

## THE *BAJÍO* — CENTRAL MEXICO

The states of Jalisco, Guanajuato and Aguascalientes are known as the "Fashion Belt". This is one of the most important apparel manufacturing centres in the country. Jalisco is home to a number of small- and medium-sized enterprises. Guadalajara is also the site of one of the country's leading technological institutes for apparel. Aguascalientes is known as the "Philippines of Mexico" because of the local expertise in fine hand-work and embroidery. The region includes more than two-thirds of Mexican children's wear manufacturers, and is also a centre for home furnishings. In the state of Guanajuato, the city of Irapuato is known for its jean manufacturers. León is the most important centre for shoes, and Morelón for sweaters.

## REGION OF MEXICO CITY

Mexico City continues to be the most important centre for apparel in the country with more than 10,000 apparel manufacturers represented. The adjacent State of Puebla has been a textile centre for over 200 years. This area is home to many of the larger, integrated manufacturers of textiles and apparel.

## SOUTH-EAST MEXICO

Yucatán is a popular destination for *maquila* sewing machine operators because of its proximity to Florida. In addition to several large foundation and intimate apparel companies, there is a diverse local industry. Yucatán also has a highly-skilled labour force which is adept at hand-sewing and finishing.

## NEW GROWTH AREAS

Recently there has been a trend away from the major cities towards less-developed parts of the country. In particular, the following areas are showing strong growth:

- Torreón and Gómez Palacios, for the jean industry;
- Hidalgo, for the foundations and lingerie industry, including companies such as Playtex and Carnival;
- Puebla, especially Teziutlán and Tehuacán — for jean production, including *Cantabria* and *Originales Finos*.