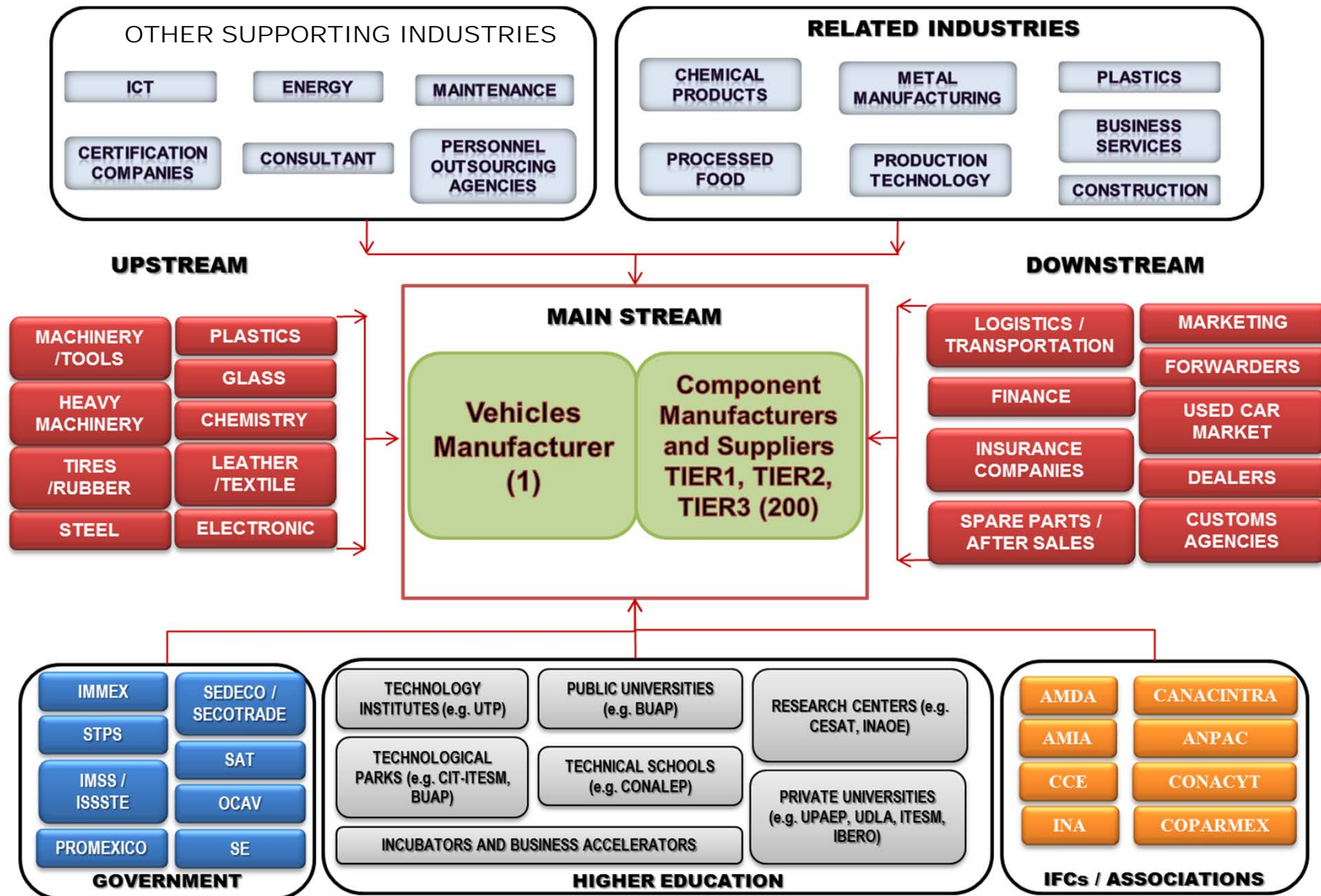


Automotive Cluster Map



Automotive 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

Automotive Strategic Shared Value Projects

Advanced International Automotive Research Center



Brings and integrates community and industry Leaders Knowledge



Relevant research, innovation, forefront of new trends.

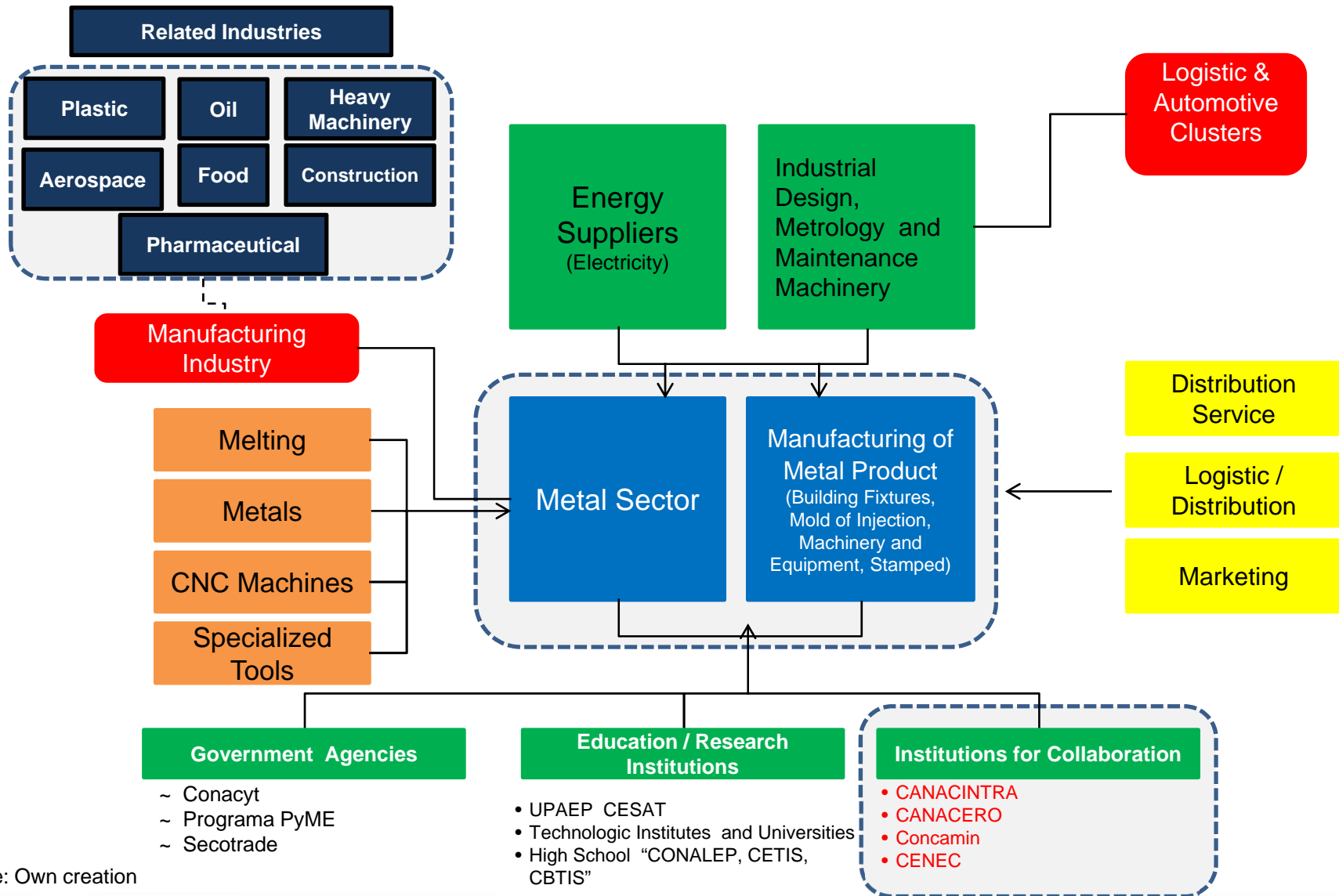


Exchange of information technologies



International forums and Expos

Building Fixtures, Equipment and Services (Metal Manufacturing) Cluster Map



Source: Own creation



Building Fixtures, Equipment and Services (Metal Manufacturing) Project Priorities



**Research and Development
Metalworking Technological Center
(R&D MWTC)**

- To Promote Upgrade Design + Manufacturing.
- Collaborate with firms to develop competitive advantage strategies.

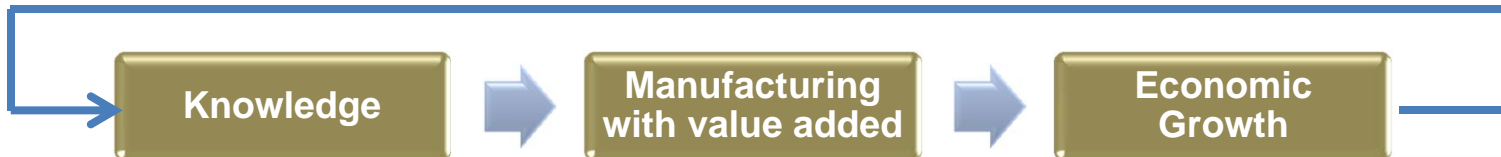


**High Tech Industrial Park
(HTIP)**

- Suitable Infrastructure to Advance Manufacturing.

Shared Value Project

Generate specialized knowledge to trigger economic growth, through the interaction of Government Universities, Firms & IFC's to create projects that enhance the QLL generating employments with value added and competitive wages.



Source:
Own creation