



International Program: International Policy Agenda

April 14, 2025

Goal 1: Cultivate an environment conducive to strong Economic Development

Objective

Presentation, discussion, and action on the City of El Paso's 2025 International Program and Policy Agenda.

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)



Agenda

1. International Program Overview
2. International Policy Agenda
3. Existing City Programs
4. Ciudad Juarez Partnerships
5. Partnerships with Federal Government Mexico
6. Partnerships with State of Chihuahua
7. Implementation



Land Ports Impact

\$144.7B

In regional international trade (2024)

\$28M

In City revenues from International Bridges (2024)

9.5%

Increase in cross border trade (2023-2024)

+500,000

Pedestrians entering El Paso (Monthly 2024)

+ 950,000

Personal vehicles entering El Paso (Monthly 2024)

CH/MX/CA

Tariffs (20%-25%)



International Program Priorities

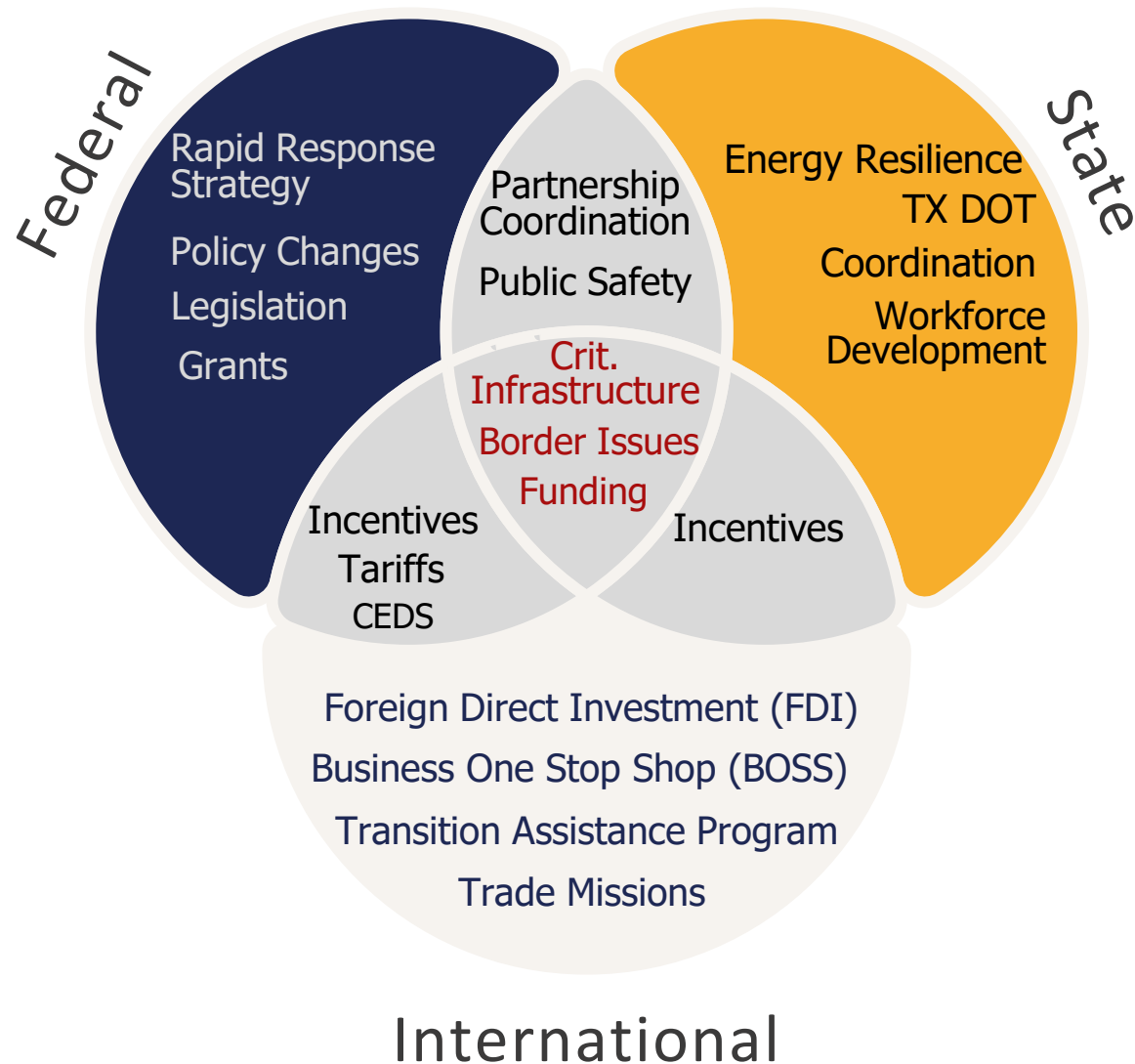
1. Strengthen International relationships

- Ciudad Juárez
- State of Chihuahua
- Federal Government of Mexico
- Private Sector Stakeholders
- NGOs / Nonprofits

2. Improve Border Infrastructure

3. Facilitate Trade and Foreign Direct Investment

Linked Policy Programs



El Paso's international policy agenda integrates federal, state, and cross-border efforts to drive economic development and shared infrastructure

Existing City Programs

Economic & International Development

- Transition Assistance Program
- Business One Stop Shop
- Trade Missions
- Select USA/International Trade Administration

Strategic and Legislative Affairs

- Climate and sustainability
- Coordination with municipal, state and federal governments USA/MX

Foreign Trade Zone 68 (Airport)

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

International Bridges

- Bridge Administration and operations
- Coordination with CBP and ANAM
- Bridges Steering Committee

Office of Emergency Management

- Joint training
- Emergency related communications

Public Health

- Vaccination campaigns
- Disease tracking

Ciudad Juárez Partnerships

Major Projects

- Comprehensive Economic Development Strategy (CEDS)
- Ysleta-Zaragoza Port Expansion
- Business Development

Coordination between Municipal Departments and Agencies



State of Chihuahua Partnerships

Major Projects:

- Business Development Workshops
- Trade Events
- Comprehensive Economic Development Strategy (CEDS)



Federal Government of Mexico

Major Projects:

- Ysleta-Zaragoza Port Expansion
- PDN and Stanton Ports Modernization
- Comprehensive Economic Development Strategy (CEDS)
- Ciudad de Mexico visits
- Information sharing on border issues



GOBIERNO DE
MÉXICO



Implementation:

Grow partnerships with the Three Layers of Mexican Government

- Binational trade missions
- Binational advocacy trips to Washington DC and Mexico City
- Binational health, workforce development, public service and infrastructure programs



Implementation:

Facilitate Trade and Foreign Direct Investment (FDI)

- CEDS Participation
- Tariff impact mitigation strategy
- Incentives and business support program development
- Improve FTZ68 programs, retention, and land use



Implementation:

Improve Border Infrastructure and Secure Funding

- Modernize and expand existing port infrastructure to accommodate commercial traffic from the anticipated Bridge of the Americas commercial lane closure
- Secure private-sector donations for Ysleta-Zaragoza Port of Entry
- Develop new financing options for ports of entry

Council Action

**The El Paso City Council approves
the 2025 International Policy
Agenda**



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

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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, Respeto, Excelencia,
Responsabilidad, Personas

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