

## PRESS BULLETIN

### **San Luis Potosí ranked first as a zone of major economic potential according to a study by the *Financial Times*.**

- This ranking was obtained with information provided by the *World Trade Center* San Luis Potosí (WTC – SLP), and with participating students at the Tecnológico de Monterrey.

As part of its activities, the WTC–SLP, located within the center of International Competitiveness of the Tec de Monterrey campus San Luis Potosí, recently succeeded in positioning the city of San Luis Potosí in the ranking, “*Economic Zones of the Future*” in the *Financial Times* magazine. The city placed first in the economic potential classification and third in the general classification after Shanghai and Dubai.

This important achievement was given after a Request for Participation was issued at the international level for the study, “*Global Special Economic Zone Awards 2010*”, conducted by the *Financial Times* through the magazine *fDi Magazine* (foreign direct investment magazine). The purpose of the Request for Participation by the *Financial Times* was to identify world-wide zones with economic potential to receive foreign investment.

According to the socioeconomic information presented by the WTC-SLP, Aracely Solis, Karina Vargas, and Michel Ortega are students in the International Business career track of the Tecnológico de Monterrey, campus San Luis Potosí. They participated as part of their internships in the professional academic program.

With the information obtained and documented by the WTC-SLP, it is proposed that the city of San Luis Potosí, as a zone of future economic potential including the logistic park, *Parque Logístico – Interpuerto*, as its main land port, having received this important distinction at an international level, will have a strong impact in the city of San Luis Potosí that will help gain foreign direct investment for our state.

Additionally, results from the same study showed San Luis Potosí is positioned as the seventh most efficient city in cost at the world level, and it is poised to be number one on the American continent. The Center for International Competitiveness, which began on January 21, 2010, has as its objective to increase the international competitiveness of our state in the business environment by means of bringing foreign commercial activities to Potosino businesses. This increase includes attracting foreign investments and strengthening the ability of local businesses to improve their competitiveness.