



CITY OF EL PASO

Economic & International
Development

INTERNATIONAL PROGRAM

INTERNATIONAL POLICY AGENDA UPDATE

Goal 1: Cultivate an environment conducive to strong, economic development OCT 27th 2025

AGENDA

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2025

THE CITY OF EL PASO

**INTERNATIONAL
POLICY
AGENDA**

OVERVIEW

INTERNATIONAL POLICY AGENDA

The International Policy Agenda was approved and adopted by City Council on April 14th 2025

Goals

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)





IEDC EXCELLENCE AWARD 2025

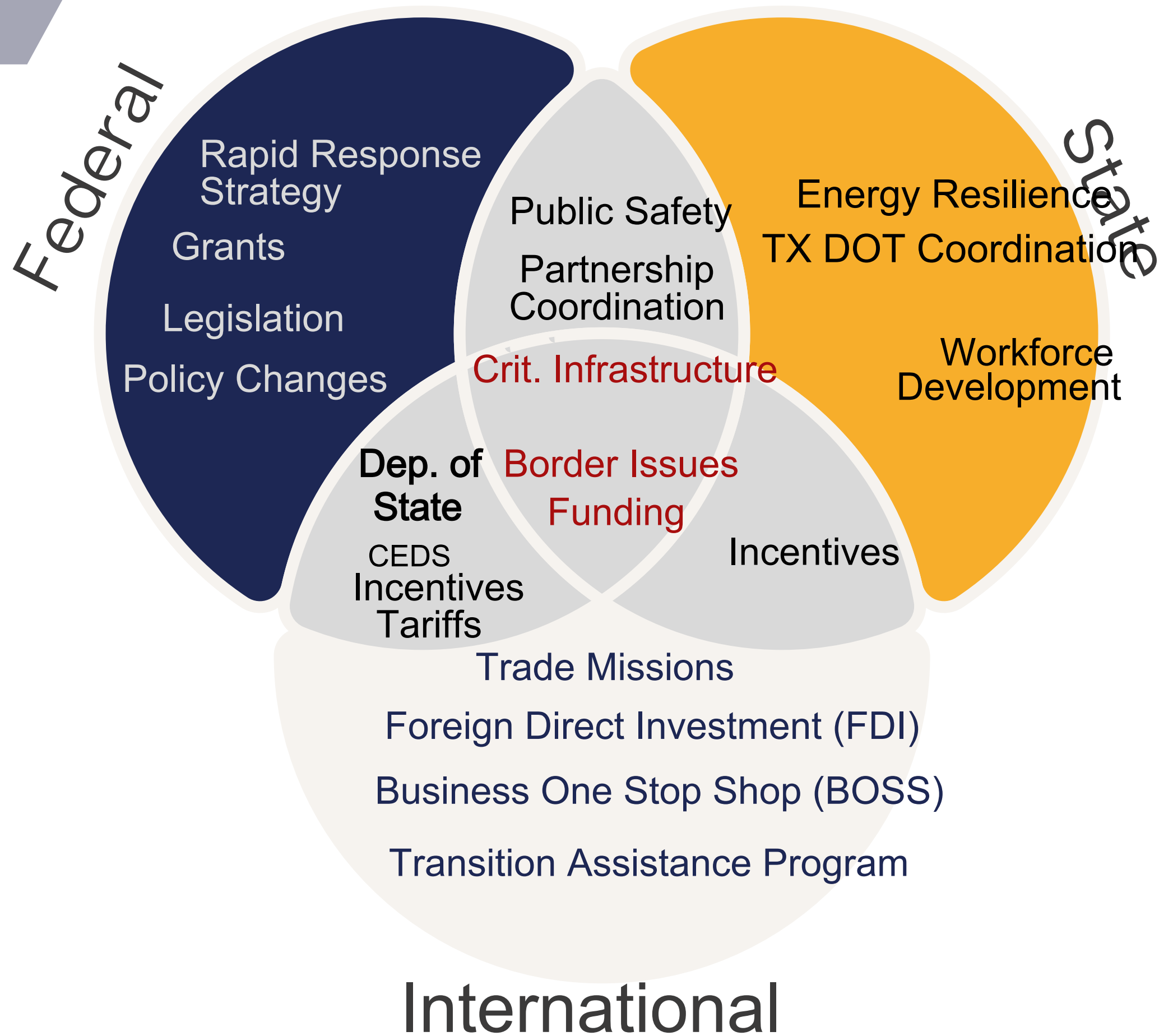
REGIONAL OR CROSS BORDER PARTNERSHIP

Judge 2: “The proactiveness and responsiveness to respond to an emerging situation. The detail provided around the municipal leadership is excellent.”

Judge 3: “The collaboration between not only communities but countries on a municipal level is groundbreaking. Well done.”

Judge 10: “The programming and frameworks described in this application feels essential, relevant and responsive to current political and economic trends and shows a high degree of vision and determination, addressing the complications and negative outcomes of a very complex sociopolitical climate. The frameworks seem to address challenges head on with a high emphasis on partnerships.”





LINKED POLICY PROGRAMS



IMPLEMENTATION ACTIONS



INTERNATIONAL BRIDGES LEGISLATIVE STRATEGY

Bills and Policy Actions

- Introduce Land Ports Development Grant Program (LPDGP) Bill with Congresswoman Escobar in 2026
- Pass the International Bridge and Port of Entry Modernization (IBEM) Act of 2025 with Congressman Gonzales and Senator Cruz – included in Senate version of the National Defense Authorization Act (NDAA)
- Opportunity Zone designations in Census Tracts adjacent to Paso del Norte, Stanton, and Ysleta Ports of Entry
- Request Federal Rulemaking changes in USDOT / FWHA funding programs to allow international ports projects to compete favorably against other transportation projects



INTERNATIONAL POLICY ACTIONS

Expand Binational Coordination (2025-2026)

- » Request the Government of Mexico to include the Ysleta - Zaragoza Port in planning documents
- » Launch El Paso Ports Taskforce (MATT) with the U.S. Department of State, CBP, ANAM, Chihuahua State, City of El Paso, Juarez Municipality, NMBA, EP County
- » Continue engaging maquiladora industry groups (CCE, CANACINTRA, UACJ) to formalize advocacy support for the Ysleta - Zaragoza Port
- » Support Juarez Municipality in making short - term improvements to Zaragoza Port ingress and egress roads and connections to highways

EL PASO PORTS TASK FORCE (MATT)

Goal : Increase binational communication and develop short and long term solutions to regional cross border traffic.

- **Short term goal:** Mitigate impact of BOTA commercial closure
- **Long term goal:** Design ports for improved and sustainable use in POV and commercial traffic based on user needs. Develop projects in similar timelines and invest with knowledge of future plans for all POE.



INTERNATIONAL COLLABORATION

- MOU CONCANACO and MOU Cities Work
- International Transition Assistance Program
- Joint strategy with Ciudad Juarez and Chihuahua for industrial growth
- Tariff impact mitigation, tracking and workshops



INTERNATIONAL AFFAIRS COMMITTEE

- 8th Meeting Oct 27th
- Interdepartmental communication mechanism
- Mexico request of monthly invitation
- +5 new international partnerships
 - CEDS
 - FTZ 68 Summit
 - Juarez, Dona Ana, City of El Paso Collaborative





PARTNERSHIP UPDATES

REGIONAL IMPACT

Communities Adopting International Policy Agenda

- Ciudad Juarez, MX
- Chihuahua, MX
- Socorro, TX
- Las Cruces, NM
- Sunland Park, NM
- Dona Ana County, NM

New Partnerships

- CONCANACO Servitur
- Frente Norte
- Chihuahua Global
- Instituto de Innovación y Competitividad
- Desarrollo Económico de Ciudad Juárez A.C.



**Desarrollo Económico
de Ciudad Juárez A.C.**

INNOVACIÓN
Y LIDERAZGO
EMPRESARIAL



CONCANACO SERVITUR

- » JOINT RESOURCES FOR TRADE AND INVESTMENT
- » INFORMATION SHARING
- » TECHNICAL SUPPORT
- » CROSS BORDER BUSINESS DEVELOPMENT

Establish a framework for cooperation between CONCANACO SERVYTUR and the City of El Paso to promote trade and investment opportunities through the promotion of goods, services, projects, and dialogue spaces by implementing strategies that ensure the successful transition of companies into the El Paso market.



NEXT STEPS

- Promote regional impact and adoption
- Binational City Council Meeting - 2026
 - Revise agenda to include tourism
 - Cross promotion of cultural events
- Collaboration with higher education institutions
- Council Participation



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,
Accountability, **P**eople

MISIÓN



Brindar servicios excepcionales para respaldar una vida y un lugar de alta calidad para nuestra comunidad

VISIÓN



Desarrollar una economía regional vibrante, vecindarios seguros y hermosos y oportunidades recreativas, culturales y educativas excepcionales impulsadas por un gobierno de alto desempeño



VALORES

Integridad, **R**espeto, **E**xcelencia,
Responsabilidad, **P**ersonas