



Abstract

In a world as changing as the one we must share today, it is inevitable to talk about micro, small and medium-sized enterprises that contribute greatly to the economy of the different regions with the generation of employment, even with a visible lack of planning in their structure with a unique style of being managed. However, their contribution to economic development has boosted entrepreneurship perhaps not with technological innovations, but with the desire to be unique in organizing their activities and functions, which on many occasions has allowed them to extend their life spans or sometimes decide to change their activity. Therefore, the task is to identify direct or indirect competitiveness in international trade, with the limitations they face, for which it is taken as a reference to the companies of the predominant industrial sectors in the northwest of the State of Mexico and its borders of the Hidalgo State , also as a reference the most recent data of the National Institute of Statistics and Geography (INEGI) of these sectors, the data emitted by the World Trade Organization in relation to SMEs and the analysis of the surveys carried out

Key words: Competitiveness, innovation, Trade SMEs