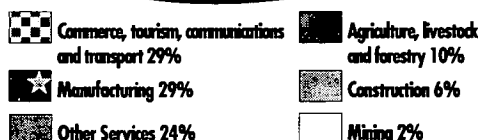
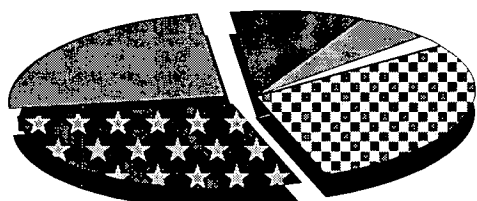


JALISCO STATE PRODUCT, 1994



The 1994 gross state product (GSP) was US \$24 billion

Source: Secretaría de Promoción y de Desarrollo Económico del Gobierno de Jalisco (Seproe), Jalisco Secretariat of Economic Development.

KEY INDUSTRIAL SECTORS

Jalisco is the only state in the western region to produce comprehensive statistics. Since it accounts for about half of regional employment, it is generally representative. But overall, the region is somewhat more oriented towards agriculture and mining than these statistics suggest. According to its own data, Jalisco ranks first of all of the Mexican states in agri-business, computers, and jewellery; it is second in education, tourism, footwear, furniture, textiles and apparel, and retail distribution; finally, it ranks third in financial services.

Gross state product in 1994 was estimated at US \$24 billion. Manufacturing and commerce, tourism, communications, and transport are the leading sectors, each with a 29 percent market share.

FOREIGN INVESTMENT

There are no official statistics on the amount of foreign investment in the region. The state of Jalisco keeps track of investor countries on the basis of their number of projects, which includes foreign participation in domestic firms. In 1994, the US was the source of about 60 percent of foreign investment projects; Canada was tied with Panama for second, each with 5 percent. But Canadian projects tend to be smaller than those from most other countries, and observers believe that Canada's share of investment is much lower than 5 percent. Other important investors include Germany, Great Britain and Spain.

There were a total of 301 companies with foreign participation in 1994. About 57 percent were located in Guadalajara, including the areas of Zapopan, El Salto, Tlaquepaque and Tlajomulco. Puerto Vallarta and La Huerta are other significant investment destinations.

FOREIGN DIRECT INVESTMENT BY INDUSTRY IN JALISCO, 1994

PERCENTAGE

Wholesale distribution	23.0
Metal products and machinery	19.0
Real estate management	11.0
Professional and technical services	10.0
Other manufacturing	10.0
Chemical products and petroleum derivatives	9.0
Food, beverages and tobacco	6.0
Other services	12.0
Total	100.0%

Source: Secretaría de Promoción y de Desarrollo Económico del Gobierno de Jalisco (Seproe), Jalisco Secretariat of Economic Development.