

Learn about “Plan México”



JA Del Río



Plan México is a national strategy promoted by the government of Claudia Sheinbaum, aiming to strengthen the economy through concrete actions that **directly benefit businesses.**





Key points of Plan Mexico:

Increase national and regional content in strategic sectors.

Create well-paying jobs in specialized manufacturing and innovation.

Increase added value in local supply and global chains.

Promote industrial careers in strategic regional development zones.

Define local and foreign investments focused on competitiveness and well-being.

Promote regional integration in the Americas.

A more competitive Mexico

Goals for 2030:

- 1. Be part of the Top 10 world economies.**
- 2. Reach 100 billion USD in Foreign Direct Investment (FDI) annually.**
- 3. Generate 1.5 million additional jobs in specialized manufacturing.**
- 4. Ensure that 50% of supplies in key sectors such as textiles, footwear, furniture, and toys are made in Mexico.**
- 5. Increase domestic content by 15% in strategic sectors such as automotive, aerospace, and pharmaceuticals.**
- 6. Allocate 50% of public procurement to domestic products.**
- 7. Comprehensive development of vaccines in Mexico.**
- 8. Reduce through digital procedures, the time required to finalize investments.**
- 9. Train 150,000 professionals and technicians annually in strategic sectors.**
- 10. Promote corporate environmental sustainability.**
- 11. Ensure that 30% of small and medium-sized companies have access to financing.**

How will companies be supported?

Plan Mexico includes key incentives for national and international companies:

Nearshoring decree

- Immediate deduction of investments in fixed assets (56-89%) for any industry.
- Additional deduction (50%-75%) for training of workers linked to educational institutions.

Development Bank

- Financing programs designed for micro, small and medium-sized businesses with anchor vendors.

IMMEX 4.0: [in English: Decree for the Development and Operation of the Maquiladora Export Industry]

- Consolidation of the “IVA and IEPS Certification”, [in English VAT and Special Tax on Production and Services respectively], process with the new program for manufacturing IMMEX 4.0, thereby reducing the start-up time for new companies by 50%.

Strategic Regional Development Zones

- Tax incentives, special customs regime, digital one-stop shop.



What are the Development Zones?

They are strategic zones for regional development that are focused on:

- Creating a social and economic infrastructure for community well-being.
- Promoting business growth by taking advantage of local productive skills.
- Guaranteeing a positive impact on businesses and the population.



Industrial Hub Centers for Wellbeing

Strategic Sectors

INDUSTRY	REGION	GOALS	PROJECTS
Automotive and e-mobility	Northern Border and Pacific.	<ul style="list-style-type: none"> • Increase production of vehicles for domestic consumption by 10%. • Increase domestic content by 15%. • Manufacture trains and components. 	<ul style="list-style-type: none"> • Stellantis: Restructure plant to produce vehicles and new plant for electric vehicles. • Well-being routes: 10 e-mobility projects for public transportation.
Semiconductors	Northern Border and Pacific.	<ul style="list-style-type: none"> • Double local supply. • Reduce dependency by 10% and replace it with employment in the sector. • Double the value of exports • Nearshoring 	<ul style="list-style-type: none"> • Stellantis: Producer of more than 30% ATP worldwide.
Pharmaceutical and medical devices	North, Baja, Pacific and AIFA.	<ul style="list-style-type: none"> • Increase Foreign Direct Investment, FDI, in high-value sectors. • Attract 2 billion USD of annual investment in clinical research. • Increase manufacturing by 15% of supplies, containers, labels, pharmaceutical labels, chemicals, machinery, and medical devices. • Produce mRNA vaccines. • Land mixed investment project for manufacturing biosimilars and biogenerics. 	<ul style="list-style-type: none"> • Vaccine manufacturer with mRNA technology from Moderna/Pfizer Moderna/Pfizer

Industrial Hub Centers for Wellbeing

Strategic Sectors

INDUSTRY	REGION	GOALS	PROJECTS
Mining	North, Bajío, Pacific, AIFA, and Center.	<ul style="list-style-type: none"> • Replace 20% on imports • Develop production of graphite, zinc, baryte, manganese, and tungsten. • Develop mixed investment schemes in Lithium. 	<ul style="list-style-type: none"> • JV in copper
Energy	Northwest, North, AIFA, Center, Gulf and Mayan.	<ul style="list-style-type: none"> • Expand the capacity of electricity generation to 20 thousand MW • Double natural gas storage capacity • Authorize expedited permits for self-consumption from .7MW to 20MW • Construction of gas pipelines in 2 states • Creation of REAL ESTATE INVESTMENT TRUSTS [in Spanish: FIBRAS] to increase investment in conveyance and distribution. 	<ul style="list-style-type: none"> • Purchase of a natural gas company in Texas • JV Hydroelectric plant “El Naranjal” 750MW
Chemical and petrochemical	North, Baja, Pacific, Center and AIFA.	<ul style="list-style-type: none"> • Annual growth of 10% from the 3rd year on. • Increase production of ethane, propylene, ammonium, and ethylene oxide by 30%. • Double investment projects in the industry • Replace 14 billion USD in imports 	<ul style="list-style-type: none"> • Joint investment in “La Cangrejera.”

Industrial Hub Centers for Wellbeing

Strategic Sectors

INDUSTRY	REGION	GOALS	PROJECTS
Aerospace	Northwest, North, AIFA, Center, Gulf and Mayan.	<ul style="list-style-type: none"> • Top 10 countries in production • Increase local and regional content of exports by 10% • Design and build components of a national satellite network. 	<ul style="list-style-type: none"> • Lead first 100% Latin mission to space • Full engine integration in Mexico • 100% Mexican satellite in orbit.
Textile	North, Bajío, Pacific, AIFA, and Center.	<ul style="list-style-type: none"> • Increase sales by 10% annually • Replace cotton import 300 MILTON • Replace imports of sewing thread by 15% • Reclaim 49,000 jobs in the textile and footwear industries. • Increase the national content of finished products from 36% to more than 50% with local supply from SMEs replacing Chinese imports. 	<ul style="list-style-type: none"> • Reclaim jobs in the textile and footwear industries, increase the production of synthetic fibers by 20%, and form alliances with the automotive and tourist sectors to increase sales at an industrial level of 30%.
Agro-industry	North, Bajío, Pacific, AIFA, and Center	<ul style="list-style-type: none"> • Increase agricultural financing by 30 billion USD • Make export permits subject to compliance with labor and environmental laws. • Promote the formation of packing, labeling, and packaging cooperatives for exports. • Double cold chain storage for exports. 	<ul style="list-style-type: none"> • Special plan for Campeche and Tabasco: increase production of rice, milk, meat, and promote collective brands and designation of origin.

For more information,
please contact our experts:

Bernardo Del Río - Managing Partner
badelrio@jadelrio.com

Jorge Sada - Tax Partner Monterrey
jorge.sada@jadelrio.com

Blanca Montaña - Maquila Industry Lead Partner
blanca.montano@jadelrio.com

Antonio Ávila - Foreign Trade Partner
antonio.avila@jadelrio.com

Erik Estrada - Alcoholic Beverages Industry Lead Partner
erik.estrada@jadelrio.com



JA Del Río

jadelrio.com

