



# 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

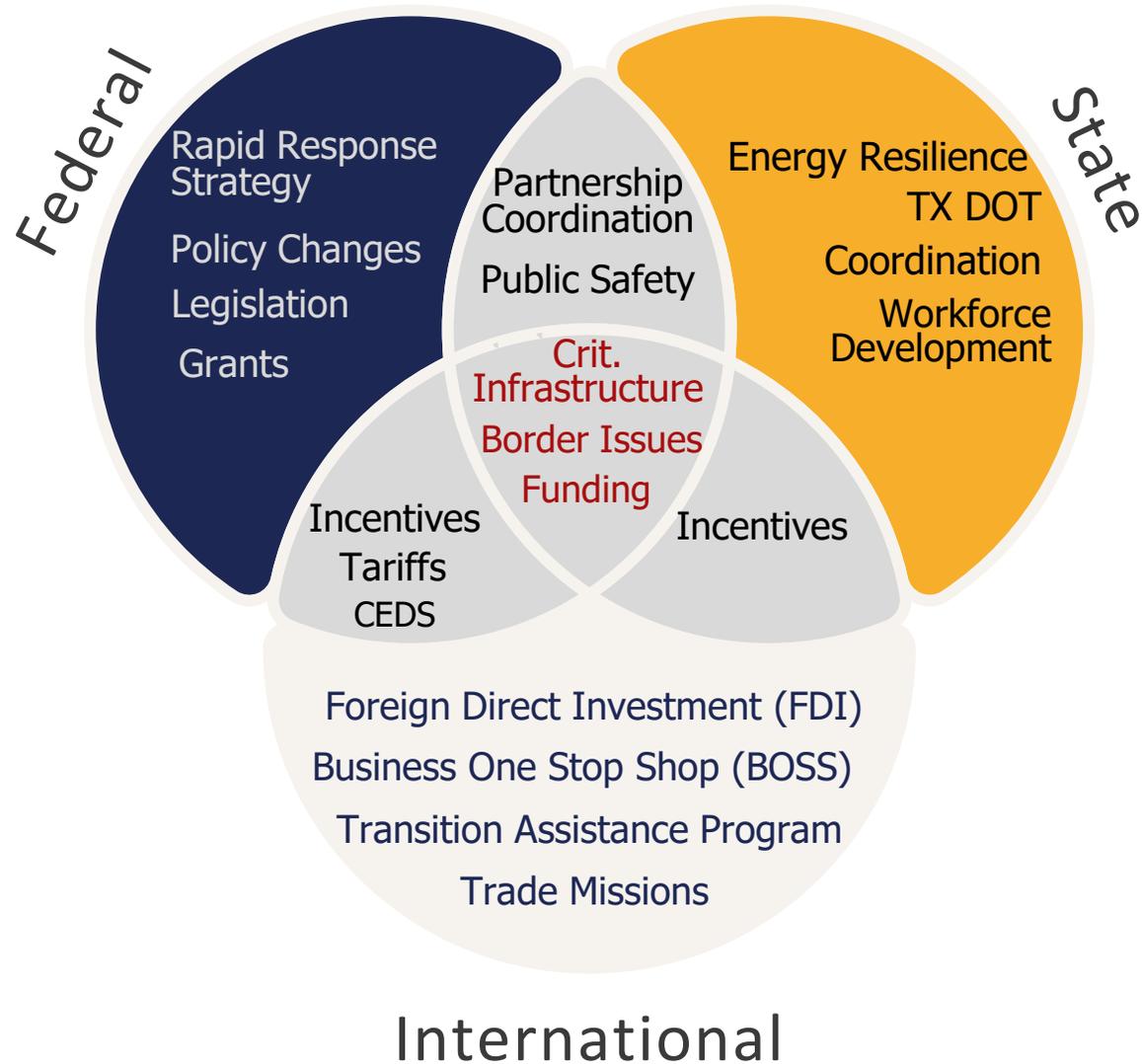
## 1. Strengthen International relationships

- Ciudad Juarez
- 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,  
**A**ccountability, **P**eople

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

**REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.**

## 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

This text box is to remind you about the ASL translator service. Do NOT add any info in this space.

REMOVE THIS BOX ONCE THE PRESENTATION IS FINALIZED.