



CITY OF EL PASO

Economic & International
Development

INTERNATIONAL PROGRAM

INTERNATIONAL POLICY AGENDA UPDATE

AGENDA

MAY 11, 2026

01

OBJECTIVE

02

OVERVIEW

03

POLICY PROGRAM LINK

04

*INTERDEPARTMENTAL
COLLABORATION*

05

*INTERNATIONAL AFFAIRS
COMMITTEE*

06

ADDITIONS TO THE POLICY

OBJECTIVE

Presentation and update on the City of El Paso's International Program and Policy Agenda.

Priorities:

1. Establish and maintain relations with the three levels of Government in Mexico
2. Improve Border Infrastructure
3. Facilitate Trade and Foreign Direct Investment (FDI)



OVERVIEW

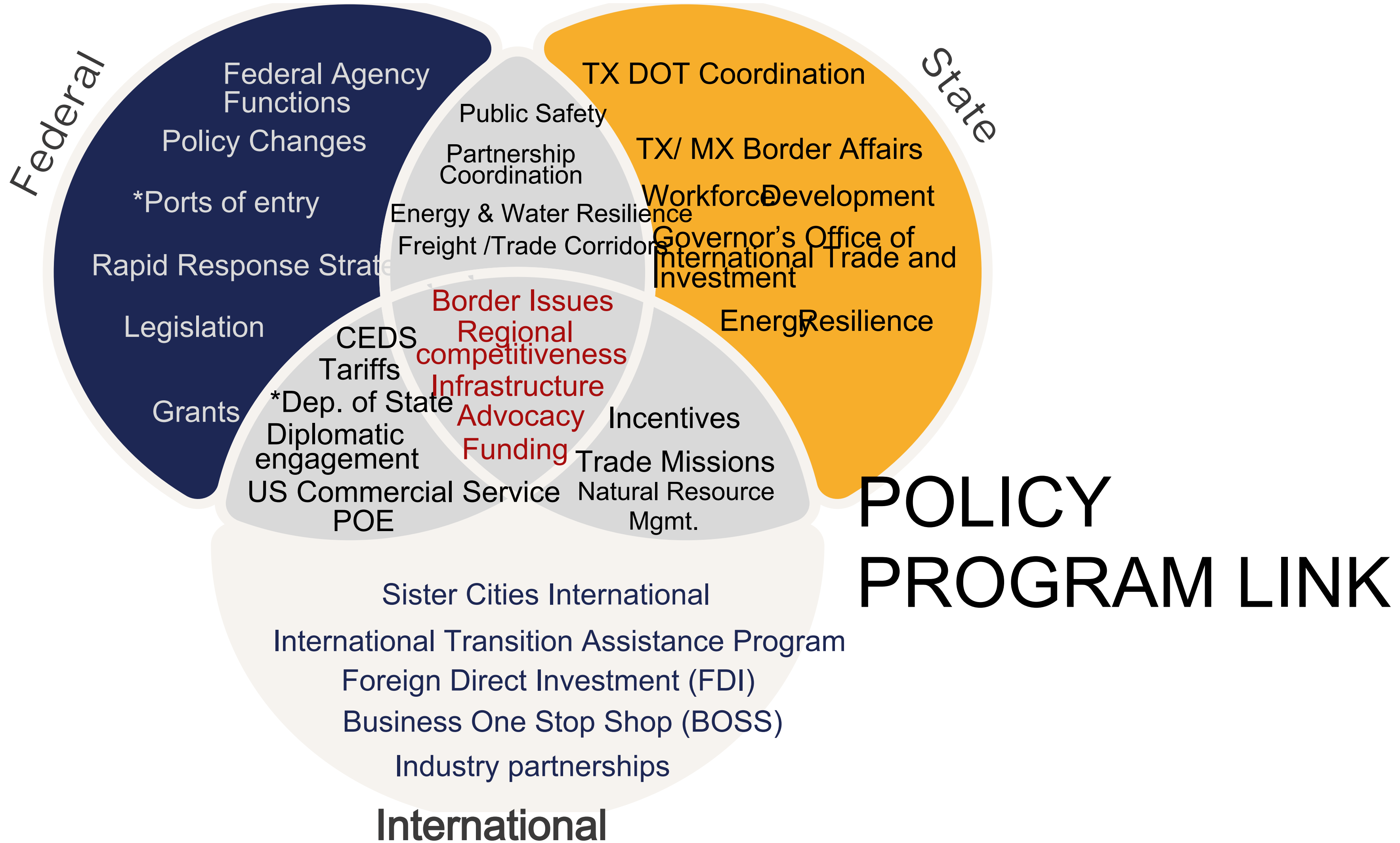
Expands beyond the El Paso–Ciudad Juárez foundation to targeted global engagement, strengthening trade, FDI, and regional positioning

Key Additions

- USMCA advocacy and regional trade alignment
- Engagement beyond the U.S.–Mexico corridor
- Binational tourism promotion
- Binational sustainability and resilience initiatives

Core Focus

- Global partnerships and trade expansion
- FDI attraction and international business support
- Supply chain resilience and regional competitiveness
- Intergovernmental alignment (local, state, federal)





INTERDEPARTMENTAL COLLABORATION

Economic & International Development

- International Transition Assistance Program
- Business One Stop Shop
- Trade Missions and federal trade engagement

Strategic and Legislative Affairs

- Intergovernmental coordination (U.S. & Mexico)
- Climate and sustainability policy alignment

Foreign Trade Zone 68 (Airport)

- Site selection and incentives
- Tariff industrial growth, and services

Int'l Bridges

- Binational agency coordination
- BBBXG
- Bridges Steering Committee

Office of Emergency Management

- Joint training
- Emergency related communications

Public Health

- Vaccination campaigns
- Disease tracking

INTERNATIONAL AFFAIRS COMMITTEE

- Established Feb 2025 to implement the International Policy Agenda
- Expanded to a binational stakeholder network
- Launched 2026 initiative to align a regional value proposition for investment





CITY OF EL PASO

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PROPOSED AMENDMENTS

2026 INTERNATIONAL POLICY AGENDA



IMPLEMENTATION ACTIONS

CURRENT

Strategic and Legislative Affairs

- Establishing joint programs with Ciudad Juarez
- Coordination with State of Chihuahua
- Coordination with Federal Government of Mexico

Infrastructure

- Modernizing Ports of Entry
- Utilizing City-owned land
- Expanding FTZ 68 and improving FTZ 68 offerings and programs

PROPOSED

Strategic and Legislative Affairs

- Establishing joint programs with **key International partners, including Ciudad Juarez and other strategic global regions**
- Coordination with State of Chihuahua **and key international state governments**
- Coordination with **foreign national governments**

Infrastructure

- Modernizing Ports of Entry
- Utilizing City-owned land
- Expanding FTZ 68 and improving FTZ 68 offerings and programs
- **Advocacy for FTZ-USMCA parity**



IMPLEMENTATION ACTIONS

CURRENT

Foreign Direct Investment (FDI) Program

- Transition Assistance Program
- FDI Prospecting / Trade Missions
- Tariff impact mitigation and tracking
- FDI targeted incentives

Advancing other priorities from City Departments Participating in the International Affairs Committee

- Public Health
- Office of Emergency Management

PROPOSED

Foreign Direct Investment (FDI) Program

- **International** Transition Assistance Program
- FDI Prospecting / Trade Missions
- Tariff impact mitigation and tracking
- FDI targeted incentives

Advancing other priorities from City **Programs Participating in the International Affairs Committee**

- Public Health
- Office of Emergency Management
- **FTZ 68 (Airport)**
- **International Bridges**
- **Destination El Paso**



POLICY GOALS AND GUIDING PRINCIPLES

ENHANCE CROSS-BORDER ECONOMIC INTEGRATION

CURRENT

1. Strengthen International Partnerships

- Facilitate high-level engagement with Federal Government agencies in Washington, D.C. and Mexico City through strategic visits and discussions
- Launch Joint trade missions with the Mayors of the City of El Paso and the Municipal President of Ciudad Juarez

PROPOSED

1. Strengthen International Partnerships

- Facilitate high-level engagement with Federal Government agencies in Washington, D.C., Mexico City, **and other global capitals** through strategic visits and discussions
- Launch Joint trade missions with the Mayors of the City of El Paso and the Municipal President of Ciudad Juarez **and other strategic international partners**

APPENDIX B: MAJOR INITIATIVES

ADDITIONS

USMCA Advocacy and Regional Trade Alignment

The City of El Paso will advance a coordinated USMCA advocacy strategy to ensure trade policy reflects the needs of border communities. This includes ongoing monitoring of USMCA implementation and the 2026 review process, with a focus on trade facilitation, infrastructure, and regional competitiveness. The City will prioritize FTZ and USMCA parity to support North American manufacturing and cross-border production, while advancing unified regional positions on port modernization, integrated logistics, local government engagement, and supply chain resilience.



APPENDIX B: MAJOR INITIATIVES

ADDITIONS

Strategic International Engagements

The City of El Paso will pursue targeted engagement with key international markets and global economic centers to expand trade, investment, and institutional partnerships. These efforts will include participation in international forums, trade missions, and coordinated visits with foreign government agencies, industry leaders, and multilateral organizations. The goal is to position El Paso as a global gateway for commerce, strengthen relationships beyond the U.S.–Mexico corridor, and attract diversified foreign direct investment aligned with the City’s strategic priorities.



APPENDIX B: MAJOR INITIATIVES

ADDITIONS

1. Joint International Trade and Policy

Binational Sustainability and Resilience

The City of El Paso, in collaboration with Ciudad Juárez and regional partners, will advance coordinated sustainability and resilience efforts through policy alignment, program development, and support for climate, energy, and environmental initiatives across the border region.



APPENDIX B: MAJOR INITIATIVES

ADDITIONS

1. Joint International Trade and Policy

Binational Tourism Promotion

The City of El Paso, in collaboration with Ciudad Juárez and regional partners, will advance coordinated tourism efforts through joint marketing, digital cross-promotion, and shared participation in trade and travel industry engagements.





COUNCIL ACTION

Action to approve and adopt the updates to the City of El Paso International Policy Agenda

