

## PROFILE LAGUNA REGION



**SECRETARÍA DE ECONOMÍA ESTADO DE COAHUILA DE ZARAGOZA**

Perif. Luis Echeverría No. 1560 Edificio Torre Saltillo Piso 12

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Línea sin costo en México (800) 718-4230

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## 1. INTRODUCTION

Coahuila de Zaragoza is the third largest state in the country, located in northeastern Mexico and shares a 512-kilometer border with the U.S. state of Texas. In Mexico it borders the states of Chihuahua, Durango, Zacatecas, San Luis Potosí and Nuevo Leon.



Map 1. Location of Coahuila de Zaragoza in North America

Coahuila de Zaragoza in numbers:

It represents 7.73% of the country's surface. It has a population of 3'146,771 residents, 2.5% of the country's total, 92% urban and 8% rural.



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The average level of schooling is 10.4 (almost first year of high school); the national average is 9.7 years of schooling.

Speakers of indigenous languages aged 3 years and older are 2 per 1,000 people, the national level is 60 per 1,000 people.

The sector of activity that contributes most of the state's GDP is manufacturing industries, especially the production of machinery and equipment.

Our entity contributes 3.6% to the national GDP.

Source: INEGI Cuéntame 2022.

Coahuila de Zaragoza has 38 municipalities, which are grouped into five different regions due to their economic characteristics and geographic location.



The **Laguna Region**, is made up of the municipalities of Francisco I. Madero, Matamoros, San Pedro, Torreón and Viesca. In addition to being one of the privileged regions in the agricultural sector, it is characterized by large textile manufacturing companies, auto parts, metal-mechanics and solar energy development.

This document presents general information about this region such as: geographic location, main economic activities, infrastructure, basic services, education, quality of life and tourism.

## 2. GEOGRAPHIC LOCATION

The Laguna Region of the state is located in the southwest of the state and has a territorial extension of 22,031.2 Km<sup>2</sup> and a population of 1,019,566\* residents.

\* INEGI. Censo de Población y Vivienda 2020.



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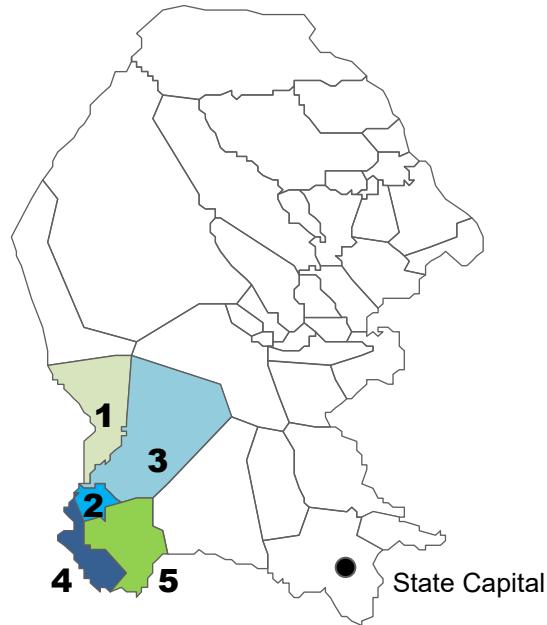
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1. Francisco I. Madero
2. Matamoros
3. San Pedro
4. Torreón
5. Viesca



Location of the Laguna Region of the State of Coahuila

## 2.1 Altitude and geographic coordinates

Altitude and geographic coordinates of the region's municipalities.

MUNICIPALITY	ALTITUDE (M.A.S.L.)*	LATITUDE	LENGTH
Francisco I. Madero	1,100	25° 46' 30"	103° 16' 23"
Matamoros	1,120	25° 31' 40"	103° 13' 41"
San Pedro	1,090	25° 45' 32"	102° 59' 04"
Torreón	1,120	25° 32' 40"	103° 26' 30"
Viesca	1,100	25° 20' 33"	102° 48' 24"

Source: INEGI. Anuario Estadístico del Estado de Coahuila 2015.



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## 2.2 Distance

Distances to the main cities of the state, Mexican Republic, ports and borders.

ACUÑA	238	JUAREZ	297	119	MONCLOVA	208	104	142	MÚZQUIZ	91	177	237	148	PIEDRAS NEGRAS	261	34	85	106	201	PROGRESO	182	57	115	48	122	80	SABINAS	493	315	194	338	433	281	310	SALTILLO	173	69	128	35	113	92	25	336	SAN JUAN DE ROSITA (Nueva Rosita)	662	424	363	508	602	450	479	253	503	TORREÓN	1085	875	832	898	1071	841	947	721	972	469	CHIHUAHUA, CHIH.	915	659	616	682	777	625	655	506	679	243	631	DURANGO, DGO.	1192	1014	892	1037	1131	980	1008	777	1033	722	1162	620	GUADALAJARA, JAL.	1321	1143	1022	1166	1261	1109	1137	845	1161	993	1433	891	552	CD. MEXICO	495	317	196	340	435	283	353	87	378	340	809	597	845	910	MONTERREY, N.L.	922	744	623	767	862	710	739	447	763	577	1017	475	329	417	515	SAN LUIS POTOSI, S.L.P.	865	687	566	710	805	653	681	383	706	391	831	289	338	601	464	194	ZACATECAS, ZAC.	1486	1308	1187	1331	1426	1274	1303	1071	1327	1017	1456	948	295	827	1140	623	632	MANZANILLO, COL.	1164	908	864	1009	1025	952	980	754	1004	491	876	256	481	1013	836	733	544	748	MAZATLÁN, SIN.	1012	866	712	857	952	800	875	609	899	876	1346	903	763	468	529	396	620	1060	1155	TAMPICO, TAMPS.	265	156	247	254	177	190	207	295	231	547	1017	804	997	1118	219	722	669	1294	1044	769	N. LAREDO, TAMPS.
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Source: Secretaría de Economía (SEC). 2022.  
Approximate distances in kilometers

## 3. GENERAL INFORMATION

### 3.1 Climatology

This region is characterized by a dry semi-warm climate during most of the year and its rainy season includes the spring and summer seasons.

Average monthly temperature 2018 (°C) in each of the municipalities of the Region.

MUNICIPALITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DIC
Francisco I. Madero	12.7	19.9	21.4	22.7	27.3	28.3	28.1	27.6	23.6	20.5	16.7	13.7



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Matamoros	13.3	19.9	21.2	23.8	28.1	29.1	28.3	28.0	24.0	21.2	15.8	14.2
San Pedro	13.0	20.3	22.4	24.4	28.5	30.4	29.0	29.1	25.2	21.2	15.6	13.7
Torreón	14.9	14.7	23.4	26.4	29.9	31.4	30.0	29.3	26.0	22.5	18.1	14.7
Viesca	14.1	-	22.0	24.6	28.8	30.3	29.1	29.6	26.0	22.3	16.5	15.1

**Source:** Comisión Nacional del Agua (CONAGUA) 2019.  
 °C Degrees Celsius.

### Average monthly precipitation 2018 (Mm).

Municipality	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DIC
Francisco I. Madero	0.0	11.0	0.0	0.0	0.0	7.0	0.0	32.0	188.0	29.5	1.0	9.0
Matamoros	0.0	7.5	0.0	0.0	0.0	0.0	15.0	7.0	200.0	35.0	1.5	9.0
San Pedro	0.0	7.5	0.0	0.5	8.2	0.2	4.7	37.8	188.4	97.1	1.1	8.3
Torreón	0.1	3.0	0.0	0.2	0.9	0.7	19.2	31.0	309.8	40.7	2.9	17.2
Viesca	0.0	0.0	0.0	0.0	2.0	4.0	14.0	0.0	147.0	41.0	0.0	7.0

**Source:** Comisión Nacional del Agua (CONAGUA) 2019.  
 Mm. Measure determined in millimeters.

## 3.2 Demographic aspects

### Population by municipality and distribution by sex.

MUNICIPALITY	TOTAL	MEN	WOMEN
Francisco I. Madero	59 035	29 217	29 818
Matamoros	118 337	58 692	59 645
San Pedro	101 041	49 949	51 092
Torreón	720 848	351 753	369 095



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Viesca	20 305	10 230	10 075
<b>Total</b>	<b>1'019,566</b>	<b>499,841</b>	<b>519,725</b>

Source: INEGI. Censo de Población y Vivienda 2020

## 4. TRANSPORT INFRASTRUCTURE

### 4.1 Airports

The Laguna Region has the “Francisco Sarabia” International Airport, located on the Torreón – San Pedro highway, which offers daily flights to the cities of Mexico City, Guadalajara, Querétaro, Cancún, Tijuana and Ciudad Juárez; in addition to an international flight to Dallas, Tx. The airlines operating these flights are: Aeroméxico, American Airlines, Viva Aerobus, Volaris and TAR.

In addition, this airport has airport services: landing, parking, overnight stay, FBO and fuel; complementary services such as ramp and traffic; and commercial services: stores and restaurants.

Source: <https://www.oma.aero/es/pasajeros/torreon/>. 2022

### 4.2 Highway

- ❑ **Federal Road 40:** connects with Mazatlán, Sin., Durango and Gómez Palacio, Dgo., Saltillo, Coah., Monterrey, N.L., Reynosa and Matamoros, Tamps.
- ❑ **Federal Road 49:** connects with Chihuahua, Chih. and Zacatecas, Zac.
- ❑ **Federal Road 30:** connects with Monclova, Coah.

There are also communication routes between the municipalities of the region.

### 4.3 Railroad

The Laguna Region has railroad stations in the municipalities of Francisco I. Madero, San Pedro, Torreón and Viesca, which are connected to the national railroad network, having access to the country's borders, ports and most important



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cities. In this region, service is provided by the private company Ferrocarril Mexicano (Ferromex) and Línea Coahuila Durango (LCD).

## 5. ECONOMIC ACTIVITY

### 5.1 Regional Industrial Parks

The region's industrial parks have potable water, sewerage, electricity, street lighting, and telephone infrastructure.

Industrial Park	MUNICIPALITY
Amistad Francisco I. Madero Industrial Park	Francisco I. Madero
Matamoros Industrial Development	Matamoros
Centennial Park	Matamoros
Laguna Industrial Park	Matamoros
Amistad San Pedro Industrial Park	San Pedro
San Pedro Industrial Park	San Pedro
Amistad Industrial Torreón	Torreón
Ferropuerto Laguna, S.A. de C.V.	Torreón
Jumbo Plaza Industrial Park	Torreón
Parque Las Américas de Torreón, S.A. de C.V.	Torreón
PITT Park (Torreón Technological Innovation Park)	Torreón
SMEs Park	Torreón
Torreón Industrial City*	Torreón
Lajat Industrial Park*	Torreón
Oriente Industrial Park*	Torreón
Global Park Laguna	Torreón
Torreón 2000	Torreón

\* Fully sold

Source: Secretaría de Economía (SEC). January 2023.

### 5.2 Salaries and wages



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POSITION	AVERAGE DAILY WAGE (times minimum salary*)
WORKER	1.5
SKILLED WORKER	2.0
QUALITY INSPECTOR	2.3
MECHANICAL TECHNICIAN	4.2
PUBLIC ACCOUNTANT GENERAL	7.1
MANAGER	14.4
FACILITY MANAGER	20.8

Source: Secretaría de Economía (SEC). March 2021.

\* Minimum salary \$172.87 pesos.

### 5.3 Companies

Below is a list of some of the companies in the region, indicating their line of business and the municipality where they are located.

COMPANY NAME	LINE	LOCATION
TB SEWTECH DE MÉXICO	AUTOMOTIVE	FCO. I MADERO
MATAMOROS HOLDINGS	TEXTILE	MATAMOROS
VF IMAGEWEAR MÉXICO	TEXTILE	MATAMOROS
AEES Manufacturera (PKC Group)	ELECTRONIC	TORREÓN
YAZAKI	ELECTRONIC	TORREÓN
SUMITOMO	ELECTRONIC	TORREÓN
SCALES REVUELTA	METAL-MECHANIC	TORREÓN
CABLEADOS DEL NORTE	ELECTRONIC	TORREÓN
CATERPILLAR	METALLURGICAL	TORREÓN
CEMEX	CONSTRUCTION	TORREÓN
BREWERY MODELO	BEVERAGES/FOOD	TORREÓN
COOPER-STANDARD AUTOMOTIVE FLUID SYSTEMS MÉXICO	AUTOMOTIVE	TORREÓN
DELPHI POWER SYSTEM	ELECTRONIC	TORREÓN
DELTAPLAST	MEDICAL/FOOD	TORREÓN



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ENERTEC MÉXICO	ELECTRONIC	TORREÓN
TORMEX	METALLURGICAL	TORREÓN
INTERMARMOL GROUP	CONSTRUCTION	TORREÓN
MUMA Group	FOODS	TORREÓN
HENNIGES AUTOMOTIVE MÉXICO	AUTOMOTIVE	TORREÓN
PEÑÓLES INDUSTRIES	METALLURGICAL	TORREÓN
JOHNSON CONTROLS PS MÉXICO	AUTOMOTIVE	TORREÓN
JOYSON SAFETY SYSTEMS (PREVIOUSLY TAKATA DE MEXICO)	AUTOMOTIVE	TORREÓN
MASTER TRIM SERVICES	TEXTILE	TORREÓN
LALA GROUP	BEVERAGES/FOOD	TORREÓN
YURA	AUTOMOTIVE	TORREÓN
LEAR	AUTOMOTIVE	TORREÓN
TYSON MÉXICO	FOODS	TORREÓN
WRANGLER MÉXICO	TEXTILE	TORREÓN
YAZAKI	AUTOMOTIVE	TORREÓN

Source: Secretaría de Economía (SEC). May 2020.



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## 6. INFORMATION ON BASIC SERVICES

### 6.1 Water and drainage system

Cost of potable water and drainage system in the municipalities of the region.

MUNICIPALITY	POTABLE WATER (Pesos/m <sup>3</sup> )	DRAINAGE SYSTEM (Pesos/m <sup>3</sup> )
Francisco I. Madero <sup>(1)</sup>	37.22	9.30
Matamoros <sup>(2)</sup>	58.05	410.94*
San Pedro <sup>(3)</sup>	35.81	8.94
Torreón <sup>(4)</sup>	54.57	24.56
Viesca <sup>(4)</sup>	48.82	24.45

Source: Ley de Ingresos 2024 de cada municipio, Sección Agua potable y alcantarillado.

(1) Rates based on consumption of 201 to 500 m<sup>3</sup> per month.

(2) Rates based on consumption of 101 to 1000 m<sup>3</sup> per month.

(3) Rates based on consumption of more than 201 m<sup>3</sup> per month.

(4) Rates based on consumption of more than 100 m<sup>3</sup> per month.

\* Fixed monthly payment for consumption from 101 to 1000 m<sup>3</sup>.

Cost plus VAT

### 6.2 Electricity

The Laguna Region has electric distribution lines with the capacity to satisfy, cover and service the region.

The contracting cost per KVA is \$ 2,125.00 pesos (plus VAT)

Source: Comisión Federal de Electricidad (CFE). April 2024.

#### 6.2.1 Service Cost - Low Voltage

Low voltage electric energy service rates for: Francisco I. Madero, Matamoros, San Pedro, Torreón and Viesca.

PDBT RATE (UP TO 25KW)			RATE GDBT (UP TO 25KW)		
Charge	Unit	April 2024	Charge	Unit	April 2024



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Fixed	\$/month	\$63.79	Fixed	\$/month	\$637.94
Variable	\$/kWh	\$3.777	Variable (energy)	\$/kWh	\$1.644
			Distribution	\$/kW	356.34
			Distribution	\$/kW	316.63

Source: Comisión Federal de Electricidad (CFE). April 2024.  
<http://www.cfe.gob.mx>

### 6.2.2 Service Cost - Medium Voltage

GDMTO <sup>(1)</sup>			GDMTH <sup>(2)</sup>			
Charge	Unit	April 2024	Schedule	Charge	Unit	April 2024
Fixed	\$/month	\$637.94	-	Fixed	\$/month	\$637.94
Variable (energy)	\$/kWh	\$1.281	Base <sup>(3)</sup>	Variable (energy)	\$/kWh	\$1.052
Distribution	\$/kW	75.79	Intermediate <sup>(3)</sup>	Variable (energy)	\$/kWh	1.6803
Distribution	\$/kW	324.45	Top <sup>(3)</sup>	Variable (energy)	\$/kWh	1.9686
			-	Distribution	\$/kW	75.79
			-	Distribution	\$/kW	418.45

Source: Comisión Federal de Electricidad (CFE). April 2024. <http://www.cfe.gob.mx>

(1) Ordinary rate for general service in medium voltage, with demand of less than 100 kw.

(2) Hourly rate for general service in medium voltage, with demand equal to or greater than 100 kilowatts.

(3) Base, intermediate and peak periods.

### 6.2.3 Service Cost - High Voltage

DIST <sup>(1)</sup> (subway distribution)			
Schedule	Charge	Unit	April 2024
-	Fixed	\$/month	\$1,913.81
Base <sup>(2)</sup>	Variable (energy)	\$/kWh	\$1.000
Intermediate <sup>(2)</sup>	Variable (energy)	\$/kWh	1.6133
Top <sup>(2)</sup>	Variable (energy)	\$/kWh	1.8932
-	Distribution	\$/kW	418.45

DIT <sup>(1)</sup>			
Schedule	Charge	Unit	April 2024
-	Fixed	\$/month	\$1,913.81
Base <sup>(2)</sup>	Variable (energy)	\$/kWh	\$0.904



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Intermediate <sup>(2)</sup>	Variable (energy)	\$/kWh	1.5085
Top <sup>(2)</sup>	Variable (energy)	\$/kWh	1.7334
-	Distribution	\$kW	418.45

**Source:** Comisión Federal de Electricidad (CFE). April 2024. <http://www.cfe.gob.mx>

(1) This tariff will be applied to services that use energy for any purpose, supplied at high voltage, sub-transmission level, and that due to the characteristics of use of their demand request to be registered in this service, which will be valid for a minimum of one year.

(2) Base, intermediate and peak periods.

Note: The above rates are in local currency and do not include VAT.

### 6.3 Gas

The Laguna Region has natural gas infrastructure for domestic and industrial use in the municipalities of Francisco I. Madero, San Pedro and Torreón, in Matamoros and Viesca the supply of this service is offered by LP. gas distributors.

UNIT	CHARGE	REGULARITY	COMMERCIAL / INDUSTRIAL			
			From 0 to 322.38 Gjoules	From 322.39 to 3,207.09 Gjoules	From 3,207.10 to 32,091.82 Gjoules	Over 32,091.83 Gjoules
Service	Pesos	Monthly	122.2	1,144.06	2,439.17	9,756.64
Distribution with commercialization	Pesos/Gjoule	Monthly	144.052	132.432	24.9985	10.959
Distribution	Pesos/Gjoule	Monthly	72.026	66.216	12.4993	5.4795
Use	Pesos/Gjoule	Monthly	72.026	66.216	1312.5482	5.4795
Non-standard connection charge	Pesos/meter	Unic charge	1,309.02	1,312.55	264.10	1,312.55
Collection	Pesos	Event	264.10	264.10	272.25	264.10
Reconnection	Pesos	Event	272.25	272.25	272.25	272.25
Returned check	Pesos	Event	20% or minimum 1,515.1905	20% or minimum 1,515.1905	20% or minimum 1,515.1905	20% or minimum 1,515.1905
Meter test tank	Pesos	Event	3,977.37	11,363.88	11,363.88	11,363.88

Source: [www.cre.gob.mx](http://www.cre.gob.mx). List of maximum authorized tariffs for 2022.

Transferable costs:

*Charge for gas acquisition:* customers with distribution service with commercialization will be charged a charge for gas acquisition (molecule), a cost incurred by the distributor that will be passed on to the user.



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**Transportation service charge:** when the gas transportation service is provided, the corresponding cost incurred by the distributor will be passed on to the user.

**Storage service charge:** when gas storage service is provided, the corresponding cost incurred by the distributor will be passed on to the user.

**Import charge:** when the gas import service is provided, the corresponding cost incurred by the distributor based on the authorization of the local, state and federal tax regime will be passed on to the user.

VAT: 16% of each invoiced weight.

Explanatory notes:

The gas consumption to be billed to the user will be the result of multiplying the cubic meters consumed by the average calorific value per cubic meter of gas supplied. The Permittee may choose to bill at rates equivalent to cubic meters.

**Service charge:** will be applied on a monthly basis, as soon as the service line installed to the user is supplied with gas.

**Charge for returned check:** will be equivalent to 20% of the amount of the check, and in no case will be less than \$1,500.31 pesos

## 6.4 Health care services

MUNICIPALITY	PUBLIC AND PRIVATE CLINICS AND HOSPITALS IN OPERATION
Francisco I. Madero	3
Matamoros	2
San Pedro	6
Torreón	26
Viesca	--

Source: Secretaría de Salud, Gobierno del Estado de Coahuila. 2022.

## 7. EDUCATION

### 7.1 Middle - high school education

#### TORREÓN

##### UNIVERSIDAD TECNOLÓGICA DE TORREÓN

Type of degree: Higher Technical University and continuation of engineering studies.

- TSU Industrial processes manufacturing area
- TSU Industrial Maintenance
- TSU Mechatronics automation
- TSU Industrial Mechanics
- TSU Mechatronics area of flexible manufacturing systems
- TSU Administration area Project management and evaluation
- TSU Administration area Project management and evaluation



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- TSU Information and communication technologies, networking and telecommunications area

#### INSTITUTO SR. CARLOS COQUI CAMPUS TORREÓN

Type of degree: Higher technical university and Superior University

- TSU in Radiology
- TSU in Physical Therapy
- TSU in Management

### 7.2 College

#### SAN PEDRO

#### INSTITUTO TECNOLÓGICO SUPERIOR DE SAN PEDRO DE LAS COLONIAS

Type of degree: Engineering

- Eng. Logistics
- Eng. Business Management
- Eng. Industrial
- Eng. Computer Systems

#### UNIVERSIDAD POLITÉCNICA DE LA REGIÓN LAGUNA

Type of degree: Superior University

- Eng. Environmental Technology
- Eng. Electronics and telecommunications
- Bachelor in International Trade and Customs

#### TORREÓN

#### UNIVERSIDAD TECNOLÓGICA DE TORREÓN

Type of degree: Higher Technical University and continuation of engineering studies.

- Eng. Production Technology
- Eng. Industrial Maintenance
- Eng. Mechatronics
- Eng. Metal Mechanic
- Eng. Project Management
- Eng. Information Technology

#### UNIVERSIDAD AUTÓNOMA DE LA LAGUNA

Type of degree: Superior University

- Bachelor in Tourism Business Administration
- Bachelor in Business Administration



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- Bachelor in Public Accounting
- Bachelor in International Trade
- Bachelor in Marketing
- Bachelor in Communication and Journalism
- Bachelor in Law
- Bachelor in Psychology
- Bachelor in Visual Arts
- Bachelor of Architecture
- Bachelor in Graphic Design and Communication
- Eng. Industrial and Systems
- Eng. Computer Systems

#### UNIVERSIDAD AUTÓNOMA DEL NORESTE

Type of degree: Superior University

- Bachelor in Tourism Business Administration

#### INSTITUTO MEXICANO DE ESTUDIOS SUPERIORES

Type of degree: Superior University

- Bachelor in Educational Sciences

#### CENTRO DE ESTUDIOS EN EDUCACIÓN Y DESARROLLO HUMANO

Type of degree: Superior University

- Bachelor of Science in Education

#### INSTITUTO TECNOLÓGICO DE ESTUDIOS EN AUDIO SC

Type of degree: Superior University

- Eng. Audio and Music Production

#### ESCUELA MUNICIPAL DE DANZA CONTEMPORÁNEA TORREÓN

Type of degree: Superior University

- Bachelor in Contemporary Dance

#### INSTITUTO DE ESTUDIOS SUPERIORES EN MODA Y DISEÑO

Type of degree: Superior University

- Bachelor in Fashion Marketing

#### INSTITUTO PEDAGÓGICO FORMACIÓN PROFESIONAL

Type of degree: Superior University

- Bachelor in Early Childhood Education

#### INSTITUTO GRECOLATINO



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Type of degree: Superior University

- Bachelor in Physical Therapy and Rehabilitation
- Bachelor in Psychology

#### ESCUELA DE MEDICINA DENTAL

Type of degree: Superior University

- Bachelor in Medical Surgeon Dentist

#### ACADEMÍA DE ARTE Y DISEÑO

Type of degree: Superior University

- Bachelor in Interior Design
- Bachelor in Graphic Design and Animation

#### INSTITUTO SR. CARLOS COQUI CAMPUS TORREÓN

Type of degree: Superior University

- Bachelor in Radiology
- Bachelor in Physical Therapy

#### INSTITUTO DE POSGRADO EN HUMANIDADES

Type of degree: Superior University

- Bachelor in Criminology and Forensic Sciences
- Bachelor in Education
- Bachelor in Law

#### UNIVERSIDAD VIZCAYA DE LAS AMÉRICAS CAMPUS TORREÓN

Type of degree: Superior University

- Bachelor in Business Administration
- Bachelor of Architecture
- Bachelor in International Trade and Customs
- Bachelor in Public Accounting
- Bachelor in Criminology
- Bachelor in Law
- Bachelor in Graphic Design
- Bachelor in Education

#### UNIVERSIDAD MARIA ESTHER ZUNO DE ECHEVERRÍA

Type of degree: Superior University

- Bachelor in Nursing
- Bachelor in Psychology
- Bachelor in Nutrition
- Bachelor in Marketing and Advertising
- Bachelor in Safety and Hygiene



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- Bachelor in Public Accounting

### 7.3 Master's degree

#### **TORREÓN**

##### **CENTRO DE INVESTIGACIÓN EN PSICOTERAPIA GESTALT FRITZ PERLS**

Type of degree: Superior University

- ❖ Master's in Child Gestalt Psychotherapy

##### **ESCUELA DE MEDICINA DENTAL**

Type of degree: Superior University

- ❖ Orthodontic Specialty

##### **INSTITUTO MEXICANO DE ESTUDIOS SUPERIORES**

Type of degree: Superior University

- ❖ Teaching Specialization
- ❖ Doctorate in Education

##### **INSTITUTO INTERNACIONAL DE ADMINISTRACIÓN ESTRATÉGICA**

Type of degree: Superior University

- ❖ Master's in Strategic Management
- ❖ Master's in Quality Systems

##### **INSTITUTO SR. CARLOS COQUI CAMPUS TORREÓN**

Type of degree: Superior University

- ❖ Master's in Sports Physiotherapy
- ❖ Master's in Physiotherapy Geriatric

##### **INSTITUTO PEDAGOGICO FORMACIÓN PROFESIONAL**

Type of degree: Superior University

- ❖ Master's in Education Focused Professional Competency Field
- ❖ Master's in Middle School Education
- ❖ Master's in Early Childhood Education
- ❖ Doctorate in Education

##### **UNIVERSIDAD AUTÓNOMA DE LA LAGUNA**

Type of degree: Superior University

- ❖ Specialty in Industrial and Real Estate Valuation
- ❖ Master's in Administration



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- ❖ Master's in Education
- ❖ Master's in Family and Couple Therapy
- ❖ Master's in Human Resources Management
- ❖ Doctorate in Educational Development

### INSTITUTO DE POSGRADO EN HUMANIDADES

Type of degree: Superior University

- ❖ Postgraduate degree in Criminalistics
- ❖ Postgraduate degree in Forensic Sciences in the Accusatory Criminal System
- ❖ Postgraduate degree in Criminal Law and Oral Criminal Procedure
- ❖ Postgraduate degree in Human Rights
- ❖ Postgraduate degree in Labor Law
- ❖ Postgraduate degree in Amparo
- ❖ Postgraduate degree in Philosophy
- ❖ Doctorate in Law

## 8. QUALITY OF LIFE

The Laguna Region has a varied number of tourist, recreational and family attractions. And now general data for the region are presented below.

### 8.1 Tourism

	AUDITORIUMS	LIBRARIES	CULTURAL CENTERS	CINEMA	MUSEUMS	THEATERS
Fco I. Madero		7	1		2	
Matamoros		5	1	1	2	
San Pedro		3	1	1	1	



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Torreón	10	20	8	8	12	6
Viesca		1	1		1	

The following table shows the total number of establishments by municipality.

	Food and beverages	Hosting	Spas	Travel Agencies	Golf courses	Car rental	Tourist transportation
Francisco I Madero	90	14	1	2			1
Matamoros	51	8		3			
San Pedro	68	11	5	3			
Torreón	868	78	7	46	3	20	10
Viesca	17	4	1				

Source: Secretaría de Turismo y Desarrollo de Pueblos Mágicos. September 2022.

## 8.2 “Pueblos Mágicos”

### Viesca, Coahuila.

Located in the Laguna Region of Coahuila, 238 kilometers from the state capital. It borders the municipalities of Parras, Torreón, Matamoros and San Pedro, as well as the state of Zacatecas.

In 1899, La Estrella textile factory, the oldest in Mexico, was established.

Birthplace of distinguished characters such as Francisco I. Madero, Andrés S. Viesca and Gustavo A. Madero.

Gifted with stunning scenery in the middle of the desert and recognized as the place where the history of the lagoon of Coahuila began, this Pueblo Mágico is a small town that impresses with natural beauty, traditions and folklore.

Declared a preservation area, the Bilbao Dunes, with more than 21,000 hectares of extension, seduce ecotourism lovers who enjoy the desert scenery with their thin and fine golden sand, a natural sanctuary for endemic species and the setting for many national and international films.

A place of great religiosity Viesca has historic buildings and offers in celebrations the fantastic pork roast with their seven soups, as well as a delicious traditional bakery that has the best representation in the “mamones”, an incomparable pink bread rolls.

### Gastronomy



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- Mamonos, baked bread
- Burnt milks, goat's milk candies, walnut
- Empanadas stuffed with regional fruit jams
- Date candies with walnuts
- Empanadas, pie, cake, tamales, atole, popsicles, aguas frescas and date liqueur
- Flour and corn Gorditas stuffed with various stews
- Gorditas de cocedor de adobe stuffed with beans and chicharrón (pork rinds)
- Tamales
- Hand-embroidered napkins, aprons, blouses, blouses and other hand-embroidered items
- Reliquia (roast with 7 types of soup)
- Fritada de Cabrito (fried goat)
- Goat barbecue

### **Main Tourist Attractions**

**Bilbao Dunes:** These impressive sand valleys expand over 2 kilometers like small hills. These dunes, whose waves and colors change depending on the time of the day, are owned by the ejido and are equipped with basic infrastructure. The Bilbao Dunes are must for those who come to Viesca.

**The Ex Hacienda de Hornos and the Chapel of Santa Ana:** In this beautiful corner of the municipality of Viesca was for a long time the economic power of the region, it was the residence of Leonardo Zuloaga Olivares, owner of the land where between 1850 and 1851 the current city of Torreon, Coahuila was founded. The Chapel of Santa Ana, located next to the Hacienda, was built in 1767 and reopened on April 10, 2010, after being restored by the Patronage "Adopt a Work of Art" through INAH. It is recommended to contact the local guide in advance in order to visit the property.

### **Other Attractive Features**

- ✓ Hacienda de Hornos
- ✓ Santiago Apostle Parish



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- ✓ San Isidro Labrador Chapel
- ✓ City Hall
- ✓ Monumental Cross
- ✓ Sacred Art Museum
- ✓ Main Square
- ✓ House that houses Benito Juárez
- ✓ Old Salt Factory
- ✓ Melon orchards
- ✓ Traditional Cabrito Kitchens
- ✓ Civic Center (Old Elementary School)
- ✓ Culture House
- ✓ Juan Guerra Recreational Park
- ✓ Ahuichila Canyon
- ✓ House that housed the priest Miguel Hidalgo
- ✓ Mural of the Catrina El Paraíso Terreste
- ✓ Date orchards
- ✓ Ethnobiological garden of the Semi Desert
- ✓ Historic Center

### **Activities and Festivals**

- Procession of Silence (Good Friday)
- Adoration of the niño Dios (December 24)
- Rise of the niño Dios (February 2)
- San José Day (March 19)
- Feast of San Isidro Labrado (May 15)
- Día del Ausente (Saturday near July 25)
- Day of the Dead (1 and 2 November)
- Day of the Virgin of the Conception (December 8)
- Virgin of Guadalupe Day (12 December)
- Pastorelas (in December)
- Fair of the Date

Source: Secretaría de Turismo y Desarrollo de Pueblos Mágicos. September 2022.

## **9. DIRECTORY**



### **SECRETARÍA DE ECONOMÍA ESTADO DE COAHUILA DE ZARAGOZA**

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**Secretaría de Economía**

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Saltillo, Coahuila, México.  
Phone: +52 (844) 415-1714, 415-4053, 415-2162  
Toll free. 01-800-718-4230  
Email: marianacarral.coahuila@gmail.com

**Francisco I. Madero City Hall**

Plutarco Elías Calles S/N, Nuevo Linares del Sur, 27900  
Francisco I. Madero, Coahuila, México.  
Phone: +52 (872) 762- 5200

**Matamoros City Hall**

Calle Pabellón No. 28, Centro, 27440  
Matamoros, Coahuila, México.  
Phone: +52 (871) 749-1000

**San Pedro City Hall**

Av. Juárez y Francisco I. Madero S/N, Centro, 27800  
San Pedro, Coahuila, México.  
Phone: +52 (872) 772-6000

**Torreón City Hall**

Av. Allende No. 333, Primero de Cobián, Centro, 27000  
Torreón, Coahuila, México.  
Phone: +52 (871) 500-7000

**Viesca City Hall**

Av. Independencia, Centro, 27480  
Viesca, Coahuila, México.  
Phone: +52 (671) 764-0559

APRIL 2024



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