



**BAJA
CALIFORNIA**
GOBIERNO DEL ESTADO

ECONOMÍA
Secretaría de Economía e Innovación



A forecast for our binational region
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SCEDC
South County Economic
Development Council

Binational forum 2022

June 2022

***We are in charge of
building our common
and better future***

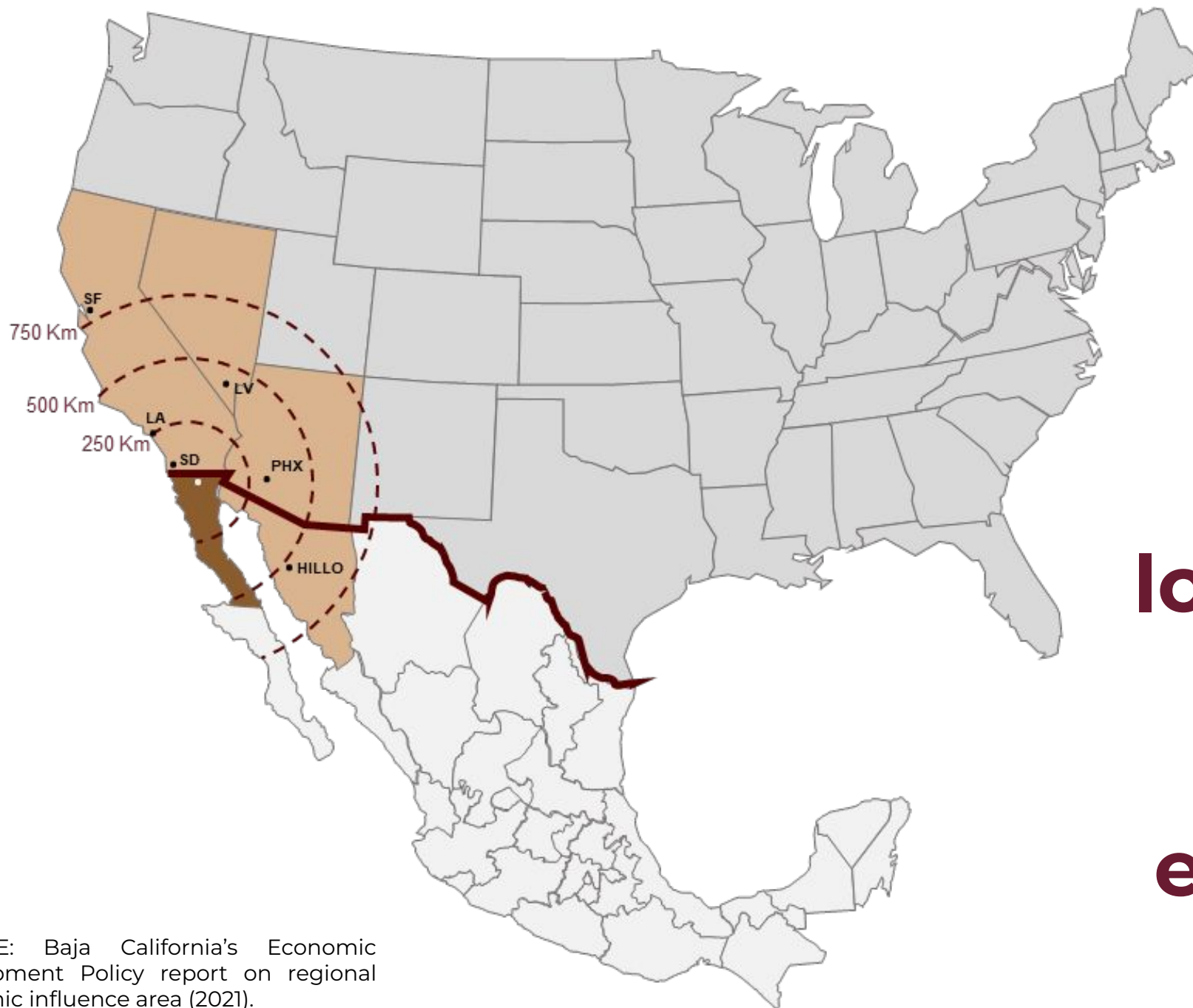
**Opportunities
Responsibilities
Collaboration
Vision
Sustainability
Growth**



Our binational megaregion for the future

- Improved crossborder labor, commerce and investment dynamics
- Education and workforce development programs implemented
- Safer and faster border crossing
- Smart and clean transportation
- A better environment and economy for all





**A unique
location and
a dynamic
binational
ecosystem.**

SOURCE: Baja California's Economic Development Policy report on regional economic influence area (2021).

Regional commute of workers, executives and general population

- **7 Crossing points along the Baja California – California border make it one of the most dynamic binational regions.**
- **In 2019 (prior to the COVID-19 pandemic), over 77.2 million people crossed the borders from Baja California into California. From January to April 2022, 21 million people have crossed.**
- **In recent surveys, Mexican residents crossing the border to the US reported to do so for shopping (52%), work or business (31%), visiting friends or relatives (9%), education (2%), and medical purposes (2%).**
- **U.S. residents reported crossing into Baja California for visiting friends or relatives (54%), medical purposes (12%), shopping (10%), work or business (5%), vacations (5%), and other reasons (5%).**



Cross Border Xpress (CBX) connecting passengers from the US to Tijuana's International Airport.

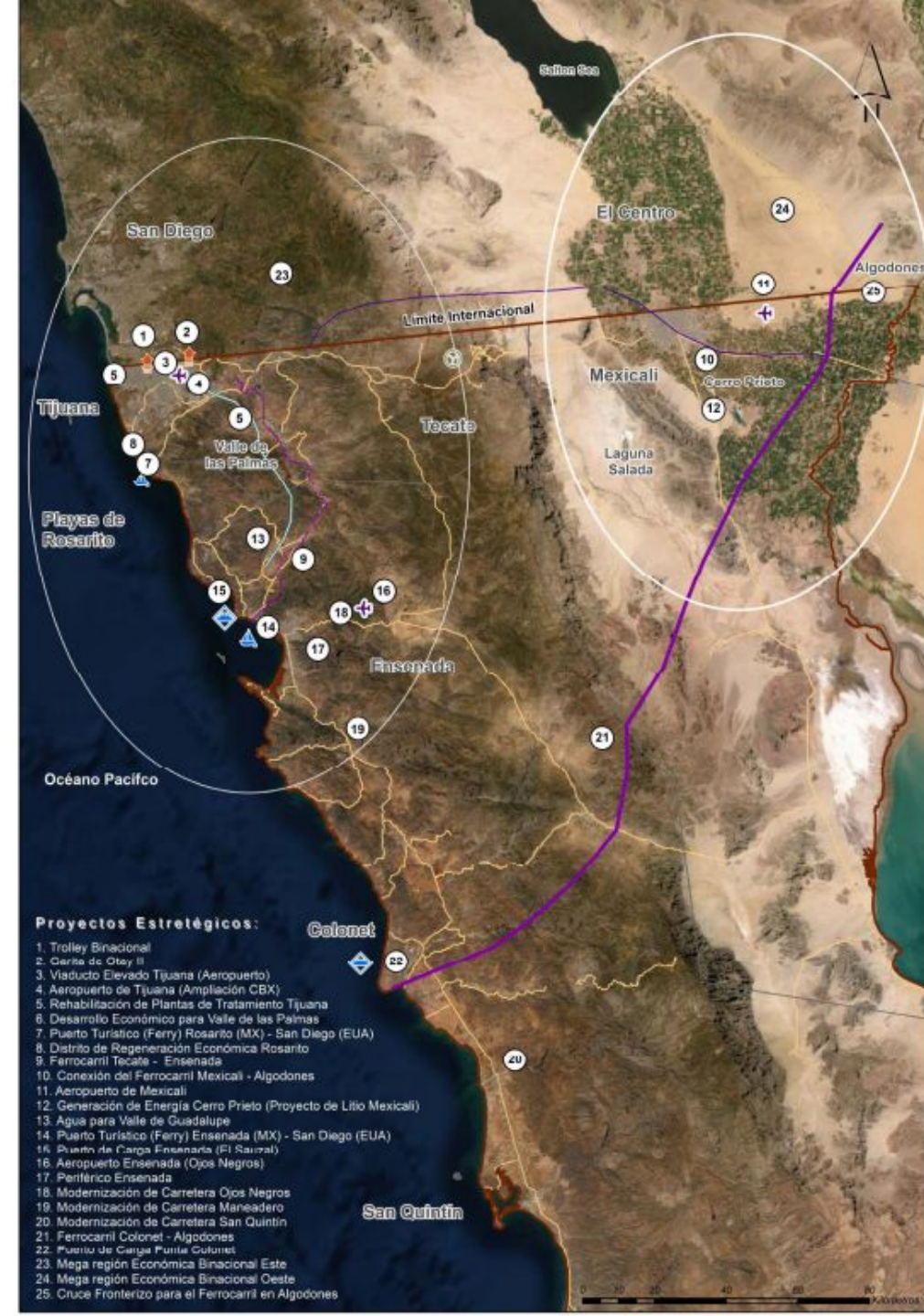
SOURCE OF DATA: US DOT Statistics, Cross border travel behavior survey, SANDAG (2020).

Strategic projects for economic growth in Baja California

- Government projects for competitiveness and economic growth.
- Large scale projects for private investment.

RELATED TO :

Infrastructure, Key economic sectors, Water and energy, Mobility, Smart cities (new municipalities).



Focus on high value added activities

- Life sciences
- Electromobility
- Logistics
- Digital economy
- Hi-Tech industries
- Creative industries
- Tourism and specialized services



**Not two
countries...**

**Building a binational agenda
and fostering regional
diplomacy.**

**...but one single
region.**





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