



Photo courtesy of Universidad Autónoma de Baja California - Tijuana

**Tijuana's
Human Capital**

“El Principal Recurso de Tijuana: Su Gente”

“The Main Resource of Tijuana: Its People”

-Armando Tejada Rivera, Director/Telvista

Whether in Spanish or in English, the facts speak for themselves: Tijuana has one of the largest and most highly-skilled workforces in Mexico. With an employee base of 640,000 workers – plus hundreds of thousands more from nearby cities in Baja California and San Diego – Tijuana gives high- and low-tech companies benefits that go beyond lower-cost wages. Compared to other international locations, it’s also hard to beat for English-language skills and for understanding U.S. business culture.

Smart. Well-trained. Experienced with global quality. Strong partnerships between universities, technical schools, and industry. For all these reasons, Tijuana’s human capital is a key factor in helping hundreds of international companies be more profitable and competitive. Surprised? Here’s what others have to say:

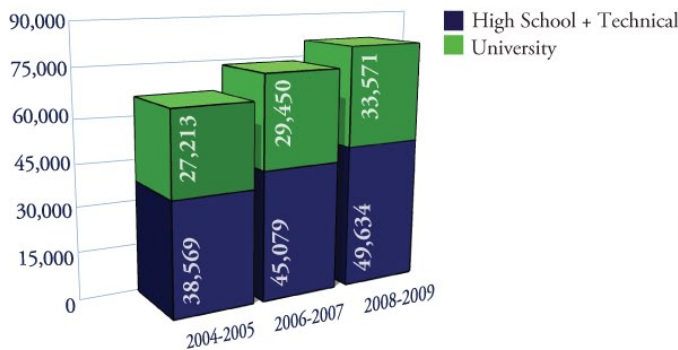
- “A workforce with solid experience, from operational levels to executives.”
- Mr. Francisco Tovar, Director of Operations/Hunter Industries
- “In Tijuana...we’ve found qualified workers that permit us to compete at a global level...” *- Mr. Alejandro Bustamante, President/Plantronics Mexico*
- “Tijuana’s workforce and professionals have a unique attitude to learning, are proud of doing a good job, are committed to quality, and are driven by a competitive environment to be the best that they can be...” *- Gerardo de la Concha, VP Operations/Medtronic Mexico*

Why It's Time for Your Workforce to be in Tijuana

From industry-focused technical training programs for manufacturing, to university-level education in engineering, computer sciences, business administration, law, and graphic design, Tijuana's Human Capital can help you compete globally – and grow your financial capital faster. With wages that are 40-80% below the U.S., and higher labor productivity with Mexico's 48-hour work week, you'll find that Tijuana offers the perfect balance of available labor, brainpower, global business culture, and a next-door yet nearshore location in Pacific Standard Time .

- A young, highly-bilingual population of 1.6 million people – only minutes away from San Diego
- 13 nationally-accredited university programs in engineering, information sciences, and business administration
- A multinational talent base, including students and professionals from both Tijuana and San Diego

High School, Technical, and University Enrollment (Tijuana)



Baja California ranks third-highest in Mexico in terms of literacy rates – not surprising, given Tijuana's 83,000+ enrolled students in more than 35 public and private universities, 14 technical schools and 57 high schools – around 50% of the State's total enrollment.



“Why Tijuana? First, it's the people... There a very large pool of labor, as well as over 35 universities – six of them with officially recognized Engineering programs

- Saul Garcia
President, Kyocera Mexico

Take a few minutes and find out how the Tijuana EDC can help your company
**be more global, more competitive
and far more profitable!**

Contact us today!