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Market Intelligence Mexico

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KEY ACRONYMS & ORGANIZATIONS

Selected organizations and acronyms referenced throughout the guide.

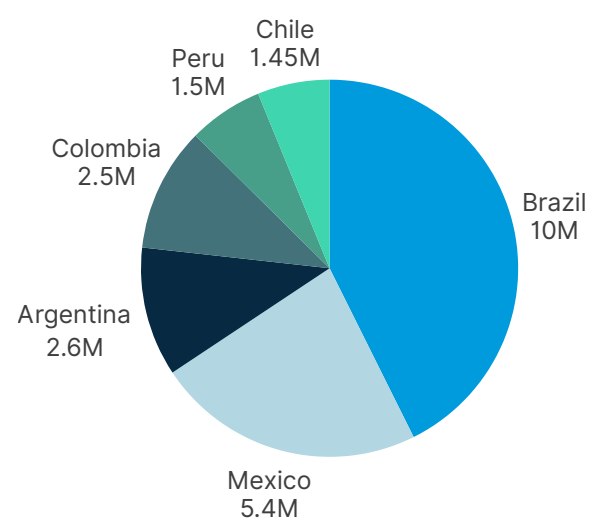
*Spanish language acronyms/abbreviations.

Acronyms	Organizations
<u>AMEXCID*</u>	Agencia Mexicana de Cooperación Internacional para el Desarrollo (Mexican Agency for International Development Cooperation)
<u>AMPEI*</u>	Asociación Mexicana para la Educación Internacional (Mexican Association for International Education)
<u>ANUIES*</u>	Asociación Nacional de Universidades e Instituciones de Educación Superior (National Association of Universities and Higher Education Institutions)
<u>CINVESTAV*</u>	Centro de Investigación y de Estudios Avanzados del Instituto Politécnico Nacional (Center for Research and Advanced Studies of the National Polytechnic Institute)
<u>CMAC</u>	Building Prosperity through Canada–Mexico Academic Collaboration
<u>CMP</u>	Canada–Mexico Partnership
<u>CONAGUA*</u>	Comisión Nacional del Agua (National Water Commission)
<u>CONAHEC</u>	Consortium for North American Higher Education Collaboration
<u>CONCAMIN*</u>	Confederación de Cámaras Industriales de los Estados Unidos Mexicanos (Confederation of Industrial Chambers of Mexico)
<u>CANACINTRA*</u>	Cámara Nacional de la Industria de Transformación (National Chamber of the Transformation Industry)
<u>CAINTRA*</u>	Cámara de la Industria de Transformación de Nuevo León (Chamber of the Transformation Industry of Nuevo León)
<u>CCE*</u>	Consejo Coordinador Empresarial (Mexican Business Coordinating Council)
<u>COMCE*</u>	Consejo Empresarial Mexicano de Comercio Exterior, Inversión y Tecnología (Mexican Business Council for Foreign Trade, Investment and Technology)
<u>COPARMEX*</u>	Confederación Patronal de la República Mexicana (Employers' Confederation of the Mexican Republic)
<u>CUSMA</u>	Canada–United States–Mexico Agreement
<u>FIDERH*</u>	Fondo para el Desarrollo de Recursos Humanos del Banco de México (Banco de México Fund for Graduate Studies)
<u>FIMPES*</u>	Federación de Instituciones Mexicanas Particulares de Educación Superior (Federation of Mexican Private Higher Education Institutions)
<u>FUNED*</u>	Fundación Mexicana para la Educación, la Tecnología y la Ciencia (Mexican Foundation for Education, Technology and Science)
<u>IPN*</u>	Instituto Politécnico Nacional (National Polytechnic Institute)
<u>ITAM*</u>	Instituto Tecnológico Autónomo de México (Autonomous Technological Institute of Mexico)
<u>NSERC</u>	Natural Sciences and Engineering Research Council of Canada
<u>SADER*</u>	Secretaría de Agricultura y Desarrollo Rural (Secretariat of Agriculture and Rural Development)
<u>SECIHTI*</u>	Secretaría de Ciencia, Humanidades, Tecnología e Innovación (Secretariat of Science, Humanities, Technology and Innovation)
<u>SENER*</u>	Secretaría de Energía (Secretariat of Energy)
<u>SEP*</u>	Secretaría de Educación Pública (Secretariat of Public Education)
<u>SNP*</u>	Sistema Nacional de Posgrados (National Graduate System)
<u>SSHRC</u>	Social Sciences and Humanities Research Council of Canada
<u>TecNM*</u>	Tecnológico Nacional de México (National Technological Institute of Mexico)
<u>UAQ*</u>	Universidad Autónoma de Querétaro (Autonomous University of Querétaro)
<u>UAM*</u>	Universidad Autónoma Metropolitana (Metropolitan Autonomous University)
<u>UANL*</u>	Universidad Autónoma de Nuevo León (Autonomous University of Nuevo León)
<u>UdeG*</u>	Universidad de Guadalajara (University of Guadalajara)
<u>UNAQ*</u>	Universidad Aeronáutica en Querétaro (Aeronautical University in Querétaro)
<u>UNAM*</u>	Universidad Nacional Autónoma de México (National Autonomous University of Mexico)

LATIN AMERICA & THE CARIBBEAN
REGIONAL OVERVIEW

Indicator	Regional Overview
Countries	33 (ECLAC, n.d.)
Population	650+ million inhabitants (ECLAC, 2024)
Tertiary Enrolment	30+ million students (UNESCO IESALC, 2026a)
Gross Tertiary Enrolment Rate	53% (2023) (UNESCO IESALC, 2026b)
Institutional Landscape	Diverse public and private higher education landscape (UNESCO IESALC, 2026a)
Private Universities	49% of enrolment (UNESCO IESALC, 2026b)

Largest Higher Education Systems (# of students)



* Approximate enrolment, latest available national data.

Sources: ECLAC (n.d.); ECLAC (2024); UNESCO IESALC (2026a); UNESCO IESALC (2026b); ECLAC (2025); OECD (2025); INEP (2025); SEP (2024); Secretaría de Educación, Secretaría de Políticas Universitarias (SPU, 2025); Ministerio de Educación Nacional (n.d.); SUNEDU (2022); Servicio de Información de Educación Superior (SIES, 2025).

How Higher Education is Changing

Higher education systems across Latin America are undergoing structural shifts that directly shape opportunities for Canadian institutions:

- **Graduate education is becoming more career-oriented**, with rising demand for master’s degrees, professional programs, and executive education linked to employment outcomes.
- **Alignment with workforce needs is strengthening**, as institutions connect academic programs with labour-market demand, industry priorities, and national skills strategies.
- **Research is becoming more applied and industry-engaged**, expanding collaboration through applied research, technology transfer, commercialization, and innovation partnerships.
- **Flexible learning and alternative credentials are growing**, including microcredentials, short programs, modular learning, and online/hybrid delivery for professional development and lifelong learning.
- **Internationalization is becoming more strategic**, shifting beyond mobility toward research collaboration, faculty mobility, joint programs, and long-term institutional partnerships.

Sources: OECD et al. (2025); UNESCO IESALC (2026a); OECD and IDB (2022); UNESCO (2022); QS (2026); AIRC (2025).

Key Market Dynamics

Research & Innovation

Latin America’s research and innovation indicators remain below those of more research-intensive economies, creating opportunities for international research collaboration and capacity building, joint projects, and innovation partnerships.

Indicator	Latin America	OECD
High-tech employment	2.1%	7.7%
Digital-intensive employment	15%	21%
Labour productivity growth	0.9%	1.2%
Researchers per million inhabitants	668	4,358*

Source: OECD et al. (2025), UNESCO UIS (2026).

* Number of researchers in Europe and Northern America



Degree-Seeking Student Mobility & Funding

International student mobility continues to grow across Latin America, making graduate recruitment an important entry point for Canadian institutions. Students increasingly choose destinations based on **employability, academic quality, research excellence, scholarships, and career outcomes**. Scholarship agencies, financing organizations, and institutional funding mechanisms play a large role in supporting mobility. Partnerships with these entities and alignment with national funding priorities can strengthen **long-term graduate recruitment and research collaboration strategies**.

Sources: UNESCO (2026); OECD (2025); AIRC (2025); UNESCO IESALC (2025); QS (2026); OECD et al. (2025).

Language & Bilingual Education

Language skills remain a critical driver of **employability, mobility, and research collaboration** across Latin America. Demand for English-language education remains strong across Latin America, supporting opportunities in professional training, graduate preparation, and discipline-specific programming. Growing interest in multilingual competencies also creates opportunities for **French-language pathways, bilingual programs, and partnerships with Francophone institutions**.

Sources: UNESCO (2022, 2024); British Council (2023); Ethnologue (2026); Organisation internationale de la Francophonie (OIF).



Canada's Competitive Position

Canada's strengths in **applied research, innovation, inclusive education, and university-industry collaboration** align well with regional priorities, positioning Canadian institutions as potential partners in talent, research, and workforce development.

Among the region's largest higher education systems, Mexico exemplifies these dynamics particularly well and offers one of the strongest opportunities for long-term Canadian engagement.



EXECUTIVE SUMMARY



Mexico represents one of the region's most significant opportunities for Canadian higher-education engagement. Driven by nearshoring, **CUSMA** integration, **Plan México**, and growing investment in strategic industries, Mexico is accelerating demand for advanced skills, applied research, innovation capacity, and international collaboration.

Mexico combines the scale of one of Latin America’s largest higher education systems with a rapidly evolving industrial and innovation economy.

- Approximately **5.4 million students** are enrolled in higher education. *(SEP, 2025)*
- More than **980,000 students graduate from higher education** each year. *(ANUIES, 2023–2024)*
- Approximately **2% of adults aged 25–34** hold a master’s degree, highlighting comparatively limited graduate-level attainment and potential opportunities to expand graduate education and advanced skills development. *(OECD, 2025)*
- Strategic investment in AI, semiconductors, advanced manufacturing, aerospace, clean technologies, biotechnology, and digital transformation.
- Government and industry priorities increasingly position higher education institutions as partners in **talent development, research, innovation, and industrial competitiveness.**

Sources: SEP (2025); ANUIES (2023–2024); OECD (2025); Government of Mexico, Plan México.

Strategic Opportunities for Canadian Institutions



Research & Innovation

Growing investment in strategic technologies and increasing demand for applied research and innovation capacity.

Opportunity

Joint research, co-supervision, applied R&D, research networks, innovation partnerships.



Executive Education & Workforce Development

Mexico is experiencing rapid industrial and technological transformation, driven by nearshoring, automation, artificial intelligence, and digitalization. As a result, demand for advanced skills, reskilling, and lifelong learning is growing to help address talent shortages and strengthen competitiveness.

Opportunity

Executive programs, microcredentials, professional certificates, customized training, workforce development.



University–Industry Collaboration

Regional innovation ecosystems increasingly connect universities with advanced industries and employers.

Opportunity

Applied research, technology transfer, industry-sponsored projects, joint labs, experiential learning.



Knowledge Exchange

Mexican institutions are strengthening internationalization through academic, research, and faculty collaboration.

Opportunity

Dual and joint degrees, faculty and student mobility, Collaborative Online International Learning (COIL), curriculum collaboration, and institutional partnerships.



Graduate Recruitment & Talent Pathways

A large undergraduate population and comparatively limited graduate-level attainment present opportunities to expand graduate education and advanced skills development.

Opportunity

Master's and PhD recruitment, postgraduate diplomas, graduate pathways, research training, scholarship and financing partnerships.



Language & Pathway Programs

English and French proficiency support academic mobility, employability, and participation in international education and research.

Opportunity

English/French for Academic Purposes (EAP/FAP), discipline-specific language programs, graduate preparation, bilingual and professional language training.

Market Implication

Mexico offers a diversified partnership market rather than primarily a recruitment destination, with opportunities to prioritize engagement models, partners, and regions that align with institutional strengths and objectives. Engagement should consider both federal and state-level ecosystems, where strategic sectors, research capabilities, and innovation clusters are concentrated. Existing bilateral frameworks, higher education networks, funding mechanisms, and regional ecosystems provide established entry points for sustained collaboration.



COUNTRY MARKET PROFILE

1. Market Context & Strategic Drivers

Mexico’s strategic importance for Canadian institutions is reinforced by the scale of its higher education system, its integration with the North American economy, and an industrial transformation that is increasing demand for advanced skills, research, and innovation. The following section highlights the political and economic drivers shaping these opportunities.

1.1. Mexico at a Glance



Population
131.9 million
(World Bank, 2025)



Population aged 18–37
Approx. 38.8 million
(UN DESA, World Population Prospects 2024)



GDP
2nd largest economy
In Latin America, by nominal GDP (IMF, 2025)



Higher education enrolment
Approx. 5.4 million
Higher education students (ANUIES, 2023–2024, SEP, 2024)



Higher education graduates annually
980,000+
(ANUIES, 2023–2024)



Gross tertiary enrolment
48.2%
(UNESCO UIS/World Bank, 2023–2024)

Key Strategic & Economic Priority Areas

Advanced Manufacturing	Automotive
Artificial Intelligence	Digital Technologies
Semiconductors	Clean Energy
Aerospace	Water & Sustainability
Biotechnology	Pharmaceuticals

Sources: United Nations, World Population Prospects (2024); INEGI; World Bank; SEP; ANUIES; IMF.

1.2. Political Context (Federal & State Governance)

Mexico’s federal government operates on a six-year presidential cycle that shapes national priorities for higher education, science, innovation, and industrial development. Under President Claudia Sheinbaum (2024–2030), these priorities emphasize industrial competitiveness, sustainability, and human capital development through **Plan México** and related bilateral cooperation frameworks, including the **Canada–Mexico Comprehensive Strategic Partnership and Action Plan 2025–2028**.

However, Mexico does not operate solely through federal policy. State governments—including those of **Nuevo León, Jalisco, Querétaro, Chihuahua, Coahuila, Guanajuato, and the State of Mexico**—as well as the Government of Mexico City, have developed complementary strategies for industry growth, research collaboration, talent development, and university–industry partnerships. As a result, effective engagement in Mexico requires alignment with both federal and state priorities, funding mechanisms, and institutional networks.

1.3. Economic Transformation & Investment Drivers



In 2025, the country attracted **USD 40.87 billion** in foreign direct investment (*Secretaría de Economía, 2026*)



Fifth consecutive year of growth
(*Secretaría de Economía, 2026; OECD et al., 2025*)

This investment is strengthening advanced manufacturing, accelerating industrial modernization, and increasing demand for highly qualified talent. It is also creating new opportunities for higher education and research collaboration.

Plan México

Strategic Priority	Target	Relevance for Canadian institutions
Industrial Competitiveness	Increase domestic value-added production	Aligns with shared priorities in advanced manufacturing, nearshoring, applied research, and university–industry collaboration.
Science, Technology and Innovation	Strengthen national R&D and technology capacity	Supports bilateral priorities in research collaboration, innovation ecosystems, technology development, and talent mobility.
Energy Transition	Accelerate clean energy development	Creates opportunities for joint research, skills development, and collaboration in clean technologies and sustainability.
Employment	Create 1.5 million jobs in strategic sectors	Increases demand for advanced skills, workforce development, professional education, and industry-aligned training.
Global Value Chains	Achieve a 15% increase in national content by 2030	Creates opportunities in strategic sectors such as aerospace, semiconductors, manufacturing, and supply chain innovation.

Sources: OECD, Latin American Economic Outlook (2025); Government of Mexico, Plan México.

2. Understanding Mexico's Higher Education Ecosystem

Mexico’s higher education ecosystem is characterized by a diversified institutional landscape, a coordinated governance framework, and a well-developed network of public, private, and research institutions.

2.1. Higher Education System

Key System Characteristics



Strong public sector with a complementary private system: Public institutions account for approximately **65% of undergraduate enrolment, while private institutions account for the remaining 35%**. Public institutions also enrol the majority of higher education students and lead graduate education and research, while private institutions play a growing role in internationalization, executive education, flexible program delivery, and industry engagement.

Sources: SEP, 2024–2025; ANUIES, 2025



Coordinated national governance framework: The **Ley General de Educación Superior (2021)** establishes the national framework for quality assurance, research, internationalization, equity, and regional development across the higher education system.

Source: Government of Mexico, 2021



Institutional Types

Institution Type	Primary Role	Primary Collaboration Opportunities
Public Federal and State Universities	Comprehensive education, graduate education, research, innovation, and public service	Joint research, doctoral partnerships, graduate recruitment, faculty mobility, institutional partnerships
Technology-Oriented Institutions (TecNM, Technological Universities & Polytechnic Universities)	Applied education, engineering, workforce development, and industry engagement	Applied research, workforce development, industry collaboration, customized training, short-term programs
Private Universities	Professional and graduate education, research, innovation, internationalization, and executive education	Joint research, doctoral partnerships, faculty and student mobility, institutional partnerships, dual and joint degrees, executive education, customized programs
Public Research Centres	Scientific research, technological innovation, and graduate research training	Joint research, graduate supervision, faculty exchanges, research networks
Specialized Institutions	Sector-specific education and professional training	Specialized programs, faculty collaboration, executive education, customized training

Sources: SEP (2024); ANUIES (2024); SECIHTI (2024).

Governance of Public Higher Education & Research Institutions

Mexico's postsecondary education and research ecosystem operates under **federal, state, or decentralized public governance**. **Technology-oriented institutions**, some **public research institutions**, and newer federally supported universities such as **Universidad Nacional Rosario Castellanos (UNRC)** and **Universidad Nacional de la Salud (UNISAL)** were established by the federal government to expand access and respond to national talent-development priorities.

For Canadian institutions, understanding these governance models is important when developing research partnerships, institutional collaborations, and government-supported initiatives, as decision-making processes, funding mechanisms, institutional mandates, and partnership approval processes may differ from those of autonomous universities.

Sources: SEP; SECIHTI; Tecnológico Nacional de México; Government of Mexico.



2.2. Strategic Characteristics Shaping Collaboration

System Feature	Key Facts
 Graduate Education & Research	• SECIHTI replaced CONAHCYT in 2025, expanding Mexico's national framework for science, technology, humanities, and innovation. It oversees Ramo 38, which provides an annual federal budget of approximately MXN 33.3 billion (2025) for research and graduate education. • The Sistema Nacional de Posgrados (SNP) recognizes high-quality master's and doctoral programs aligned with national priorities. • National R&D expenditure remains low (~0.3% of GDP in 2024), highlighting comparatively limited research investment and opportunities for research capacity strengthening.
 International Engagement	• Internationalization is a core component of Mexico's higher education system, supporting research collaboration, graduate education, academic mobility, institutional partnerships, and innovation. Networks such as ANUIES, AMPEI, and CONAHEC provide established channels for international cooperation. • Canada–Mexico bilateral frameworks—including the Canada–Mexico Comprehensive Strategic Partnership and Action Plan 2025–2028—together with longstanding institutional partnerships, provide a strong foundation for expanding academic, research, and innovation collaboration.
 Applied Learning & Industry Engagement	• Professional residencies, dual education, internships, microcredentials, short professional programs, and employer partnerships strengthen workforce readiness, lifelong learning, and industry alignment. • Universities such as Tecnológico de Monterrey have developed internationally recognized models for joint research, industry collaboration, executive education, innovation, and applied research, creating complementary partnership opportunities for Canadian institutions.

Sources: Secretaría de Hacienda y Crédito Público (PEF 2025); SECIHTI; SEP (2025); TecNM (2025); ANUIES (2025); OECD; UNESCO Institute for Statistics; Government of Canada (2025); UNESCO UIS / World Bank (2024).

Additional information on applied learning models, Work-Integrated Learning opportunities, and bilateral cooperation frameworks is provided in [Appendix A — 2.1 Higher Education System](#).

2.3. Key Institutions & Stakeholders

Mexico's higher education ecosystem includes government agencies, higher education networks, research organizations, industry partners, and regional innovation ecosystems that provide different entry points for Canadian collaboration.



Key Organizations & Strategic Partners

Partner Category	Representative Organizations	Primary Role
 Government Agencies	<u>SEP</u> , <u>SECIHTI</u> , <u>AMEXCID</u>	Lead higher education, science, technology and innovation policy, graduate education, and international academic cooperation.
 Sectoral Government Agencies	<u>SENER</u> , <u>SADER</u> , <u>CONAGUA</u> , <u>Secretaría de Salud</u>	Define sector-specific priorities and support research, innovation, workforce development, and knowledge exchange within their respective areas.
 Higher Education Associations & Networks	<u>ANUIES</u> ; <u>AMPEI</u> ; <u>CONAHEC</u>	Facilitate institutional networking, internationalization, academic mobility, sector coordination, and multi-institutional collaboration.
 Leading Higher Education Institutions	<u>UNAM</u> ; <u>IPN</u> ; <u>Tecnológico de Monterrey</u>	Major partners for research, graduate education, academic mobility, innovation, short programs, and long-term institutional collaboration.
 Research Institutions	<u>CINVESTAV</u> ; <u>INAOE</u> ; National Institutes of Health; Public Research Centres	Conduct scientific research, technological development, graduate research training, and specialized knowledge creation.
 Technology-Oriented Institutions	<u>TecNM</u> , <u>Technological Universities</u> , <u>Polytechnic Universities</u>	Provide applied education, engineering and technology training, workforce development, and significant industry engagement.
 Industry Associations & Industrial Clusters	<u>CCE</u> , <u>COMCE</u> , <u>CONCAMIN</u> , <u>CANACINTRA</u> , <u>COPARMEX</u> , <u>CAINTRA</u> and regional industrial clusters	Connect institutions with employers, industrial clusters, sector ecosystems, and regional innovation networks supporting workforce development, executive education, applied research, and university–industry collaboration.
 Private Sector	<u>FEMSA</u> ; <u>BBVA Mexico</u> ; <u>Grupo Bimbo</u> ; <u>Arca Continental</u> ; <u>Sigma Alimentos</u>	Potential partners for corporate innovation, applied R&D, talent development, executive education, and workforce initiatives.
 Regional Innovation Hubs	Monterrey, Guadalajara, Querétaro, Mexico City, Northern Corridor	Concentrate universities, research capacity, industry clusters, innovation actors, and investment opportunities within strategic regional ecosystems.

Sources: Government of Mexico (2025); SEP; SECIHTI (2025); ANUIES (2025); TecNM; CONCAMIN; CANACINTRA; COPARMEX; FEMIA; CANIETI; OECD (2025).

Selected universities, research institutions, technology-oriented institutions, and specialized institutions with strong potential for Canadian collaboration are profiled in [Appendix B — 2.3 Key Institutions & Stakeholders](#).

2.4. Collaboration & Funding Ecosystem

Beyond its institutional landscape, Mexico's higher education ecosystem is supported by a broad network of funding mechanisms, mobility programs, bilateral cooperation frameworks, and industry partnerships that facilitate international collaboration.

Support Mechanism	Primary Purpose	Strategic Value	Representative Mechanisms
 Research Funding	Support research, innovation, and talent development	Enables joint research, graduate supervision, faculty collaboration, and applied innovation	SECIHTI research calls, NSERC-SECIHTI initiatives, Mitacs , institutional research funds
 Graduate Student Funding	Support master's and doctoral education	Reduces financial barriers and supports graduate recruitment and student pathways	FIDERH , FUNED , SECIHTI graduate scholarships, institutional scholarships
 Mobility Programs (Student and Faculty)	Facilitate academic and research mobility	Supports student exchanges, research internships, faculty mobility, and visiting scholars	AMEXCID , ANUIES initiatives, Mitacs , bilateral and institutional mobility agreements
 Bilateral Cooperation Frameworks	Support long-term institutional collaboration	Facilitates capacity building, joint programming, faculty collaboration, and strategic partnerships	Canada-Mexico Partnership , CMAC , institutional partnership funds, bilateral cooperation frameworks
 Industry Partnerships	Support workforce development and applied innovation	Enables executive education, customized training, internships, and university-industry collaboration	Employer-sponsored training , corporate contracts, industry-sponsored research

Detailed information on individual programs, including funding value, eligibility, administration, and institutional considerations, is provided in [Appendix C — 2.4 Funding & Partnership Support Ecosystem](#).

3. Shared Priority Areas & Strategic Alignment

Building on the overview of Mexico's higher education ecosystem, the following matrix identifies where Mexico's strategic priorities align with Canada's research, education, and innovation strengths. It highlights the areas in which Canadian institutions are best positioned to develop mutually beneficial partnerships.

3.1. Canada–Mexico Strategic Alignment Matrix

Strategic Priority Areas & Canada–Mexico Alignment		Evidence of Strategic Priority	Strategic Alignment with Canada	Collaboration Opportunities
	Advanced Manufacturing & Industry 4.0	Plan México aims to create 1.5 million additional jobs in strategic sectors and train 150,000 additional professionals and technicians annually.	Canada's strengths in engineering, advanced manufacturing, and applied research closely align with Mexico's industrial modernization agenda.	Applied Research • Graduate Education • Smart Manufacturing & Automation • Workforce Development • Industry Collaboration
	Artificial Intelligence & Digital Technologies	AI and digital transformation are national priorities under Plan México .	Expertise in AI, cybersecurity, and digital innovation complements Mexico's growing demand for advanced digital capabilities.	Joint Research • Graduate Education • AI & Cybersecurity Training • Executive Education • Digital Innovation
	Automotive & Electromobility	Mexico produced approximately 3.5 million vehicles in 2024 and continues to attract investment in electric vehicles, batteries, and advanced automotive manufacturing through North American supply chain integration.	Canada's expertise in clean mobility, battery technologies, and automotive engineering supports Mexico's transition toward next-generation mobility.	Joint Research • Graduate Education • Battery & Clean Mobility Innovation • Supply Chain Innovation • Workforce Development
	Aerospace	Mexico's aerospace sector comprises 368 aerospace manufacturing facilities and generated approximately US\$10.7 billion in exports in 2024, positioning the country among the world's leading aerospace manufacturing hubs.	Canada's globally recognized aerospace ecosystem aligns with Mexico's demand for specialized engineering talent, research and innovation.	Joint Research • Graduate Education • Engineering Education • Aviation & Engineering Language Programs • Workforce Development • Industry Collaboration
	Semiconductors & Electronics	Plan México and the Semiconductor Master Plan 2024–2030 identify semiconductors as a strategic industry for strengthening technological competitiveness and supply-chain resilience.	Canada's expertise in semiconductors, microelectronics, photonics, advanced materials, and engineering education complements Mexico's efforts to strengthen domestic semiconductor capacity and specialized talent.	Joint Research • Graduate Education • Microelectronics & Photonics • Advanced Materials • Faculty & Research Collaboration • Specialized training for industry
	Health, Pharmaceuticals & Biotechnology	Plan México prioritizes pharmaceutical production, biotechnology, vaccine manufacturing, and scientific research to strengthen national health innovation capacity.	Canada's strengths in life sciences, biomedical research, biotechnology, and public health closely align with Mexico's health agenda.	Joint Research • Graduate Education • English/French for Health Professionals • Clinical & Public Health Partnerships • Biotechnology Training • Innovation & Commercialization
	Agri-food, Water & Sustainability	National priorities focus on food security, climate resilience, water management, and clean technologies.	Canada's expertise in agriculture, sustainability, environmental sciences, and water management aligns with Mexico's priorities.	Applied Research • Joint Research • Graduate Education • Technology Transfer • Capacity Building

Sources: Government of Mexico (Plan México); Secretaría de Economía; OECD (2025); INEGI; UNESCO; U.S. International Trade Administration.

Cross-Cutting Opportunities for Canadian Institutions

Cross-Cutting Opportunity	Strategic Value
English & French Language Education	Across all priority sectors, Canadian institutions can support Mexico's talent development objectives through EAP/FAP , discipline-specific language training, graduate preparation, customized professional language programs, and bilingual workforce development for universities, industry, and government.
Indigenous & Inclusive Development	Mexico's National Development Plan 2025–2030 prioritizes Indigenous and Afro-Mexican rights, intercultural participation, community-based development, and Indigenous language revitalization. These priorities create opportunities in Indigenous studies, intercultural and bilingual education, community-based research, public policy, cultural heritage, language revitalization, and inclusive social innovation.

Sources: Government of Mexico (Plan México); National Institute of Indigenous Languages (INALI) 2025–2030; Secretaría de Economía; OECD (2025).

A detailed overview of Mexico's strategic academic fields, key institutions, and innovation ecosystems is provided in [Appendix D — 3. Strategic Academic Fields & Market Opportunities](#).

4. Strategic Engagement Pathways

Following the strategic alignment identified in Section 3, four engagement pathways provide practical approaches for Canadian institutions to prioritize engagement based on their objectives, strengths, and capacity.

The organizations, examples, and engagement pathways presented are illustrative rather than exhaustive. Canadian institutions are encouraged to conduct further research and consult the Trade Commissioner Service (TCS), relevant government agencies, associations, sector organizations, and local partners to identify additional partners and collaboration opportunities.



4.1 Engagement Pathways

Pathway 1: Research & Innovation Partnerships

Research and innovation offer strong opportunities for Canadian institutions to build partnerships in applied research, graduate research, and industry-linked R&D.



Joint Research Projects & R&D

Develop collaborative research and R&D initiatives aligned with Mexico's strategic priorities and shared Canada-Mexico interests, leveraging complementary research capabilities, infrastructure, and expertise.

Partners: SECIHTI, UNAM, IPN, CINVESTAV, Tecnológico de Monterrey, and other leading research universities and research institutions.

Funding/Support: NSERC-SECIHTI initiatives, institutional research funding, bilateral research programs, and collaborative funding mechanisms.



Graduate & Undergraduate Research

Strengthen research talent pipelines through joint supervision, cotutelle agreements, collaborative research training, and undergraduate and graduate research placements.

Partners: Graduate schools, research-intensive universities—including Tecnológico de Monterrey—and research centres.

Funding/Support: Mitacs, ELAP, institutional scholarships, research partnerships, and state-level mobility programs where available.



Applied Research & Innovation

Expand university-industry collaboration through applied research, technology validation, technology transfer, commercialization, and industry-sponsored projects.

Partners: Public research centres, universities, industry associations, innovation clusters, and leading companies such as CEMEX, FEMSA, Grupo Bimbo, Mabe, and Nemark, together with other private sector partners.

Funding/Support: Institutional research funding, industry-sponsored R&D, NSERC-SECIHTI initiatives, and bilateral innovation funding mechanisms.



Faculty Collaboration & Research Networks

Build long-term institutional research relationships through faculty exchanges, visiting scholars, joint supervision, and multi-institutional research networks.

Partners: ANUIES, SECIHTI, leading universities and research institutions.

Funding/Support: Mobility programs, institutional funding, and bilateral cooperation initiatives.

Pathway 2: Talent Attraction Pathways

Mexico's comparatively low graduate attainment and growing demand for advanced skills create opportunities for Canadian institutions to expand graduate recruitment, strengthen academic pathways, and build long-term talent partnerships in priority fields.



Graduate Student Recruitment & Academic Pathways

Recruit qualified postgraduate diploma, master's, and doctoral candidates in priority fields while strengthening recruitment pipelines through articulation agreements, research pathways, joint supervision, faculty engagement, and progression arrangements.

Partners: ANUIES, public and private universities, research-intensive institutions, graduate schools, and scholarship organizations.

Funding/Support: Institutional scholarships, FUNED, FIDERH, SECIHTI opportunities, Mitacs, research partnerships, and institutional agreements.



Language Pathways

Expand access to Canadian programs through English or French for Academic Purposes, discipline-specific language training, bilingual preparation, and pathways to graduate education. These initiatives can improve student readiness, strengthen workforce readiness and international engagement, and create broader recruitment pipelines for graduate and professional programs.

Partners: Universities, language centres, public and private language providers, and institutional pathway partners.

Funding/Support: Institutional investment, pathway tuition models, scholarships, and customized language-training agreements.

Key Success Factors

- Prioritize recruitment in disciplines aligned with Mexico's strategic workforce needs.
- Leverage scholarship, financing, and language pathways to improve accessibility and student readiness.

Best Suited For: Institutions seeking to grow master's and PhD enrolment through graduate pathways, academic partnerships, and language-supported recruitment.

Sources: ANUIES (2025); Secretaría de Educación Pública (SEP, 2025); OECD, Education at a Glance (2025); EF English Proficiency Index (2025); Organisation internationale de la Francophonie (2024).

Additional R&D opportunity areas, strategic sectors, and relevant Mexican research and innovation actors are provided in [Appendix D — 3. Strategic Academic Fields & Market Opportunities](#)

Sources: Government of Mexico, Plan México; Secretaría de Ciencia, Humanidades, Tecnología e Innovación (SECIHTI, 2025); OECD (2025); ANUIES (2025); AMPEI (2025); CONAHEC; Global Affairs Canada; Government of Canada, Canada-Mexico Action Plan 2025-2028.

Pathway 3: Executive Education & Workforce Development

Mexico's industrial transformation, driven by nearshoring, automation, artificial intelligence, and digitalization, is increasing demand for professional development and flexible workforce training. Initiatives such as [SaberMX](#) further reflect the growing emphasis on modular and lifelong learning, creating opportunities for Canadian institutions in executive education, microcredentials, and industry-aligned professional development.



Executive Education & Customized Training

Deliver customized executive education, curriculum benchmarking, leadership development, executive certificates, and professional training for industry, government, and public-sector organizations.

Partners: Employers, business schools, chambers of commerce, industry associations, public agencies.

Funding/Support: Employer-sponsored training, customized contracts, institutional investment, executive education agreements.



Workforce Upskilling & Reskilling

Respond to evolving workforce needs through microcredentials, professional certificates, stackable credentials, short courses, and lifelong learning programs aligned with digital transformation and strategic sectors.

Partners: Tecnológico de Monterrey, employers, state governments, professional associations, universities, continuing education units, technology providers.

Funding/Support: Employer investment, professional development funding, customized training agreements, institutional delivery models.

Key Success Factors

- Co-design programs with employers and align content with sector and workforce needs.
- Use flexible delivery models—including short-term, hybrid, online, stackable, and where appropriate Spanish-supported formats—to improve accessibility.
- Collaborate with employers, chambers of commerce, and industrial clusters to benchmark curricula, exchange best practices, and develop competency-based programs aligned with industry needs.

Best Suited For: Institutions with strong executive, continuing, and professional education capabilities seeking workforce-development and industry partnerships.

Sources: Government of Mexico, Plan México; OECD (2025); OECD Skills Strategy; World Economic Forum (2025); Secretaría de Economía (2025); SECIHTI (2025).

Pathway 4: Long-Term Institutional Partnerships

Long-term institutional partnerships provide a framework for integrating multiple areas of collaboration—including academic programming and collaboration, research, faculty engagement, mobility, capacity building, and internationalization priorities—within a broader institutional relationship. This pathway is particularly relevant for Canadian institutions seeking multidimensional engagement beyond stand-alone research, recruitment, or training initiatives. Potential partners include ANUIES, public and private universities, and research centres.



Joint & Collaborative Academic Programming

Develop joint or dual degrees, articulation arrangements, collaborative curricula, and other academic models that deepen institutional collaboration and create sustainable academic pathways.

Partners: Universities, graduate schools, academic departments.

Funding/Support: Institutional investment, mobility programs, scholarship programs, academic agreements.



Faculty & Academic Collaboration

Strengthen institutional relationships through faculty collaboration, COIL, curriculum co-development, joint supervision, academic networks, and knowledge exchange.

Partners: Universities, AMPEI, CONAHEC.

Funding/Support: Mobility programs, internationalization funding, institutional collaboration agreements, research partnerships.



Capacity Building & Institutional Development

Support institutional priorities through leadership development, curriculum development, professional training, and targeted capacity-building initiatives.

Partners: Universities, public agencies, research centres, international organizations.

Funding/Support: International cooperation programs, customized contracts, institutional agreements, capacity-building initiatives.

Key Success Factors

- Leverage national higher education networks to identify partners and strengthen institutional visibility.
- Prioritize partners with complementary institutional priorities and areas of expertise.

Best Suited For: Institutions seeking comprehensive, long-term partnerships that integrate academic programming, research, faculty engagement, mobility, and capacity building.

Sources: ANUIES (2025); AMPEI (2025); CONAHEC; Global Affairs Canada; Government of Canada, Canada–Mexico Action Plan 2025–2028.

5. Regional Opportunity Hubs

Mexico's higher education, research, and innovation capacity is concentrated in a series of regional ecosystems, each offering distinct academic strengths, industrial clusters, research infrastructure, and collaboration opportunities. Major hubs include Mexico City, Monterrey, Guadalajara, Querétaro, and the Northern Corridor, while Guanajuato and Puebla represent additional rapidly growing industrial ecosystems in Central Mexico.



Mexico City

Academic & Research Strengths:
UNAM, IPN, UAM, CINVESTAV, leading graduate institutions & federal research centres.

Key Industries & Ecosystem Enablers:
Health, financial services, and the digital economy; federal research and innovation policy and funding institutions, including SECIHTI.

Representative Employers & Industry Leaders:
BBVA Mexico; Microsoft Mexico; IBM Mexico; Takeda Mexico.

High-Potential Opportunities:
Graduate recruitment, research collaboration, government engagement, policy dialogue, executive education, and institutional partnerships.

Northern Border Corridor

Academic & Research Strengths:
Regional technological universities, applied education institutions.

Key Industries & Ecosystem Enablers:
Manufacturing, logistics, automotive supply chains, and electronics; cross-border trade networks and industrial clusters.

Representative Employers & Industry Leaders:
Bosch Mexico; Magna International; Linamar Corporation; Martinrea International; BRP Inc.; Honeywell México.

High-Potential Opportunities:
Workforce development, applied research, technical education, supply chain innovation, and university-industry collaboration.

Monterrey

Academic & Research Strengths:
Tecnológico de Monterrey, UANL, applied research and engineering capabilities.

Key Industries & Ecosystem Enablers:
Advanced manufacturing, Industry 4.0, and automotive; corporate headquarters, innovation districts, and industry networks.

Representative Employers & Industry Leaders:
FEMSA; CEMEX; Siemens Mexico; Honeywell Mexico.

High-Potential Opportunities:
Executive education, applied research, workforce development, university-industry collaboration, and innovation partnerships.

Guadalajara

Academic & Research Strengths:
Universidad de Guadalajara (UdeG), ITESO, technology-oriented institutions, digital innovation ecosystem.

Key Industries & Ecosystem Enablers:
Artificial intelligence, software, electronics, semiconductors, and fintech; technology clusters and digital innovation networks.

Representative Employers & Industry Leaders:
Intel Mexico; IBM Mexico; Oracle Mexico; HP Mexico.

High-Potential Opportunities:
Digital technologies, AI research, innovation partnerships, entrepreneurship, graduate education, and applied research.

Querétaro

Academic & Research Strengths:
UNAQ, UAQ, specialized engineering and aerospace training.

Key Industries & Ecosystem Enablers:
Aerospace, robotics, advanced manufacturing, and engineering services; aerospace clusters and specialized training infrastructure.

Representative Employers & Industry Leaders:
Safran Mexico; Airbus Mexico; GE Aerospace.

High-Potential Opportunities:
Aerospace engineering, advanced manufacturing, graduate research, workforce development, and industry collaboration.

Sources: OECD (2024, 2025); Secretaría de Economía (2024); DataMéxico (2025); ANUIES (2025); SECIHTI (2025); FEMIA; Aerospace Cluster Querétaro.

Detailed profiles of each hub—including major institutions, strategic industries, regional organizations, and collaboration opportunities—are provided in [Appendix E — 5. Regional Opportunity Hubs.](#)

6. Strategic Partnership & Engagement Toolkit

Effective engagement in Mexico requires sustained relationship-building, alignment with institutional and regional strengths, and the use of established engagement channels. This toolkit provides a practical framework, key platforms, and considerations for partnership development.

6.1. Partnership Development Framework

Stage	Illustrative Activities	Strategic Outcome
 Relationship Development	Participate in institutional missions, networking events, exploratory meetings, and stakeholder introductions to identify potential partners and assess institutional fit.	Market understanding and partner identification.
 Partnership Development	Establish institutional relationships through campus visits, memoranda of understanding (MoUs), pilot initiatives, faculty exchanges, COIL, and joint workshops.	Institutional alignment and initial collaboration.
 Strategic Collaboration	Expand collaboration through research partnerships, graduate pathways, executive education, dual and joint degrees, and workforce development initiatives.	Long-term partnerships spanning education, research, innovation, and industry collaboration.

6.2. Key Engagement Platforms & Missions

Engagement Channel	Key Platforms & Access Points	Strategic Value
Government & Market Intelligence	<u>Trade Commissioner Service (TCS); Embassy of Canada in Mexico; and Global Affairs Canada.</u>	Market intelligence, stakeholder identification, government connections, and introductions to regional business and innovation ecosystems.
Institutional Missions	Team Canada Trade Missions to Mexico; Canadian sector-specific missions coordinated by Global Affairs Canada, the <u>Trade Commissioner Service (TCS)</u> , <u>Canadian Heritage</u> , provincial governments, chambers of commerce, and industry associations.	Direct engagement with government representatives, companies, industry associations, innovation organizations, and potential institutional partners. Missions may also create opportunities to explore applied research, executive education, talent development, and technology commercialization.
Recruitment & Academic Engagement Platforms	Sector-focused academic events organized in collaboration with the National Association of Universities and Higher Education Institutions (ANUIES) , the Federation of Mexican Private Higher Education Institutions (FIMPES) , Mexican universities, and scholarship organizations.	Student recruitment, institutional visibility, research networking, and engagement with scholarship, mobility, and funding organizations.
Industry & Innovation	<u>Canadian Chamber of Commerce in Mexico (CanCham Mexico)</u> , including <u>Canadian Manufacturing Day; Expo Manufactura</u> in Monterrey; <u>Smart Technology Expo</u> in Guadalajara. Selected Canadian trade missions may also provide opportunities for universities to engage in research, innovation, and industry partnerships, depending on the mission's focus.	Applied research, executive education, workforce development, university–industry collaboration, employer engagement, and targeted graduate recruitment within strategic industrial sectors.

The examples above are illustrative and not exhaustive. Event schedules, sector focus, participation criteria, and institutional eligibility vary by edition. Canadian institutions should consult the official organizer and the Trade Commissioner Service (TCS) to confirm current opportunities and participation requirements.

A detailed overview of recruitment events, partnership missions, and operational considerations is provided in [Appendix F – 6.2 Key Engagement Platforms & Missions](#).

6.3. Partnership Considerations



Leverage established entry points. Connect with the **Trade Commissioner Service (TCS)**, the **Embassy and Consulates of Canada in Mexico**, as well as higher education networks, industry associations, and industrial clusters to identify credible partners and accelerate market entry. As Mexico continues to harmonize regional cluster governance models, these ecosystems offer growing opportunities for workforce development, innovation, and institutional collaboration.



Invest in **sustained relationship-building**. Regular engagement, institutional visits, timely follow-up, and Spanish-language communication where appropriate are important for building trust and maintaining partnership momentum.



Start with focused initiatives and scale. Pilot activities such as **faculty collaboration, COIL, research mobility, workshops, or short programs** can establish institutional alignment before expanding into more complex partnerships.



Align partnerships with institutional and regional strengths. **Prioritize partners and regional ecosystems** that complement the Canadian institution's academic expertise, strategic objectives, and Mexico's sector and workforce priorities.

Conclusion

Mexico offers significant opportunities for Canadian institutions across **research, talent development, executive education, and long-term institutional collaboration**. Its diverse higher education system, regional innovation ecosystems, and strong Canada–Mexico ties provide **multiple entry points for partnerships aligned with institutional strengths and objectives**.

Successful engagement will depend on identifying the right sectors, regions, and partners, leveraging established networks and bilateral frameworks, and investing in sustained relationship-building. A focused approach, starting with **targeted initiatives and scaling successful collaborations** over time, can support sustainable and mutually beneficial Canada–Mexico partnerships.

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