



Gobierno de
México

Economía
Secretaría de Economía

Polo del bienestar Chihuahua

Propuesta San Jerónimo



2025
Año de
La Mujer
Indígena

Julio, 2025



Support the “Plan México” with tax incentives that encourage new investments in the geographic areas designated as Development Poles for Wellbeing. “Polos del Bienestar”

On June 26, the President of Mexico, Claudia Sheinbaum, and the Governor of Chihuahua, Maru Campos, signed the agreement to collaborate on the Development Pole.



I. What are the Economic Development Poles for Wellbeing?

Strategic zones designated by the Federal Government to drive investment, business relocation, and job creation.

- A key component of the Mexico Plan 2025–2030.

III. Tax Incentives Benefits (2025–2030)

- 100% immediate deduction for investments in new fixed assets.
Additional 25% deduction for training or innovation.
- These benefits are in addition to existing incentives under the Northern Border Free Zone.
- Includes an agreement with the Ministry of Public Education (SEP) to support training and innovation.
- Tax incentives will take effect once the Development Pole is officially launched and operational.

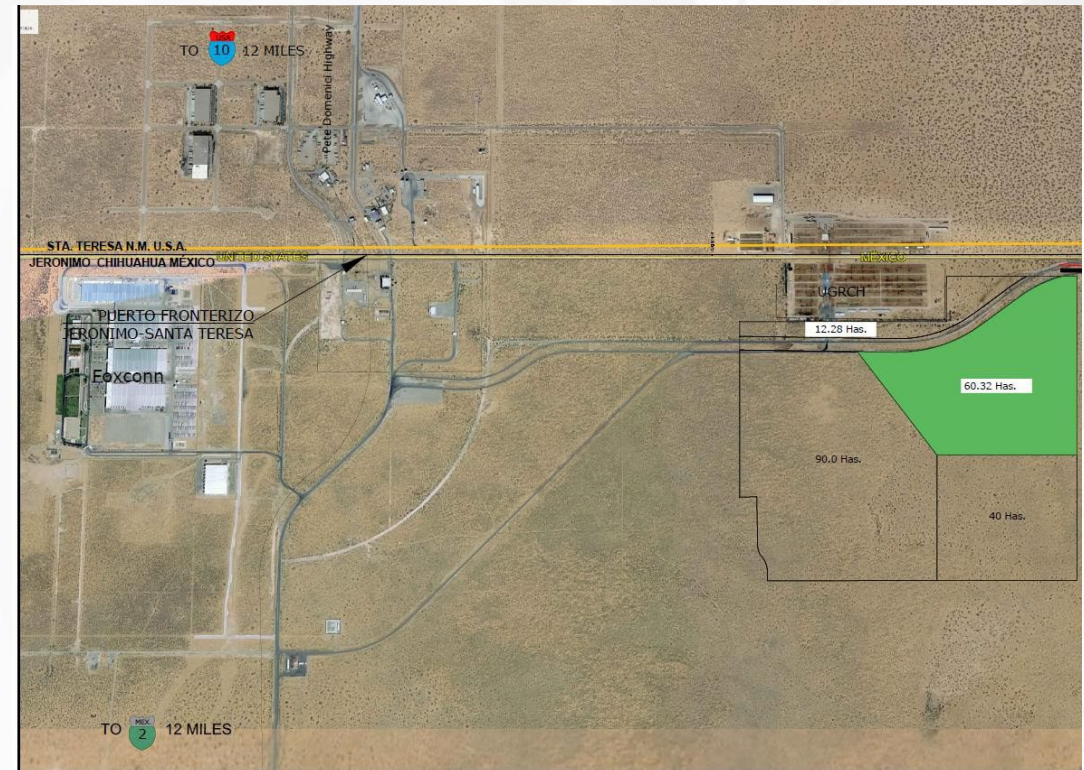
UBICACIÓN ESTRATÉGICA Y CONECTIVIDAD

Habilitadores Transversales

Proximity to production hubs and both national and international markets.

Located in the municipality of Ciudad Juárez, Chihuahua, the Development Pole will cover 60.32 hectares and will focus on high value-added strategic sectors, including:

- E-mobility
- Semiconductors
- Medical devices
- Data centers
- Battery plants
- Secondary mining



Sustainable Investment and Financing Plan

Key Points

The investment plan for the Wellbeing Development Pole complements the following projects:

Modernization of the San Jerónimo–Santa Teresa Port of Entry

An improvement project aimed at reconfiguring and increasing the flow of freight trucks, along with a redesign of customs infrastructure.

San Jerónimo–Santa Teresa Logistics Road Connector

Upgrade the existing C2 highway (16.5 km) to an A2 standard, with future potential to expand to four lanes (A4S type) and build additional infrastructure.

Estimated Investment: MXN \$1.932 million/ USD 107.33 million

Modernization of the San Jerónimo Border Port of Entry

Objectives:

Increase the number of crossings by modifying import and export cargo lanes to accommodate oversized and overweight trucks.

Reconfigure the area to create a Full-Service border port with all the facilities, services, staff, and capabilities needed to process both people and goods of any kind.



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Línea del tiempo de la Modernización del Puerto Fronterizo San Jerónimo



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Next Phase in the Modernization of the San Jerónimo Border Port of Entry

With the closure of the BOTA crossing, it is imperative to begin the modernization project of the San Jerónimo Border Port of Entry.

The Government of the State of Chihuahua is requesting authorization to initiate the Executive Project for the modernization of San Jerónimo, once the Master Plan and Terms of Reference are submitted.

The State Government, together with the Municipality, will provide the necessary resources for the development of the Executive Project.

The preparation of the Executive Project is expected to take approximately 8 months, following the allocation of funds and the selection of a university to carry it out.

The designation of the Wellbeing Development Pole represents a key opportunity to advance the modernization project of San Jerónimo.



**THANK
YOU**



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