

EXTRAORDINARY MEXICO

Alive with traditions and innovation, rich in ecosystems both natural and economic, truly unique in its expressions from art to society,

MEXICO IS EXTRAORDINARY.

1 INDUSTRY & INNOVATION

Immerse yourself in the industrial diamond of **El Bajío**, and learn about the automotive industry, aeronautics and aerospace, pharmaceuticals, and electrical manufacturing. El Bajío is the host to various firms in the automotive industry and manufacturing including Honda, Audi, Volkswagen, BMW, GM and Nissan. El Bajío's central location, sophisticated transportation system and rapid export routes all make it an ideal location for these industries.



2 BUSINESS AND TRADE

Mexico is the second largest trading partner to the U.S. with two way trade in goods & services totaling \$582.4 billion USD in 2020. Mexico is also California's top export market which totaled \$24.078 billion USD in 2020. Additionally, Mexico is a gateway into some of the most important commercial markets in the world, with growing connectedness to the Americas and the Asian economies. Learn about the everyday impact of the USMCA trade agreement, witness the dynamism of the border super region and understand the exceptional business culture and practices of Mexican enterprise.

4 SUSTAINABLE LIVING

Mexico is a unique hub for experimental and innovative sustainability efforts. From the pre-Hispanic agricultural technique of Chinampas used by the Mexica people to modern water management and basin preservation in arid zones. CDMX is promoting urban sustainability through programs such as No Circula that improves mobility throughout the city and decreases CO2 emissions, and Infraestructura Verde that protects biodiversity through the increase and management of green spaces. Learn about the resources, community organization and scientific innovation driving Mexico's future.



6 SOCIETY

Mexico has the third largest population in the Americas and as such, is a rich and heterogeneous mixture of cultures, identities and people. Mexico is a unique place to experience the opportunities and challenges of a truly multicultural environment offering unparalleled possibilities to learn about human rights, diversity and inclusion.



3 MEGADIVERSITY

Immerse yourself in one of the few countries in the world deemed megadiverse, not only for the variety of species but also the genetic and ecosystem diversity. Mexico is part of a select group of countries that possess the greatest number and diversity of animals and plants, almost 70% of global species diversity. Mexico's complex geography, great altitudinal range and three major bodies of water provide vast diversity of habitats, soils and climates.



5 ARCHITECTURE

Experience and learn about unique architecture. Imagine 1920's art deco buildings built on foundations of colonial or pre-Hispanic structures in the middle of what was once a lake. A cathedral built on top of a pyramid, a surrealist maze in the middle of a jungle or a modernist pink home designed by Luis Barragán filled with Diego Rivera's paintings. Witness them all in Mexico City.

FORGET EVERYTHING YOU THOUGHT
YOU KNEW ABOUT MEXICO
COME MEET THE EXTRAORDINARY MEXICO