



ZAPOPAN

MUNICIPAL GOVERNMENT

2012-2015





City of Innovation

Welcome to Zapopan, land of opportunities, excellent weather, positive attitude and a lifestyle that makes our city an ideal place for the establishment of companies. Zapopan has much to offer to all who live, work or visit our city.

It is a competitive and innovative city, with great growth in business that stimulates a prosperous and inclusive economy. Creativity, arts, culture and entertainment make Zapopan unique and diverse.

We work closely with the business community and other stakeholders to make our vision of economic growth a successful reality; as well as with public, private and educational institutions to accomplish our objectives.

The city foster human capital, learning, creativity and innovation; to attract skilled and entrepreneurial residents to the city and ensure economic inclusion.

Zapopan is open for business, and we are one of the best city to invest in Mexico and Latin America.

Dr. Hector Robles Peiro
Mayor
City of Zapopan



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Mexico

Mexico is a democratic, representative and federal republic located in North America. The country has 31 states, 2,440 municipalities, and one Federal District (D.F.) as the seat of the Federal Government and Congress. On December 1st, 2012 Enrique Peña Nieto became President of the Republic, whose term ends in 2018.

Mexico 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 makes it the 15th biggest country 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 as the 12th biggest global economy. It is also the second Latin-American economic power, second only to Brazil; and the fourth one in the American Continent.

Mexico is 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 is one of the 31 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 Michoacan to the east; with Michoacan, 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 the new Governor elected is Jorge Aristóteles Sandoval Díaz who administration will begin in March 2013 and will end in 2018.



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Zapopan

Zapopan is considered the economic capital of Jalisco and the municipality with the highest growth rate and territorial extension of the Guadalajara Metropolitan Area, which at the same time is the fifth zone with the greatest growth rate among the members of the Organization for Economic Cooperation 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.

Zapopan has 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 Jalisco's most important economic and population centers.

Nowadays, the municipality attracts more than 40% of the total investment received by the state, as well as around 20% of the foreign investment. Zapopan has a highly dynamic construction industry, trade and services sector. Moreover, Zapopan's exports represents more than 32.2% of those of Jalisco's, having the United States and Canada as its main exporting partners.



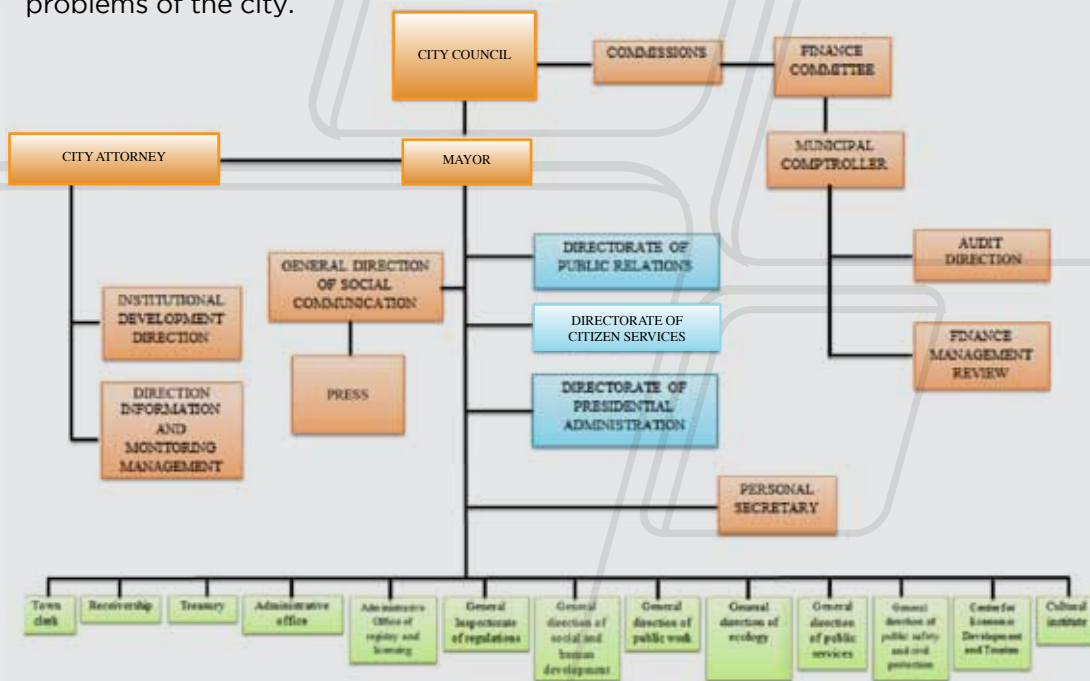
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Government

In Mexico there is no intermediate power between a Municipality and a Federal State. The municipalities are vested by juridical personality and they manage their own heritage. In accordance with state laws, the municipalities can issue regulations, circulars and administrative provisions of general observance within its territory.



Zapopan serves as the municipal seat for the surrounding municipality of the same name. The City Council consists of a Mayor, a City Secretary and 21 councilmen, who are responsible for solving the problems of the city.



Public Services

Some of the most important public services that Zapopan offers 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



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Infrastructure

Zapopan, along with the Guadalajara Metropolitan Area, possess a great and modern infrastructure facilities that places 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 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

Jalisco has a very efficient highway network (11,457.87 km) allowing its people to travel through the state and the rest of the country.

- Air and Railways

The Miguel Hidalgo International Airport is located 30 minutes away from the city, which during 2012 received 6, 144, 200 millions local and foreign passengers. Its runway extends over 5,682 meters length and 60 meters width of land; keeping an ample national and international net of communication and transportation between Mexico and the United States.



Additionally, Zapopan has a Military Air Base Airport, which runway extends over 3,000 meters length and 45 meters width of land, operating fully for military activities. Nevertheless, it is intended that this air base will carry out civil and merchandise transportation, along with those that it already performs.

Furthermore, the total length of Jalisco's railway network compromised 1109.2 km.



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Industry

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



In Zapopan there is 22 industrial parks (500 acres approximately), denoting a great capacity for receiving new investment due to efficient facilities and first level services.

Together with a skilled labor force, fiscal incentives and an enviable weather (warm all year long), Zapopan is the ideal city for the establishment of 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 has 21 of the most important public and private universities of the state, some of them recognized at national and international level, proving Zapopan as a municipality with a high graduate profile ensuring:

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



In addition, Zapopan has the Center for Research and Advanced Studies of the National Polytechnic Institute (CINVESTAV), one of the most important scientific research centers of the country, with cutting-edge and world class facilities.



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Health Care

Zapopan puts great emphasis on providing an adequate health care system to its citizens, hence, it possess a high quality hospitals network and specialized health centers. There are 6 public hospitals and more than 30 clinics and private hospitals with the latest equipment for the treatment of illnesses, specialized medicine and esthetic interventions.



Culture

The culture of Zapopan is reflected by its variety. It has a municipal chorus, folk ballet and a municipal symphonic orchestra, as well as theaters, galleries, museums 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 exhibitions of 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* at the Basilica of Zapopan, which the main festivity it's called the *Romería*, considered the third most important religious pilgrimage in Mexico. This religious event takes place every year on October 12th, receiving millions of people from all over the world, who come to the city to worship and pray.



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Tourism and Services

Zapopan is a city of contrasts and its tourism has experienced continued growth. We have a wide variety of tourist attractions and services, in addition we enjoy direct flight connections from domestic and international airports, keeping hotel occupancy of 52.33% during the year with an average stay of four days. (Source: Ministry of Tourism of the State of Jalisco)

According to the official 2010 census (INEGI), Zapopan has a population of 1'243,756 people, which makes us the eighth most populous municipality.

Zapopan is also one of the most important religious centers of the country, where the Basilica of Zapopan is the home of the much venerated Virgin of Zapopan. Moreover, the city has an extensive hospitality infrastructure with grand touring luxury hotels and former haciendas.

It is also home to:

- 16 first class shopping centers, with Plaza Andares considered as the best mall in the state.
- 75 Hotels with more than 6,110 rooms.
- 5 museums.
- 18 exclusive sports clubs and championship golf courses.
- Theaters and more than 90 cinemas; some with digital IMAX® and THX® technology.
- Parks and family entertainment centers.



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Religious Customs

The Basilica of Our Lady of Zapopan (Spanish: Basílica de Nuestra Señora de Zapopan) and the abbey of Our Lady of Expectation of Zapopan are a Franciscan sanctuary built in the heart of Zapopan. It is one of the most visited sanctuaries in Mexico, and it preserves a wooden Virgin that is considered a valuable relic of medieval origin, which came from Spain to New Galicia in the 16th century.

The Virgin of Zapopan is also known as Our Lady of Expectation. She is also referred to as “La Generala” or the “Zapopanita”. In 1734, she was proclaimed Patroness against storms and lightning. The statue stays in Guadalajara from June 13 to October 12. After Mexico became independent in 1821, the Virgin was proclaimed Patroness of the State of Jalisco. She was canonically crowned on January 18, 1921, in a ceremony that included presenting the keys to the city of Guadalajara.

The Romería

The Romería is the name of the annual pilgrimage from the Guadalajara Cathedral to the Basilica of Zapopan. It is considered the third most important pilgrimage center in the country, after the one of the Virgin of Guadalupe, and the Virgin of San Juan de los Lagos. The Romería of the Virgin of Zapopan consists of a route 8 km in length, from the metropolitan Guadalajara Cathedral, to the Basilica of Our Lady of Zapopan.

At dawn on October 12 of each year a procession of lay Catholics, pre-Columbian dancers, mendicants, priests and seminarians carry a statue of the Virgin Mary from the cathedral to the basilica. The figure of the virgin goes accompanied by more than 2,000,000 people. This festival involves most of the population of both cities and finishes with a mass at the square outside the basilica. The event ends with traditional dances and evening fireworks.



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Sports

Zapopan has a first-class sports infrastructure reflected in the outstanding quality of its local athletes, recognized at national and international level, including Olympic champions.

We have two professional soccer stadiums, called “3 de Marzo” and “Omnilife” the fourth largest in Mexico, with a seating capacity of 25,000 and 46,000 people, respectively.

Due to the celebration of the 2011 Pan American Games, Zapopan enjoys excellent sports facilities of international standards, as the Scotiabank Aquatics Center, the Telcel Tennis Stadium and Telmex Athletics Stadium.



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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 amenities, services and commodities that place the city along the biggest and most important capitals.

Zapopan has the best and most exclusive residential suburbs, where people can enjoy all the services and public safety.

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 takes place and there is a great diversity of flora and fauna.



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International cooperation

Cooperation agreements

Zapopan has signed several technical cooperation agreements with the following cities.

| | |
|---|----------------------------|
|  | Amsterdam, the Netherlands |
|  | Barcelona, Spain |
|  | Stuttgart, Germany |
|  | Porto Alegre, Brazil |
|  | Medellin, Colombia |
|  | Zaragoza, Spain |
|  | Alcobendas, Spain |
|  | Shanghai - Putuo, China |
|  | Chengdu, China |
|  | Santiago, Chile |
|  | Angoulême, France |
|  | Gijon, Spain |

Sister cities:

Zapopan has 10 international twinning agreements:

| | |
|---|-----------------------------|
|  | 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 sister cities agreements with the municipalities of Veracruz, El Grullo, Bahía de Banderas, Zapotlán El Grande and Atengo.



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International Networks:

The international projection of the municipality is reflected through its affiliation in several international cooperation networks, such as:

- Interamerican Center for Strategic Urban Development (CIDEU)
- Cities for Mobility
- International Association of Educating Cities
- Global City Indicators
- Sister Cities International
- Mayors for Peace
- UN Habitat
- Local Cooperation Network Millennium Development Goals for Latin America and the Caribbean



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Digital City

Through the modernization of broadband communications and service-oriented computing infrastructure we seek to provide a better service to our citizens and in order to strengthen the public management transparency and efficiency.

This program is based on the unification of all the municipal information systems in one single technological platform to simplify operations. The renovation of the infrastructure of telecommunications and computer equipment, as well as the development of a new organizational culture based on the efficiency and continuous improvement to citizens services, has allowed greater transparency of public resources and has provided accurate and timely information for decision making and monitor government actions. The simplification and supervision of procedures and services has enabled new forms of interaction between citizens and government.

Part of “Zapopan, Digital City” has been the installation of electronic kiosks and the implementation of the Integral System Citizen Services to provide an easy to use first point contact that connect residents businesses and visitors with general government information and services.

Concerning public safety, “Zapopan, Digital City” consist of the digitalization of radio systems, patrol equipment and the Immediate Response Center of Zapopan.



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Municipal Government of Zapopan

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