



Gobierno Municipal de
ZAPOPAN
2010 - 2012



ZAPOPANunido



CITY OF THE FUTURE

It is a pleasure to welcome you to Zapopan, land of opportunities, conducive climate, positive outlook and livable lifestyle that makes our city the ideal environment for business, trade and investment.

Today, Zapopan is the most promising municipality in Western Mexico for high-tech industries, commerce, higher education and healthcare services; everything that has brought us to this point – everything that has made us great – is still in place: entrepreneurial spirit, innovation, proven business practices, solid city services and a hard work ethic. Just take a look inside and you will see.

Zapopan is open for business.

Héctor Vielma Ordoñez
City Mayor
Municipality of Zapopan

México

México



Mexico is a democratic, representative and federal republic located in North America. This country has 31 states, 2,440 municipalities, and México D.F that is the federal district where the Federal Government and Congress work. Since 2006 Felipe Calderón Hinojosa became President of the Republic, whose term ends in 2012.

Mexico has borders with the United States to the north, the Gulf of Mexico and the Caribbean to the east, Belize and Guatemala to the southeast, and the Pacific Ocean to the west. The nation has a territorial extension of 1,972,550 km², which place it at the 15th position of the biggest countries in the world.

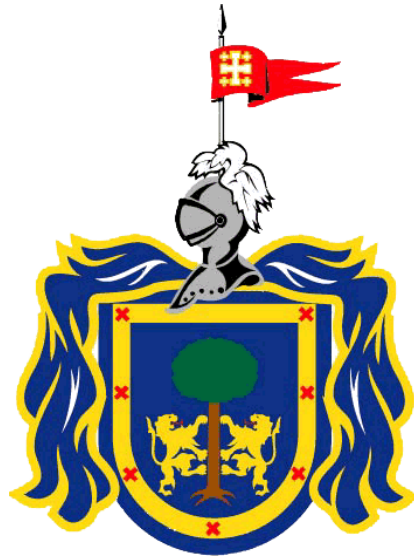
There are about 112 million people living in the country, which makes it the Spanish-speaking nation with the biggest population. In addition, Spanish is not the only language spoken in Mexico, as there are other indigenous dialects that are nationally recognized by the Mexican state.

Counting with a GDP of \$1,567 trillion dollars (2010 est.), Mexico is ranked the 12th biggest global economy. It is also the second Latin-American economic power, only behind Brazil; and the fourth one in the American Continent.

Mexico an active member of diverse international organizations such as: UN, OAS, APEC, IMF, ACS, WHO, OECD, OEI, ABINIA, OMPI, OACI, OMI, OMI, ITU, UPU, WMO, IDP, IFC, UNCTAD, UNIDO, WTO, ALADI, UL, NAFTA.

Jalisco

Jalisco



Jalisco is one of the 32 Mexican states, located at the center-west side of the country. It borders with Nayarit, Aguascalientes and Zacatecas to the north; with Zacatecas, Guanajuato and Michoacán to the east; with Michoacán, Colima and the Pacific Ocean to the south; and with the Pacific Ocean and Nayarit to the west.

Jalisco is the fourth most populated state, with 7,350,682 inhabitants and with a territorial extension of 78,599 km². Additionally, Jalisco is considered one of the most developed states in Mexico in the economic, commercial and cultural sectors. Its GDP is of \$556,892 million dollars, representing 6.66% of the Gross National Product. The capital city is Guadalajara, and its Governor is Emilio González Márquez who started his term in office in 2006, and will end in 2012.

Zapopan

Zapopan



Zapopan is considered the economic capital of Jalisco and the municipality with the highest growth rate and territorial extension of the Guadalajara Metropolitan Region, which at the same time is the fifth zone with the greatest growth rate among the members of the Organization for Economic Co-operation and Development (OECD).

With a territorial extension of 893.15 km², Zapopan is a city full of opportunities and places of interest for both visitors and investors, as it possesses a fruitful base for development and long-term investment projection.

It counts with an important commercial, industrial, communications and education network. Additionally, Zapopan has a high Human Development Index according to the United Nations Development Programme (UNDP), being one of the highest in Mexico. Zapopan is also considered one of the most important economic and population centers for Jalisco.

Nowadays, the municipality is able to attract more than 60% of the total investment received by the state, as well as around 77% of the foreign investment, which allow it to portray high dynamism in the electronic, food and construction industries. Moreover, the amount of exports of Zapopan represents more than 50% of those of Jalisco; having the United States, Canada and South Korea as its main exporting partners.

Government

Government



Government

In Mexico there are not middle powers interfering between a municipality and a state; thus, the firsts are vested with legal jurisdiction, as they handle their own resources. According to the laws of the state, city councils are able to issue regulations, and circulatory and administrative dispositions to manage their own territory.

The city of Zapopan is the governmental core inside the municipality of the same name, meaning where the local government is found. The *Presidente Municipal*, or Mayor, acts as the head of the city council, next to 21 *Regidores*, or council members, which made up the town hall; and they all have the responsibility of solving the problems of the city and the municipality.

Public services

Some of the most important functions and public services they offer are:

- Drinking water, waste and water drainage, sewage systems, treatment and disposal of residual waters;
- Public lighting system;
- Wastes and garbage collection;
- Public markets;
- Public cemeteries;
- Streets, parks and green areas, and their maintenance;
- Public security, preventive police and highway patrols;
- Civil protection



Currently the Mayor of Zapopan is Héctor Vielma Ordóñez from the Institutional Revolutionary Party (PRI), who started his term on January 2010, same that will conclude on September 2012.

- *City Development Plan*

The present administration created a City Development Plan, which is based upon 5 strategic axes for the constitution of a better government, including the following:

1. - Zapopan: united and close to its citizens.

Become a municipality with a consolidated social policy that aims for a better access to education, health, infrastructure, mechanisms of citizen participation, attention to claims, cultural and leisure spaces, among others.

2. - Zapopan: economic growth and development.

Insert itself in the global competitive network through employment policies and economic promotion, aiming for long-term growth and development.

3. - Zapopan: contemporary government.

Become a municipality characterized by administrative innovation, planning and law making, revealing quality and effectiveness.

4. - Zapopan: government of results.

Become a government that shows results in all service sectors, including public spending on infrastructure, sustainable development and environmental protection.

5. - Zapopan: public security.

Become a secure municipality for all citizens through effective public defense and civilian protection policies.

- *Signing of International Cooperation Agreements*

According to the Mexican Laws about Treatment Agreements, all municipalities, including Zapopan, as well as all states, have attributions to subscribe international treaties with foreign governments or organizations. Nevertheless, they are all obliged to present these agreements, before being signed, for a legal evaluation under the *Secretaría de Relaciones Exteriores (SRE)*, or Foreign Office.

Infrastructure

Infrastructure



Zapopan, along with the Guadalajara Metropolitan Region, counts with a great and modern array of infrastructure facilities that place it as one of the most important and best-connected cities in the country, making it highly attractive for investment and tourism.

The Guadalajara Metropolitan Area is part of the North America's Super Corridor Coalition (NASCO), which promotes commercial partnership among Mexico, the United States and Canada, creating a major flow of products and services through the region.

- Highways

The Guadalajara Metropolitan Area counts with a network of highways (6,381 km) that allow Zapopan and its people to travel through the state and to the rest of the country.

- Air and Railways

The Miguel Hidalgo International Airport is located 30 minutes away from the city, which during 2009 received 6,453,100 local and foreign passengers. This airway has a track that measures 5,682 meters length and 60 meters width; keeping an ample national and international net of communication and transport, both with Mexico and the United States.



Additionally, Zapopan has a Military Air Base Airport, whose track measures 2,000 meters length and 45 meters width that operates fully for military operations. Nevertheless, it is intended that this air base carry out civil and merchandise transport, along with those that it already performs.

The municipality railways made up 1,180 kilometers, from which 180.8 are private.

Industry

Industry



The strategic geographic position of the city has allowed it to be part of the known Mexican Silicon Valley, where several important national and international companies develop high technology in diverse areas, such as electronics and information technologies.

Zapopan counts with 19 industrial parks (500 acres approximately), denoting a capacity for receiving new investment because of its appropriate facilities and first level services.

The latter advantages, plus a skilled labor force, fiscal incentives and an enviable weather (warm all year long), makes Zapopan the ideal city for international companies such as Flextronics, Coca Cola, Jabil Circuit, Hewlett Packard, Phillip Morris and Intel's Center of High Technology (currently under construction); as well as national companies like Tequila Cuervo, Jaguar, Grupo Bimbo, Omnilife and Sabritas.

Education platform and labor force

The city counts with 17 of the most important public and private universities of the state, some of them recognized nationally and internationally, which proves Zapopan as a municipality with a high graduate profile that guarantees:

- Specialized graduates
- Technicians in diverse areas
- Skilled labor force



In addition, Zapopan has the *Centro de Investigación y Estudios Avanzados del Instituto Politécnico Nacional* (CINVESTAV), one of the most important scientific investigation complexes of the country, with renowned performance on research, education and technology development.

Health

Health and wellbeing



Zapopan places emphasis on the relevance of providing appropriate health services to its citizens, hence, it counts with a network of high quality hospitals and specialized health centers. Among them there are 6 public hospitals and 9 private ones with the latest equipment on technology for the treatment of illnesses, specialized medicine and esthetic interventions.

Culture

Zapopan offers a great variety of cultural options, because it has a municipal chorus, folk ballet and a municipal symphonic orchestra, as well as theaters and performance centers. The city has one of the most important entertainment venues in Latin America, the *Auditorio Telmex*, with a capacity of 11,500 spectators. Furthermore, the city has a contemporary art museum (*Museo de Arte de Zapopan*) and other 6 thematic museums offering expositions on huichol art, hunting, aviation, religion, and children activities, among others.



An important characteristic of the regional culture is the veneration to the *Virgen of Zapopan*, whose main festivity, the *Romería*, is considered the third most important religious pilgrimage in Mexico. The latter takes place every year on October 12th, receiving millions of people from in and out of the state, which come to the city to visit her.

Tourism

Tourism and services

Zapopan counts with direct air connections through the most important national and foreign companies, going to both national and international destinations. It has an ample lodging infrastructure, including more than 60 accommodations, among which can be found luxury hotels, five, four, and three stars hotels, as well as executive suites and former haciendas.

Zapopan also offers:

- 15 first level shopping centers.
- 6 professional golf courses.
- 18 exclusive sports clubs.
- More than 90 cinema theaters, some with *IMAX®* and *THX®* digital technology.
- Great parks and family leisure centers.



Sports



Zapopan possesses a first level sports infrastructure, reflecting on the renowned quality of its athletes, both at the national and international level. The city has two stadiums, the professional soccer Omnilife stadium with capacity of 45,500 people (home to Chivas F.C.) and the 3 de Marzo stadium (capacity of 25,000 people). In addition, there are several sports complexes operating under

international standards, like the Scotiabank Aquatic Complex, Telcel Tennis Stadium and the Telmex Track & Field Stadium, which will be home to the 2011 Panamerican Games.

Living in Zapopan

Zapopan is a modern city that has all the benefits, richness, and diversity of the contemporary world, but keeping the calmness and quality of life that can only be found in a traditional city. It



offers a series of advantages, services and commodities that place the city along the biggest and most important capitals.

Environment

Zapopan has 11,400 acres of protected natural areas, like the *Bosque de la Primavera*, *El Diente*, *el Bosque del Centinela* and the *Barranca del Río Santiago*; where multiple recreational activities are performed and where there is a great diversity of flora and fauna.

International Relations

International Relations

The city of Zapopan has been growing significantly internally and internationally. The latter is shown by its important international projection under strong policies, economic, cultural and social nexus with foreign cities and international organizations.

Decentralized cooperation

Interinstitutional **Agreements**

Zapopan has several interinstitutional agreements based on technical cooperation with the cities stated below.

-  Ámsterdam, Kingdom of the Netherlands
-  Barcelona, Kingdom of Spain
-  Stuttgart, Federal Republic of Germany
-  Porto Alegre, Federative Republic of Brazil
-  Medellín, Republic of Colombia
-  Zaragoza, Kingdom of Spain
-  Alcobendas, Kingdom of Spain
-  Shanghai – Putuo, People's Republic of China
-  Chengdu, People's Republic of China

Sister cities

Zapopan has 10 international sisterhoods

-  Cartago, Costa Rica
-  Marianao, Cuba
-  Grand Rapids, United States
-  Saginaw, United States
-  Rosemead, United States
-  La Antigua, Guatemala
-  San Pedro Sula, Honduras
-  Kiriat Bialik, Israel
-  Czestochowa, Poland
-  Masan, Korea

Furthermore, the city has 5 national sisterhoods with the municipalities of Veracruz, El Grullo, Bahía de Banderas, Zapotlán El Grande and Atengo.

-International networks

An important sector of the entailment and international projection of the municipality is seen through its diverse international networks, among which can be found:

- Centro Interamericano de Desarrollo Estratégico Urbano (CIDEU)
- Cities for Mobility
- International Association of Educating Cities
- Global City Indicators
- Sister Cities International
- Mayors for Peace
- UN Habitat
- Red de Cooperación Local Objetivos Del Milenio para América Latina y el Caribe



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