

The apparel sector in this state, which produces many different types of garments, has recently grown and is continuing to grow.

Most of the raw materials are imported from the United States.

## **2.2 Central Mexico (Bajío)**

This region, which has been called the "fashion belt", includes the states of Jalisco, Guanajuato and Aguascalientes. The women here have traditionally been known for their textile and garment handicrafts. This was initially only a local cottage industry. The state is, however, rapidly becoming one of the most important apparel-manufacturing centres.

### **2.2.1 Jalisco**

This state has many small- to medium-sized companies that manufacture many different types of garments. The industry is committed to modernization and it works closely with its association, which has more than 500 members. The most important fashion trade show in Mexico, and probably in Latin America, *Eximoda*, takes place in Guadalajara.

The industry operates an Apparel Technological Institute and an outlet mall. It is also constructing an apparel industrial park.

### **2.2.2. Aguascalientes**

Hundreds of years ago, people in this state were renowned for the embroideries they produced.

Manufacturers here specialize in children's wear, especially girls' dresses, and home furnishings.

The first outlet mall in Mexico was opened in Aguascalientes.

### **2.2.3 Guanajuato**

Jeans are manufactured in Irapuato, shoes in León and sweaters in Moroleón.

## **2.3 Mexico City and the Surrounding Area**

### **2.3.1 Mexico City**

More than 10,000 manufacturers have their centre of operations in Mexico City. Some of the factories are located in the outskirts of the city or in the surrounding areas. The warehouses, showrooms and offices, however, are within Mexico City proper.

All kinds of operations exist here, from very large operations to the very small, and the product variety is enormous. All types of garments are produced, from very sophisticated to very basic.

### **2.3.2 Puebla and Tlaxcala**

These states have manufactured textiles for more than 200 years and here are the best factories for woven cotton fabrics are located here. There are huge vertical operations in cotton-knit manufacturing that utilize the most advanced technology. In Tehuacán and Teztlán, factories that began as subcontracting operations for Mexico City manufacturers have turned into important integrated apparel factories.

The factories specialize in shirts and pants.

## **2.4 Southeastern Mexico**

### **2.4.1. Yucatán**

This state has been flooded with U.S. subsidiaries that want to be close to Florida, including factories for foundation garments and intimate apparel. There is also a local industry.

The labour in this area is skilled in delicate work and the workers produce a variety of products.

### **2.4.2 Hidalgo**

This state is probably the next giant of the apparel industry. It is very close to Mexico City and has a large pool of trainable labour.

Many U.S. operations are looking at moving to the state, including Playtex, which will open a factory with more than 2,000 operators.

### **2.4.3 Queretaro, Morelos and Toluca**

Because of their proximity to Mexico City, these areas are quickly developing textile and apparel industries. There are very large companies