

# Puebla Competitiveness Report



## Emerging Automotive Cluster

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# AGENDA

1. World Cluster Status
2. Relevant Cluster Charts
3. Cluster Diamond
4. Value Chain
5. Cluster Map
6. Summary of Current Situation
7. Relevant Project Priorities

# 1. World Automotive Sector Status

Global Vehicle Production 2011: 75 million units (56 million are light vehicles), with global sales of USD 2400 billions.

## World Producer Market

Place (2011)

**8th**

## World Export Market

Place (2011)

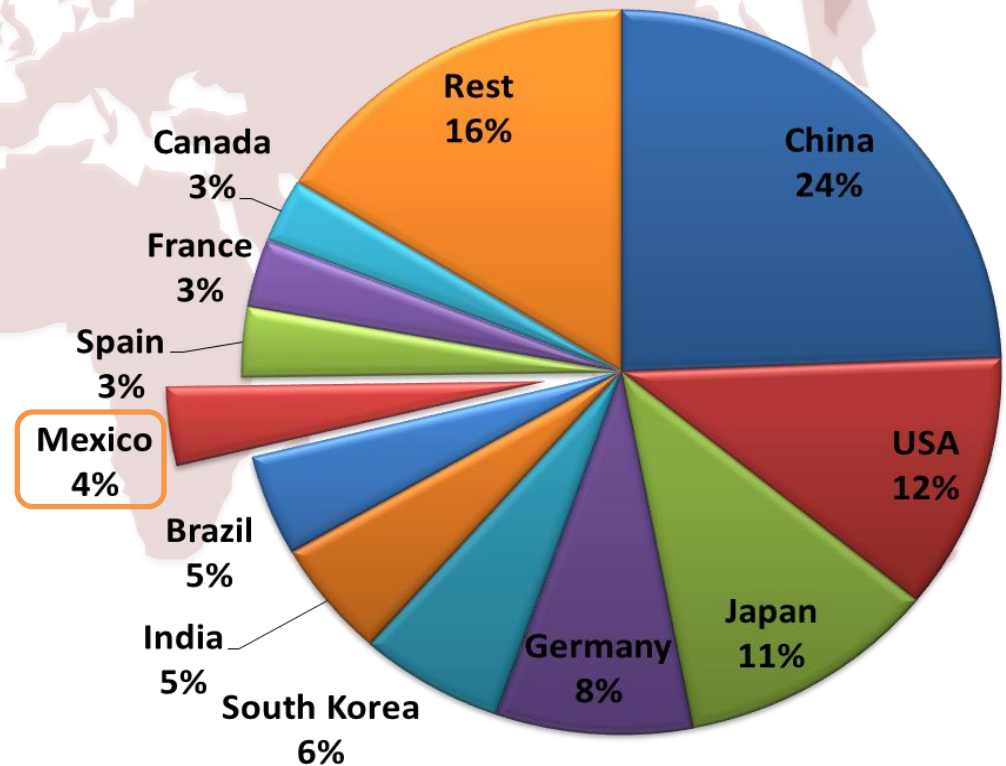
**5th**

## World Producer Market

Total Production (2011)

**2.55 million cars**

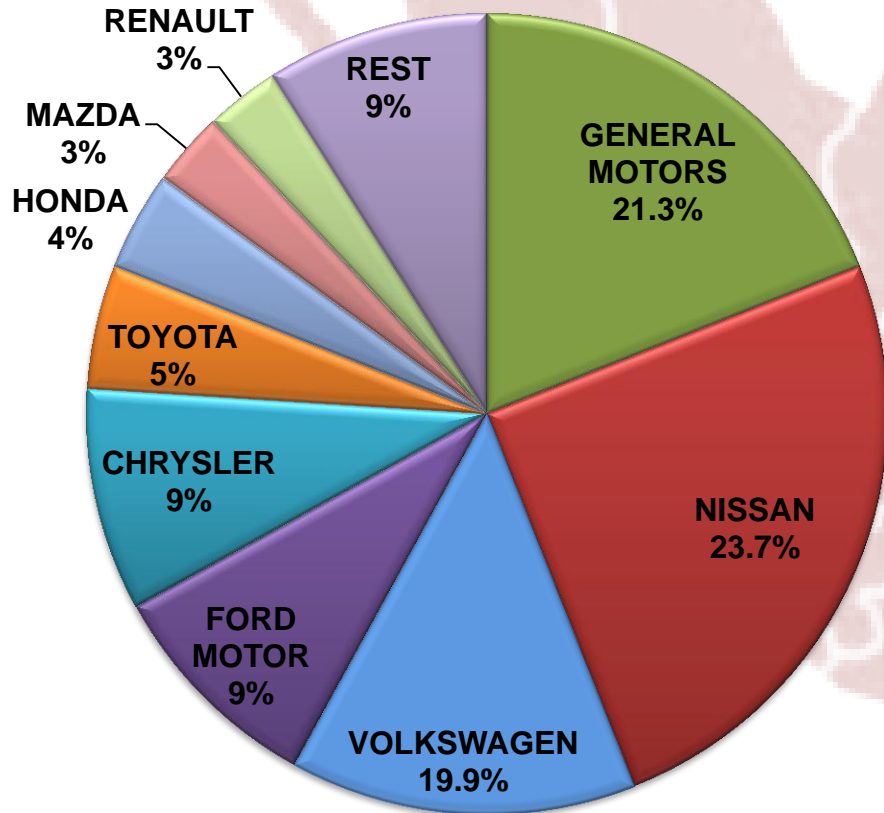
% Automotive World Production 2011 (Units)



Source: Based on data from OICA

## 2. Relevant Mexico's Automotive Sector Data

**% Market Share by Brand Mexico  
(1Q 2012)**



**National Manufacturing GDP**  
(2011)  
**20%**

**Employees**  
(2011)  
**Approx. 550,000**

**World's leading OEMs assembly plant**  
(2011)  
**8 companies producing light vehicles**

**Export Quantity**  
(2011)  
**2.14 million cars**

**Growth Domestic Production**  
(2011)  
**14.4%**

**Growth Domestic Mkt**  
(2011)  
**10.4%**

Source: Based on data from AMIA, Business Monitor International

## 2. Relevant Puebla's Cluster Charts

Anchor's Mexican Tier 1 purchasing share 2011

### State Manufacturing GDP

(2011)

**25.6%**

### Total export value

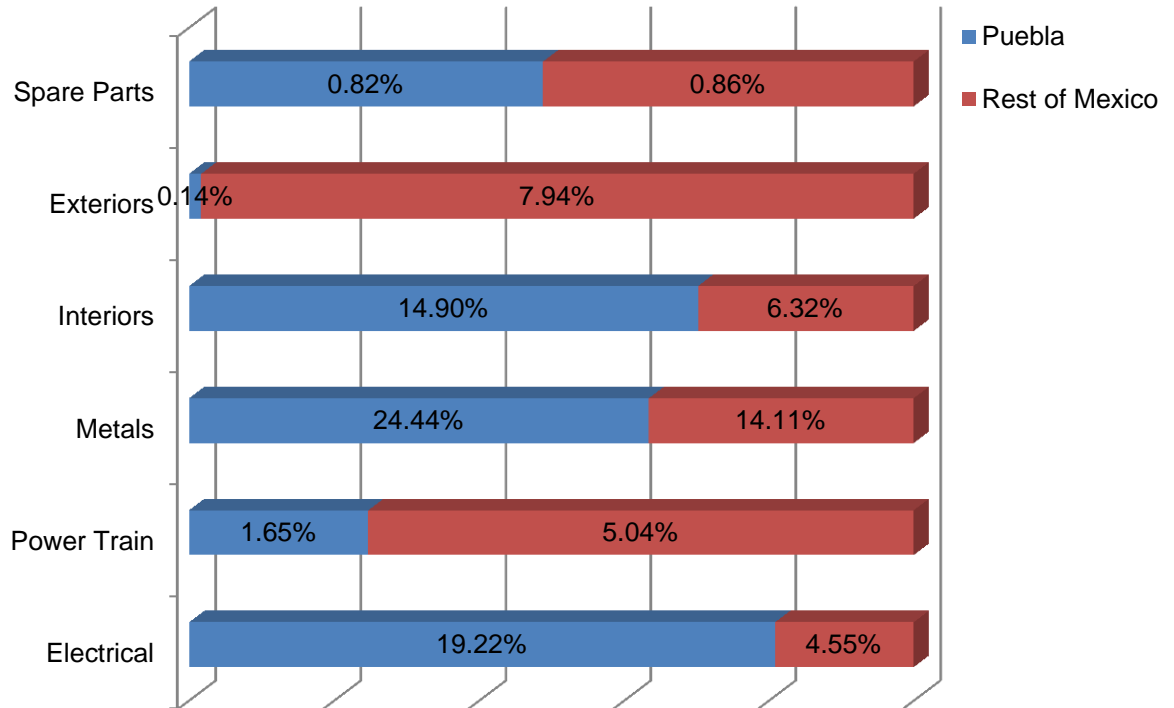
(2011)

**USD\$ 611 B**

### Population

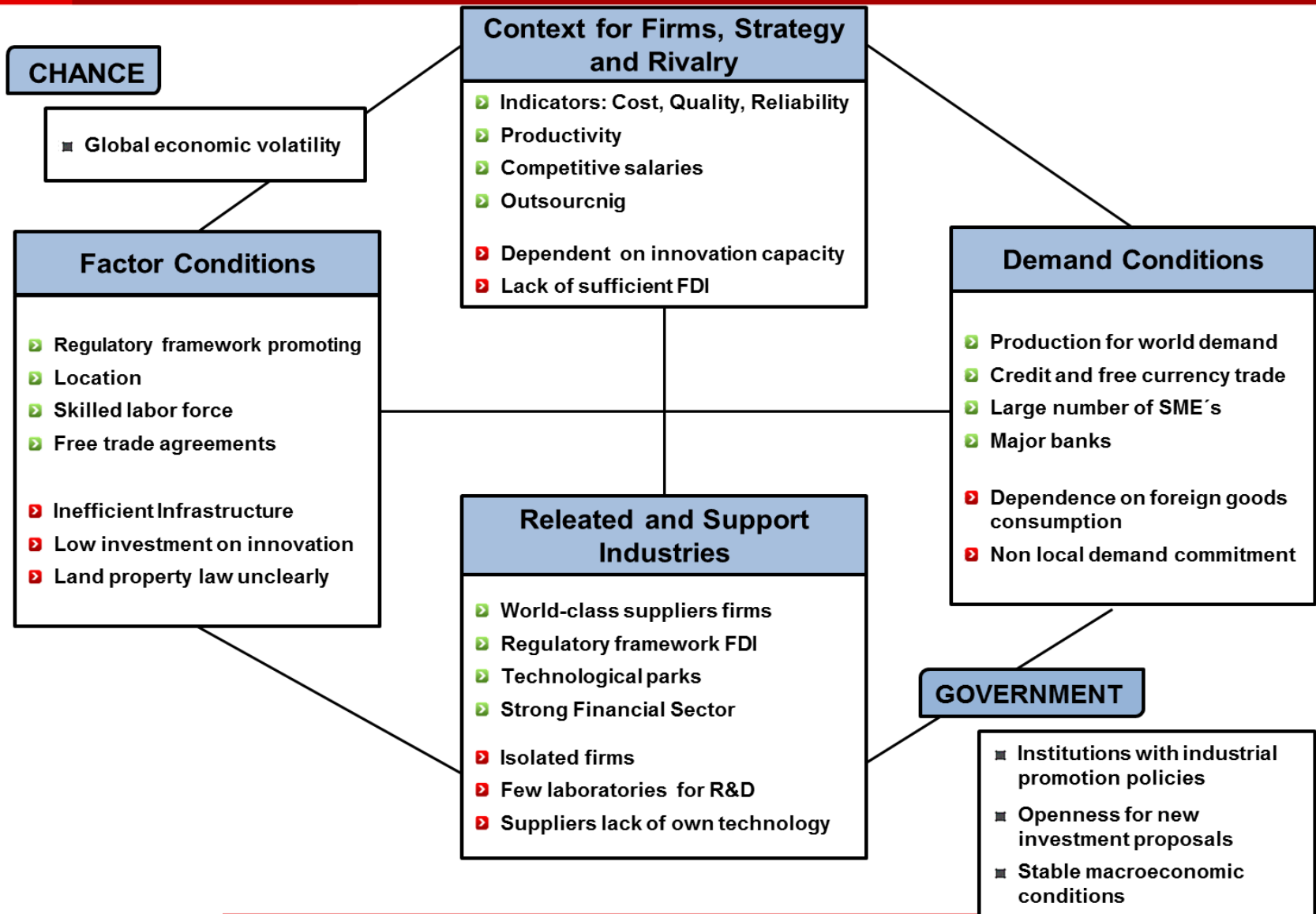
(2011)

**5th**

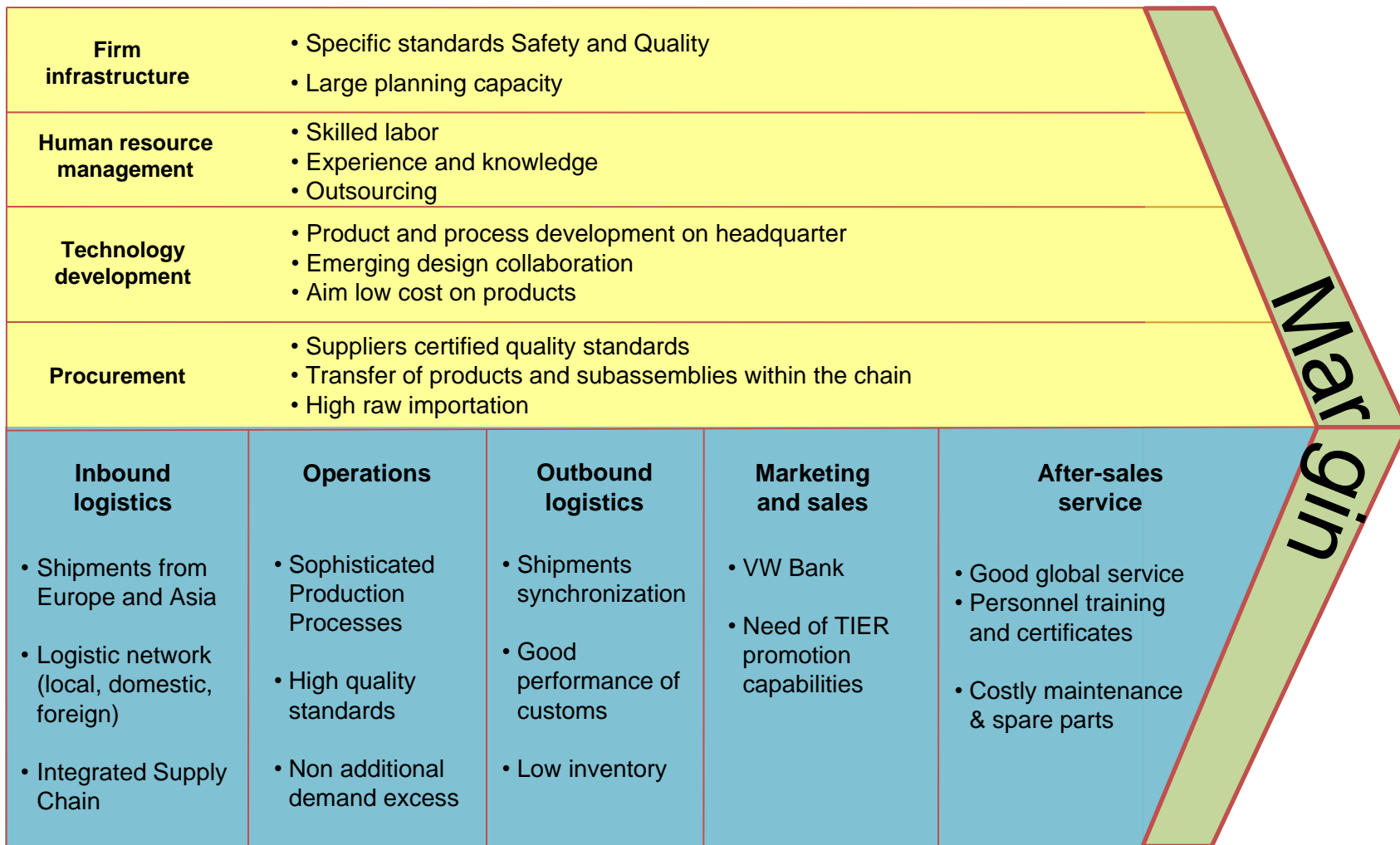


Source: National Institute of Statistics and Geography (INEGI), <http://www.inegi.org.mx/>.

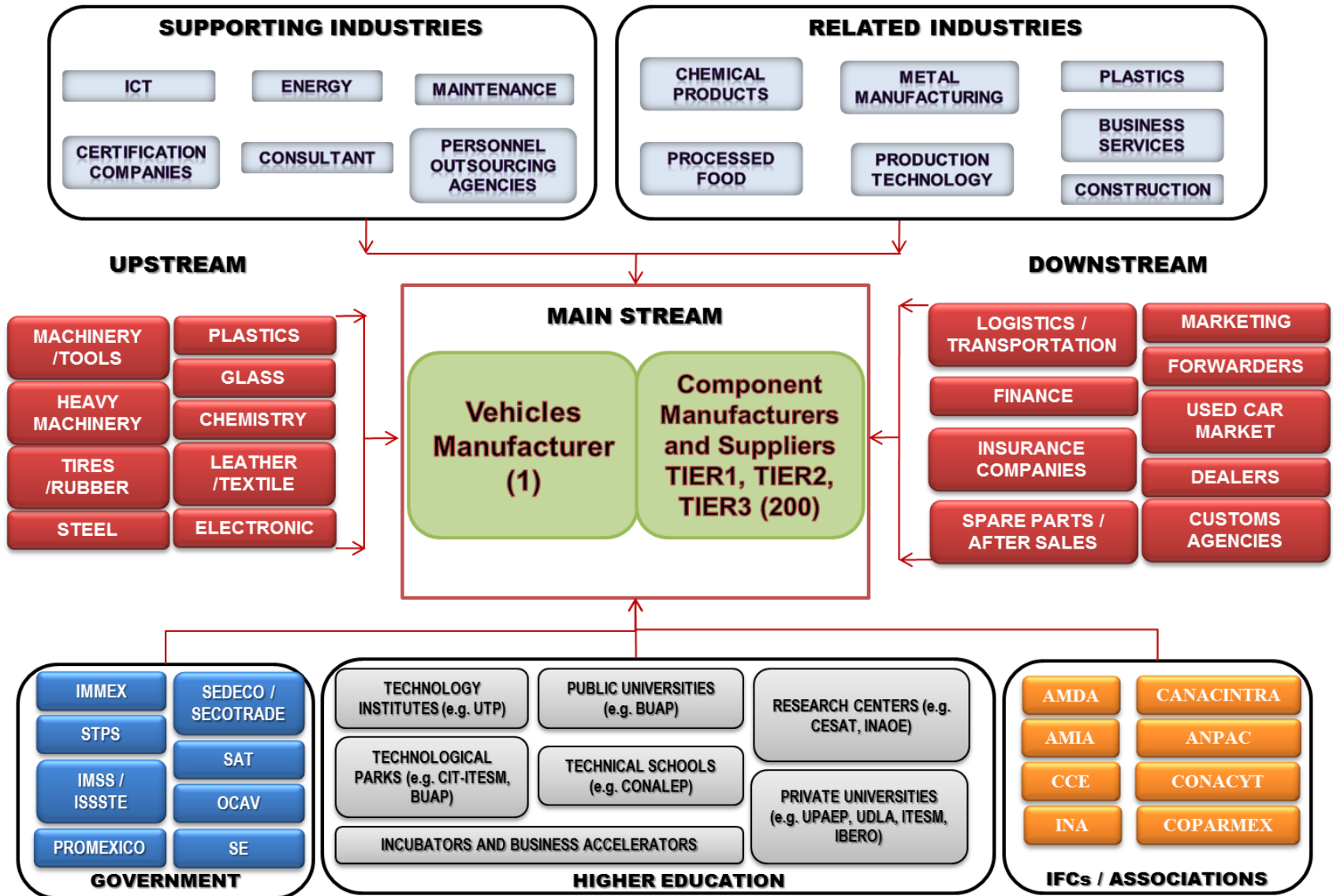
# 3. Automotive Puebla's Diamond



# 4. Automotive Puebla's Value Chain



# 5. Puebla's Cluster Map





## 6. Summary of Puebla's Current Situation

- Strong **supplier** base already developed
- Highly **qualified** people with experience
- Local companies export worldwide
- Non competitive Industrial **Infrastructure**
- High **dependence** on anchor firm
- Insufficient **investment** for the improvement to offer **world class services**



Puebla needs a shift toward higher **productivity / innovation**

## 7. Strategic projects



### **Audi's attraction to Puebla.**

Implement a tailor made incentive and support package based on Audi's needs and requirements.



### **Further develop current local suppliers**

Shift foreign procurement to local producers in order to increase competitiveness



### **Puebla's promotion to new business.**

Create an organization that promotes Puebla as a location for new domestic and international business.

## Shared value



- ▶ Advanced International Automotive Research Center  
Increase the level of technological development in the whole vehicle by developing components friendly with the environment

# 8. Shared Value

## Advanced International Automotive Research Center



Brings and integrates community and industry Leaders Knowledge



Relevant research, innovation, forefront of new trends.



Exchange of information technologies



International forums and Expos

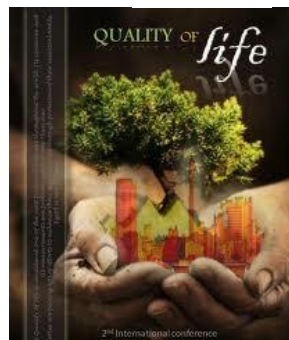
# 9. Shared Value Benefits



Puebla as The Capital of International Automotive Knowledge



Economic Impact at the local, state, federal and International level



Increase Quality of life



Growth of region's automotive endowment