



CITY OF EL PASO
Economic & International
Development

INTERNATIONAL PROGRAM

*MOU between the City of El Paso and
CONCANACO SERVYTUR, Mexico*

Goal 1: Cultivate an environment conducive to strong, economic development
September 18, 2025

REQUESTED ACTION

Requested Action: Discussion and action on a Resolution authorizing the City Manager to sign a Memorandum of Understanding by and between the CITY OF EL PASO (the “CITY OF EL PASO”), and the Confederation of National Chambers of Commerce, Services, and Tourism of the United Mexican States, CONCANACO SERVYTUR MÉXICO (“CONCANACO SERVYTUR”), a public-interest institution, autonomous and endowed with its own legal status and assets in México (collectively, the “Parties”) to establish a framework for cooperation and promote trade and investment opportunities through the promotion of goods, services, projects, and dialogue spaces by implementing strategies that ensure the successful execution of specific actions for a term of two (2) years

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OVERVIEW

INTERNATIONAL POLICY AGENDA

- This MOU is a direct deliverable of the International Policy Agenda
- The Agenda calls for:
Strengthening international partnerships with Mexico
- Facilitating trade and foreign direct investment (FDI)
- Building binational collaborations through chambers, associations, and governments



MOU SUMMARY

- Framework for cooperation between the City of El Paso and CONCANACO SERVYTUR
- Focuses on trade, investment, entrepreneurship, and innovation
- Not legally binding and no financial obligation for either party
- Strengthens El Paso's role as a binational economic hub



CONCANACO SERVYTUR

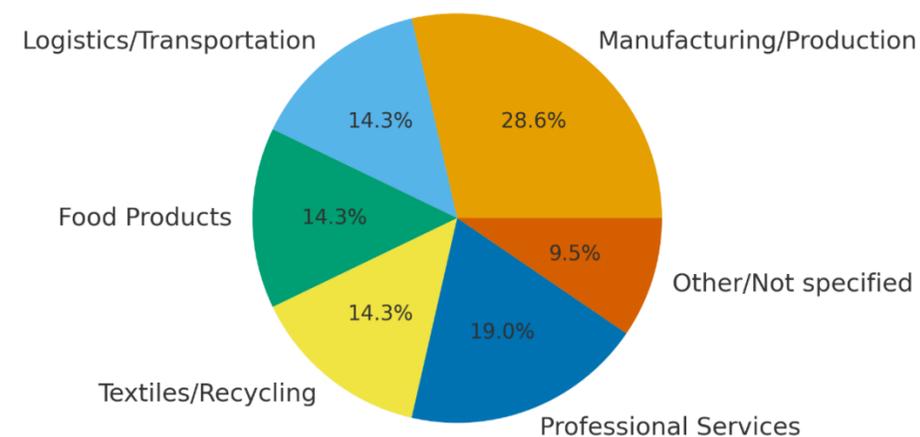
- ▶ National Confederation of Chambers of Commerce, Services and Tourism in Mexico. Represents 258 chambers and 5.2M businesses nationwide
- ▶ Covers roughly 60% of formal employment and 64% of Mexico's GDP
- ▶ Public-interest institution established by law; official advisory body to the Mexican federal government in these sectors



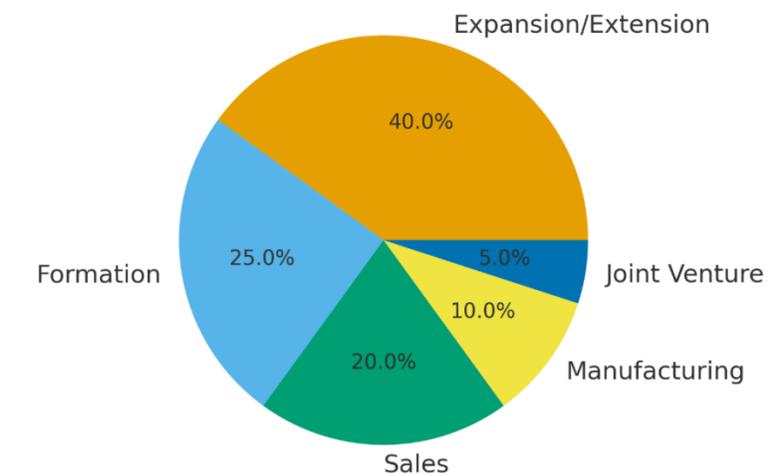
INTEREST PIPELINE: COMPANIES SEEKING TO ENTER THE EL PASO/ MEXICAN MARKETS

- ▶ Pipeline companies have expressed interest in expanding into or establishing operations in El Paso and Mexico
- ▶ Key Sectors: manufacturing, logistics, food products, textiles, solar, and professional services
- ▶ Objectives: formation, sales, expansion, and investment
- ▶ Reinforces the need for a formal MOU-driven support framework

Sector Representation in the Interest Pipeline



Business Objectives of Interested Companies



STAKEHOLDER ENGAGEMENT & PERSPECTIVES



“Go forth and prosper”

— Jon Barela, CEO, Borderplex Alliance.
Nov. 10, 2025



“You can count on us”

— Gladys Gonzalez, CEO,
El Paso Hispanic Chamber of Commerce
Nov. 13, 2025



“We support you”

— Jose Garcia, CEO. Visit El Paso.
Nov. 13, 2025



**“I have worked with many ED Directors and
The City has always done excellent work for the
Business community”**

Ricardo Mora, CEO,
El Paso Chamber of Commerce Dec. 1, 2025

STAKEHOLDER PERSPECTIVES

- ▶ Stakeholders expressed support for strengthening El Paso-Mexico business ties
- ▶ Stakeholders agreed that the MOU aligns with ongoing regional priorities and reinforces shared goals for cross-border economic growth
- ▶ Their input reinforces the value of formalizing partnerships that expand business opportunities to our community
- ▶ International Affairs Committee group members applauded the efforts and the opportunity to follow suit with similar initiatives



BENEFITS FOR EL PASO

- ▶ This MOU creates a cross-border collaboration platform that integrates directly with existing City programs like BOSS, ITAP, City departments like FTZ-68 and Entrepreneur Support Organizations like Pioneers21, SBDC, U.S. Commercial Service, at no cost to the City



BENEFITS FOR EL PASO

- ▶ Lays the foundation for joint initiatives in digital trade, entrepreneurship, sustainability, and workforce collaboration



BENEFITS FOR EL PASO

- Opens new export and supplier-development opportunities for El Paso businesses through CONCANACO's nationwide network



NEXT STEPS

- Coordination
- Monitoring & reporting
- Business support
- ITAP & BOSS
- Connect local companies with CONCACACO SERVYTUR



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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

