

FRONTERA MEETING JUÁREZ- EL PASO

INICIATIVAS JUÁREZ 2019

- FISCAL
- INNOVACIÓN
- OBRAS CLAVE

Martes 11 de Diciembre de 2018.
El Paso Tx.

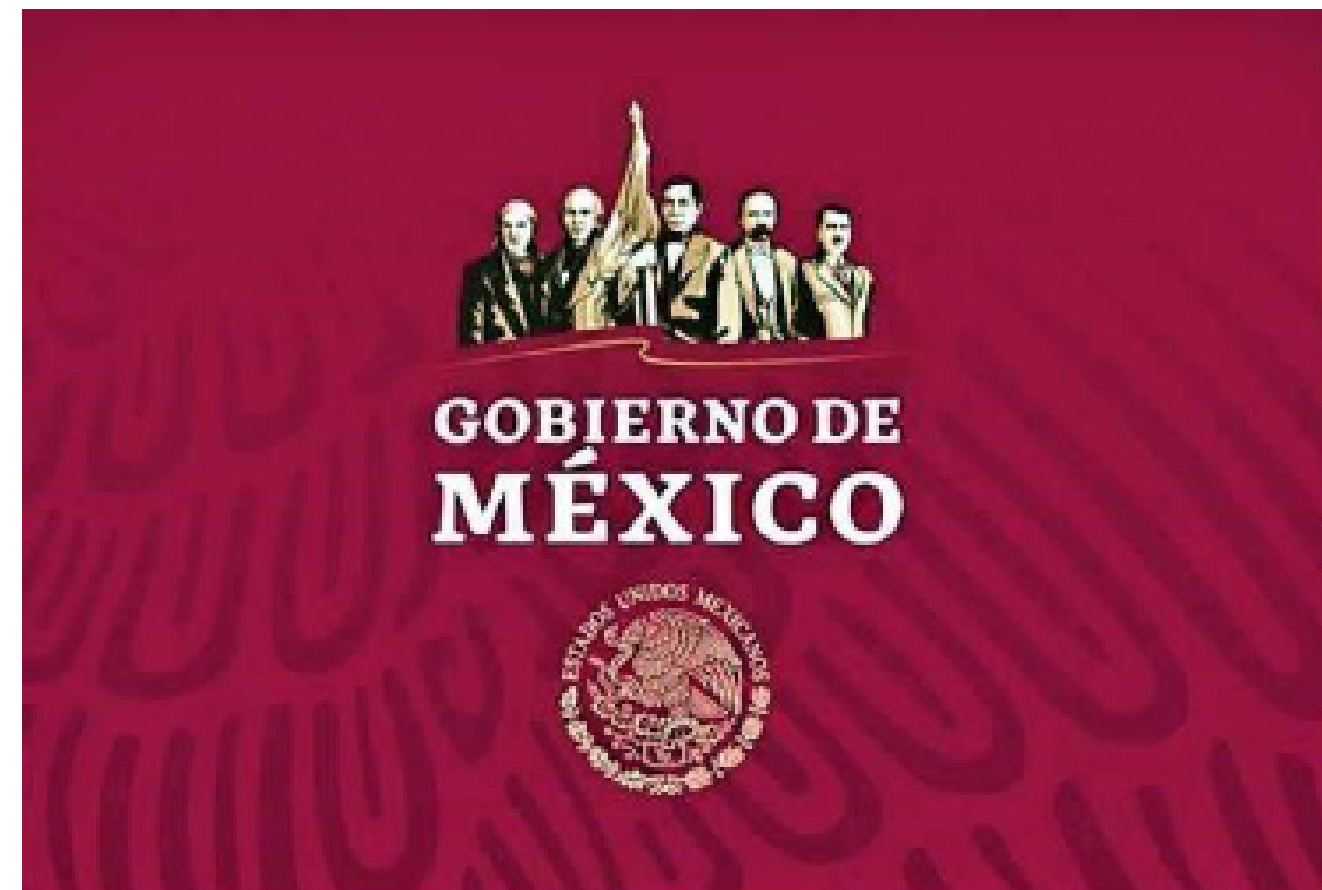


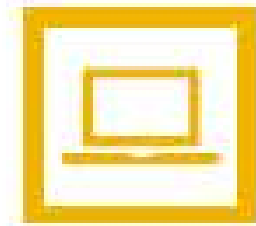


1. NUEVOS ESQUEMAS FISCALES 2019

GOBIERNO DE MÉXICO – IMPULSO A LA FRONTERA

- **REDUCCIÓN DEL IMPUESTO AL VALOR AGREGADO DEL 16 AL 8 %**
- **REDUCCIÓN DEL IMPUESTO SOBRE LA RENTA DE 30 A 20 %**
- **AUMENTO DEL SALARIO MÍNIMO AL DOBLE**
- **AJUSTE DE COSTOS ENERGÉTICOS**

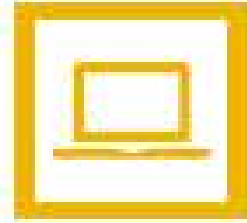




2. INNOVACIÓN

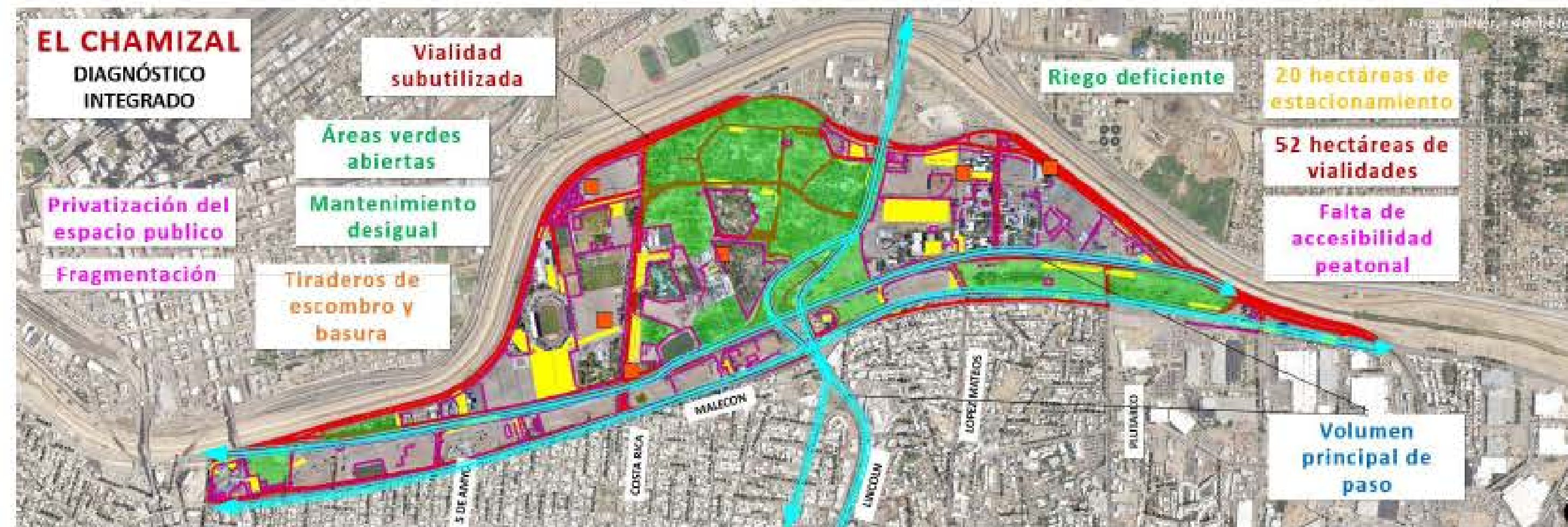
DISTRITO DE INNOVACIÓN – CIITA- CIA- CIMYT






3. OBRAS DE INFRAESTRUCTURA

- MEGA PARQUE CHAMIZAL
- RUTAS TRONCALES 1 Y 2
- HOSPITALES DE ESPECIALIDAD Y ONCOLOGÍA
- INFRAESTRUCTURA HIDRÁULICA
- REHABILITACIÓN CENTRO HISTÓRICO





C I T Y O F E L P A S O

3 STATES. 2 COUNTRIES.
1 REGION.



VISION

El Paso will have safe and beautiful neighborhoods, **a vibrant regional economy**, and exceptional recreational, cultural, and educational opportunities

STRATEGIC GOALS

Goal One:
Create an Environment Conducive
to Strong Sustainable Economic
Development

RESILIENCE PILLARS

Pillar One:
Vibrant Desert City
Pillar Two:
The Binational Metroplex

INTERNATIONAL AFFAIRS UPDATE

ACHIEVEMENT OVERVIEW

- 1 BINATIONAL COUNCIL MEETING
- 2 MAYORAL PARTICIPATION
- 3 COMMITTEE ON BORDER RELATIONS
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- 9 STRATEGIC REGIONAL PARTNERSHIPS
- 10 INTERNATIONAL ECONOMIC DEVELOPMENT



JOINT CITY COUNCIL MEETING

TWO COUNTRIES. ONE MEETING.

- Held on October 11, 2017
- City of El Paso and Ciudad Juarez strengthen their binational relationship by pledging to work more closely with each other



B I N A T I O N A L E F O R T S

MAYORAL PARTICIPATION

ANDRES MANUEL LOPEZ OBRADOR'S INAUGURATION

Saturday, December 1, 2018: Mayor Dee Margo joined the United States Conference of Mayors' delegation to attend President Lopez Obrador's Inauguration

CELEBRATING CIUDAD JUAREZ'S 359TH ANNIVERSARY

Saturday, December 8, 2018: Mayor Dee Margo attend an event celebrating the founding of Juarez

CONNECTING OUR REGION

COMMITTEE ON BORDER RELATIONS

- Reestablished on April 17, 2018.
- Nine board members consisting of City Council and Mayor appoints
- Consider issues and projects affecting the development and or relationships between El Paso and Juarez.
- Advisory board will provide recommendations to the City Council and Mayor on ways enhance and grow binational relationship



BIENVENIDOS PASEO DE LAS LUCES

- New archways greet drivers and pedestrians coming over the Paso Del Norte international Bridge and those visiting Downtown El Paso.
- Additional investment downtown helps attract more visitors and business
- Grand opening of Paseo de las Luces brought together Juarez's Mayor Cabada, Mayor Dee Margo and City Council Representatives
- Juarez plans to continue the Paseo de las Luces project into their downtown





BETTERING OUR REGION

PARTNERSHIP WITH JANOS, MEXICO



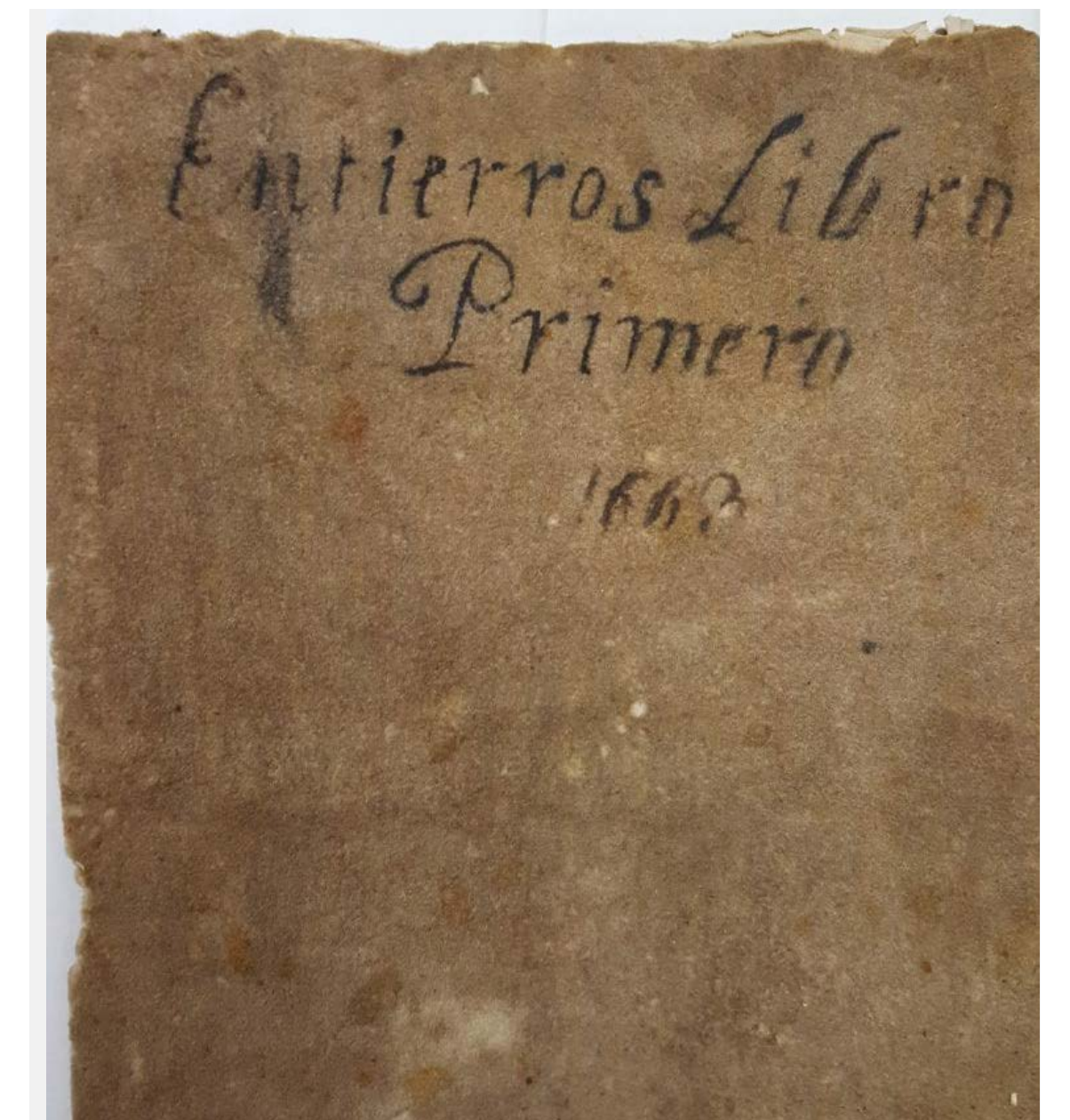
- November 27, 2018: Mayor and City Council donated a 21-year old rescue vehicle to services Jonas, Mexico
- Janos has a population just under 3,000 and was without a proper emergency medical vehicle. The only way to get emergency medical care was by calling a nearby town and waiting a minimum of 1 hour

- October 12, 2018: El Paso Public Library returned an important document of archival and historical significance to the Misión de Nuestra Señora de Guadalupe
- The book is dated from 1663 and was given to the library as a permanent loan in 1934



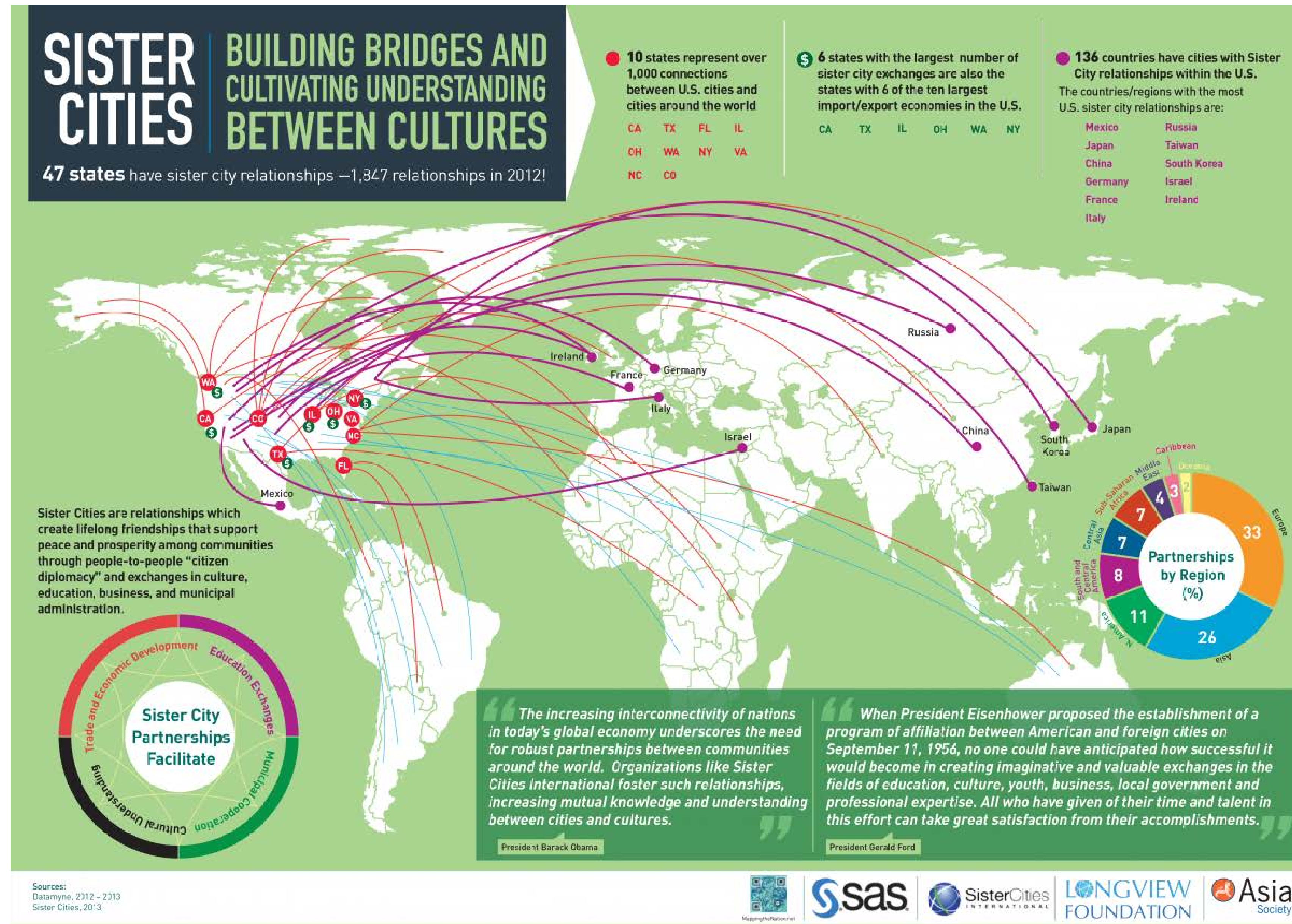
ENRICHING OUR REGION

PRESERVING REGIONAL CULTURE + HISTORY



SISTER CITIES OVERVIEW

- Since 1993 El Paso has signed eight Sister Cities agreements, including the renewal of Ciudad Juarez in 2018
- In February 2018, El Paso took a delegation of fifteen members to the US-Mexico Mayor's Summit in Guadalajara, Mexico
- El Paso participated as a sponsoring City and part of the programming committee





REGIONAL FAMILY ORIENTED EVENTS

WINTERFEST.
CHALK THE BLOCK.
DIA DE LOS MUERTOS.

- Several family oriented events that are open to and encourage visitors from Juarez and El Paso
- Events meld the vibrant culture from our binational region with family friendly entertainment

INTERNATIONAL ECONOMIC DEVELOPMENT OPPORTUNITIES AND INITIATIVES



INTERNATIONAL OFFICE

The City of El Paso's Economic and International Development Department has received office space in Juarez and is plans offer office space to economic development organizations in Chihuahua and Las Cruces



TOURISM OPPORTUNITIES

El Paso Live is opening an office in the State of Chihuahua to promote tourism in El Paso

Marketing effort that emphasizes amenities though out the binational region



REGIONAL PARTNERSHIPS

The City's Economic Development Department has sponsored and participated in various regional events further marketing and promoting the greater region.

Partnering with El Salvadoran Government to open a Consulate office in El Paso



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CONFERENCE



BORDER
MARKET
TECH



VISIT TO
SAN ANTONIO



CASA
CHIHUAHUA



INTERNATIONAL EFFORTS

TEXAS, CHIHUAHUA AND THE BORDER REGION

- Largest binational, bicultural, bilingual workforce in the southern hemisphere
- Largest US city on the US/Mexico border:
 - More than 2.5 million people within a 50-mile radius
- El Paso is the nation's 10th largest exporter out of 388 metropolitan areas (US Department of Commerce)
- Annualized total trade in El Paso was \$81.7 billion in June 2018, up 1.7% from \$80.3 billion in June 2017. (Federal Reserve El Paso Branch, September 2018)



TEXAS, CHIHUAHUA AND THE BORDER REGION

- Exports from El Paso accounted for 13% of total Texas exports (Federal Reserve El Paso Branch, September 2018)
- Pedestrians cross the border in El Paso more frequently than at any other crossing in the state:
 - Approximately 21,000 per day (US Department of Transportation, 2018)
- On average, exports from the EL Paso area have increased by 10.1% annually over the past 10 years. (Federal Reserve El Paso Branch, September 2018)



B I N A T I O N A L S T R A T E G I C D E V E L O P M E N T

KEY INDUSTRY SECTORS





B O R D E R P L E X R E G I O N

BUSINESS + COMMERCIAL CENTER FOR THE REGION

There are more than **70** Fortune 500 Companies with a presence in the El Paso/Juarez region:

- Including Cardinal Health, Raytheon, Prudential Financial, HP and Delphi
- 60+ companies have a significant presence in manufacturing, distribution, technical support and customer and financial services
- The remaining Fortune 500 firms with a presence in the region are primarily engaged in retail or hospitality operations
- More than **76** countries are represented throughout the region



WORLD CLASS MANUFACTURING SECTOR

- \$93.1 billion in US/Mexico trade crossed through ports into the Borderplex Region in 2017 YTD
 - 17% of all US/Mexico trade
- 7th largest manufacturing hub in North America
 - 360 manufacturing operations
 - 70+ Fortune 500 companies
 - 290,000+ employees
 - \$8 billion in annual purchases
 - 76 related facilities in El Paso/Las Cruces
- More than 50,000 jobs in El Paso tied to Mexico
 - Every 4 jobs created in Cd. Juarez creates 1 job in El Paso/Las Cruces

ADVANCED MANUFACTURING

STEP ONE: **SELECTION**

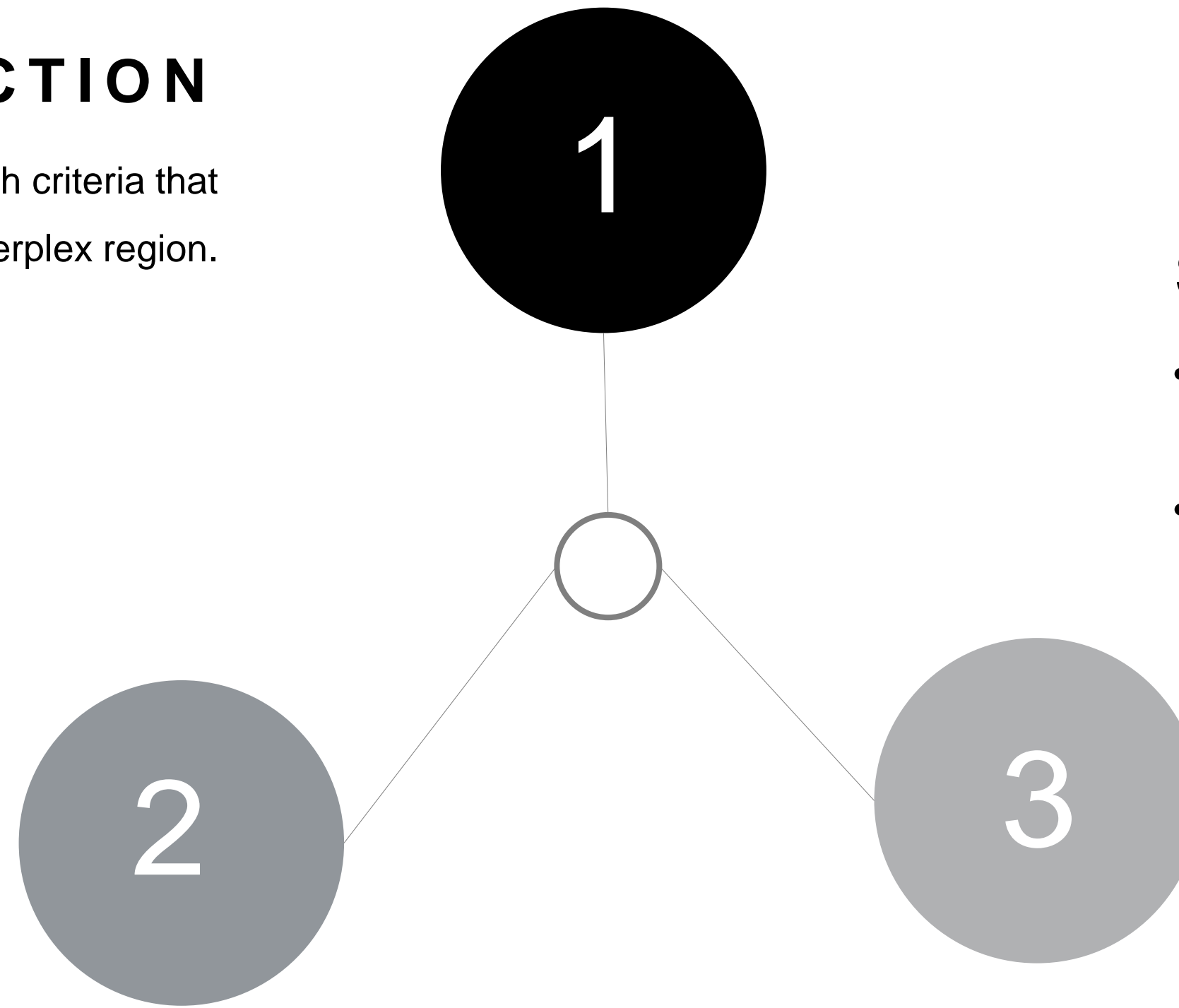
- Identify five key tier 1 entities with criteria that could bring wealth to the Borderplex region.

STEP TWO: **CRITERIA**

- Have presence in regional employment
 - Healthy financial standing and commitment to the community

STEP THREE: **U.S. STANDING**

- Invest in new technologies for future growing markets
- Pursue R&D opportunities regionally and nationally



LEADING HIGHER EDUCATIONAL INSTITUTIONS

- Regional University Student Population is over 120,000



B O R D E R P L E X R E G I O N

INTERNATIONAL PRIVATE SECTOR COLLABORATION

STEP 4

EVALUATE

Possible solutions that could be supported by the public sector

STEP 3

SHARE

Perceived barriers in the region that delay economic development

STEP 2

PROMOTE

Communication of situations affecting Juarez and El Paso economic sectors

STEP 1

IDENTIFY

Key leaders on both sides of the border

NEXT STEPS

PROMOTE CONTINUOUS REGIONAL RELATIONSHIPS

- Coordinate international efforts with private and public entities
- Ensure the ongoing international dialogue provides information on accomplishments and challenges in the business community
- Identify and evaluate potential solutions to regional challenges



NEXT STEPS

STRENGTHEN INTERNATIONAL EFFORTS

- Promote collaboration between the private and public sectors to increase regional business ventures
- Explore and identify opportunities related with strategic targeted industry sectors
- Align international efforts across the region
- Support the development and growth of small/medium sized businesses

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