of the Mexican Republic. From its star product derives the production of tahini, which serves as a base for hummus, that thanks to its Westernization has become a product of high consumption in America and of which Sesajal satisfactorily meets the demand of 20% of the consumer households spread throughout the Americas.
In conclusion, it is necessary to mention that Sesajal is a national and international reference not only for its commercial results, but also for being a socially responsible and ecologically committed company, which carries out training programs in various agricultural communities and promotes education, welfare and human development programs for the country's underprivileged populations. "Our commitment is to give the best quality of life to our Mexican families," affirms González.

> "Food innovation is growing rapidly and Verde Valle is a protagonist"

Regarding the growth of the agro-industrial sector for the coming years, Felipe Gómez García, CEO of Grupo Vida, indicates that if at the end of 2020 Jalisco's participation in the national agricultural GDP was 12%, the goal is to reach 13% in 2024. "The designation of origin of agave makes us a leading state in the production of this input, but we have other basic products such as sugar cane and corn grain; livestock products such as eggs, beef and pork, and the subsector of fishery products, with interesting figures in mojarra, carp and guachinango, in addition to the fact that Jalisco is the state that produces the most milk in the country," says Gómez.

Gómez adds that in addition to agricultural and livestock production, the secondary sector of Jalisco's economy is the processing and packaging industry of these same inputs. "Jalisco is the birthplace of tequila and mariachi, but it is also proudly the birthplace of the production of oats and corn products," adds Gómez.

"From my point of view, doing business in Jalisco is ideal…In this land, you will find the necessary conditions to capitalize on any project you have in mind," says Gómez García.

Another Jalisco agribusiness success story is Grupo Vida, a company that Felipe Gómez Fajardo started as a family business in 1982. At that time, Gómez Fajardo, current president of the Group, was convinced that healthy eating was the future. He researched what could be innovative and healthy, and that is how he came across granola, a product that was unknown in those years. Granola was sold in health food and specialty stores in Mexico, but there was no brand that could be marketed on a mass level.

"My father's bet was to make this product available to all consumers. His main raw material was always oat flakes, enriched with nuts. He invented the Granvita brand, thus creating the ´Mexican Granola´, where, unlike those that existed in the United States and Europe, the oat flakes are baked, making it crunchy, with a special flavor that, to this day, we can proudly state that it continues to be the leader in the granola market in Mexico," says Gómez García.

Later, Gómez Fajardo undertook the challenge of manufacturing oat flakes and launched the Granvita brand of oats. The next innovation was to supply this product in flexible packaging that offered two major benefits to the consumer: cost and transparency of the packaging. Subsequently, Granvita diversified its offering with another series of value-added products, such as bars and cookies.

Nearly 40 years after the creation of its Granvita brand, it now has a presence in Canada, the United States and Latin America.
Gómez Fajardo comments: "The year 2020 gave the great lesson that there is no better vaccine than maintaining a strong immune system, and that there are several healthy products, such as oats, that help in that purpose."

Grupo Vida currently manages four divisions. It is a supplier of oats, granola, and nuts to the main companies in the food industry that require these ingredients to manufacture their own products. In another division, it supplies oat grain to manufacturers of balanced feed for livestock and pet food. The third division is the export and operation of oat plants outside the country. Finally, it has a special food assistance program division in different locations in Mexico.

In Mexico, Grupo Vida is a source of employment for 1,500 people; outside the country it generates

German Rosales Wybo
CEO of Verde Valle

another 200 jobs. Its four main plants are located in Jalisco (two plants), Chile (through a subsidiary company), and another wholly-owned subsidiary in the Canadian province of Alberta.

Its main participation in the international market comes from its plants in Canada and Chile. "From Canada we serve the domestic market in that country, the U.S. market, some Caribbean markets, and we are beginning to export part of our production to Asia. Most of the production of the Chile plant is destined for Latin America," emphasizes Gómez García.

Among the three most important food companies in Jalisco and among the 20 largest nationally is Productos Verde Valle. This company is part of the context described by the Mexican Ministry of Agriculture and Rural Development, which in 2020 declared the Jalisco countryside as the "absolute leader" with respect to commercial value and production volume of food for the Mexican population and for the export market.

Productos Verde Valle began its history in 1967 in an old house in Guadalajara belonging to industrialist Sergio Rosales, as a family business. Derived from that simple beginning, today Germán Rosales Wybo, his two brothers and a great professional team run the leading corporation with 1,500 collaborators, facilities in Mexico City and Monterrey, and offices in Dallas.

Verde Valle processes and distributes nationally and internationally the best Mexican line of rice, beans, lentils, fava beans and chickpeas. The selection and manufacture of its products are the result of sophisticated research and development processes carried out by the company itself. Its quality control is based on a solid FSSC2200 certification (Food Safety System Certification), an international standard that ensures food safety.

Currently, Verde Valle offers consumers in the United States the best of the Mexican countryside and already has 200 distribution locations in Mexico.

In recent years, the company has complemented its grocery line with instant mashed potatoes, granolas, oatmeal, and nuts. Food innovation is growing rapidly, and Verde Valle is a protagonist. It was the first company in Mexico to launch a line of products in flexible "sterilizable" (pouch) packaging with the successful Isadora brand. Rosales Wybo states that "being the first to open a category or product segment with a dominant positioning and good execution

Jalisco produces

- **60%** of Mexico's dietary supplements
- **50%** of Mexico's candy products
- **24%** of Mexico's beverages
- **19%** of the milk in Mexico

Jalisco is Mexico's

- Leading milk producer
- Largest egg producer

Abraham González Uyeda
CEO of Sello Rojo

can give you the opportunity to be the market leader." He adds: "Thanks to our packaging and the fact that the technology used to process Isadora products is less aggressive in denaturalizing their original flavor, the result is an extraordinary taste." A lentil soup with this technology is currently being launched under the Verde Valle brand in the U.S. market.

It is worth mentioning the nutritional boom that legumes are experiencing, especially in terms of their healthy protein content. In fact, one of the most prized chickpea varieties of the world comes from the state of Sinaloa, Mexico. Verde Valle will soon launch another great innovation based on this grain.

> "An act of conscience must be made and offer high quality products"

Rosales Wybo conducts its business with a strong social orientation: "We have been awarded by the union as the company that best pays its employees." Verde Valle Tu Sana Compañía, also includes being consistent in humane treatment and zero corruption. "We want our workers to stay in Mexico with a better standard of living," says the CEO proudly.

In Mexico, the CEO of Verde Valle finds a significant number of young entrepreneurs and innovators "who are not afraid to be told no." "From there, interesting products emerge, some with the keto trend, for example." He adds: "Sometimes we can make alliances with them, where creativity and determination are a good business formula."

After dedicating more than 30 years to brand development in Mexico and the Latin American market in the United States, Germán Rosales Wybo published his book "Hagamos Marca en México" (Editorial Trillas). This book dedicated to branding is nourished by the professional experiences that Rosales Wybo has lived and a good theoretical support in the framework mainly of Mexico and Latin America. As Rosales Wybo observes, "Do not forget that one of the richest culinary traditions in the world is Mexican."

In the dairy industry and its national relevance, Sello Rojo has played a fundamental role in the development of this industry over the years.

Sello Rojo was founded in 1961 by Mr. Roberto González de la Torre and his son Rubén González Sánchez. After multiple phases of technological renovation, the third generation, represented by engineer Abraham González Uyeda as CEO, updated its logistics systems in the face of a reality that is changing by leaps and bounds.

Going back to its beginnings, the González family had a relationship with many cattle ranchers, "since part of the business was to bring raw milk and sell it door to door in the streets of Guadalajara (...). My grandfather and my father decided to set up a pasteurizing plant and build what today is Sello Rojo," says González Uyeda.

Later, the company faced different challenges, one of them being to lower the cost of packaging. They started with returnable glass bottles, and in the mid-seventies a non-returnable pasteurized cardboard package was introduced. In 1988, they opted for a high-density polyethylene container and introduced it nationally in the food industry. Subsequently, long shelf -life technology was incorporated into the packaging known as tetra and an option that is considered more environmentally friendly (easier to recycle), which is PET packaging.

Another of the great challenges that every business community faces, especially in a family business, was generational change and the succession of management around 1995.

The next challenge was the technological conversion of the entire industrial plant.

In the 2000s, the fundamental challenge for the company has been logistics reorganization: efficient data analysis, the status of distribution systems and route engineering. "It's the biggest challenge of the 21st century, and it has evolved exponentially. We have to look at what direction the consumer is going to take," says González Uyeda, adding, "We are more than 4,000 members of this community. We are in 17 states, we have 52 distribution centers, most of which we own, our own sales force is approximately 1,000 units, and we have around 200 SKUs."

Sello Rojo's strongest investment plans are in the technology sectors, data analysis, and in creating a good program for last-mile care. "We can't be absent from where and when people tend to consume milk because you lose

those sales," says Sello Rojo's CEO.

González Uyeda adds: "The honesty of our products has always distinguished us, since they are 100% natural, they do not take more than 10 hours from the time they leave the farm to reach the market and your table at home. An act of conscience must be made and offer high quality products, which are healthy and do not harm the body. After several generations, we continue with this philosophy."

Sello Rojo is currently updating its certifications with the goal of restarting exports to California. "It is important to understand the nostalgia market, which is undoubtedly huge, and serve it with the standards of the most demanding markets," says González Uyeda, who adds that he lived through the evolution that Jalisco underwent when he was Secretary of Economic Development. "The state went from being a primary food producer to promoting the secondary and tertiary food industry, but also diversification in the technology sector. An enormous amount of innovation has been built in Jalisco that go all over the world," he concludes.

As a prominent businesswoman in the food industry, the participation of Marisa Lazo, founder and director of Pastelerías Marisa, has been notable. Marisa became the first woman to obtain the Jalisco Business 2020 Award and to chair the board of the Tec de Monterrey in Guadalajara. In addition, she won the Philanthropic Company of the Year Award by AFP 2020.

This successful woman started her business in 1992 in her kitchen oven. Later, she began to accept custom orders. It was in 1997 that she opened her first location.

During these years, Marisa has diversified its offering. Currently, it also owns Dolce Natura, which has 20 locations, and Tía Lola, which has 10. Pastelerías Marisa alone has five plants and 56 locations throughout the state. In the short term, its objective is to reach other national territories.

Marisa is also committed to the social development of Mexico. Within the company, she promotes the professional and personal development of her employees. Externally, it has the Marisa Foundation, which through 40 civil associations supports the empowerment of women.

Continuing in the industry of sweet delicacies, it is important to mention Dulces Montes, a 100% Mexican company that stands out for the quality of its products, which are candies made with real milk.

Dulces Montes was founded in the municipality of Poncitlán by Mr. Miguel Montes Castellanos. His premise has always been quality. "We produce candies from fresh milk, which we must process quickly because after a few hours of milking it loses its properties. We never use powdered milk. In addition, our candies have no preservatives or artificial coloring. The freshness and quality of our products have been our hallmark and added value throughout all these years," says Juan Carlos Montes, CEO of Dulces Montes.

> **"We never use powdered milk. In addition, our candies have no preservatives or artificial coloring"**

Juan Carlos Montes was involved in the candy industry since he was a child; he was a cooler, machinist, and mechanic in the company. Later, he specialized in candy in the United States and Germany. In addition, several generations of the Montes family have been involved in public administration. "My grandfather was mayor of Poncitlán in 1902, my dad in 1959, and it was my turn between 2015 and 2018," comments Juan Carlos Montes.

The company currently have two plants in Poncitlán, generating more than a thousand jobs in that municipality. The first plant was that of Dulces Montes and then another plant was required to manufacture the wrappers and bags; this latter plant also manufactures for external clients, meaning it has its own market.

In 1969, Miguel Montes Castellanos decided to install a corn plant in Guadalajara, which gradually began production in response to the demand for glucose, which is derived from corn. Today, Dulces Montes is a small customer of this plant, which has an important national market. Specialized starches are produced there for the paper industry, for the baby food industry and even for the basis of maltodextrins.

"In a short time, we will make a significant investment to establish a new plant in Poncitlán. My dad always had the goal of taking care of the people of his town, that's why the production plants stay here," says Juan Carlos Montes.

The company broke its sales record in 2021 and expects 20% growth in 2022, based on innovation and improvements in their distribution network.

Juan Carlos Montes
President of Dulces Montes

Within the candy industry, the CEO of Dulce Montes comments: "Today we are positioned in ninth place nationally. Our intention is to reach seventh place in 2023, and to be among the top in 2025. Our strategies are focused on product innovation, quality care and our relationship with our customers."

"We want to consolidate the company over a period of three to four years, unifying our manufacturing plants, investing in innovation, positioning the brand for new consumers, expanding the distribution network and continuing with our social and environmental commitment," says Juan Carlos Montes.

Dulces Montes also has an important export market, its main customer being the United States, where demand for chocolate has increased. Guatemala and Costa Rica have consolidated markets, although Dulces Montes has a presence in more countries, including Cuba.

Innovation and technology ecosystem

In October 2021, the number of establishments in the manufacturing sector in Mexico exceeded 606,000. By 2022, the industry plans to invest US$3.5 billion in technology, according to data from the Association of Manufacturing Technology (AMT).

According to César Castro, former president of Index Occidental and current coordinator of the Council of Chambers of Jalisco, 77% of Jalisco's manufacturing exports go to the United States and Canada.

Jalisco's pharmaceutical sector is one of the most representative at the national level. In this context, the company led by Ignacio Luna stands out: Biofarma Natural CMD. In addition to being 100% Mexican, it is the only company in the sector that combines research, formulation, production, and commercialization of medicines, herbal remedies and food supplements. The company has 700 employees and efficiently operates five business units: its own brands for small pharmacies; retail brand; private label; manufactures for third parties -which accounts for 50% of its activities-, as well as a partnership with a multilevel company.

Another company in the sector is Exim. With 800 employees, it is a conglomerate of Mexican companies with a presence in international markets. Exim has expanded its activities to the automotive, chemical and biotechnology sectors, among others.

Exim's history began with Ciosa Autopartes, founded in 1988 by Jaime Huguenín Planter. The company developed and generated new businesses.

"It all started with my father's idea to take advantage of the then new opportunity to import products from Asia to Mexico, specifically products for the automotive aftermarket industry. Over time, we invested in other organizations, for example, in the chemical industry with Biozone, a company focused on the manufacture and development of environmentally friendly cleaning and disinfection products. We also participate in the agro-biotechnology industry with Altus Biopharm, where we produce agricultural inputs from microorganisms; this contributes to a more balanced and productive agriculture, a rapidly growing global trend. We also seek to promote innovative business concepts through Cococo, a builder of digital technology projects which disrupt conventional business models. Finally, convinced that consumers will increasingly seek to live experiences rather than consume products, we have ventured into the restaurant industry with a multistore fast food proposal; in Chirimbola we seek to elevate the usual experience of enjoying a hamburger to another level," states Jorge Huguenín Bolaños Cacho, president of Exim.

> "Biozone is focused on the manufacture and development of environmentally friendly cleaning and disinfection products"

Jorge Huguenín indicates that COVID-19, regardless of the degree of impact, taught impressive lessons to all industries. Exim was no exception; its consolidated result in 2021 was substantially better than that obtained in 2019. In the wake of the pandemic, a mindset shift emerged in the group regarding what they must do to become not only participants in different industries, but potential transformers of those industries. The result is a change in focus towards innovation and the constant quest to challenge the status quo.

Exim is committed to promoting Mexican talent and maximizing its potential. "Our vision is to double the size of the group in a maximum of five years; we believe we can achieve this in four," implies Huguenín.

Huguenín sees a great opportunity for expansion in the export of new products with low environmental impact technology, which increase agricultural production and quality. It is currently initiating the process of sanitary registration of these products in the United States, so that in a year and a half it will be able to start selling them in that market.

Jorge Huguenín remarks: "The world's large chemical industries are adapting to the new rules. The new global awareness of the food industry aims to eradicate in the short term the damage caused by chemicals in the field."

Exim is also involved in social projects, one of them called Escultórica Monumental, which donates public sculptures that transform city environments. This project is a collaboration of three parties: the artistic community; the business community, which pays the production cost of each sculpture; and the state government, which in addition to granting permits, facilitates the installation and dissemination. "The idea is to do it in as many municipalities of the country as possible, and to create links with other countries, because there are great Mexican artists whom we can help to expand their horizons," says Jorge Huguenín.

"Jalisco is standing out in the field of technological-digital solutions, besides being a very welcoming state to make alliances and business," adds the president of Exim.

Multinational corporations such as Jabil, Flextronix, Sanmina, have set their eyes on Jalisco because of its technological potential.

David Gil Jaca, CEO of IKOR Mexico, also highlights that for IKOR Mexico it is of utmost importance the vibrant professional ecosystem for more than 100,000 people in the electronics companies located in

Jorge Huguenín
President of Grupo Exim

the state of Jalisco. “The educational support that Jalisco invests in universities that train great engineers and the prevailing knowledge of all processes related to new technologies, positions Jalisco, as a highly relevant point for the technology sector,” affirms Gil.

IKOR is a company within the technology sector that stands out for its commitment to customer service for the design and manufacture of electronic cards. The company was founded in 1981 in San Sebastián, Spain. However, thanks to internationalization projects, in 1998 it inaugurated its plant in Guadalajara, Mexico, followed by the creation in 2004 of a plant in Suzhou, China.

In 2003, IKOR made a jump into the industrial sector through the refrigeration sector, with the manufacture and design of electronic controls. In 2007, IKOR entered the automotive sector, which currently generates 60% of the company's total sales, achieving its automotive certification in 2009 and, subsequently, in 2014 it achieved its medical certification.

Currently, IKOR Mexico has sales in excess of 50 million euros per year and a workforce of more than 400 employees.

An important part of IKOR's trajectory unfolds in 2015, when the ebm-papst Group, a German company, acquired 51% of the company and completed the full acquisition in 2019. Subsequently, during 2021, Connect Group, a Belgian electronics company with significant presence in Europe, bought 76% of IKOR, leaving 24% belonging to the ebm-papst Group. In view of the success of the internationalization project, the integration of IKOR within Connect Group is an essential point in the growth and prevalence of the company, with estimated sales in 5 years of around 150 million euros.

Also, thanks to this internationalization, IKOR has been able to expand its horizons to the automotive, industrial and medical sectors for the T-MEC market (Mexico, USA, and Canada). 90% of its customers are multinationals distributed in Europe and North America.

Although the U.S. company Plexus began operations in Ciudad Juárez, Chihuahua in 2000, it achieved its highest growth in the last eight years, since it decided to set up operations in Jalisco. This allows the company to take advantage of all the benefits this state has to offer.

According to their Vice President of Operations for Latin America, José Coelho, they offer a chain of services that includes design, development, manufacturing, product introduction and even Aftermarket Services, to extend the useful life of the products. This has enabled them to increase their customer platform.

And just as multinational companies trust their investments in Jalisco, Mexican companies are also eager to innovate and invest in this state. This is the case of Grupo Evans, which 40 years ago started manufacturing small water pumps and later diversified its offer for specific markets. Recently, Grupo Evans acquired the largest pruning shears factory in the world, according to Jorge Valdez Simancas, president of the group.

Grupo Evans also decided to venture into the water and energy sector, to bring business and household customers practical solutions for their savings and efficiency.

> “The knowledge of all processes related to new technologies, positions Jalisco as a high relevant point for the technology sector”

Among its goals are to strengthen what they call “the last mile”, to support distributors with the delivery of products in two hours, to streamline the entire process, and finally, to prioritize its online sales.

Another business from Jalisco that has been in the market for 40 years is Maqpower. This company has positioned itself as one of the market leaders in compressed air systems for industry.

“During these four decades we have been growing. We started our operations in Guadalajara, which has remained our mainstay, but the expansion continued. Today we have eight offices in Mexico (Guadalajara, Puebla, Hermosillo, Durango, Mexicali, Tijuana, Toluca, and León) and one in the United States (Los Angeles, CA),” indicates Alejandro Tamez, CEO of Maqpower.

Currently, the company has more than three decades working with the Sullair brand, which is its flagship brand, although it also has other brands that allow it to meet the requirements of each project.

Tamez says: “At Maqpower we seek to work in the most integral way possible, with values,”, and adds: “I represent the third generation along with my sisters. We had not planned a transition from the second to the third generation that soon. As a result of the opportunity to have an office in the United States, my father went to open the office in Los Angeles. My sister and I took the reins of the operation in Mexico with a very important challenge.”

Maqpower's Vision for 2025 is to bring the compressed air systems of all its customers to optimum efficiency while strengthening the company's structure.

The company is also looking to expand into Latin America. “We have been developing a new business unit. We are very close to being able to open the doors to Central, South America and the Caribbean,” affirms Tamez.

And betting on the area of information technology, Jalisco has Compusoluciones. This wholesale hardware and intellectual property company has been offering for more than 35 years, comprehensive and cost-effective technology solutions, as well as cloud applications, aimed at ensuring the efficient and complete digital transformation of companies.

Its offering includes products such as Siclick, a resilient e-commerce platform designed to operate even during power and Internet failures; Robotic Process Automation (RPA), to optimize and automate repetitive and massive flows, which can be sales or payments; Data analysis to support its partners with greater certainty; and, Tesselar, an initiative specialized in business management and in promoting the technological development of small and medium-sized enterprises. In addition, with the same purpose of digitizing companies of all sizes, they allied with the Chilean star-up Rocketbot.

According to Ruben Masayi Gonzalez Uyeda, businessman and former Coordinator of the Council of Chambers of Jalisco, today Jalisco creates people whose value is their knowledge, who contribute to companies not only with manual work, but also intelligent work. "It is worth mentioning that the first Secretariat of Innovation in the country was created in Jalisco and that we currently have technological development and maquila centers, which is important," indicates Gonzalez.

A company that is a national reference in innovation and technology is CONTPAQi. This accounting software developer has been offering solutions to streamline processes within companies for more than 35 years.

Today, CONTPAQi is one of the highest rated companies, recognized by The Great Place To Work Institute, which ranked it first among

the best companies to work for in Mexico. And, for the last ten years, it has remained in the top ranks.

The company has a high acceptance and penetration in the national market, positioning itself as one of the most influential corporations in its field. It currently has close to one million users and six thousand distributors nationwide. In addition, it has a presence in more than a thousand universities and educational centers that offer public accounting courses. "The administrative tools we provide become a learning tool, because what we are interested in is that people understand the concept and then delegate the mechanical part to our software," states René Martín Torres Fragoso, president and CEO of CONTPAQi.

> "In Mexico, ABSA is the #1 in automation"

The company currently has 450 employees and has been growing for the past five years. Sales have been growing by about 10% year over year, with a projected annual sales of about $40 million U.S. dollars, making them one of the largest software development companies.

Micro and small companies made up the 80% of its market, medium-sized companies around 15%, and large companies 5%, the latter not being its target audience.

"I want to make CONTPAQi a human-centric company. In other words, most companies have become dehumanized. Our customers are human beings, not companies. We have segmented them to understand their problems and to be able to offer them solutions, but in the end, behind them there are people, and companies must serve people. The future of humanity is 'Happytalism', making others happy. For example, I make my clients happy with the products and services I offer; I make my employees happy because they develop their God-given gifts and talents and can therefore develop their assets; I make my shareholders happy, I make my suppliers happy, because together with them and my allies, we can also face great challenges that make us all grow," states Torres.

Regarding future plans, Torres comments that in the coming years they see themselves with a presence in different Latin American countries. "What we are looking for is not to compete in those markets, but to go to the leader of each one of them, so that we can invite them to see what are the meeting points of our companies. Thus, we can have more value together than separately," indicates the CEO of CONTPAQi.

Another company that has been revolutionizing the sector for almost three decades is ABSA, a company that offers products and services to increase and make more efficient the production processes of companies through automation technologies. In the early years of this business group, manual controls used to be utilized on industrial equipment in Jalisco. "It was necessary to change the mentality of Tapatío businessmen," explains its CEO, so the company introduced a programmable logic controller called PLC, which was an industrial computer similar to a black box. This technology made it possible to guarantee greater production with minimum defects, in addition to improving the productive efficiency of the companies. At that time in its history, "we were three or four people at ABSA, today the group has 450 employees," says engineer Luis Carlos Garza, who adds: "Today we are number one in automation."

Grupo ABSA began as a family business founded by Mr. César Garza Salazar, who was initially committed to the implementation of automation systems in industrial processes. Today, his son, engineer Luis Carlos Garza Tamez, heads the group.

Established in Guadalajara, Grupo ABSA expanded into the northwest of the country and became involved in the area of networks and telecommunications, a division of the group called Enterprise. Later on, ABSA started the assembly of electrical panels, an operation that includes solutions from the two previous areas: process automation, as well as networks and telecommunications; Panel One Custom is the name of this division.

> "Think Big Data, artificial intelligence, neural networks and augmented reality. All that information can be put at the service of the industry"

This is one of the few companies in Mexico with UL certification, necessary to ship electrical products to the United States, in addition to ISO 9000 certification.

ABSA also has an area called Energy, linked to quality and energy savings, and renewable energies. Finally, an interesting phenomenon that is part of the commitment of its CEO is the investment in the so-called Industry 4.0.

"Today, a concept called Industry 4.0 is entering the scene," says engineer Luis Carlos Garza. He adds that "the concept refers to the fact that we are living in a fourth industrial revolution, that occurs when you connect the manufacturing side of the plant to the Internet."

In the area of IOT, which stands for "Internet Of Things," ABSA generates the design of hardware, firmware, mobile applications and web applications, to solve the problems that its customers have on IIOT (Industrial Internet Of Things). "By using information from the manufacturing floor together with very sophisticated algorithms, we can predict whether the result of the product will be of the desired quality, or not." Garza believes that Industry 4.0 can help make savings, as well as batch predictions, in addition to customizing mass - produced products by simulating and predicting product behavior. "Think Big Data, artificial intelligence, neural networks and augmented reality. All that information can be put at the service of the industry," he says.

Grupo ABSA, through acquisitions, fusions, or alliances with cybersecurity companies, IOT companies and software development companies, aims to generate a complete ecosystem that allows it to offer a differentiated and unique proposal to its customers.

Promise of high standards

After the economic collapse caused by the pandemic, Uranga Lamadrid of the Guadalajara Chamber of Commerce, reports that the state of Jalisco has had a higher growth than the national average. “Thanks to the collaboration of the government and the private sector, Jalisco better mitigated the consequences of COVID-19, compared to other states in the country,” said Uranga.

One company in this business ecosystem is Zertuche, which is dedicated to the commercialization of components for general industry, construction machinery, and auto transport.

Since the beginning of 2020, Eng. Juan Carlos González, took the reins of this family business. According to González, the key factor enabling Zertuche to position itself as a trusted company is its experience providing solutions in diverse industries. The company also has specialized personnel, high quality products, and an extensive and varied inventory, which includes world-renowned brands such as Parker, Gates, and Danfoss.

> “IRM Leasing Group provides customized and innovative solutions, as well as flexible and dynamic schemes in Pure Leasing, Factoring, and Simple Credit to companies”

Eng. Juan Carlos' main objective for now is “to achieve the institutionalization and professionalization of the company, and thus ensure its permanence through the generations.”

Zertuche's most immediate growth plan is the expansion of the CTZ (Zertuche Technology Center), a workshop specialized in the integration, manufacturing, and development of turnkey projects in order to offer solutions for all industries.

Within the energy industry, Alfonso Arregui and Eduardo Cornejo decided to venture into this field. After months of studies, in 2018 they founded Corey Solar, a photovoltaic equipment trader that has evolved to other lines of business, such as project execution and the sale of energy through PPA contracts. Arregui and Cornejo indicate: “In terms of distributed generation, which is what we do today, the country does not even reach 3% penetration of its potential.” In addition, they affirm that the services offered by Corey Solar provide proven savings with positive effects on the economy, the environment, and society.

“Jalisco is an attractive state for the Americas in general, because it also has considerable potential in the financial area,” says Braulio Amado, CEO and founding partner of IRM Leasing Group.

IRM Leasing Group is a Pure Disruptive Leasing Company with presence in Mexico since 2010, providing customized and innovative solutions, as well as flexible and dynamic schemes in Pure Leasing, Factoring, and Simple Credit to companies.

The brands that make up the Group and make this formula possible are: IRM Leasing, Matrix Arrendadora, CapitalMed, and IRM Factoring.

The greatest contribution of IRM Leasing Group is its collaboration with and development of businesses, not only in the state of Jalisco, but throughout Mexico: “IRM Leasing Group seeks to support those companies in Mexico that do not have sufficient credit history to demonstrate that they are candidates for a leasing scheme,” says Braulio.

Braulio Amado also states that one of his goals with investors focused on Mexico, is that they should be certain that in Jalisco they will find a professional network capable of offering them the best tools.

“What I ask of you are three things: Trust… Trust… Trust. Have confidence in yourself, have confidence in your idea and have confidence in your environment; that is why the slogan that identifies and accompanies us is: 'Your Goal, Our Challenge',” Braulio points out.

Another strategic ally if you want to do business in Jalisco is Advacoo. This legal, tax, financial, and accounting firm was formed in 2018 by lawyers Arturo Corona and Pablo Meneses, and tax specialists Jesús Manzano and Rafael Rodríguez. Observing the needs of each client's business model and taking care of their financial information, the firm provides solutions to Mexican and foreign businessmen.

Following its slogan, “We prevent because we imagine the unimaginable,” Advacoo's goal is to act preventively, and if the damage has already happened, they look for an effective and fast solution.

Currently, the firm has a soft landing program for legal, accounting and tax matters, to offer a complete all-in-one service (payroll, books, taxes, money transfer, etc.).

Jalisco also stands out for its excellent medical care, with nationally recognized hospitals and laboratories. An exceptional example is Unidad de Patología Clínica (UPC), a family business that was founded in January 1968. It was the first laboratory in Western Mexico to be accredited by the College of American Pathologists (CAP) 22 years ago. It has 20 locations in Guadalajara and 280 employees.

UPC works with all the hospitals in Guadalajara and also provides reference services to 900 laboratories throughout Mexico that are unable to provide certain specialized tests.

Braulio Amado
CEO of IRM Leasing Group

At the beginning of the pandemic caused by COVID-19, UPC was the first private laboratory authorized by the Instituto de Diagnóstico y Referencia Epidemiológicos (InDRE) to perform PCR tests in Jalisco. Its collaboration with the state government has been close and mutually supportive.

UPC is the laboratory with the largest number of certified medical specialists in the country. Dr. Guillermo José Santoscoy Tovar, Clinical Pathologist, current general director, was previously president of the College of Clinical Pathologists of the Center of the Republic and president of the Mexican Council of Clinical Pathology.

Jalisco also has a leading medical institution specialized in in vitro fertilization. IVF Fertility Clinic Guadalajara has a wide range of experience and the testimony of more than 10,000 patients, who thanks to the techniques and standards of this clinic, have achieved high pregnancy rates.

Developing Jalisco

Construction sector in Jalisco closed 2021 with 6% growth

The construction sector in Jalisco closed 2021 with 6% growth, according to the president of the Mexican Chamber of the Construction Industry (CMIC), Carlos del Río Madrigal.

"This year in Jalisco we have recovered more than 8,600 formal jobs in our sector, we are still not exactly where we were (prior to the pandemic), (…) but we have practically achieved full recovery in construction jobs," Del Río Madrigal indicates.

According to statistics from the Mexican Association of Real Estate Professionals (AMPI) Guadalajara chapter, real estate sales in the Guadalajara metropolitan area grew 7% in 2021.

Tierra y Armonía (TYA) is a construction company that has been contributing to this sector for more than 40 years. It is currently the leader in the middle-income and residential housing markets, with the highest average sales per development. In the Guadalajara Metropolitan Area, it has a 21% market share in this segment, where throughout its history it has sold more than 40 thousand units.

Juan José Errejón
President of Tierra y Armonía

TYA specializes in six areas: Residential, Middle-Income, Metropolitan, Tourist, Corporate Commercial and Industrial, in Jalisco, Nayarit, Nuevo León, Querétaro, and Quintana Roo.

"The idea is that you can live in a house of one to two million MXN and practically have all the services and equipment, as if it were a house of double or triple the value," says Juan José Errejón Alfaro, TYA's general director.

Furthermore, TYA's DNA includes evolution, continuous innovation and the search for new business models and technologies. For this reason, TYA has created the first Real Estate Tech and Prop Tech accelerator in Latin America, with which it seeks to revolutionize the real estate sector.

In 2021, the Real Estate Developers Association awarded the company first place for its mixed-use project in Guadalajara, Punto Sur Lifestyle Boulevard, recognizing it as one of the best projects throughout the country. It was also recognized as one of the Best Mexican Companies of 202 for the eighth consecutive year. This recognition awards medium-sized private companies around Mexico that stand out for their high level of performance in business management.

During 2022, TYA will initiate its most important project in the Riviera Maya and consolidate its investments in Jalisco and Querétaro, launching more than 10 new real estate projects.

"Industrial real estate activity generates a valuable economic benefit for the state. The warehouses or industrial parks that G Industrial develops, as well as the movement generated during the construction process (…) translate into the creation of jobs," says Daniel García Suárez, CEO of G Industrial.

> **"Real estate sales in the Guadalajara metropolitan area grew 7% in 2021"**

Garcia entered the industrial real estate business by accident. He started as a broker 25 years ago, his business evolved, and today he is a developer. At the time, he had the opportunity to serve Flextronics, Jabil and Sanmina, among others.

G Industrial is currently developing a 62-hectare park in El Salto, Jalisco. It signed a 15-hectare transaction for CPA, developers of the Technology Park, where the distribution center of Amazon is under construction. On the other hand, the consortium acquired land for upcoming projects in Ciudad Juárez, Monterrey and Dallas, Texas, cities in which it plans to have five projects per year.

His expectation is to replicate his business in the United States, which consists of developing, renting and selling. García Suárez considers that the profitability offered by the United States is currently important, "and an industrial warehouse is a financial vehicle; in other words, a warehouse is an investment fund." He adds, "We already have all the equipment and the first land purchased, we are ready to start projects in the United States."

KAAB is a company specialized in investment, development, and construction. One of its most recent projects is the Axis Logistics Center, strategically located just 16 km from the Guadalajara International Airport. It also has real estate developments in the most exclusive area of Zapopán: Privé and Élevé.

In Los Cabos, Baja California, they have their emblematic project: Solaria Ocean View Condos. A unique high-end condominium with breathtaking panoramic views of the Arch, the Pacific Ocean and the Sea of Cortez, designed to make tenants feel like they are living in a hotel.

These projects would not be possible without the quality of construction materials that can be found in Jalisco. Although these products are not visible to the naked eye, they are an important part of creating unique and avant-garde environments in emblematic buildings and constructions.

For more than 50 years, Perdura Adhesivos has positioned itself as the leading brand in flooring and tile adhesives, grouts and stucco.

The first stone of Perdura was laid in Guadalajara in 1967, but over time it has expanded throughout the Mexican Republic through its more than 400 distributors.

For its part, Perdura Stone has extensive experience in the production of decorative stone. It currently exports to around 15 countries, its most significant market being the United States (Texas, California, Colorado, and Arizona). Its handcrafted characteristic distinguishes it from other products in the market, since it is made with specialized craftsman-ship from Jalisco, well known in the construction industry.

Another innovative project led by Gerardo Sánchez, CEO of Perdura Adhesivos and Perdura Stone, is AbadiEco. This company manufactures compostable, degradable and environmentally-friendly bags, which are certified as a totally plastic-free product.

Its immediate goal is to promote its 100% compostable, single-use bag in Mexico, the United States and Latin America, which, given the critical situation in the world due to plastic pollution, will help the environment.

Perdura Stone's expectation is to grow and become a leading brand, especially in the southern part of the United States, by using Jalisco's excellent labor force, the innovative products they manufacture, and the support the state government provides to talented companies to become exporters.

Sánchez says he is proud to generate ideas and give them shape, to serve through people: “We really trust our (800) collaborators. We have the obligation to continue generating ideas, jobs and new businesses. Obviously the economic part is fundamental, but also the social part: the fact that our people are always well off and have the possibility to excel.”

However, Del Río Madrigal warns that 2022 is perceived as a complicated year for builders in Jalisco due to increases in their basic supply costs due to inflation.

“During 2021 the most important cost increases have been in the materials derived from steel, for example the structure, plate, beam and RTP had an increase of 103%, (...) corrugated rebar increased by 68%, steel sheet increased 79%.” indicates Del Río Madrigal.

Regarding the steel industry, Emilio Corona Macías, CEO of Grupo Comercial Tajsa, notes there are currently shortages and that prices are high, which generates a lot of uncertainty in the company's management. He continues, “The irregular situation of the industry due to the atypical moment of the pandemic has caused bad months and good months.”

For the time being, their expectations go hand in hand with the stabilization of the steel industry.

Grupo Comercial Tajsa is a company with 48 years of experience in the commercialization of carbon steel pipe. The pipe covers different uses and applications such as conduction, construction, deep wells, metallic structures and billboards, among others.

Among the projects that feature Tajsa's products are the Guadalajara Airport, the Matute Remus Bridge, the Telmex Auditorium and the new Tec de Monterrey buildings. “It fills us with pride to know that we participated in such emblematic structures for the economy, culture and education,” says Emilio. As for their experience abroad, they had the opportunity to work in Chile thanks to their good relationship with Chilean construction companies, of which Tajsa is an exclusive supplier.

The group also had the opportunity to reach the United States with certain projects, in which its Mexican clients already identified the projects and Grupo Comercial Tajsa was invited to participate.

Grupo Comercial Tajsa is currently working on several additional projects, including Vidanta's Cirque du Soleil in Puerto Vallarta, the new Lienzo Charro in Aguascalientes, and the Macrobús Periférico stations in Guadalajara, just to name a few.

Meanwhile, Letsa has maintained its exponential growth year after year, increasing its installed capacity by more than 200%.

For this Mexican company, positioning itself in the national and international market has meant overcoming great challenges. However, Letsa's positioning also represents its greatest achievement. It competes with large companies worldwide to build meaningful projects, which has motivated them to improve continuously.

Letsa became one of the first companies to produce translucent laminates on a continuous basis. Alejandro Huerta Leal implements a business model inherited from his father, Mr. José de Jesús Huerta García, which has led the business to be a quality, highly productive and efficient company with its customers.

Letsa is currently present throughout Mexico, the Caribbean, Central America and part of South America. Huerta Ramos, current CEO, explains that they are seeking to project the company into new horizons, with a great inclination towards the United States. The company currently participates in the U.S. market with specialized parts for the petrochemical industry and is expecting to serve the commercial and industrial markets, too.

On the other hand, Grupo Urrea's Tools and Locksmith Division is a 100% Mexican company with a global presence. It is the largest manufacturer of forged tools in Latin America.

Alfonso Urrea Martín, CEO of the company, also shares through talks and a book he authored called Vivir, trabajar y crecer en familia (Living, working, and growing as a family), how they have managed to maintain a family business for more than 114 years.

Currently, the division headed by Urrea Martin has two priority distribution centers outside Mexico: one in Texas, from which it covers North America, and another in Colombia, which, in addition to serving the entire country, allows them to prepare for future expansion to other regions of Latin America. In Mexico, they are starting the construction of their fourth factory. In the next decade, Urrea Martin plans to offer 30 thousand specialized products.

Bringing Jalisco to the world and bringing the world to Jalisco

Guadalajara International Airport is:

- The second most important in cargo volume
- Second in international operations
- The third largest

in Mexico

Mexico's logistics network consists of 117 seaports, 393,471 kilometers of highways, 27,000 kilometers of railroads, 76 airports, 46 customs points and 66 intermodal terminals, according to federal government data.

Jalisco has a privileged geographical position, as it is close to two of the most important commercial ports in the country: Manzanillo and Lázaro Cárdenas.

Rubén Masayi González Uyeda comments that having the Port of Manzanillo in the neighboring state strengthens the value chain, as it receives ships arriving from Asia, and most of these bring raw materials.

"We have an entry of between 12,000 and 15,000 trailers with containers coming from those ships; about 6,000 or 8,000 go to feed the factories established in Jalisco, especially in the technology and pharmaceutical industries," says González.

Another fact: Los Angeles, California is 2,104 km away, which means less than 3.5 hours in a direct flight from Guadalajara. On average, there is a flight every hour to the United States from Guadalajara, according to data from the government of Jalisco.

The government's goal is for Guadalajara to be seen as a crossroads for world trade and to be recognized for its great contribution to the growth of the national economy.

The government of Jalisco also wants to position Guadalajara as a logistics center and to let everyone know that the Guadalajara International Airport is the center of the most important tourist and commercial activities in the country. It currently has more than 100 cargo flights per week, has flights to 2,300 international destinations per month, and is expanding capacity to 30 million passengers per year.

> **"We are focused on turning Guadalajara airport into the main Latin American cargo hub"**

"We are focused on turning Guadalajara airport into the main Latin American hub for cargo," says Federico Lepe Montoya, head of Strategic Planning at Guadalajara World Trade Center (GWTC). He adds that, for now, the cargo terminal at the Guadalajara airport handles 175,000 tons per year, and with the switching center, the projection is to dispatch half a million tons by 2025 or 2026.

César Castro, elected coordinator of the Council of Industrial Chambers of Jalisco, said: "We have a direct Asia-Guadalajara flight, with which we are able to reduce costs and delivery time; we will continue supporting small and medium-sized companies to continue being importers and exporters."

Founded in 1993, GWTC is the company that operates the cargo terminal at the international airport of Guadalajara. It is a business complex within the logistics sector that offers the infrastructure for a correct import and export, with the services of handling and warehousing. Therefore, GWTC promotes diverse industries such as pharmaceuticals, high technology, e-commerce, agri-food, automotive, aerospace, among others.

GWTC has the support infrastructure to provide the best connectivity from Mexico. Thanks to their 29 years in the industry, they are experts in the storage, handling, and custody of international trade merchandise. They have 60 weekly international cargo flights in collaboration with various airlines, which allows them to provide a reliable and timely service. Within its wide national coverage, the offices at Guadalajara International Airport and Puebla International Airport are the key points for Mexican companies to send their products abroad, protecting their profitability with greater security, proximity, and speed.

"We are inspired by a deep commitment to the country, to the region and the desire to be part of foreign trade," says López. He also states: "GWTC's success is due, among other things, to Jalisco's privileged and strategic geographical location near the Port of Manzanillo. In addition, the state has an important network of highways, as well as a high-tech and modernized countryside, and an industrial sector that has evolved significantly (…). Few states have the economic diversification that Jalisco has and its high distribution of capital," he concludes.

Another challenge facing GWTC is Mexico's variable economic development. Lopez points out: "Some states in the Gulf have grown little, in contrast to the north of the country, which has had an accelerated growth. I do not abandon the desire to generate the conditions for the south, and the country as a whole, to grow and reduce this inequality."

Facing the challenges, GWTC is aware of the importance of working with the authorities to provide Mexico and the Latin American region with a reliable and successful trade integration for all. "The trade agreements that arise from major negotiations, such as the GATT or the T-MEC, generate a solid infrastructure in the region and promote a more agile development of international trade; this is the beginning of true integration. Guadalajara World Trade Center is really interested in working on this dynamic and making Mexico a trustworthy, fast and efficient source of supply," concludes López.

The internationalization of business requires that companies modernize through excellent logistical assistance. The Mexican company SBGroup stands out in this field.

Aurelio López Rocha
President of GWTC

- 2300 international destinations per month
- + 100 cargo flights per week

SBGroup is a 100% Mexican company based in Jalisco. Logistics today is the difference between winning or dying for a company, says Raul Saucedo, president and CEO of SBGroup. Saucedo adds that the company has three business segments: SB Logistics (international transportation, warehousing, value-added and domestic distribution), SBFree Trade Zone (bonded warehouse, strategic bonded warehouse, IMMEX, customs brokerage) and SBFinancial Services (leasing, real estate, risk management consulting).

Raúl Saucedo
CEO of SBGroup

SBGroup currently has operations in Laredo, El Paso and Los Angeles. In Laredo, the company will add a distribution center with capacity for 100 trailers, with an approximately 75,000-foot yard and warehouse. It should be operational in 2023.

On the other hand, through their Warehouse Management System (WMS), the company offers its customers abroad the possibility of creating interfaces that already work today for the automotive and electronics industry in China, Taiwan, Korea, the United States, among other countries.

In the SB Free Trade Zone business segment, it is the first Mexican logistics company to have three strategic bonded warehouses in the country. It has two IMMEX services which have moved more than 650 million U.S. dollars of merchandise in 2019 and closed the second half of 2021 with 800 million U.S. dollars. These results are due to 80% of its clients being foreign companies and the company having a strong Compliance department.

> “Logistics today is the difference between winning or dying for a company”

SBGroup's objective is to show foreign companies they can do business with Mexico and SBGroup can be their strategic ally. “We know that in the U.S. market we must work with strategic partners to become 'niche players', providing unique solutions to reach Jalisco, Guanajuato and soon Mexico City. That is where our strategic bonded warehouses are a unique solution,” explains Saucedo.

Together with the governmentof Jalisco and Guanajuato, SBGroup has provided importers and exporters with solutions that reduce time and costs, streamlining processes at ports, airports, and borders.

The spirit that enchants the world

Women working in agave fields

Tequila may be Mexico's most emblematic product worldwide. Currently, the country exports 338 million liters, or 64% of total production. The United States is the country with the highest demand, representing 85% of this export, followed by Germany, Spain and Japan, according to Luis Fernando Félix Fernández, president of the National Chamber of the Tequila Industry.

Currently, Mexico is the only origin of tequila. The Tequila Denomination of Origin (DOT) comprises 181 municipalities in five Mexican states: Jalisco with its 125 municipalities, Nayarit with 8, Guanajuato with 7, Tamaulipas with 11 and Michoacán with 30 municipalities. Only in these municipalities is it possible to use Agave tequilana Weber Variedad Azul for the production of Tequila. Jalisco represents 77% of total production.

During the COVID-19 emergency, the Chamber ensured the continuity of operations of the tequila industry. This allowed the industry to grow significantly during the pandemic. In the midst of consumption restrictions and supply shortages, production grew by 41%.

Mexico is the second-largest consumer of tequila in the world, after the United States, and continues to gain market share. Tequila demonstrated its acceptance in the U.S. market during 2021, with a 30.1% increase in sales, equivalent to 1.2 billion dollars more than in 2020, according to figures from the Distilled Spirits Council (Discus).

In fact, it will be the U.S. consumer who causes the Mexican industry -again- to register growth of up to 10% in production and sales volume in 2022.

“There is a great versatility in the beverage and that is what we are promoting; there are few distillates that serve as appetizers, digestives, which can also be taken in cocktails or enjoyed alone,” adds Felix.

Every company dedicated to this industry has an impressive story to share, as is the case of Casa Sauza, which began in 1873. The company-’s most recognized building, “La Perseverancia,” is part of the so-called “Agave Landscape and the old industrial facilities of Tequila,” recognized as a World Heritage Site by UNESCO.

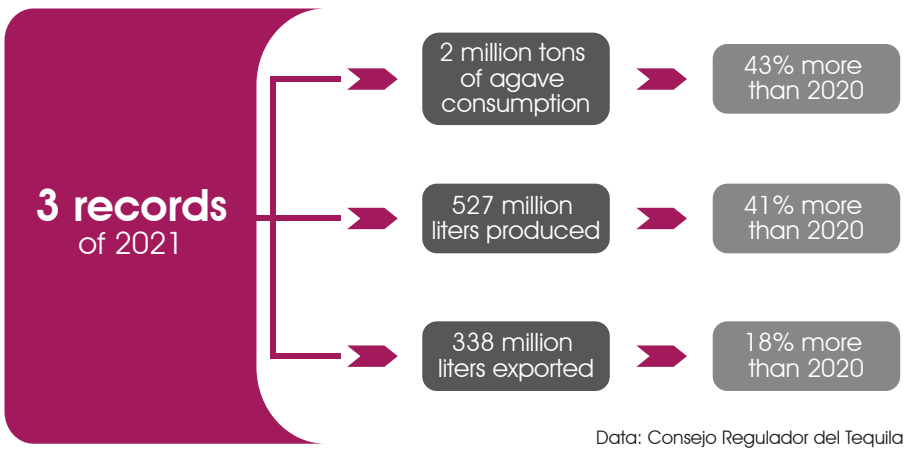
One of Casa Sauza's iconic products is Hornitos tequila, a brand created by Eladio and Francisco Sauza in 1950. Its name alludes to the place where the agaves were cooked, as this is a tequila house that keeps a strong seal of tradition.

Hornitos, which is its main product

in volume, grew around 15% in 2021. Another brand that had significant growth of 50% in 2021 was Tres Generaciones.

The 360° marketing strategies Casa Sauza employs give special attention to the Latino market in the United States, which represents more than 70% of the company's volume, followed by Mexico with 20%, and the rest of the world with 10%.

Servando Calderón, CEO since 2007, seeks to continue consolidating Casa Sauza in the United States and Mexico, and to expand into markets in Asia and Europe.



Data: Consejo Regulador del Tequila

The company has 270 employees and manages close to 11,000 hectares in different regions of Jalisco. There are employees who are fifth generation in the company, which creates close ties in their community. One example is the production manager, who is third generation; his grandfather and father were employees of the company.

The pandemic has been an opportunity to support the community in collaboration with Suntory, the multinational that currently operates Casa Sauza. Meanwhile, in the United States, Hornitos is carrying out a campaign to support migrants who are looking for an opportunity to start a business.

Casa Sauza has diversified its activities and also operates as a tourist destination. "La Quinta Sauza," a large house which dates from 1836, receives around 85,000 visitors per year. The tours show the complete production of tequila. The experience concludes with a meal or cocktail at La Cueva de Don Cenobio, where chef Karla Castro resides. It should be noted that this restaurant is among the five trending topics worldwide on the online platform TripAdvisor, dedicated to the tourism sector.

In addition, for the last 10 years, Casa Sauza has been collaborating in the annual event "Vallarta-Nayarit Gastronomic," which seeks to promote international gastronomy with the regional cuisine of Jalisco and Nayarit. The event allows Michelin-starred chefs from Mexico and around the world to visit and explore the municipality of Tequila. Throughout the year, Casa Sauza carries out campaigns to increase tourism in Tequila, always aiming to show the greatness of almost 150 years of history, human development, social, and environment commitment.

Casa Sauza's CEO invites visitors to live the tequila experience, which not only consists of the beverage itself, but is accompanied by a rich gastronomic and cultural experience.

For his part, Don Eduardo de Orendain started in the industry in 1844, with a certainty: the key to produce and offer the best tequilas was in the field and in the ability to develop the best agaves in those generous lands. For this reason, the company cultivated its own land from the beginning. In addition, with the same interest, de Orendain proposed the creation of the National Chamber of the Tequila Industry, of which he was the first president, as a way to create awareness about the importance of agave as a raw material.

Today, his descendants proudly carry the Orendain brand, which continues to garner recognition, positioning itself as the best tequila in its category in blanco, reposado and cristalino presentations.

It is also present in more than 20 countries around the world, along with the philosophy that what people taste is a little piece of Mexico.

Meanwhile, Tequila 7 Leguas has managed to position itself from its origins to satisfy the most demanding palates. Throughout its 70-year history, the company has preserved artisanal production methods, taking great care in the quality of each bottle. After the early death of its founder, Ignacio González de Anda, and when it was still a predominantly male sector, the company passed into the hands of his wife, María Amparo. Determined to continue with a business that implied love for the land, she was able to take 7 Leguas forward. The brand is still 100% Mexican and enjoys national and international recognition.

In the United States, the consumption of premium and luxury tequila grew 30%, and now it is commonly consumed straight, as it is in Mexico.

Tequila 100% agave, the most select among the distilled agave beverages, represented seven out of every 10 liters of tequila produced in Mexico last year.

Arturo Lomelí and Juan Sánchez decided to venture into tequila production on their own terms, taking care of every detail, from the land where they grew its agaves to the moment the spirit reaches the consumer's lips.

Clase Azul is a 100% Mexican brand, committed to adding value to the entire production chain. The company even has its own ceramic factory -and is building a second one- where master craftsmen create each bottle. Clase Azul has its own distributors as well: one in San Francisco, California, for the North American market; another in Madrid, Spain, to cover Europe; and the last one in Tokyo, Japan, to serve Asia.

With a plant of 2,000 collaborators, they do not seek to consolidate themselves as a massive brand, but instead have selectively promoted the product in 56 countries.

Servando Calderón
CEO of Casa Sauza

Tequila Woman

Vinos y Licores Azteca has a team composed entirely of women, with tequila production dedicated 100% to export. Its factory is located in a small town in Jalisco without large industry, so the female profile of the company came naturally. “The sky is the limit,” says CEO Melly Barajas to her team to encourage them to dream big and follow their vision.

The businesswoman's family does not belong to the tequila trade. The brand was conceived when her father heard the news of the Tequila Denomination of Origin. Her father enthusiastically told Melly, “How I would love to have a tequila with our name on it!” It was then that she began researching how to produce the distillate and discovered that during the fermentation process an infinite number of flavors can be created. Eventually Melly chose a more commercial name for the brand, but the initial inspiration from her father remains.

Vinos y Licores Azteca has the Leyenda de México and Especta- cular brands. Its added value is that these are artisanal tequilas, without any chemicals. The tequila goes through an oxygenation process, which is done with female hands. Its CEO states: “There is something special about women's energy.”

98% of Vinos y Licores Azteca's production goes to the United States, its main market. Melly’s goal is to reach Mexican consumers in the U.S., who have a certain yearning for their hometowns. She states that, “To take tequila to other countries is to take a bit of Mexico (…), so that drink has to be of excellent quality.” She adds: “People who do not know Jalisco, have not known Mexico.”

The story of Ana Rosa Carrillo results from her initial participation in La Playa, a family business dedicated to the distribution of wine and liquor, founded by her father in 1947. In 2000, she decided to found her own company: Tequilera de la Barranca de Amatitán.

After acquiring her first apprenticeship in a trading company, Ana Rosa Carrillo started the process of learning all about tequila production. She researched the optimal procedure to obtain the product she needed. The first brand was Tequila Mi Tierra. On the bottle she placed the signature of her father, who died in 1991. Her mother inaugurated the plant in memory of the family business where it all began.

The factory location is at the bottom of the Amatitán ravine and has two springs that provide the water used in the production process. Since the valley in the municipality of Tequila has volcanic soil, Ana Rosa tells how the water passes through the natural filters created by the rocks, until it reaches the factory to give the tequila a different flavor. The site is surrounded by mango, lemon, pumpkin, etc., which provide natural yeasts for the fermentation of the tequila, that results in a more herbal flavor.

The production is an artisanal process. Currently, the company sends most of its production to the domestic market and has diversified its offering with a chocolate creamer and a coffee creamer with tequila.

Tequilera de la Barranca de Amatitán has manufacturing and export projects for 2022, with expectations to grow in the United States. In 2020, the company reestablished relations with Japan and Canada to reconquer its old markets.

For its part, distinguished for being one of the five oldest distilleries in the country, Casa San Matías tequila has a solid history. Each of its four directors has contributed to reach its current position: Don Delfino González founded the company in 1886; Don Guillermo Castañeda consolidated the work team; Don Jesús López Román contributed the company’s first brand that uses 100% pure agave; and Carmen Villarreal already has several achievements in her current position.

Villarreal’s first achievement, in addition to being the first woman at the head of the company, is the internationalization of the brand. Currently, Casa San Matías exports 60% of its production to the United States, Australia, Germany, Italy, England, France and Japan, and is preparing to enter Denmark, Greece, Taiwan, and the rest of China. The other 40% is destined for the domestic market. In 2020, a complex year due to the pandemic, Casa San Matías achieved first place regionally and first place nationally in the awards for the best companies to work for. It also has a certificate for its commitment to social responsibility and is the only tequila company with certification in gender equity.

Melly Barajas
CEO of Vinos y Licores Azteca

Ana Rosa Carrillo
Owner of Tequila Mi Tierra

Puerto Vallarta

The Night of the Iguana, Predator (1987), Revenge (1990), Limitless (2011), are some of the well-known movies that were filmed in Puerto Vallarta.

This city is one of the leading destinations in the cruise industry in Mexico, thanks to its beaches, landscapes, gastronomy and excellent service to tourists.

According to official data, it is expected during 2022 that 196 cruise ships will arrive in Puerto Vallarta, compared to the 280 that arrived annually before the pandemic. It is estimated the tourism sector will continue to recover during the course of the year.

“It did not take long for foreign tourists to arrive in what today is, by vocation, a tourist port,” says Luis Alberto Michel, Mayor of Puerto Vallarta. Michel describes the people of Vallarta as hard workers who understand tourism because they know the local economy depends on this activity.

Medical tourism is also developing in this city. Dr. Alberto Marrón, medical director of the hospital Vallarta Medical Center, comments: “If there is a need and there is an opportunity to be assisted in Puerto Vallarta, here we offer very good quality health services in general.” The orthopedic specialist assures that Puerto Vallarta has all the infrastructure and the human quality to attend practically any ailment a patient may have.

Six years after its start, Vallarta Medical Center has positioned itself as the leading hospital in medical tourism and the one most recognized by nationals and foreigners. Patients are the ones who reiterate with their good references the quality and warmth of the medical treatment and the professional expertise of the hospital staff.

Vallarta Medical Center offers 28 medical specialties in addition to the most up-to-date medical equipment and adherence to international protocols in hospital safety.

The vision of growth contemplates the integration of new areas that strengthen the options in medical services. Vallarta Medical Center already has a regenerative medicine area, a blood bank is in process, and soon it will be the first and only hospital with nuclear medicine in Puerto Vallarta.

Vallarta Medical Center has a sister hospital in Chapala, Centro Medico Ribera. The latter serves the largest foreign community in the country.

Both hospitals have bilingual staff and French-speaking concierges. The intention is to make patients feel comfortable, cared for and satisfied with their treatment.

“For foreign patients it is more affordable to pay for their treatments at Vallarta Medical Center since in their countries they either have to wait a long time for medical attention or the costs are higher,” points out Dr. Marrón.

For the hospital's directors, true medical tourism means attracting patients from their own countries by offering the option of coming to Puerto Vallarta. For this purpose they have agreements with hotels, restaurants, and even with entertainment companies. The value chains established with these agreements range from the drivers who receive the patients, the doctors who attend them, the hotel rooms adapted to the medical needs of the patients, and the entertainment activities during their visit. All this generates an economic spillover in multiple sectors.

30 YEARS

20 COUNTRIES

MILLIONS
OF DISTRIBUTORS

ONE FAMILY

OMNILIFE
PEOPLE TAKING CARE OF PEOPLE