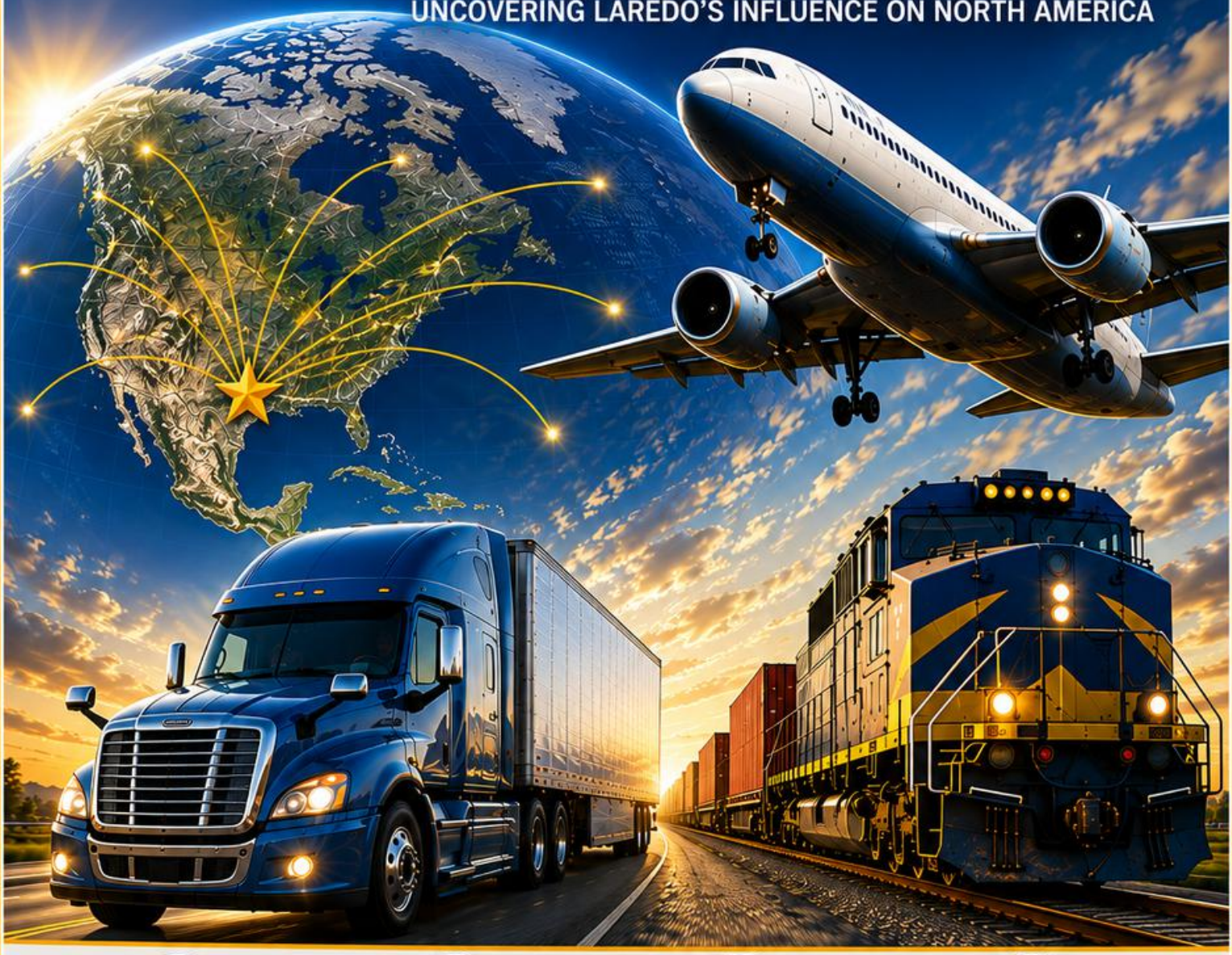
A PUBLICATION OF THE

LAREDO
ECONOMIC DEVELOPMENT CORPORATION

LAREDO REGION ECONOMIC OUTLOOK

UNCOVERING LAREDO'S INFLUENCE ON NORTH AMERICA



ECONOMIC TRENDS
REGIONAL INSIGHTS THAT MATTER

TRADE & LOGISTICS
A STRATEGIC GLOBAL GATEWAY

WORKFORCE & TALENT
BUILDING TOMORROW'S OPPORTUNITIES

INVESTMENT & INNOVATION
FUELING SUSTAINABLE PROSPERITY

(956) 722-0563 | info@laredoedc.org | www.laredoedc.org

Executive Summary

EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS 2026 BRONZE WINNER

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

OVERVIEW

The Laredo Region Economic Outlook presents a compelling narrative of a rapidly advancing binational economic hub anchored by Laredo Economic Development Corporation (LEDC) and its strategic partners. Positioned at the intersection of the United States and Mexico, Laredo and Nuevo Laredo together form one of the most significant trade corridors in North America, driving industrial growth, entrepreneurship, and global commerce.

ECONOMIC STRENGTH & TRADE DOMINANCE

The region's economic engine is fueled by its unmatched logistics and trade infrastructure. The Laredo Customs District alone processes over $210 billion in imports and $128 billion in exports, reinforcing its position as the leading inland port in the United States.

Strategic assets such as Port Laredo and Puerto Colombia enhance cross-border efficiency, while ongoing infrastructure modernization ensures long-term competitiveness and supply chain resilience.

INSTITUTIONAL LEADERSHIP & REGIONAL COLLABORATION

The Laredo Economic Development Corporation plays a central role in industrial attraction, business retention, and workforce development, supported by leadership such as David A. Stedman Sr.

Complementing these efforts is MileOne, led by Cesar G. Hernandez, which fosters entrepreneurship, innovation, and small business growth, having supported thousands of entrepreneurs and generated hundreds of jobs.

On the Mexican side, economic development is reinforced by government leadership including Samuel Garcia, whose administration emphasizes infrastructure, security, and investment attraction.

BINATIONAL ECOSYSTEM & WORKFORCE ADVANTAGE

The Laredo region thrives as a binational ecosystem, integrating manufacturing, logistics, and talent across borders. Organizations like COSTEP contribute to industrial recruitment and global promotion, while workforce initiatives such as BHEAC support long-term talent development strategies.

This cross-border collaboration creates a unique competitive advantage:
- Access to skilled, bilingual talent
- Lower operational costs with high-value output
- Seamless integration of supply chains

INFRASTRUCTURE, SECURITY & INVESTMENT CLIMATE

The region continues to invest heavily in world-class infrastructure, including highways, rail connectivity, and industrial parks. Facilities like Puerto Colombia highlight enhanced security measures, 24/7 surveillance, and modern logistics capabilities - key factors in attracting global investors.

Investor confidence is further strengthened by regional stability, coordinated economic policies, and a shared commitment to growth between U.S. and Mexican stakeholders.



Outlook: 2026 and Beyond

FUTURE GROWTH DRIVERS

Looking ahead, the Laredo region is poised for sustained expansion driven by:

- Continued nearshoring trends
- Expansion of binational infrastructure projects
- Strategic workforce alignment and education initiatives
- Increased global visibility and investment promotion
- Strengthening of cross-border partnerships to enhance trade efficiency
- Development of sustainable energy projects to support environmental goals
- Promotion of cultural and tourism sectors to diversify economic activities

These growth drivers position the Laredo region to capitalize on emerging opportunities, ensuring its role as a pivotal player in the global economy. By focusing on these strategic areas, the region is set to achieve remarkable growth and innovation, paving the way for a prosperous future.

UNIFIED VISION

With a unified vision of "moving Laredo forward," the region stands out as a gateway for global trade, a hub for innovation, and a model for binational economic collaboration.

As Laredo continues to evolve, it remains dedicated to enhancing infrastructure, fostering a skilled workforce, and embracing technological advancements. This forward-thinking approach not only supports economic vitality but also enriches the quality of life for its residents, making Laredo a dynamic and thriving community at the forefront of the 21st-century economy.

BOTTOM LINE

The Laredo region is not only growing - it is transforming into a world-class economic powerhouse, where public and private sectors across two nations align to create opportunity, resilience, and long-term prosperity.

LAREDO REGION STRATEGIC PARTNERS

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LAREDO ECONOMIC DEVELOPMENT CORPORATION:

ENVISIONING A BRIGHT FUTURE FOR LAREDO



DAVID A. STEDMAN
PRESIDENT & CEO

Our challenge for the future, is to leverage the advantages of the Nation's #1 Port to grow The City of Laredo into the first metroplex to emerge on the Texas/ Mexican Border. By working in harmony with the City's Economic Development office, Webb County and our colleagues in Nuevo Laredo/Nuevo Leon, we can direct a powerful Regional Economic Development Coalition strategically located at the logistics Center of The Americas. Together, we can leverage the redirection of the U.S. Supply chain and 'Nearshoring' initiatives to create jobs, generate capital investment and "grow the tax base". Working through and with the City, we would support incentives to attract, expand and/or retain business, tied to measurable goals for job creation and capital investment. Clawback Provisions and PILOT Agreements (Payments In Lieu of Taxes) would ensure that taxpayers receive a strong Return On Investment. By drafting and executing a Unified and Comprehensive Strategic Plan, we can combine Federal, State, City and Private Sector resources to restore Laredo's vibrant downtown, provide needed infrastructure, create new parks and Quality of Life improvements and improve our Workforce Training capabilities. That, in turn, will allow us to be an Innovation Hub, by adding Corporate Headquarters, Advanced Manufacturing, Biotechnology, Electric Vehicles, Chip and Battery Manufacturers, Gaming and Software Companies to forge a diversified and dynamic economy. By working together, not separately, Laredo will be fully empowered to achieve its full potential.

> **"Laredo is on the Rise!"**

MEET THE LEDC TEAM



David A. Stedman, Sr.
President & CEO



Yvette Peña
Chief Financial Officer



Joseph Mendiola
Vice President
Business Attraction and Retention



Ana L. Benavides - Del Bosque
Administrative Support Specialist





Laredo Economic Development Corporation:
Driving Economic Growth in Laredo and Beyond since 1966

Mission Statement
The mission of the Laredo Economic Development Corporation is to promote and foster the economic and industrial development of the Laredo region.

Vision Statement
The Laredo Economic Development Corporation is an organization defined by its visionary leadership, recognized for its integrity and its commitment & contributions towards the economic development and vitality of Los Dos Laredos and the Webb County region.

Empowerment Statement
The combined efforts of the Laredo Economic Development Corporation will empower capital investment and job creation that will Grow The Tax Base and create Enhanced Revenue Streams for The City of Laredo and Webb County.

Laredo Economic Development Corporation (LEDC) stands as a pillar of economic growth and sustainability in Laredo and Webb County.

By structuring its activities into five key divisions, LEDC ensures a strategic and comprehensive approach to fostering business expansion, attracting new industries, and enhancing the region's economic landscape.

These divisions—Industrial Attraction, Business Development, Special Projects, Administration, and the MileOne International Business Assistance Center—work in unison to create a thriving business environment.



CONNECTING BUSINESS TO GLOBAL MARKETS

The Industrial Attraction, Business Development, and Retention Divisions serve as a thorough resource program aimed at assisting new businesses—both domestic and international—in establishing or expanding their presence in the Laredo and Webb County region. The primary objectives of these divisions are to create jobs and diversify the tax base through direct capital investments. Additionally, they highlight the incentives, guidelines, opportunities, and benefits that Laredo and Webb County offer to prospective businesses and corporations.

Furthermore, these divisions concentrate on understanding the market needs of Laredo by researching, developing, and collaborating with local and international logistics industries, developers, industrial realtors, and others to gather information on available buildings and sites, new business listings, inquiries, new developments, and potential business expansions.

TARGETED INDUSTRIES

The LEDC focuses on industries that promote diversification beyond supply chain and global trade, in alignment with the Viva Laredo Comprehensive Plan.

These industries include, but are not limited to:

- Light Manufacturing / Automotive
- Healthcare Services and Industry
- Cold Storage and Produce Distribution Centers
- Destination Retail / Hospitality
- Government and Homeland Security
- Airport Expansion / Aerospace Industry (MRO, FBO)

SITE SELECTION SERVICES

We offer professional prospect-handling services for corporate representatives visiting the area. These services include:

- Preparing itineraries
- Providing personalized prospect data packets
- Conducting tours
- Hosting meetings
- Supplying any requested data
- Serving as a liaison between prospects and both public and private sectors for negotiating incentives, as well as information on available sites and buildings, and utility capacities.

THE LEDC HAS TRANSFORMED LAREDO INTO A DYNAMIC COMMUNITY WITH A ROBUST ECONOMY OVER THE PAST DECADE



Since 2011, the Laredo Economic Development Corporation (LEDC) has played a crucial role in enhancing the community's economic landscape. It has successfully facilitated over **$1.5 billion in capital investments**, leading to the **creation of more than 7,000 new jobs**, the **retention of over 500 positions**, and an **increase of over $239 million in new expansions**.

In just the **last three years alone**, the LEDC has **secured $896 million in capital investments**, resulting in the **addition of over 1,300 new jobs**, and **more than $100 million in new expansions**. These achievements highlight the LEDC's commitment to fostering economic growth and sustainability within the Laredo and Webb County region. The organization's strategic initiatives have not only attracted new businesses but have also supported existing enterprises, ensuring a resilient economic infrastructure.

$1,584,784,700
BILLION
in capital investments

$239,300,000
MILLION
in new expansions

7,081 NEW JOBS
and
531 RETAINED JOBS

There's no doubt the community's transformation over the past decade is a testament to the power of strategic planning and collaborative effort, showcasing how targeted investments can lead to substantial economic benefits. Through these efforts, the LEDC has helped position Laredo as a vibrant hub for commerce and industry, drawing attention from national and international investors. The focus on infrastructure improvements, workforce development, and community engagement has created a thriving ecosystem. As Laredo continues to grow, the LEDC remains committed to its mission of economic empowerment, striving to create a prosperous future for generations to come.



Recognitions from

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

The **Laredo Economic Development Corporation** (LEDC) was first certified as the 17th Accredited Economic Development Organization (AEDO) in the nation, and first in Texas, by the International Economic Development Council (IEDC) in 2000. The LEDC has maintained its international standing with its most recent re-certifications in 2014, 2018 and **2022**, and is **1 of only 83** in the nation as an accredited economic development organization out of more than 11,000 in the country.

This prestigious accreditation highlights the LEDC's unwavering commitment to excellence in economic development practices. The organization's ability to consistently meet the rigorous standards set by the IEDC demonstrates its leadership and dedication to fostering economic growth in the region. The LEDC's achievements serve as a testament to its strategic vision and the hard work of its team, who strive to create a thriving business environment that attracts investment and enhances the overall prosperity of Laredo and Webb County.

In addition, the LEDC and MileOne were nationally recognized in 2023 with 2 **Silver Awards** at **IEDC's Excellence in Economic Development Award ceremony** in Dallas, Texas for its annual **"Innovation in Economic Development Week"** and "Entrepreneurship" (MileOne) programs, respectively. Furthermore, IEDC's Marketing Advisory Committee invited the LEDC staff in March 2024 to participate and collaborate its efforts which were showcased as a model for other AEDO's in the nation.

In 2025, the LEDC obtained **two 2025 Excellence in Economic Development Bronze Level Awards** from the International Economic Development Council (IEDC) award ceremony in Detroit, Michigan. These honors recognize the organization's achievements in the Magazine & Newsletter category for its **"Border Insight: Laredo is on the Rise"** publication, as well as in Innovation in Economic Development Week (EDW) for LEDC's **"Economic Development Week 2024."**

In August 2026, LEDC received notification of their achievement in being awarded a **2026 IEDC Excellence in Economic Development Bronze Award** in the Print Brochure category **for the Laredo Region Economic Outlook**. Congratulations to Yvette Peña, Chief Administrative and Financial Officer, for spearheading the creation of this brochure, and to Ana L. Benavides - Del Bosque, Administrative Support Specialist, for supplying essential information.

ACCREDITED ECONOMIC DEVELOPMENT ORGANIZATION
International Economic Development Council



Our commitment to excellence and innovation has not only earned us recognition but has also played a vital role in the growth and success of the local community. By nurturing an environment that promotes entrepreneurship and creativity, the LEDC and MileOne have empowered businesses to flourish, resulting in new job opportunities and improved quality of life for residents. Looking ahead, the LEDC is dedicated to forging strong partnerships, utilizing resources effectively, and executing strategic initiatives to guarantee long-term economic vitality and resilience for the future.


STAY CONNECTED!
2027
PATHWAYS FOR TRADE
LOGISTICS AND MANUFACTURING SYMPOSIUM
www.pathwaysfortrade.com

Economic **DASHBOARD**

August 2026 Year-over-Year Report

WORKFORCE OVERVIEW

Employment
116,516
-0.12% from 2025: 116,656

Labor Force
121,882
-0.57% from 2025: 122,586

Unemployment
5,366
-9.51% from 2025: 5,930

Unemployment Rate
4.4
-8.3% from 2025: 4.8

SALES TAX

Sales Tax Revenue
$6.2M
+7.25% from 2025

Indicator	Aug 2026	Aug 2025	% Change (YoY)	Trend
Sales Tax Revenue	$6,279,694	$5,855,375	7.25%	▲ Growth

BRIDGE TRAFFIC DISTRIBUTION

Southbound

Pedestrians
210,359
+3.08% from August 2025: 204,067

Non Commercial Vehicles
449,033
-0.59% from August 2025: 451,678

Buses
2,667
-1.22% from August 2025: 2,700

Commercial Trucks
255,838
+2.56% from August 2025: 249,445

Non Commercial Vehicles (AVI)
159,428
+0.92% from August 2025: 157,975

Total Vehicles
866,966
+0.60% from August 2025: 861,798

Northbound

Pedestrians
257,441
+2.51% from August 2025: 251

Non Commercial Vehicles
453,618
+0.66% from August 2025: 450,639

Buses
2,745
+10% from August 2025: 2,497

Commercial Trucks
258,705
+4.6% from August 2025: 247,274

Data Sources: Texas Labor Market Information · Texas State Comptroller · City of Laredo Bridge System · U.S. CBP-Inbound Traveler & Conveyance Data · U.S. DOT-Bureau of Transportation Statistics

Economic **DASHBOARD**

August 2026 Year-to-Date Report

WORKFORCE OVERVIEW

Employment
116,175
+0.04% from
YTD 2025: 116,134

Labor Force
121,798
-0.02% from
YTD 2025: 121,817

Unemployment
5,623
-1.06% from
YTD 2025: 5,683

Unemployment Rate
4.6
-2.13% from
YTD 2025: 4.7

SALES TAX

Sales Tax Revenue
$46.5M
+1.71% from 2025

Indicator	Jan-Aug 2026	Jan-Aug 2025	% Change (YoY)	Trend
Sales Tax Revenue	$46,598,418	$45,815,190	1.71%	▲ Growth

BRIDGE TRAFFIC DISTRIBUTION

Southbound

Pedestrians
1,639,088
+0.4% from YTD 2025: 1,581,953

Non Commercial Vehicles
3,470,523
+4.73% from YTD 2025: 3,313,927

Buses
20,045
-4.04% from YTD 2025: 20,889

Commercial Trucks
2,007,237
+1.39% from YTD 2025: 1,979,746

Non Commercial Vehicles (AVI)
1,254,420
+3.90% from YTD 2025: 1,207,324

Total Vehicles
6,752,225
+3.53% from YTD 2025: 6,521,886

Northbound

Pedestrians
1,794,101
-8.83% from YTD 2025: 1,967,965

Non Commercial Vehicles
3,517,303
+4.94% from YTD 2025: 3,351,617

Buses
20,241
+14.33% from YTD 2025: 17,704

Commercial Trucks
2,017,361
+1.14% from YTD 2025: 1,994,623

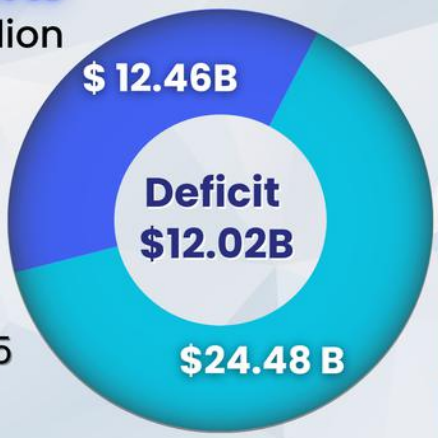
Data Sources: Texas Labor Market Information · Texas State Comptroller · City of Laredo Bridge System · U.S. CBP-Inbound Traveler & Conveyance Data · U.S. DOT-Bureau of Transportation Statistics

PORT LAREDO'S TRADE JULY 2026

JULY 2026 OVERVIEW

Port Laredo **Exports** totaled **$12.46** billion 21.97% from 2025

While **Imports** were valued at **$24.48** billion 24.97% from 2025



TOP TRADING PARTNERS

MEXICO $35.90B
Exports **$12.45B** Rose 37.87%
Imports **$23.45B** Rose 24.98%

JAPAN $178.58M
Exports **$2.90M** Rose 57.71%
Imports **$175.68M** Rose 81.65%

FRANCE $122.16M
No Exports **$0**
Imports **$122.16M** Rose 13.57%

VIETNAM $107.76M
No Exports **$0**
Imports **$107.76M** Rose 232.49%

CHINA $122.16M
Exports **$516,984** Rose 0%
Imports **$106.45M** Fell -21.68%

JULY 2026 IN DETAIL (BY VALUE)

PORT LAREDO EXPORTS

Motor Vehicle Parts rose 19.21% compared to last year
$1.31B

Diesel Engines rose 84.7% compared to last year
$433.83M

Gasoline & other fuels rose 11.17% compared to last year
$370.04M

Computer parts rose 644.99% compared to last year
$370.04M

Motor vehicle engines rose 20.97% compared to last year
$284.71M

PORT LAREDO IMPORTS

Computers rose 130.97% compared to last year
$6.47B

Motor Vehicle Parts rose 2.48% compared to last year
$2.18B

Cell phones, related equipment rose 47.66% compared to last year
$1.32B

Passenger vehicles fell 30.91% compared to last year
$1.09B

Commercial vehicles rose 47.73% compared to last year
$903.25M

Source: US Trade Numbers-WorldCity

Compiled by Laredo Economic Development Corporation

PORT LAREDO TRADE

JULY 2026 | COMMODITIES MONTHLY SNAPSHOT

LAREDO Economic Development Corporation
60 Years
SERVING LOS DOS LAREDOS

A look at the fastest-growing commodities and top ranked trade at the Port Laredo.

1 FASTEST-GROWING EXPORTS

COMMODITY	VALUE	GROWTH (%)
Computer parts	$303.66M	↗ 644.99%
Diesel engines	$433.83M	↗ 84.70%
Chemical reaction accelerators	$125.98M	↗ 64.72%

2 FASTEST-GROWING IMPORTS

COMMODITY	VALUE	GROWTH (%)
Computers	$3.67M	↗ 130.97%
Electric storage batteries	$117.15M	↗ 86.93%
Tractors	$296.91M	↗ 72.36%

3 HIGHEST RANKING EXPORTS (% OF U.S. TOTAL)

COMMODITY	VALUE	GROWTH (%)
Motor vehicle parts	$1.31B	↗ 34.45%
Diesel engines	$433.83M	↗ 56.08%
Motor vehicle engines	$284.71M	↗ 40.03%

4 HIGHEST RANKING IMPORTS (% OF U.S. TOTAL)

COMMODITY	VALUE	GROWTH (%)
Motor vehicle parts	$2.18M	↗ 31.79%
Tractors	$707.24M	↗ 68.08%
Insulated wire cable	$631.03M	↗ 17.33%



Source:
U.S. Trade Numbers-World City

Compiled by:
Laredo Economic Development Corporation

PORT LAREDO TRADE

Economic Dashboard | Year-to-Date Through July 2026

The value of trade through Port Laredo increased **14.71%** through July, compared with the same seven-month period in the previous year

TOTAL TRADE	EXPORTS	IMPORTS
$236.1	**$80.5**	**$155.5**
BILLION	**BILLION**	**BILLION**
up 14.71%	up 7.10%	up 19.09%
$205.88B YTD 2025	$75.24B YTD 2025	$130.64B YTD 2025

Top Trading Partners

MEXICO $229.88B
Exports **$80.48B** (Rose 7.12%) Imports **$149.40B** (Rose 19.29%)

FRANCE $982.13M
Exports **$33,469** (Rose 0%) Imports **$982.10M** (Rose 57.77%)

JAPAN $790.27M
Exports **$14.27M** (Rose 98.46%) Imports **$776.0M** (Rose 28.39%)

CHINA $787.48M
Exports **$3.20M** (Rose 5937.48%) Imports **$784.28M** (Fell -17.81%)

TAIWAN $747.13M
Exports **$1.24M** (Rose 7937.3%) Imports **$745.89M** (Rose 78.33%)

TOP EXPORTS COMMODITIES
July 2026 (YTD)

	Value (USD)	% Change
Motor vehicle parts	$8.13 billion	down 3.26%
Computer parts	$3.09 billion	up 219.14%
Gasoline and other fuels	$2.45 billion	down 15.58%
Diesel engines	$2.19 billion	up 22.2%
Motor vehicle engines	$1.91 billion	up 29.55%

TOP IMPORTS COMMODITIES
July 2026 (YTD)

	Value (USD)	% Change
Computers	$33.06 billion	up 132.73%
Motor vehicle parts	$15.49 billion	up 1.98%
Passenger vehicles	$8.20 billion	down 16.65%
Cell phones and related equipment	$7.79 billion	up 50.69%
Commercial vehicles	$5.75 billion	up 15.44%

Source: US Trade Numbers-WorldCity

Compiled by Laredo Economic Development Corporation

MEET THE MILEONE TEAM



CESAR G. HERNANDEZ
Chief Operating Officer

MARIBEL VILLARREAL
Marketing Coordinator



MILEONE
INTERNATIONAL BUSINESS ASSISTANCE CENTER



Empowering Small Businesses, Igniting Big Futures

CESAR G. HERNANDEZ

Chief Operating Officer

In a world where entrepreneurship is a powerful driver of economic resilience and innovation, the MileOne International Business Assistance Center stands as a vital catalyst for small business growth, cross-border collaboration, and economic empowerment.

Based in Laredo, Texas—one of the most strategically positioned trade hubs along the U.S.-Mexico border—MileOne is reshaping what's possible for startups and small businesses with big dreams.

A Launchpad for Global Potential Founded with a mission to support international business development and cross-cultural entrepreneurship, MileOne provides an ecosystem where startups and small enterprises can access the tools, training, and resources they need to grow—locally and globally. By offering bilingual services, incubator spaces, and cross-border business assistance, the center uniquely supports businesses from both sides of the border seeking to expand their reach and impact.

Real Support, Real Results

At the heart of MileOne's success is its commitment to hands-on assistance. Through workshops, mentorship programs, networking events, and one-on-one consultations, the center connects business owners with subject-matter experts in marketing, finance, logistics, and international trade. These services are designed to bridge gaps in knowledge and confidence, especially for minority-owned and early-stage companies.

Dreamers, Doers, Trendsetters Welcome! We believe in the power of small businesses to transform communities. With the right support, a small idea can spark a big future.



A Cross-Border Powerhouse

MileOne plays a pivotal role in strengthening binational economic development. Located in a city that handles over 40% of U.S.-Mexico trade, the center helps businesses navigate the complexities of cross-border commerce—from customs regulations to cultural nuances—making it easier for companies to expand across markets. Their strategic partnerships with international organizations and local agencies enhance their ability to open new doors for entrepreneurs.

Empowering the Next Generation

In addition to serving current entrepreneurs, MileOne invests in the future by providing opportunities for students and emerging leaders. Internship programs, business pitch competitions, and collaborative educational projects help cultivate a new wave of innovators prepared to lead in a globalized economy.

Building Futures, One Business at a Time

As economic landscapes continue to shift, MileOne remains focused on its mission: to empower small businesses and ignite big futures. With its community-driven approach, international expertise, and commitment to inclusivity, the center continues to prove that no business is too small to think big.

Whether you're an entrepreneur launching your first venture, a startup looking to break into international markets, or a student dreaming of building something impactful—**MileOne** is where global journeys begin.

MILEONE SERVICES



COWORKING

If you need a professional workspace to work from without big overhead costs, this is the plan for you. Our comprehensive services let you work how you want, when you want. Make the best of our full list of amenities, beautiful open-concept space, and community of makers and shakers.



BUSINESS INCUBATOR

Scale confidently with the backing of our network of business leaders, dedicated mentors, and entrepreneurs. We combine traditional business services together with tailored acceleration mentorship to provide you with everything you need to grow your brand right where you are.



LAUNCHPAD

Join our community of early-stage businesses. Tailored acceleration services together with a beautiful workspace to grow your business.

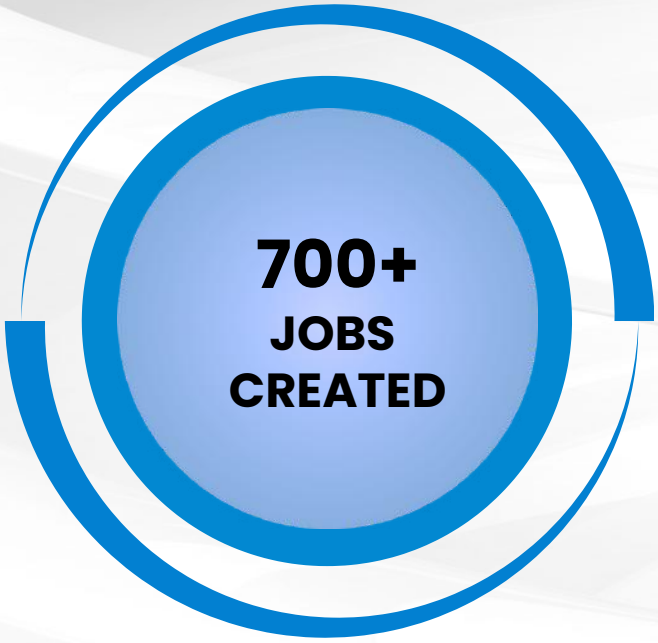
We have a plan that suits your needs. Contact us today!

www.mileoneinc.com

MILEONE BY THE NUMBERS SINCE 2017









Bilateral Economic Development working with our partners in

Nuevo Laredo, Tamaulipas



MESSAGE FROM NUEVO LAREDO'S MAYOR

CARMEN LILIA CANTUROSAS VILLARREAL

NUEVO LAREDO:
Vision, Transformation, and Binational Leadership



Since its founding, Nuevo Laredo has been a city built on trade, cooperation, and a binational vision. Its logistical vocation is not new—it is embedded in its history, its identity, and its path forward. We are the leading land port of entry in North America, a strategic hub where economic dynamism, innovation, and the will to build bridges—converge.

Today, in a global context that demands efficiency, modernization, and certainty, the transformation of our customs model—headquartered in Nuevo Laredo—marks a turning point for the country, thanks to the presence of Mexico's National Customs Agency (ANAM). This not only reaffirms our strategic role in the international supply chain but also signals the beginning of a new era of logistical leadership for Mexico from the border.

Over the past four years, we have driven a deep process of local economic development with tangible results: the attraction of national and international investment, substantial improvements in urban and highway infrastructure, sustained growth in formal employment, the promotion of innovation, and the strengthening of the business ecosystem. All of this has been achieved with a long-term vision that integrates governance, inclusion, and competitiveness—and always with the support of our President Claudia Sheinbaum Pardo and Governor Américo Villarreal Anaya.

Our commitment is clear: to consolidate Nuevo Laredo as a city prepared for the future. From the municipal government, we have designed public policies with a binational and productive focus, working closely with the private sector, business chambers, and federal agencies. Now more than ever, Nuevo Laredo is ready to grow, to attract investment, and to transcend.

I invite you to explore the potential of this great city through the pages of this edition. You will find success stories proudly Made in Nuevo Laredo, the strategy driven by our Secretariat of Economic Development, and the investment attraction and supply chain integration model we have developed with vision and responsibility.
In Nuevo Laredo, there is certainty, there is direction, and there is leadership.

WELCOME TO THE LOGISTICAL HEART OF MEXICO.

In Nuevo Laredo, we are convinced that economic development is built from within, through the talent, creativity, and relentless work of our people. With that vision, we launched Made in NLD, an initiative that not only identifies local products and services but also represents the productive soul of our city: resilient, innovative, and capable of competing nationally and internationally.

This program stems from the commitment of the municipal government, led by Carmen Lilia Canturosas Villarreal, to strengthen our local economy. And we do it comprehensively: we support entrepreneurs from their first steps to their consolidation through training programs, incubation, consulting, marketing strategies, and strategic connections with binational organizations and institutions.

Thanks to collaboration with CANACO, CANACINTRA, COPARMEX, CANIRAC, the Bar Association, and the College of Accountants, we have built a solid support network that places entrepreneurs at the center of public economic development policies. This synergy reflects a modern, inclusive vision deeply committed to the future of our community.

At its launch, 11 local companies were recognized with the Made in NLD label. Their trajectory and commitment are a testament to the great potential that exists on this border. They are the starting point of a brand that will continue to grow and gain strength both inside and outside of Mexico.

Hecho en Nuevo Laredo (Made in Nuevo Laredo) is more than a seal. It is a promise of quality, a statement of identity, and a clear message: in Nuevo Laredo, things are done right—with pride and a vision for the future.

From this Secretariat, we reaffirm our commitment to continue working toward a stronger, more competitive, and more sustainable economy, where every person who chooses to start a business has the backing of a government that believes in their talent.

The hallmark of a city that believes in its people





NUEVO LAREDO:



BY LORENA CAVAZOS

SECRETARY OF ECONOMIC DEVELOPMENT GOVERNMENT OF NUEVO LAREDO

THE BORDER THAT SPEAKS THE LANGUAGE OF INVESTMENT

In the ecosystem of business decisions, there is a constant: investors seek certainty. And in Nuevo Laredo, we are offering just that—backed by intelligent infrastructure, logistical connectivity, and a firm political will that understands that economic development is built not only with vision but with tangible results.

From this Secretariat, we work with a clear purpose: to make our city a strategic landing point for global industry. This is not an abstract statement. We are talking about a border that moves more than 70,000 cargo trucks, 240,000 passenger vehicles, and nearly one million people every day. This traffic generates over 3.5 billion dollars in international trade per week, consolidating Nuevo Laredo as the most important land port in Mexico and one of the most relevant logistics nodes on the continent.

The Laredo customs district alone processed US$210 billion in imports and US$128 billion in exports in 2023. But the scale of our city is not measured only in numbers—it lies in the strategic decisions we are making for the future. Today, Nuevo Laredo is home to the federal government's most ambitious foreign trade project: the installation of the National Customs Agency of Mexico (ANAM). With an investment of 4.5 billion pesos, 88% physical progress, and the creation of more than 4,500 direct and indirect jobs, this facility will be the new customs brain of the country—operated from our border.

At the same time, other structural projects are moving forward: the expansion of the World Trade Bridge, which will grow from 8 to 18 lanes; the new international railway bridge with an investment exceeding 100 million dollars; and the La Gloria–Colombia highway, which has already doubled commercial traffic to the Colombia-Solidaridad Bridge and links directly to Interstate 35 in Texas.

These developments are not isolated. They are part of a model that we at the Secretariat of Economic Development have been promoting with a clear logic: to position Nuevo Laredo as the best-prepared logistics city for the nearshoring phenomenon. A global trend that, according to estimates from the Bank of Mexico, could add up to 3 percentage points to Mexico's GDP over the next five years.

But at this border, we don't just think big—we also act locally. Through programs like Economic Boost—in partnership with Fondo Tamaulipas and Nacional Financiera—we have made available 313 million pesos in business loans, benefiting more than 125 local companies. In addition, Avanza Nuevo Laredo and other municipal schemes have granted over 127 million pesos in 53 loans to small and medium-sized enterprises. Between November 2024 and January 2025, we allocated 110 direct supports with a fund of 4 million pesos to assist local entrepreneurs.

Investing here is more than an opportunity: it is a decision based on data, real infrastructure, skilled human capital, and a local government that has seriously assumed its role as a facilitator of economic development.

In ongoing coordination with business chambers, industrial parks, binational authorities, and strategic partners in the logistics sector, we work under a simple yet powerful premise: If a company decides to trust Nuevo Laredo, we will do everything to make that decision worthwhile.

Here, opportunities are not promised—they are built every single day. Because yes, we can be the destination that other cities only dream of becoming.

NUEVO LAREDO: A Smart Border for Investment and Growth

From the Department of Economic Development of Nuevo Laredo, we promote a comprehensive strategy that transforms our city's potential into tangible results for those who choose to invest, produce, and grow. With a privileged location, world-class logistics infrastructure, and a development model focused on binational integration, Nuevo Laredo stands out as fertile ground for capital, innovation, and shared growth.

Our approach stems from a conviction: economic development is not just numbers—it is a living ecosystem built on talent, trust, and strategic vision. That is why we work across all our departments to provide entrepreneurs and investors with a competitive, flexible environment prepared to meet the demands of dynamic international markets.

From the Department of Commerce, Employment, and SMEs (Small and Medium Enterprises) (Dirección de Comercio, Empleo y Pymes), we coordinate policies to strengthen entrepreneurship and job creation with direct impact. In just the first half of 2025, over 6,800 citizens were connected to job opportunities through labor programs such as Employment Fairs, Employment in Your Neighborhood, Presidency Close to You, and special events with anchor companies. Our active portfolio of over 150 companies in key sectors like manufacturing, logistics, services, and commerce reflects an economy in motion—growing and formalizing.

In terms of strategic investment, we have supported the arrival of major projects such as Medline Industries, which is installing a medical supply manufacturing plant with an investment of approximately 250 million dollars, generating more than 3,000 jobs in the Finsa Oriente industrial park. Joining this momentum is Boing (Cooperativa Pascual), which laid the foundation for its bottling plant on August 15, 2025, on a 24,000 m² plot, projecting over 300 direct jobs.









Our immediate connection to Laredo, Texas enables dual experiences in entertainment, healthcare, culture, and commerce, with tangible economic benefits on both sides of the border.

Our private healthcare system has become an additional draw for medical tourism, offering modern clinics, bilingual staff, and competitive costs. In parallel, our urban and social strategies reinforce perceptions of safety, order, and community cohesion —key conditions for attracting talent and retaining investment.

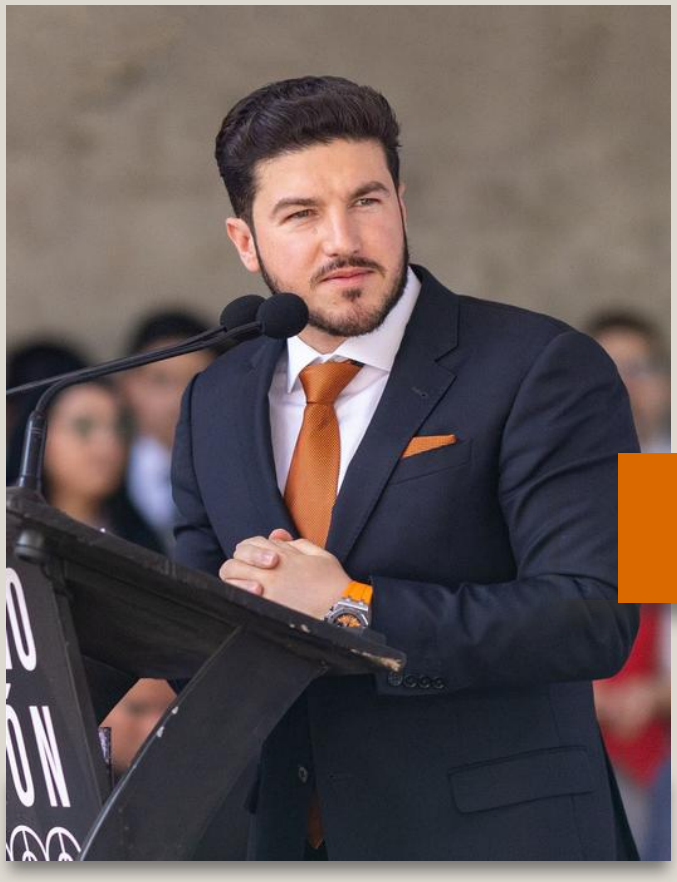
From the Department of Industrial Development and Foreign Trade (Dirección de Desarrollo Industrial y Comercio Exterior), we work to strengthen the arrival and expansion of manufacturing, logistics, and technology companies in our industrial parks. In 2025 alone, new investments exceeding 386.7 million dollars have been confirmed, with an estimated 5,000 new jobs. Highlighted projects include Medline Industries, Refrescos Pascual, AMPASA, Maval, Ametek, Caterpillar, and Grupo Jauregui (Onilog), whose expansion or relocation plans reaffirm business confidence in this region. Additionally, we continue to strengthen collaboration with educational institutions to train the technical and professional workforce these industries require—ensuring a competitive and sustainable environment.

But without a doubt, one of our greatest strengths remains logistics. With three operational international bridges—Juárez-Lincoln, World Trade Bridge, and Colombia—plus a functioning international airport and a recent investment of over 390 million dollars in binational rail infrastructure, we are Mexico's main land port and a natural platform for nearshoring. Here, business flows with efficiency, institutional support, and guaranteed connectivity. Investing in Nuevo Laredo is not an isolated decision—it means becoming part of a productive ecosystem built with vision, reliable institutions, and tangible results. From this Secretariat, we work every day to ensure our city is not just competitive, but strategic. Because in this borderland, growth is not something we wait for—it is something we build with leadership, partnerships, and commitment.

Bilateral Economic Development working with our partners in

Port Colombia





EL GOBIERNO DEL NUEVO NUEVO LEÓN

SAMUEL GARCIA:

THE GOVERNOR WHO TRANSFORMED THE NUEVO LEÓN–TEXAS BORDER

On October 4, 2021, Samuel García Sepúlveda took office as Governor of Nuevo León with a clear mission: to strengthen the state's connection with Texas and position it as a global hub for trade and investment. His vision was clear: Nuevo León would no longer just be an industrial powerhouse—it would become the most strategic trade gateway in Mexico.

Less than four years later—and on the 34th anniversary of the Colombia–Laredo International Bridge—that vision has become a reality. The Colombia Port of Entry now stands as the fastest, most efficient, and most secure crossing on the entire Mexico–U.S. border. Cross-border traffic has more than tripled, establishing Nuevo León, together with Port Laredo, as the driving force of North American commerce.

"This is about shaping the future of trade in North America," said Governor García. "Puerto Colombia is not only Nuevo León's bridge to the world—it is Mexico's strongest symbol of growth, competitiveness, and innovation."

This transformation has been possible thanks to Nuevo León's global vision and the leadership of Dr. Marco González Valdéz, Director General of Puerto Colombia–Laredo, who has been instrumental in positioning this port as a model of international trade and a benchmark for border modernization.



WORLD-CLASS INFRASTRUCTURE: BUILDING THE FUTURE

The Colombia–Laredo International Bridge and its facilities have been modernized into a first-class port of entry designed to compete with the best in the world.
Under the leadership of Governor García and Dr. Marcos González, Puerto Colombia has undergone a comprehensive modernization plan that balances efficiency, security, and innovation.

Among the landmark projects are:

- **Export Lanes expanded from 3 to 5**, with high-strength hydraulic concrete, reducing congestion and speeding up cargo flow.
- **Import Lanes fully reconstructed**, ensuring faster and more durable traffic management.
- **Export Booths expanded from 7 to 12**, streamlining border crossings.
- **First-ever housing complex for port workers**, providing accommodations and services for up to 320 people, with expansion potential to 1,600. This makes Puerto Colombia the only true 24/7 customs facility in Mexico.
- **New highway access points** offering direct routes for cargo and tourism.
- **Tourist rest areas and a dedicated module for returning nationals**, making the crossing user-friendly and human-centered.
- A **unique Last-Mile Checkpoint**, designed in collaboration with U.S. Border Patrol and CBP, ensuring compliance with Mexican and U.S. laws.
- A **State Police "Fuerza Civil" base expanded from 35 to 350 officers**, along with a **National Guard base of 120 agents**, reinforcing security.
- Complete **reconstruction of bridge crossing lanes** with hydraulic concrete.
- **Planned expansion of Highway 002 "La Ribereña" and La Gloria–Colombia Highway** to four lanes each, ensuring smooth future traffic.



"Every new lane, every new checkpoint, every detail is part of a bigger vision," explains Dr. González. "We are building not just infrastructure, but trust—trust from companies, from investors, and from families who use this port every day."

CONNECTIVITY AND NEARSHORING: THE HIGHWAY TO GROWTH

Connectivity is the backbone of Puerto Colombia's success. In 2024, Nuevo León inaugurated the La Gloria–Colombia Highway, a 102-kilometer, toll-free road built with high-quality hydraulic concrete.

With a 5-billion-peso investment, this project is more than just a road—it is a direct artery linking Monterrey, Mexico's industrial capital, with the U.S. border.
Benefits include:

- **Direct access to key U.S. highways such as Highway 255, I-10, and I-35**
- **24/7 surveillance by Civil Forces and federal authorities, ensuring security.**
- **Free access, eliminating toll costs and reducing operating expenses for companies.**
- **Trade facilitation, cutting travel times significantly for cargo and tourism.**
- **Nearshoring readiness, offering seamless logistics to global companies.**



This highway has transformed logistics. Where companies once faced long detours, they now enjoy a direct and secure corridor to the United States.

Nearshoring is happening now, and Puerto Colombia is the door through which it enters North America," affirms Dr. González. "Every kilometer of this highway brings us closer to global competitiveness."



THE MOST SECURE BORDER IN MEXICO

Puerto Colombia is not only modern—it is safe. Security is one of the defining features of this crossing, setting it apart from others along the U.S.–Mexico border.
The port is permanently staffed with:

350 Fuerza Civil officers (State Police) and 720 military personnel, including the National Guard and the Mexican Army

Together, they ensure over 70 officers per kilometer along Nuevo León's 14-kilometer border with Texas—unmatched by any other border state.

For comparison: Baja California has 11 officers per kilometer, Sonora just over 3, Chihuahua under 3, Coahuila 1.3, and Tamaulipas barely 1.1.

This level of security ensures rapid response, reliable protection, and confidence for both companies and travelers. Puerto Colombia is now recognized as the safest crossing in Mexico.

STRATEGIC ALLIANCES AND THE UCP PROGRAM

None of this growth would be possible without binational cooperation. Governor García and Dr. González have built strong alliances with leaders across Mexico and the United States. One of the most transformative initiatives is the Unified Cargo Processing (UCP) Program. Through this program, Mexican Customs and CBP officers conduct simultaneous inspections at a single checkpoint.



The results are extraordinary:

- Wait times reduced by up to 50%
- Operational costs lowered for logistics companies
- Security reinforced through coordinated inspections

Puerto Colombia has thus become a benchmark for cross-border cooperation, and UCP is now seen as a model for the future of international trade.
"Trade moves faster when governments work together," highlights Dr. González. "UCP is proof that innovation and collaboration can redefine the border experience."

LOOKING AHEAD: NEW BRIDGES, NEW OPPORTUNITIES



The transformation of Puerto Colombia is only the beginning. In June 2025, U.S. President Donald Trump signed three presidential permits authorizing the construction of new international bridges, a historic milestone for Nuevo León and Laredo.

- Two new cargo bridges, built jointly by Nuevo León and the City of Laredo, will double operational capacity to 16 lanes.
- The Green Corridors project, a 265-kilometer elevated corridor between Monterrey and Puerto Colombia, will use autonomous hybrid shuttles to transport trailers, reducing congestion, risks, and up to 75% of emissions. This represents a $10 billion private investment.



These projects will position Puerto Colombia not only as Mexico's most modern port of entry but also as **North America's trade hub of the future.**

"Puerto Colombia is not just infrastructure—it is vision, leadership, and partnership," concludes Governor García. "And it is where the future of nearshoring and international trade is being written.



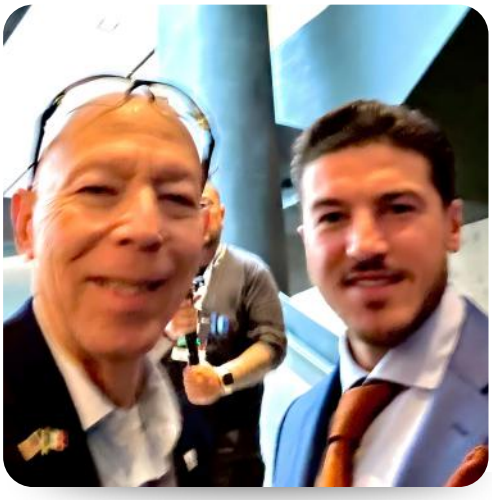
Celebrating 34 Years of the International Bridge Nuevo León – Laredo

Highlighting the participation of Nuevo León Governor Samuel García, Laredo Mayor Victor E. Treviño, and various binational leaders dedicated to fostering cross-border collaboration.



The Laredo Economic Development Corporation (LEDC) proudly joined a distinguished gathering to celebrate the 34th Anniversary of the International Bridge Nuevo León (Colombia)–Laredo, a vital link fostering trade, friendship, and collaboration between the United States and Mexico.

The commemorative event brought together binational leaders, including Gobernador de Nuevo León Samuel García, Laredo Mayor Dr. Victor E. Treviño, Texas Association of Business CEO Glenn Hamer, CEO of Green Corridors Mitch Carlson, Kurt AJ Kraus, from Kraus Development, and Kandy Walker, and T.J. Connolly of Talise.



Representing LEDC were David Stedman, President and CEO, and Rey Reyes, Vice President of International Business Recruitment, who joined in recognizing the bridge's significant contribution to trade growth and regional development.

This anniversary served as a reminder that strategic infrastructure, visionary leadership, and cross-border collaboration remain the foundation for shared prosperity.



Binational Agreements and Investments Unveiled During Governor Samuel García's Historic Visit to Laredo, Texas



Laredo, Texas – August 8, 2025 – Governor Samuel García of Nuevo León led a transformative working tour of Laredo, Texas, and the Nuevo León–Laredo Customs, marking a pivotal moment for economic development and international cooperation between Mexico and the United States. During the visit, an unprecedented $17 billion investment in the Nuevo León–Laredo Customs region was announced. This major infusion of capital will further solidify the region's status as the most important commercial crossing on the U.S.–Mexico border.

Major Announcements and Developments:



In a first-of-its-kind agreement, an MOU was signed between the Government of Nuevo León, the City of Laredo, and the Autonomous University of Nuevo León (UANL), allowing foreign doctors to practice in Laredo. Participants in this historic event included Dr. Santos Guzmán, Rector of UANL, and Dr. Óscar Vidal, Director of the Dr. José Eleuterio González University Hospital.



A landmark Memorandum of Understanding (MOU) was signed between the Government of the State of Nuevo León, the City of Laredo, and Green Corridors, aimed at advancing strategic infrastructure and sustainability projects.

Governor García toured Highway 255 and visited Wisdom Industrial Park, a pivotal development in Laredo, Texas, designed to attract new investment and generate quality jobs.

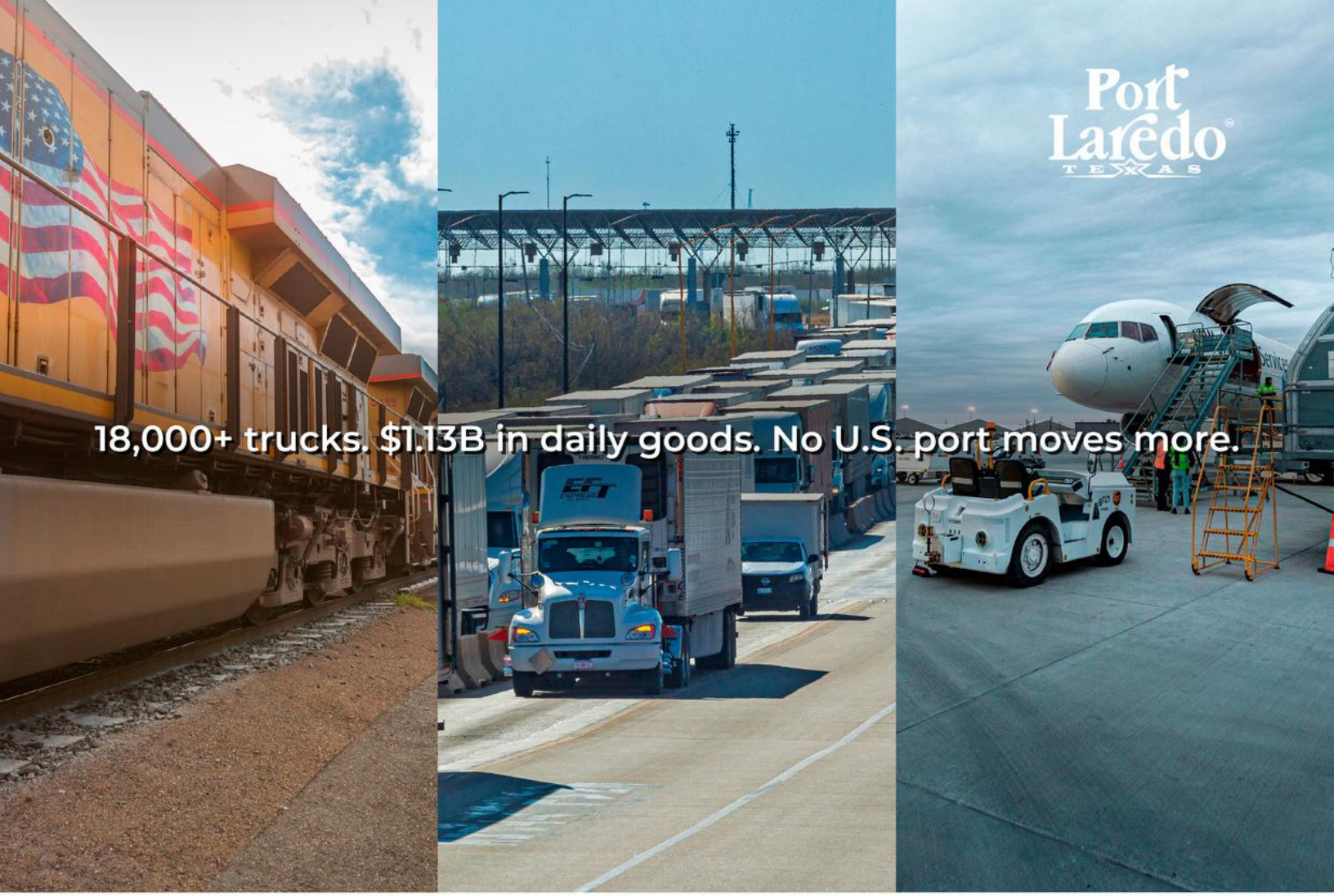


The official inauguration of new import lanes at the Nuevo León–Laredo Customs promises faster processing times, reduced congestion, and enhanced regional competitiveness.



Port Laredo





Legacy in Motion. Trade in Command.

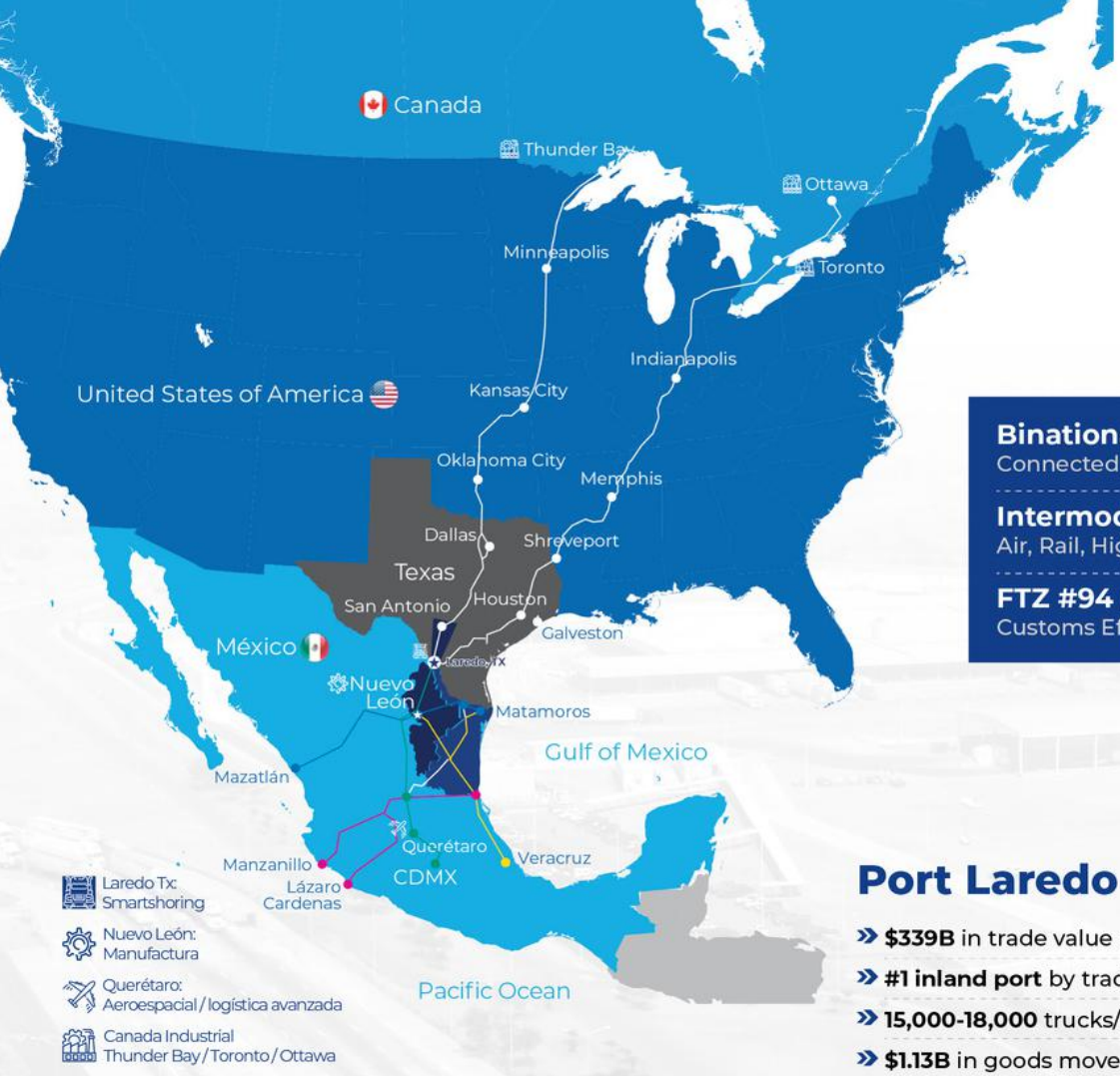
Founded in 1755, Laredo has always stood at the edge of movement and transformation. Once a frontier outpost, it has evolved into a 21st-century trade fulcrum.

Today, Port Laredo is the **#1 inland port in the United States** and—for many in global logistics-the essential artery of North American commerce.

In 2024, Port Laredo processed **$339 billion in total trade**, a staggering figure that **surpassed all other U.S. seaports, airports, and land crossings**, including Los Angeles, Houston, and Chicago.

That total breaks down to **$210.8 billion in imports and $128.3 billion in exports**, according to the U.S. Census Bureau.

On any given day, between **15,000 and 18,000 trucks** cross the border here, carrying goods worth an estimated **$1.13 billion.**



Port Laredo TEXAS

Binational Access:
Connected to Two Mexican States by Bridge

Intermodal Reach:
Air, Rail, Highway, and Cold Chain

FTZ #94 Advantage:
Customs Efficiency + Duty Deferral

Port Laredo by the Numbers

- **$339B** in trade value processed in 2024
- **#1 inland port** by trade volume in the Western Hemisphere
- **15,000-18,000** trucks/day (avg.)
- **$1.13B** in goods move through daily
- **4 international bridges**
- **Joint inspection facilities** on bridge and airport
- **Digital customs + FTZ #94**
- **Direct air connections** with Aerus and Viva Aerobus

A leverage point where trade flows meet infrastructure, trust, and timing.

Geography alone doesn't explain Port Laredo's rise. It's the alignment of infrastructure, policy, and binational trust that turns location into leverage.

With four international bridges, direct binational air service, and a world-class cold chain, Port Laredo has become the most frictionless point of exchange between the U.S. and Mexico. Its Foreign-Trade Zone #94 and streamlined digital customs systems give businesses a strategic edge in time, taxes, and tariff structure.

In a world where resilience now outranks scale, Port Laredo isn't just a checkpoint, it's a command center for the rebalanced North American economy.



Precision at Scale:
The Infrastructure You Don't See

Port Laredo's hidden advantage lies not in visibility but in velocity.

Joint inspections, just-in-time clearances, and cold chain integrity executed in real time, across two countries.

Where Perishables, Precision, and Policy Align

Not every supply chain is built for speed.

But Port Laredo's cold chain infrastructure and binational inspection model are engineered for it. Through partnerships between U.S. Customs and Border Protection (CBP) and Mexico's SAT, Port Laredo now operates three joint inspection points—including one embedded inside a state-of-the-art cold storage facility. That level of integration remains a rarity in global trade."You don't just maintain product integrity here," says Elsa Hinojosa, Director of Bridge Systems for the City of Laredo. "You preserve timelines, trust, and value." Whether it's vaccines, produce, or precision components, the temperature never breaks, and the chain of custody never stalls.

Because to move the world, you have to move what matters, cold, fast, and right the first time.

Airborne Advantage: LRD + Foreign-Trade Zone 94

Just 10 minutes from the international bridges, Laredo International Airport (LAR) gives time-sensitive cargo a direct path to Mexican and U.S. industrial centers.

With modern runway operations, just-in-time handling, and air routes to Monterrey and Mexico City, LAR functions as the air artery of Port Laredo's multimodal system.

Adjacent to the airport lies Foreign-Trade Zone No. 94, a powerful value tool for shippers and manufacturers.

FTZ #94 Advantages:

- Duty-free storage until U.S. entry
- Inverted tariff options on finished goods
- Weekly customs entries + direct delivery
- No local inventory tax on stored goods

Cold Chain in Action
Cold Chain. Warm Results.

- 3 joint inspection facilities (bridge, airport, cold center)
- 24/7 temperature monitoring
- Dual-agency clearance: CBP + SAT
- Border crossing times reduced by up to 50% for cold goods
- Industries served: Produce, Pharma, Biotech, Food Service

"At Port Laredo, performance isn't just about what moves—it's about how fast, how secure, and how cold we can move it."
— Elsa Hinojosa, Director of Bridge Systems, City of Laredo

"Trade Faster. Store Smarter. Fly Further." Explore LRD and FTZ 94 at portlaredo.com/business-services

BEYOND FREIGHT

THE BUSINESS CAPITAL OF THE BORDER

How Port Laredo is redefining cross-border business not just through bridges, but relationships.

Trade doesn't just cross here. It convenes here—where CEOs, diplomats, and logistics leaders shape the future of North American commerce.

More Than a Hub. A Headquarters.

Meet at the Port. Trade at the Border. Invest in the Future

Port Laredo is becoming a destination not just for cargo, but for commerce.

Whether through trade forums, executive briefings, or workforce roundtables, Port Laredo convenes logistics leaders and policymakers in collaboration with TAMIU, Laredo College, and its expanding network of regional and cross-border allies. Here, trade envoys, logistics executives, and policymakers gather to plan the future of regional growth.

From the Sister Cities Festival to the annual Abrazo de los Dos Laredos, Port Laredo doesn't just move goods—it moves goodwill. Through music, tradition, and shared heritage, these binational gatherings build the cultural trust that makes trade work. In a city where relationships often come before contracts, soft power becomes a hard advantage. This deep-rooted binational identity isn't just a symbol of the past—it's a strategic asset fueling commerce, diplomacy, and opportunity across borders.

Business Tourism Snapshot

Business-Class Border Access

- Within 2-hour flight from 4 major North American business hubs
- 20+ executive-class hotels within 10 miles of the port
- 30+ executive briefings and binational meetings hosted annually across Los Dos Laredos
- Over 50 Sister City partnerships a binational network for collaboration

Bridging What's Next:
Laredo and the New North American Equation

Port Laredo is no longer just a crossing, it's a command post for continental strategy.

With five presidential permits, a summit on deck, and Smartshoring in motion, Laredo isn't waiting for the future, it's authoring it.

From Trade Corridor to Strategic Fulcrum

Port Laredo has transitioned from gateway to command post. It leads North American trade through its infrastructure, permits, and diplomacy.

In five years, Laredo's federal delegation advanced five presidential permits through bipartisan and executive coordination—laying the foundation for strategic growth.

- Dual-track rail bridge with CPKC in 2020
- World Trade Bridge expansion in 2024
- International Bridge 4/5 in 2024
- Green Corridors cargo guideway in 2025
- Colombia twin-span project in 2025

This level of federal investment cements Laredo's role as the only U.S. port directly connected to two Mexican states: Tamaulipas and Nuevo León.

Port Laredo is just getting started.

As North America reshapes its trade future, we invite you to follow our next moves, meet the people behind the progress, and explore the city redefining the border economy, one strategic decision at a time.

Strategic Assets Snapshot

5 Moves That Make Laredo Matter

5 Presidential Permits Secured
(2020–2025: Includes bridge expansions + inspection upgrades)

Joint Inspections in 3 Modes
(Bridge, air, and cold chain zones with CBP + SAT)

Smartshoring Sites Activated
(Certified industrial zones with cross-border labor access)

Multimodal Infrastructure in Motion
(Rail, bridge, and air upgrades under simultaneous development through 2025)

Command Center for Binational Resilience
(Digital customs, FTZ 94, multimodal corridors)



"We don't just move goods. We move economies, families, and futures- across borders, industries, and generations."

- Dr. Víctor D. Treviño, Mayor, City of Laredo

Port Laredo TEXAS



"Smartshoring is not just a policy, it's a promise: to deliver prosperity through partnership and ensure Laredo leads the next era of North American industry."

- Joseph W. Neeb, City Manager, City of Laredo

Smartshoring:
Manufacturing the Future from the Border

Port Laredo's evolution from pass-through to production platform signals a shift in how North America builds.







From Logistics Hub to Production Engine

The 20th century was about warehouses. The 21st is about production agility. And that begins in Laredo.

In 2025, the City of Laredo formally launched its Smartshoring strategy, a pivot from throughput to value creation, crafted by the Office of the City Manager and backed by an unprecedented wave of federal permits and regional partnerships.

The premise is simple: locate advanced manufacturing at the doorstep of America, with Mexican supply chains as partners and U.S. consumers just hours away.

Through strategic alliances with Nuevo León, Tamaulipas, and Querétaro, Port Laredo is laying the groundwork for a binational production zone, where design, talent, logistics, and inspection operate seamlessly across borders.

Early targets are ambitious but actionable:

- 5 Smartshoring-ready sites certified by 2026
- $150 million in new capital investment
- 1,000+ skilled jobs in advanced industries

"Smartshoring isn't a buzzword. It's our competitive edge," said one economic official. "What we build here doesn't just reach the U.S.—it reaches the world."

The Smartshoring Advantage

Presidential Permits Secured (2020–2025)
Includes World Trade Bridge expansion + Colombia Solidarity Bridge twin-span
(No other inland port matches this approval pipeline)

Site Certification Underway
Industrial parks fast-tracked for Smartshoring use with infrastructure guarantees

Binational Labor Pool
Dual-language, dual-country workforce pipeline aligned with technical colleges

Sector Targets:
- Advanced automotive
- Medical tech
- Aerospace
- Clean logistics

A Strategic Partner for Business Expansion In Rio South Texas Region

COSTEP
Council for South Texas Economic Progress



COSTEP
Council for South Texas Economic Progress

COSTEP: A Vision Rooted in Regional Progress

For decades, Rio South Texas has stood at the crossroads of trade, talent, and innovation. What began as a fertile agricultural valley evolved into one of the most interconnected binational regions in North America, a place where industry thrives, ideas move freely, and communities advance together.

COSTEP, the Council for South Texas Economic Progress, was founded to harness this momentum and guide it with strategic purpose. Built on a long-standing commitment to collaboration and regionalism, COSTEP emerged as a response to a single, powerful truth:

"No city, county, or institution can fully unlock its economic potential alone, but together, the region becomes a global force".

From its earliest years, COSTEP acted as a catalyst for development, helping local communities expand infrastructure, strengthen education, and build the capacity required to compete in a rapidly changing world. Over time, this commitment translated into a unified message to investors: the Rio South Texas Region is open for business, aligned for growth, andequipped for the future.

Today, COSTEP continues to honor that legacy while driving forward a modern vision: one centered on industry diversification, cross-border coordination, innovation ecosystems, and long-term prosperity for both sides of the Rio Grande. In an era defined by nearshoring, supply-chain recalibration, and global competitiveness, COSTEP's founding principle remains unchanged:

"Progress begins when a region moves together".





2025: Strengthening Industry, Innovation & Connectivity

The past year marked a defining chapter for COSTEP and the Rio South Texas Region. As global shifts accelerated nearshoring, expanded manufacturing capacity, and increased demand for resilient supply chains, COSTEP transformed strategy into measurable action through dozens of high-impact engagements across North America and Mexico.

Building the Foundations of a Binational Industrial Ecosystem COSTEP investment attraction shifted from passive promotion to **direct engagement with decision-makers.**

- ✅ **Meetings with INDEX Reynosa** and Mexico's IMMEX manufacturing sector.
- ✅ **Familiarization tours with Canadian investors i**n Matamoros.
- ✅ **Presentations at CANACINTRA Matamoros.**
- ✅ **Project Mesquite Quick-Tour**, supporting a tech company evaluating a U.S. landing site.
- ✅ **Project Lonesome Dove Quick-Tour**, aiding a U.S. manufacturer to relocate from China.

Building the Foundations of a Binational Industrial Ecosystem
Recognizing that workforce readiness is central to competitiveness, COSTEP participated in regional talent efforts such as:

- ✅ **RGV Focus Leadership Meetings** focused on strengthening educational pathways.
- ✅ **Tri-Agency Convener sessions** where COSTEP plays a leadership role in aligning education, training, and workforce initiatives across the region.

Strengthening Relationships with Industry and Government The past twelve months also expanded COSTEP's diplomatic and governmental footprint. Among the most notable engagements:

- ✅ **Meeting with Texas Governor Greg Abbott** reinforcing state-level support for promoting Rio South Texas as an investment destination.
- ✅ **Strategic discussions with JETRO, Texas authorities, and TxEDC,** advancing ties with Japanese industry and state agencies.
- ✅ **A US$100,000 incentive to TxEDC** to strengthenstatewide investment attraction.

COSTEP representatives also had meetings at the international stage with:

- ✅ **The Secretary of Energy of Tamaulipas** to address cross-border energy needs.
- ✅ **The Embassy of Mexico in France** and the **International Chamber of Commerce in Paris,** showcasing the region during global engagements at the Paris Air Show.

Promoting the Region on the Global Stage
COSTEP's presence at high-profile international trade and investment events demonstrated a proactive and modern approach to regional promotion. Over the past year, COSTEP participated in:

- ✅ **SelectUSA Mexico City Edition.**
- ✅ **Site Selectors Guild Conference in Orlando.**
- ✅ **Area Development Conference in San Antonio.**
- ✅ **Business Facilities LiveXChange in New Orleans.**
- ✅ **SelectUSA Summit in Washington, DC.**
- ✅ **VivaTech 2025 in Paris.**
- ✅ **Paris Air Show.**

Regional Collaboration and Industry Expansion
COSTEP also led efforts to strengthen binational value chains through agreements such as:

- ✅ **MOU between COSTEP and CANACINTRA Nacional**, integrating 50,000+ Mexican industrial firms into binational collaboration.
- ✅ **Presentations of the Rio South Texas Region Binational Auto Cluster** in Matamoros, Reynosa, Laredo, and INDEX Reynosa.
- ✅ **Regional presentations to Canadian delegations.**
- ✅ **MOU between COSTEP and Index Nacional.**

A Year Defined by Acceleration, Integration & Vision Taken together, the more than 60 events, missions, presentations, conferences, and investment tours conducted throughout 2024–2025 reveal a region in motion, and an organization prepared to lead. COSTEP is not simply reacting to global trends.**It is shaping the economic future of the Rio South Texas Region through binational collaboration, strategic intelligence, and a unified regional message.**





Signing of a Memorandum of Understanding (MOU) with INDEX Nacional Mexico A strategic alliance was formalized between Mexico's most influential export-manufacturing association and the most active economic development organization in South Texas. This agreement establishes a permanent framework for collaboration to advance binational competitiveness, strengthen talent mobility, facilitate nearshoring projects, and enhance operational integration across supply chains in both countries. Through this MOU, COSTEP and INDEX will work jointly on market intelligence, investment attraction, specialized training, and alignment between industry, education, and government. It is a partnership that reinforces a shared vision: **to position the Mexico–Texas corridor as North America's most dynamic, connected, and future-ready manufacturing region.**

Building the Foundations of a Binational Industrial Ecosystem COSTEP brought together industry leaders, manufacturers, economic development organizations, and universities to coordinate a regional response to new investment opportunities. Through the development of the **Industrial Data System (IDS)**, an unprecedented database mapping industrial capabilities across South Texas and Northern Tamaulipas, the region now presents itself to the world as a **single, integrated production platform.**

Launching the Binational Higher Education Advisory Council (BHEAC) Recognizing that talent is the foundation of competitiveness, COSTEP formalized the region's first-ever **Binational Higher Education Advisory Council**, uniting universities, colleges, and technical institutions on both sides of the border.

BHEAC's first initiative, the **Strategic Inventory of Educational Offerings**, began mapping academic programs, research strengths, and workforce pipelines in a way that aligns education directly with emerging industrial demand. This initiative bridges the gap between **industry needs and academic output,** strengthening the region's long-term talent strategy.

RIO SOUTH TEXAS
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A Region on the Rise: The Economic Powerhouse of Rio South Texas

Stretching from the Gulf of Mexico to the ports of entry in Laredo and beyond, the Rio South Texas Region is one of the most strategically positioned economic corridors in North America. With more than **1.3 million workers**, a robust cross-border manufacturing platform, and high-capacity logistics infrastructure, the region is rapidly advancing as a preferred destination for companies seeking efficiency, talent, and proximity to global markets.

A Gateway for Global Trade

Powered by 18 international bridges, including some of the busiest commercial crossings in the United States, Rio South Texas Region offers unmatched connectivity for goods moving between Mexico's industrial heartland and the U.S. consumer market. The region's logistics strengths support industries such as automotive, aerospace, electronics, medical devices, energy, metal mechanics, and agribusiness.

A Binational Talent Advantage

Few regions in the country can match the depth of talent produced in South Texas and Northern Tamaulipas. Bilingual, young, highly skilled, and culturally fluent, the workforce forms one of the strongest competitive advantages for companies establishing operations in the region.

A Diverse and Expanding Economy

From energy and healthcare to education, retail, tourism, technology, and manufacturing, the region's economic base continues to diversify. Cities like Brownsville, McAllen, Harlingen, Edinburg, and Laredo anchor growing metropolitan areas, while surrounding communities contribute land availability, industrial parks, workforce housing, and an expanding base of small and medium enterprises.

Quality of Life at the Border

With competitive housing costs, rich cultural amenities, a strong education network, and proximity to destinations like South Padre Island, the region offers an appealing quality of life for entrepreneurs, executives, and families alike.

Rio South Texas Region is not just "on the rise"; it is redefining what binational economic growth looks like for the 21st century.





2026 and Beyond

The RoadAhead: StrategicInitiatives Shaping the Future of Rio South Texas

As the global economy continues to shift, the Rio South Texas Region is preparing for a new wave of investment, industrial innovation, and cross-border collaboration. COSTEP is leading this transition through forward-looking projects designed to expand capacity, strengthen competitiveness, and position the region as a continental leader in nearshoring and logistics.

Advanced Manufacturing & Nearshoring Acceleration

COSTEP is aligning local assets to support the next generation of advanced manufacturing. Efforts include promoting industrial-ready sites, supporting cross- border supplier development, and leveraging the Industrial Data System to attract Tier 1 and Tier 2 suppliers in automotive, aerospace, and high-tech industries.

Integrated Regional Talent Strategy

Building on BHEAC's foundational work, COSTEP will scale a binational talent pipeline initiative that aligns curriculum, certifications, apprenticeships, and internships with the real needs of industry. This effort aims to deliver a future-ready workforce prepared for automation, Industry 4.0 technologies, and emerging job categories.

Strengthening Logistics & Transportation Corridors

The region is poised to support major enhancements in commercial mobility, including expanded customs capacity, multimodal logistics platforms, cold-chain infrastructure, and intermodal connectivity. These projects will improve supply chain reliability for companies operating across North America.

A Unified Regional Narrative for Global Investors

COSTEP will continue strengthening the region's visibility through targeted outreach, international missions, strategic partnerships, and high-level engagement with corporate leaders worldwide. The goal: **position Rio South Texas Region as the most reliable, cost- effective, and talent-rich investment destination along the U.S.–Mexico border.**

As the Rio South Texas Region accelerates into a new era of binational competitiveness, COSTEP stands ready to guide companies, investors, and partners seeking to expand in one of North America's most dynamic corridors. Whether you are exploring market entry, evaluating industrial sites, strengthening supply chains, or building cross-border partnerships, COSTEP offers the intelligence, connectivity, and regional leadership needed to make every step a strategic one.

Partner with COSTEP and unlock the full potential of the Rio South Texas Region.

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One Region
Two Countries
One Future

Alma L. Saldana Cruz
Office: 956.971.3321
Mobile: 956.599.8850
Email: asaldanacruz@costep.org

www.costep.org

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Invest in Rio South Texas Region and let COSTEP guide you to expand with confidence.

Global +1 (956) 682-6371
USA +1 (800) 949-6371
Contact: Adam Gonzalez
agonzalez@costep.org
(956) 971-3304

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(956) 722-0563 info@laredoedc.org www.laredoedc.org