

# TIJUANA:

## Mexico's TV & Display industry leader.

Tijuana, Baja California ranks as a top manufacturer of televisions, displays, and other innovative electronics products in Mexico.

1<sup>st</sup>

Exporter of flat screen TV's in Mexico.

2<sup>nd</sup>

Exporter of electronics to the United States.

As one of the first FDI industry sectors grew under the Mexican FTZ scheme (Maquiladora Program) as a Country, the electronics industry has been well-established and developed since the 80's in our region.

As the electronic industry and its innovation continues to grow and integrate in America, the time-to-market demands not only high quality, well integrated cost base, supply chain, logistics effectiveness and a great supporting service network to every company decision maker. Baja California offers a well integrated binational and regional ecosystem fully compromised to its industries and its growth.

Some of the most recognized names in the electronics field are located in Baja California for manufacturing purposes, the region offers skilled and talented cost-effective labor force, direct distribution to high-demand consumers in the United States, and access to strategic trade agreements that make the electronic products easy to export, fast delivery and profitable.

## 12 things you get to know about Tijuana's TV and Display Industry

**#1** BIG Flat TV screen manufacturer and exporter in Mexico +30 million TV's exported a year.

**+120,000** direct employees serve this industry.

Baja California leads the Television and display representing **60%** of the total TV Manufactured in Mexico.

**60-70%** of TV's sold in the United States were assembled in Tijuana.

The Electronic Industry in Mexico is valued at **75 Million dollars** in 2020.

**70%** of the supply chain integration is available in Baja California, the rest is sourced from other parts of the world.

**Tijuana** is well renowned as the TV Capital of North America.

**#2** Electronic's Exporter to the United States.

**Tijuana offers** Software development / User Experience for Smart TV's capabilities as well.

**184** electronic companies based in Tijuana.

**#8** Mexico's overall electronics manufacturing.

# Some examples of BIG BRANDS established here :

**SAMSUNG**

**Diamond**  
Electronics

**FOXCONN**

**Panasonic**

**SANTOMI**

**TCL**

**TPV**  
TECHNOLOGY LIMITED

**ADI® Systems**  
an EVOQUA brand

**CMC**  
ELECTRONICS MANUFACTURING

**MURAMOTO**  
PARTS TECHNOLOGY  
SUMITRONICS DE MEXICO, S. DE R.L. DE C.V.

**noscom**  
ELECTRONICS DE MEXICO

## DESIGN, ENGINEERING, R&D, MANUFACTURING AND DISTRIBUTION PROCESSES AVAILABLE IN TIJUANA FOR THE TV, DISPLAY INDUSTRY

### Design and Engineering of

- Electronic Components
- Packaging
- Sub-Assemblies
- Software Development
- User Experience
- Electronic Component Manufacturing
- Cable & Harness
- Plastic Injection Molding
- Metal-Mechanics
- Metal Finishing
- Screen Manufacturing
- Remote Control Manufacturing
- Sub-Assembly, Final Assembly and Testing
- Packaging
- Distribution

"In our facility, we have a design center for IT/Software, on the manufacturing side, our production annually reaches around 19.3 million TV sets, top production in a day ranks around 127,000."

**-SAMSUNG TIJUANA**

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INDUSTRIA  
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DE BAJA CALIFORNIA, COAHUILA, GUANAJUATO, HIDALGO, JALISCO, MORELOS, NAYARIT, OAXACA, PUEBLA, QUERETARO, SAN LUIS POTOSI, SINALOA, SONORA, TAMAULIPAS, VERACRUZ, YUCATAN, ZACATECAS

**HERMOSILLO**

**TACNA**  
Mexico Manufacturing Simplified

**TREVÉ**  
Better people, better business.

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