

## WHY Guadalajara?

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## Cultural Capital

### Guadalajara is Culture

Guadalajara is considered Mexico's cultural capital, home to many of the symbols that distinguish our country on the international stage.

- Since 1987, we have hosted the International Book Fair (FIL), the most significant Spanish-language book fair in the world and one of the most prestigious globally.
- In addition, since 1986, we have hosted the Guadalajara International Film Festival (FICG), one of the most important film festivals in the Americas.
- From April 2022 to April 2023, we had the honor of holding the title 'World Book Capital', bestowed by UNESCO. This recognition further positions Guadalajara as one of the most vibrant cultural capitals on the continent.



Gobierno de  
Guadalajara



✓ Dirección de Promoción  
al Empleo y al Empleo  
Coordinación General  
de Desarrollo Económico

	Land Area (square kilometers)	Population (millions)
Guadalajara	151	1.3
Guadalajara Metropolitan Area	2145	5.1
Jalisco	78588	8.3

### Annual Calendar of Festivals and Cultural Events

- Anniversary of the Foundation of Guadalajara - February
- GDLuz - February
- Tejuino Day - March
- May Cultural Festival - May
- Corona Capital Guadalajara Music Festival - May
- Guadalajara International Film Festival - June
- International Mariachi and Charrería Meeting - September
- Torta Ahogada Day - September
- October Festival - October
- Livestock Exhibition - October
- Coordinada Music Festival - October
- International Book Fair - November
- Ilusionante Christmas Festival - December



## Capital of Tradition

### Charrería

Charrería, the National sport of Mexico, is a vibrant display of bravery, gallantry, and skill. It is recognized globally as one of Mexico's cultural expressions deemed an Intangible Cultural Heritage of Humanity by UNESCO.

### Traditional Cuisine

Guadalajara's traditional cuisine is globally recognized for its distinctive



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flavors. Some of the most famous Tapatío dishes are:

- Birria with goat meat.
- Carne en su jugo (Meat cooked in its Juice).
- Torta ahogada.
- White or Red Pozole.
- Capirotada (a dessert traditionally served during Lent)
- Tejuino.
- Jericalla.

## Refined Gastronomy

Guadalajara is home to countless top-tier chefs and restaurants that have placed Guadalajara as one of the most important gastronomic capitals of Mexico and Latin America. Some of the most notable are:

- Francisco Ruano - Alcalde.
- Fabián Delgado - Caligari, Palreal and Yunaites.
- Alfonso Cadena - Hueso.
- Fernanda Covarrubias - La Postrería
- Xocol - Cynthia Xrysw Ruelas

Capital ó Inova timo



## Digital Creative City

For over a decade, Guadalajara has been home to a unique hub known as the Digital Creative City, a multi-purpose creative district in the Historic Center which hosts countless companies and entrepreneurs specializing in innovation, science, and technology.

Its goal is to boost, encourage, develop, and promote creative and digital design and production in various fields, including audiovisual media, multimedia, digital animation, and the incorporation of other digital technologies, software, and communication services. It is an active platform for research, development, and innovation activities.

Visit [www.ciudadcreativadigital.mx](http://www.ciudadcreativadigital.mx) to explore the range of activities and resources available.



## Education Capital

### Universities

As an education hub, Mexico's most prestigious private universities have a campus in the Metropolitan Area of Guadalajara. These institutions annually produce thousands of highly skilled graduates in various fields. This consistent influx of talent enriches the city's professional market, providing companies established here with a broad spectrum of specialized professionals.

- Monterrey Institute of Higher Education Technology (ITESM) - [www.tec.mx/es/guadalajara](http://www.tec.mx/es/guadalajara)
- Higher Institute of Western Studies (ITESO) - [www.iteso.mx](http://www.iteso.mx)
- Panamerican University (UP) - [www.up.edu.mx/campus-guadalajara](http://www.up.edu.mx/campus-guadalajara)
- Autonomous University of Guadalajara (UAG) - [www.uag.mx](http://www.uag.mx)
- University of the Valley of Atemajac (UNIVA) - [www.univa.mx](http://www.univa.mx)
- University of the Valley of Mexico (UVM) - [www.uvm.mx](http://www.uvm.mx)
- Cuauhtémoc University - [www.ucg.edu.mx](http://www.ucg.edu.mx)
- UNIVER University - [www.univer.com.mx](http://www.univer.com.mx)
- Technological University of Guadalajara (UTEG) - [www.uteg.edu.mx](http://www.uteg.edu.mx)
- University of Specialties (UNE) - [www.universidad-une.com](http://www.universidad-une.com)
- Center for Audiovisual Arts (CAAV) - [www.caav.mx](http://www.caav.mx)
- Center for Cinematographic Studies (CEC) - [www.cecinematograficos.edu.mx](http://www.cecinematograficos.edu.mx)
- GQB School of Culinary Art - [www.gqbarteculinario.com](http://www.gqbarteculinario.com)
- International Culinary School - [www.eci.edu.mx](http://www.eci.edu.mx)

Moreover, the University of Guadalajara, the leading higher education institution in Jalisco and the second most important nationwide operates six specialized university centers throughout the metropolitan area of Guadalajara.

For more information visit [www.udg.mx](http://www.udg.mx)



## Creative Capital

### Creative Industries and Orange Economy

The creative industries and the orange economy have found in Guadalajara an ideal place to thrive. Over the last decades, our city has become one of the most powerful creative capitals of the Americas.

The Government of Guadalajara has made a firm and long-term commitment to boost the work of entrepreneurs and investors. Through Creativa GDL, a unique national program, we offer mentorship, advisory, and financial support to ventures in these fields.

If you are interested in any of these programs, visit [www.creativagdl.com](http://www.creativagdl.com) to review the available calls and activities.

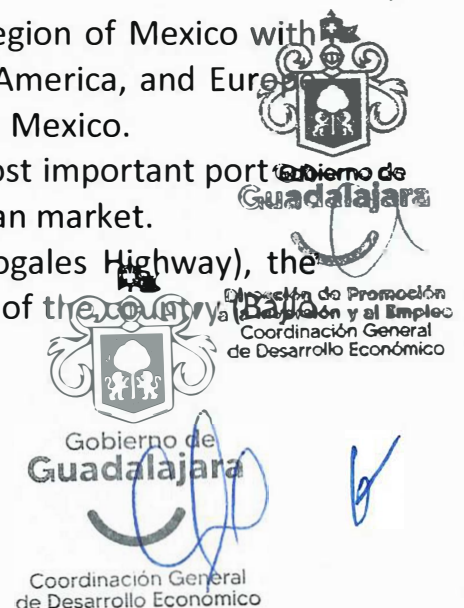
## Connectivity Capital

### Infrastructure

Guadalajara stands on par with the major cities of Ibero-America in infrastructure and connectivity:

- We are the epicenter of a metropolitan area housing over 5 million inhabitants, the most important nationwide, along with the Metropolitan Area of the Valley of Mexico.
- Our international airport connects the western region of Mexico with various destinations in the United States, South America, and Europe and is considered the most important cargo hub in Mexico.
- Just a three-hour drive away is Manzanillo, the most important port of the Mexican Pacific and our main link with the Asian market.
- We are connected by land to the northwest (Nogales Highway), the northeast (Saltillo Highway), and the central area of the country (Valley of Mexico Highway).

### Land Connectivity



- Colima, Colima - 192 kilometers.
- Tepic, Nayarit - 205 kilometers.
- León, Guanajuato - 208 kilometers.
- Aguascalientes, Aguascalientes - 220 kilometers.
- Guanajuato, Guanajuato - 259 kilometers.
- Morelia, Michoacán -287 kilometers.
- Manzanillo, Colima - 288 kilometers.
- Puerto Vallarta - 304 kilometers.
- Zacatecas, Zacatecas - 319 kilometers.
- San Luis Potosí, San Luis Potosí - 348 kilometers.
- Querétaro, Querétaro - 361 kilometers.
- Mazatlán, Sinaloa - 479 kilometers.
- Ciudad de México - 541 kilometers.
- Culiacán, Sinaloa - 703 kilometers.
- Monterrey, Nuevo León - 858 kilometers.
- Acapulco, Guerrero - 880 kilometers.



### Air Connectivity

We have a first-rate international airport, considered the most important cargo hub in Mexico, which connects the western region of Mexico with various destinations in the United States, Central and South America, and Europe.

The Miguel Hidalgo y Costilla International Airport welcomes an average of approximately 400 domestic and international flights daily, reinforcing our global reach and accessibility.

United States and Canada	Central and South America
<ul style="list-style-type: none"> <li>● Atlanta</li> <li>● Dallas</li> <li>● Houston</li> <li>● Las Vegas</li> <li>● Los Angeles</li> <li>● New York</li> <li>● San Antonio</li> <li>● San Francisco</li> </ul>	<ul style="list-style-type: none"> <li>● Bogota</li> <li>● Buenos Aires</li> <li>● Panamá</li> <li>● Santiago de Chile</li> <li>● Sao Paulo</li> </ul>

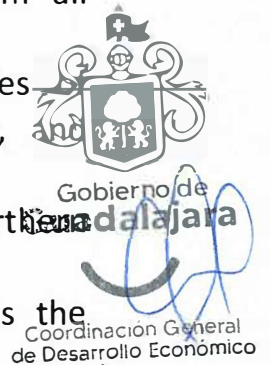


<ul style="list-style-type: none"> <li>● San Jose</li> <li>● Seattle</li> </ul>	
<b>Europe</b> <ul style="list-style-type: none"> <li>● Amsterdam</li> <li>● Edinburgh</li> <li>● Frankfurt</li> <li>● London</li> <li>● Madrid</li> <li>● Paris</li> <li>● Rome</li> </ul>	<b>Asia-Pacific</b> <ul style="list-style-type: none"> <li>● Beijing</li> <li>● Hong Kong</li> <li>● Kuala Lumpur</li> <li>● Shanghai</li> <li>● Singapore</li> <li>● Taipei</li> <li>● Tokyo</li> </ul>

## Mobility

Guadalajara ranks among the best-connected cities in Mexico in terms of mobility and mass transportation. We have a robust public transportation system that daily transports hundreds of thousands of users from all municipalities in the Metropolitan Area.

- Urban Electric Train - 4 lines connecting the municipalities Guadalajara, San Pedro Tlaquepaque, Tlajomulco de Zúñiga, and Zapopan.
- Mi Macro Calzada - BRT system that travels and connects the northern and southern ends of Guadalajara.
- Mi Macro Periférico - BRT system that travels and connects the Peripheral Ring.
- Mi Bici - Public bike system with more than 300 stations in municipalities of Guadalajara, San Pedro Tlaquepaque, and Zapopan.
- Cycling Network - One of the largest in the country, boasting kilometers of bike lanes and cyclist-priority streets.



## Investment and Employment Capital

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## Economic Data

The average monthly wage in Guadalajara is \$16,989 pesos, primarily driven by the commerce and services sectors.

Guadalajara is a leader in job creation. The municipality contributes 35.1% of the job sources at the state level.

### **Business Infrastructure**

The Guadalajara metropolitan area hosts 38 industrial parks, which form part of an industrial zone covering over 250 hectares and accommodating over 500 Mexican and international companies.

Industrial Parks Association of Jalisco - [www.airealestate.com.mx](http://www.airealestate.com.mx)

### **Specialized Economy**

Many specialized industries have found the ideal development space in the Guadalajara Metropolitan Area.

In the Guadalajara Metropolitan Area, you'll find a diverse range of specialized sectors:

- 700 companies specialized in information technologies.
- 529 companies in the food sector.
- 60 companies specialized in biomedicine.
- 16 internationally certified private hospitals.

## Tourism Capital

### **Service Industry**

Guadalajara is a preferred destination for convention tourism, welcoming all kinds of meetings and gatherings of various kinds year after year. Many of them are held in Expo Guadalajara, one of Latin America's most extensive and well-equipped exhibition centers.

For more information, visit [www.expoguadalajara.mx](http://www.expoguadalajara.mx)

### **Hospitality Industry**



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The metropolitan area of Guadalajara has 315 hotels, providing over 28,000 rooms suitable for all kinds of visitors and budgets.

For more information, visit: [www.guadalajaramidestino.com/ofvc](http://www.guadalajaramidestino.com/ofvc)

## Capital of Sports and Entertainment

### Sporting Events

- Guadalajara's metropolitan area hosts teams from the leading sports leagues in Mexico:
  - Mexican League - Atlas and Chivas
  - Mexican Expansion League - Leones Negros de la UdeG
  - Mexican Pacific League- Charros de Jalisco
  - Mexican Baseball League - Mariachis de Guadalajara
  - National Professional Basketball League - Astros de Jalisco
  - World Wrestling Council
- The area is also home to significant sports infrastructure:
  - Jalisco Stadium (Guadalajara) – 55,000 spectators
  - Akron Stadium (Zapopan) – 49,000 spectators
  - Panamerican Stadium (Zapopan) – 16,000 spectators
  - Jalisco Astros Arena (Guadalajara) – 3,000 spectators
  - Coliseum Arena (Guadalajara) – 5,000 spectators
  - Panamerican Tennis Complex– 2,500 spectators
- In addition, we have recently hosted two world-class professional tennis events, both debuting in Latin America:
  - WTA Finals 2021
  - Guadalajara Open Akron WTA 1000

### Entertainment

Guadalajara and its metropolitan area boast prominent venues capable of hosting a variety of shows and events of all scales.

- Telmex Auditorium



- VFG Arena / VFG Valley
- Santander Arts Center
- Guanamor Studio
- Arts and Variety Laboratory
- Palace of Culture and Communication
- Degollado Theater
- Diana Theater
- Galerias Theater
- Jaime Torres Bodet Theater

