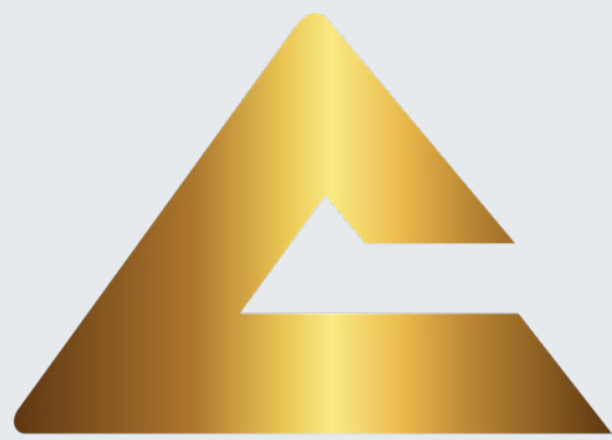




CITY OF EL PASO  
Economic & International  
Development



CONCANACO  
SERVYTUR  
MEXICO

Strengthening International Business  
*MOU between the City of El Paso and  
CONCANACO SERVYTUR, México*

3<sup>rd</sup> Binational Council Meeting El Paso & Ciudad Juarez June 3, 2026

**Mtra. Daniella Martínez Rodríguez**

**Vicepresidente Nacional de Comercio Exterior en CONCANACO SERVYTUR**



## MISSION



Deliver exceptional services to support a high quality of life and place for our community.

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



## VALUES

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople

