



## Guide for the Elaboration of a State and Municipal Profile

The state or municipal profile is the locality's letter of introduction. Therefore, it is recommended that it be a very concrete and an attractive document in terms of images and contents, where the physical, population, economic and political characteristics of the city or municipality are stated and, especially, the three main topics of local interest to be linked with a potential foreign city be identified.

To identify priority topics for collaboration with a foreign counterpart, it is important to consult all areas of the local administration. The Social Communication (a communications committee) area could make the information more attractive by highlighting the most relevant aspects.

Listed below are the minimum elements to be included in the profile and their suggested length:

SECTION	EXTENSION
<b>1. LOCALITY NAME AND PHYSICAL PROFILE</b> <input type="checkbox"/> -Geographical location in the State and country, territorial extension <input type="checkbox"/> -Physical characteristics of the locality: main rivers, type of climate	1/2 a Page
<b>2. GOBERNANZA LOCAL Y PANORAMA ECONÓMICO</b> <input type="checkbox"/> Población del estado o municipio <input type="checkbox"/> Panorama económico. Se sugiere considerar los siguientes datos: <ol style="list-style-type: none"> <li>1. PIB per cápita del estado o municipio.</li> <li>2. Población Económicamente Activa (PEA)</li> <li>3. Sectores Económicos: primario, secundario y terciario.</li> <li>4. Principales empresas e inversiones extranjeras.</li> <li>5. Programas o fomentos al comercio exterior.</li> <li>6. Estímulos fiscales y de otra índole que se ofrecen a los inversionistas extranjeros</li> </ol>	Two Pages
<b>3. GOBIERNO Y ASUNTOS PÚBLICOS</b> <input type="checkbox"/> Conformación y descripción de la administración pública local <input type="checkbox"/> Estructura orgánica <input type="checkbox"/> Principales autoridades actuales y periodo de gobierno <input type="checkbox"/> Mencionar si existe una Oficina o área de asuntos internacionales y/o de planeación de proyectos y mencionar el área y la persona que darán seguimiento a los contactos internacionales	One Page
<b>4. IDENTIFICAR LOS TRES PRINCIPALES PROYECTOS O TEMAS DE INTERÉS DE LA LOCALIDAD</b> <input type="checkbox"/> Identificar tres temas de interés local para vincularse con una posible ciudad extranjera <input type="checkbox"/> Mencionar si los temas corresponden a lineamientos del plan de desarrollo municipal, o constituyen una respuesta a problemas detectados durante la administración, o representan la adaptación de otra experiencia local <input type="checkbox"/> En caso de tener definido un proyecto o actividades a desarrollar con una ciudad extranjera ¿En qué consistirían las mismas? Breve descripción. <input type="checkbox"/> Señalar qué actores gubernamentales y en su caso no gubernamentales participarían en los posibles proyectos <input type="checkbox"/> Mencionar si se han definido, en su caso, qué recursos financieros, materiales y /o humanos serían necesarios para la instrumentación de los proyectos <input type="checkbox"/> Señalar si cuentan en su caso con otros proyectos de cooperación o acuerdos de hermanamiento con ciudades extranjeras	1.5 Pages
<b>TOTAL</b>	<b>FIVE PAGES</b>

It is recommended that the profile be presented in Spanish and English and, if possible, in the language of the foreign city of interest, as appropriate.

## **2. LOCAL GOVERNANCE AND ECONOMIC OUTLOOK (TWO PAGES)**

- Population of the state or municipality
- Economic outlook. It is suggested to consider the following data:
  - o GDP per capita of the state or municipality
  - o Economically Active Population
  - o Economic Sectors: primary, secondary and tertiary
  - o Main companies and foreign investments
  - o Foreign trade programs or incentives
  - o Fiscal and other stimuli offered to foreign investors

## **3. GOVERNMENT AND PUBLIC AFFAIRS (ONE PAGE)**

- Conformation and description of the local public administration
- Organizational structure
- Main current authorities and periods of government
- Mention if there is an office or area of international affairs and/or project planning and mention the area and person who will follow up on international contacts.

## **4. IDENTIFY THE THREE MAIN PROJECTS OR ISSUES OF INTEREST TO THE LOCALITY (1.5 PAGES)**

- Identify three topics of local interest to link with a potential foreign city
- Mention if the topics correspond to the guidelines of the municipal development plan, or are a response to problems detected in the administration, or represent the adaptation of another local experience.
- In case you have defined a project or activities to develop with a foreign city, what would they consist of? Brief description.
- Indicate which governmental and non-governmental actors would participate in the possible projects.
- Mention if you have defined what financial, material and/or human resources would be necessary for the implementation of the projects?
- Indicate if there are any other cooperation projects or twinning agreements with foreign cities.