

ISSUE
FEBRUARY 2026

LAREDO IS ON THE RISE!

Border Insight



CONSULATE GENERAL
of the **UNITED STATES**
OF AMERICA
CONSULADO GENERAL
DE ESTADOS UNIDOS DE AMERICA

*Featured
Article*

**CONSULATE GENERAL OF THE
UNITED STATES OF AMERICA
IN NUEVO LAREDO**

TABLE OF CONTENTS

05-12

- **OUR HISTORY**
- **NEW BUILDING**
 - LEED® AND ENVIRONMENTAL FEATURES**
- **OUR BINATIONAL TEAM**
 - AT THE HEART OF THE CONSULATE'S WORK IS ITS PEOPLE**
- **CONSULAR SERVICES: PASSPORTS AND VISAS**
 - AMERICAN CITIZEN SERVICES: YOUR LIFELINE ABROAD**
 - CONSULAR VISA SERVICES: CONNECTING THE WORLD TO AMERICA**
- **THE POLITICAL-ECONOMIC SECTION: UNDERSTANDING THE HOST COUNTRY**
- **THE PUBLIC DIPLOMACY SECTION: STRENGTHENING COMMUNITIES & UNDERSTANDING**
- **FREEDOM 250**

15-25

- **CHAIRMAN'S APPOINTEES SELECTED DURING LEDC BOARD OF DIRECTORS MEETING**
- **VII BINATIONAL DIALOGUE LAREDO REGION**
- **THE LEDC SHOWCASES LAREDO IN SAN ANTONIO, TEXAS**
- **1ST LOS LAREDOS LOGISTICS SUMMIT 2026**
- **YEAR-TO-DATE, PORT LAREDO'S TRADE NOVEMBER 2025**
- **ECONOMIC DASHBOARD – DECEMBER 2025 YEAR OVER YEAR REPORT**
- **ECONOMIC DASHBOARD – DECEMBER 2025 YEAR-TO-DATE REPORT**
- **LEDC PARTICIPATES AT THE RIO SOUTH TEXAS REGION CONFERENCE PRESENTED BY COSTEP**



**EXCELLENCE IN ECONOMIC
DEVELOPMENT AWARDS**
2025 BRONZE WINNER
MAGAZINE & NEWSLETTER CATEGORY

 INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

26-27

- **LET'S WELCOME OUR NEWEST MEMBERS**
JERRY MALDONADO, CRS LEGAL & CONSOLIDATED TOWNE EAST HOLDINGS
- **LEDC MEMBER OF THE MONTH**
LEGACY DEVELOPMENT

28-31

- **MI MEMBER OF THE MONTH: ANTONIO SANCHEZ, FOUNDER OF SPEEDY GOLD**
- **WOMEN ENTREPRENEURS ROCK SERIES**
- **MILEONE CELEBRATES TRADITION AT THE GEORGE WASHINGTON BIRTHDAY PARADE**

32-34

- **UPCOMING EVENTS YOU WON'T WANT TO MISS!**

TABLE OF CONTENTS

Border Insight

A publication of the
Laredo Economic
Development Corporation

Chief Editors & Design:



Yvette Peña



**Ana L. Benavides
Del Bosque**

CONTRIBUTORS FOR THIS EDITION:

- Cesar G. Hernandez
- Maribel Villarreal
- U.S. Consulate in Nuevo Laredo

Laredo Economic Development Corporation

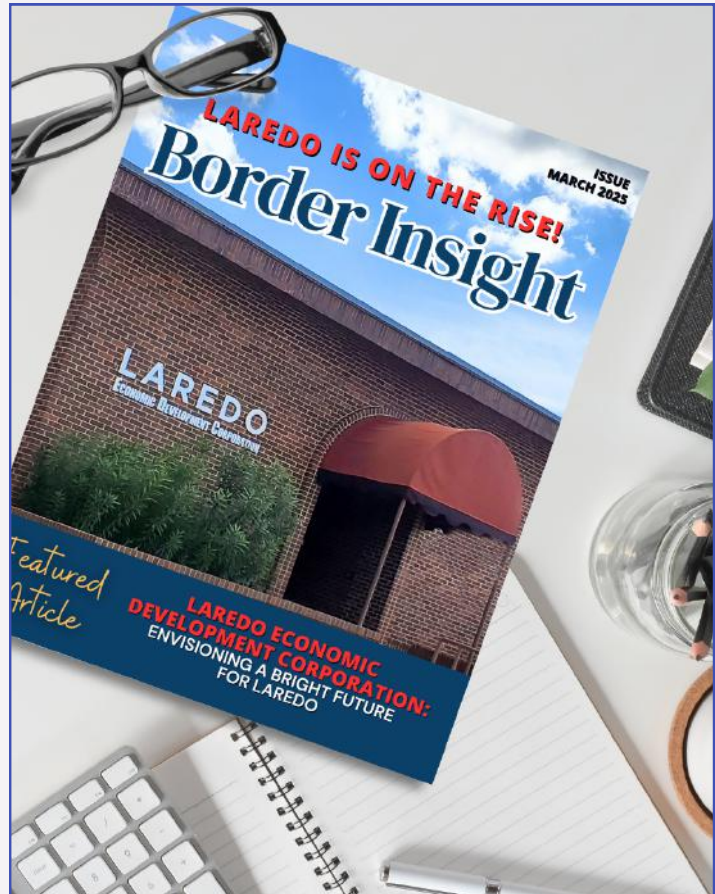
P.O. Box 2682 (616 Leal St.)
Laredo, Texas 78044-2682

Phone: (956)722-0563

1-800-820-0564

E-mail: info@laredoedc.org

www.laredoedc.org



For Advertising and Graphics:
Ana L. Benavides Del Bosque
☎ (956) 722-0563

✉ abenavides@laredoedc.org

Advertisement Guidelines:

Standard Advertisements:

- All ads must be submitted in PNG format.
- Advertisements should be non-political.
- Submissions are required by the designated closing date.

Exclusive Package:

- All ads must be provided in PNG format.
- This package includes video content and must be non-political.
- It must be used within one year of purchase.
- All ads are due by the designated closing date.



Our History



The U.S. Consulate General in Nuevo Laredo has a history spanning over 150 years, evolving from a small agency to a critical diplomatic post. The first Consular Agent was a local storekeeper, Thomas Gilgan, who was commissioned on November 15, 1871. Just six months into his tenure, political unrest and military occupation forced the closure of many businesses in Nuevo Laredo, leading the Secretary of State to request Gilgan reside across the river in Laredo, Texas.

By 1889, Nuevo Laredo had grown into the second most important port between the United States and Mexico, prompting the office's elevation to Consular Agency. It gained supervisory authority over all consular establishments in northern Mexico, including Monterrey and Matamoros, becoming a Consulate General in 2008.

During the late 19th and early 20th centuries, the consulate moved frequently as its responsibilities and presence continued to grow. In 1941, the consulate was established in the Plaza Hidalgo, across from the Federal Palace, where it remained for several decades as a stable and prominent fixture in the city.

After more than a century and a half marked by conflict, compromise, resilience, and renewal, U.S. Consulate General in Nuevo Laredo continues as a steadfast presence in the community. Through wars, revolutions, natural disasters, and periods of instability, it has adapted and endured—continuing to serve as a vital link between nations. Today, the Consulate General stands not only as a provider of essential services, but also as a symbol of diplomacy, cooperation, and continuity, reaffirming its long-standing commitment to the people of the United States and Mexico, and the enduring importance of cross-border partnership.

New Building



Aerial rendered model of the Nuevo Laredo New Compound.

In the early 21st century, the post became one of the busiest visa-processing centers in the world, balancing commercial interests with border security and narcotics interdiction.

To meet modern security standards, a new \$155 million consulate campus was commissioned.

The design-build contract was awarded to BL Harbert International LLC. During construction, the company employed over 30 U.S. citizens and 500 Mexican workers on the 5.6 acres project. Ground was broken in 2015, and the project was completed in April 2018. The current campus features eco-friendly designs, including rainwater harvesting and high-efficiency lighting, intended to reduce water and energy consumption.

As part of Mission Mexico's initiatives to preserve pollinators, U.S. Consulate General in Nuevo Laredo planted three gardens on the compound, with pollinator-friendly plants providing both seasonal and year-round shelter, nest-building materials, and sometimes even mates for the insects and animals that visit them. These pollinator gardens were inspired to help Monarch butterfly conservation by providing shelter on their long travel. This border region is a path for migratory monarchs which travel along Texas coastal regions toward Mexico, passing through Los Dos Laredos.

With only one structure in the entire city rising higher, the U.S. Consulate General in Nuevo Laredo quickly emerged as a defining landmark—an unmistakable symbol on Nuevo Laredo's skyline and a point of pride for the community.

LEED® and Environmental Features

U.S. Consulate General in Nuevo Laredo was designed with both people and the environment in mind. Solar panels installed throughout the compound generate clean energy while also serving as shaded canopies in the employee parking area, an important feature in a city where summer temperatures often exceed 110°F. These panels help reduce overall energy use and provide visible proof of the consulate's commitment to sustainability. Inside the building, a display monitor allows visitors and staff to see how much electricity is being produced on site.

Water conservation is another key focus of the compound's design. Rainwater collected from the buildings is reused for irrigation, helping reduce runoff and making efficient use of natural resources.

Landscaping is maintained using reclaimed water rather than potable water, ensuring that drinking water is preserved for essential needs. Large on-site water storage tanks provide additional resilience, allowing the compound to remain operational even during service interruptions.



Photo Voltaic Panels installed on staff parking canopies.

The Consulate is also prepared for emergencies, with backup power systems to ensure continuity of operations, when needed. Together, these features reflect a thoughtful approach to sustainability, efficiency, and reliability.

The U.S. Consulate General in Nuevo Laredo continues to invest in responsible design and long-term solutions that support both diplomatic service and both countries' shared future, demonstrating genuine care for our people and our community.



Consul General Erika Zielke

Our Binational Team

The U.S. Consulate General in Nuevo Laredo runs under the leadership of Consul General Erika Zielke, a career member of the Foreign Service, who assumed charge at U.S. Consulate General in Nuevo Laredo in August 2023.

Previously she served at various U.S. diplomatic and consular posts, including Islamabad, Pakistan, as the Deputy Director of the International Narcotics and Law Enforcement section, and Tel Aviv, Israel, as the head of the Human Resources unit.

Her other overseas assignments include Surabaya, Indonesia; Kabul, Afghanistan; and Nuevo Laredo, Mexico, where she is pleased to return.

At the heart of the consulate's work is its people

The consulate team is made up of dedicated professionals from both sides of the border, with more than 60 percent of the workforce comprised of Mexican employees. Together, the consulate forms a truly binational team, working every day to strengthen cooperation, understanding, and trust between the United States and Mexico.

These professionals support a wide range of mission areas, including consular services, security, political and economic affairs, public diplomacy, and administrative operations. Whether assisting citizens, promoting economic ties, supporting border security cooperation, or fostering cultural and educational exchange, the team's work touches lives in both countries. Their local knowledge, professionalism, and commitment are essential to advancing the bilateral relationship and ensuring the U.S. Consulate General remains a trusted, responsive, and effective presence in the community.



U.S. Ambassador Ronald Johnson visits Consulate General Nuevo Laredo in December 2025.

Consular Services: Passports and Visas

The U.S. Consulate General's core functions include supporting U.S. citizens and providing consular and visa services, while actively strengthening the binational relationship between the United States and Mexico.

American Citizen Services: Your Lifeline Abroad

American Citizens Services (ACS) units at embassies and consulates worldwide become the essential connection to U.S. citizens abroad. These dedicated teams handle everything from the routine to the critical: renewing a passport, documenting the birth of a child abroad to secure their U.S. citizenship, notarizing documents, or providing emergency assistance when disaster strikes.

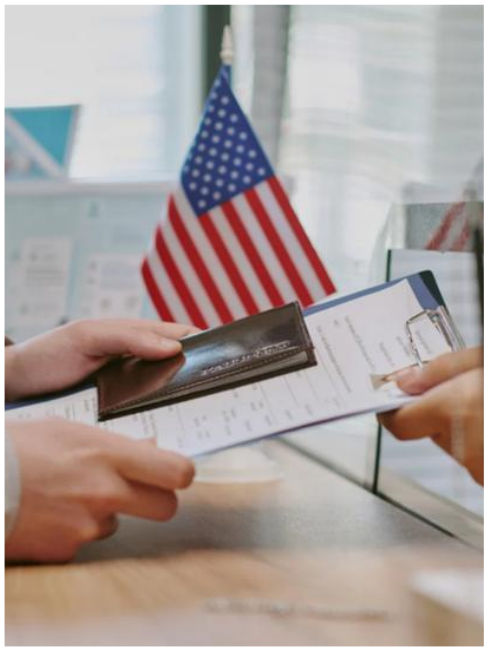
ACS officers are the ones who answer the phone at 3 a.m. when U.S. citizen is arrested overseas, who coordinate with local hospitals when someone falls critically ill far from home, who help crime victims navigate foreign legal systems, and who work tirelessly during natural disasters and civil unrest to account for and protect U.S. citizens. They connect families searching for loved ones and help elderly citizens access their Social Security benefits while living abroad. It is a mission built on the fundamental promise that no matter where you are in the world, your government stands ready to assist you.



Consular Visa Services: Connecting the World to America

Every day, consular officers at U.S. Consulate General in Nuevo Laredo interview hundreds of visa applicants who dream of visiting, studying, working, or reuniting with family in the United States. From the entrepreneur seeking to expand their business, to the student accepted at a U.S. university, to the grandmother hoping to meet her new grandchild, consular sections process both nonimmigrant visas for temporary visits and immigrant visas for those making the United States their permanent home.

Consular officers conduct face-to-face interviews to assess each applicant's eligibility under U.S. immigration law, balancing the critical mission of border security with the equally important goal of facilitating legitimate travel.



It's a high-stakes, high-volume operation where swift decisions can change lives—approving a visa that launches a career or refusing one to protect national security. Behind every visa is a consular officer who has carefully weighed the evidence, applied the law, and made a determination that shapes not just individual futures, but the United States' relationship with the world.

The Political-Economic Section: Understanding the Host Country

The Political-Economic section at the U.S. Consulate General in Nuevo Laredo operates in one of the world's most dynamic binational regions—Los Dos Laredos and Coahuila—where the fates of two cities, two states, and two nations intertwine daily across the bridges spanning the Rio Grande.

Political and Economic officers track the issues that matter most to this unique border community: trade flows through one of America's busiest commercial crossings, maquiladora operations that employ thousands, energy sector developments in Tamaulipas and Coahuila, security dynamics affecting cross-border commerce and daily commuters, and the economic ripple effects of policies on both sides of the border. They cultivate relationships with Tamaulipas and Coahuila state officials, local business leaders, chamber of commerce representatives, and community organizations to strengthen economic opportunity, improve governance, and promote transparent investment climates that reduce the push factors contributing to illegal immigration.

When a new trade regulation threatens to slow truck traffic, when investment in border infrastructure is debated, or when security concerns impact the thousands who cross daily for work, school, or family, the Pol-Econ section provides Washington and the U.S. Embassy in Mexico City with the ground-truth perspective that only comes from being embedded in the community. Their reporting helps policymakers understand that border issues aren't abstract—they're about real people whose livelihoods depend on bridges staying open, trucks moving, and the binational relationship thriving to create conditions that make communities less vulnerable to the economic instability and insecurity that often drive illegal immigration.



The Public Diplomacy Section: Strengthening Communities & Understanding



The Public Diplomacy section at the U.S. Consulate General in Nuevo Laredo works to strengthen the deep cultural and people-to-people ties that bind Los Dos Laredos and Coahuila together, recognizing that this binational community shares not just geography but history, family connections, and economic interdependence.

PD officers design and implement programs that showcase U.S. values and culture while fostering the mutual understanding that leads to partnerships: sponsoring English language programs that open doors to opportunity, facilitating educational exchanges that build the capacity of promising Mexican students, sparking dialogue, organizing cultural events that celebrate the shared heritage of the border region, and engaging with local media to explain U.S. policies and perspectives. They work with universities, schools, civil society organizations, press, and municipal and community leaders on both sides of the border to create opportunities for dialogue and collaboration.

When misconceptions about U.S. intentions arise, PD officers are on the front lines providing accurate information through social media, press engagements, and community outreach. They might coordinate a visit by a U.S. speaker to discuss security topics, organize a sports envoy, support a binational entrepreneurship initiative, or help a local student apply for a Fulbright scholarship. In a region where families span both sides of the Rio Grande and where the success of one city depends on the success of the other, the Public Diplomacy section's mission is clear: strengthen the bonds that unite this binational community to make it stronger, safer, and more prosperous.



Freedom 250

On July 4, 2026, America will celebrate 250 years of independence. As we mark this milestone abroad, it is an opportunity not only to celebrate our democratic values and founding ideals but also to reflect on the enduring partnerships we've built around the world.

On December 18, 2025, President Trump announced the Freedom 250 public-private partnership to commemorate the United States of America's 250th birthday. The Freedom 250 partnership is designed to implement the President's vision for a celebration worthy of this achievement.

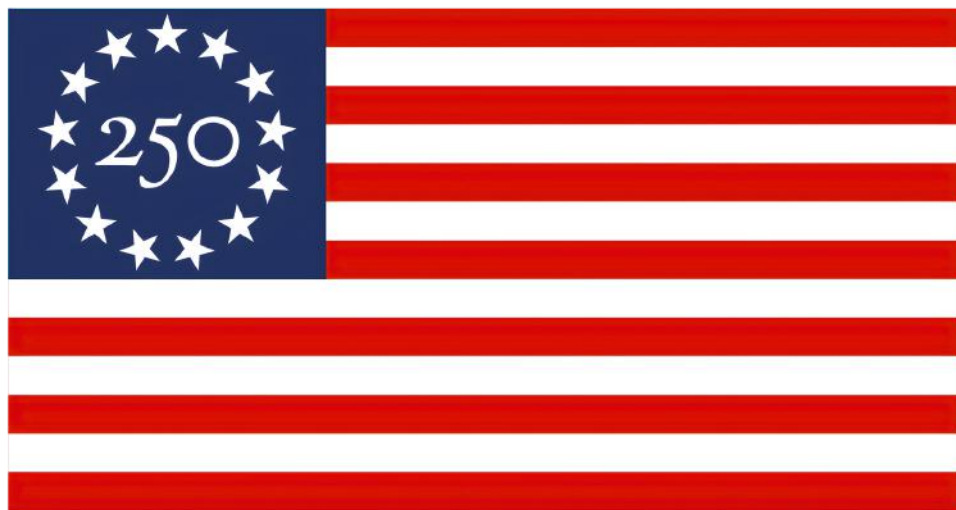
Freedom 250 serves as the platform that connects, aligns, and amplifies international, national, and local efforts to deliver the defining moments of this notable year at home and abroad. The United States of America's 250th birthday commemoration is a whole-of-government effort and a key opportunity for missions to showcase American excellence and dynamism.

At the U.S. Embassy and Consulates in Mission Mexico we honor the contributions of Americans past and present, and we invite our local friends and partners to join us in looking toward to a shared future of cooperation, innovation, and prosperity.

Learn more by visiting our website for the anniversary:
<https://mx.usembassy.gov/freedom-250/>



Visit Website



Freedom 250

Laredo Ranks Among the **Nation's Best**

Leading Metro Locations 2025 - Area Development Magazine

#3

Overall

Top 30 Metro
Locations
Medium Size

#11

**Economic
Strength**

Job Growth &
Industry Output
Medium Size

#11

**Prime
Workforce**

STEM & Wages
Gain
Medium Size

#14

Nationwide

Out of 949
U.S. Metro &
Micro Areas

**A Strategic Hub for Business and
Cross-Border Growth**

LAREDO, TEXAS

Where economic momentum meets opportunity





OUR PRODUCTS

Our product line of specialized and quality tools ranges from assembly-line robotics and material handling to cutting tools and safety equipment.

SERVICES & BENEFITS

We supply specialized, quality tools, parts, and machinery while offering costs savings and better lead times, in order to provide world class service to our customers.

OUR COMMITMENT

Customers buy from us because we simplify the procurement process, serving as an industry partner by being more efficient and setting the highest standards in training and education.

Alma Acevedo
President & CEO

Get in Touch with Us Today! ☎ (956) 753-5020

Follow us on





Chairman's Appointees Selected During LEDC Board of Directors Meeting

During the February 11, 2026 meeting, the Laredo Economic Development Corporation (LEDC) Board of Directors reviewed key initiatives and strategic priorities for the year ahead while officially welcoming newly elected Board Members and Chairman's Appointees.

During the meeting, the Chairman presented the following items for Board consideration:

Committees

Bylaws: William Hornberger and Nich Schmidt

Strategic Planning: Cliffe Killam and Olivia Varela

Downtown: Viviana Frank and John Villarreal

Transportation Infrastructure: Jerry Maldonado and Ben Ruby

Workforce & Education: Dr. Diana Y. Ortiz and Dr. Christopher Maynard

Event Planning: Alma Acevedo and Uriel Verazi

Governmental Relations: Hector Alaniz and Andrew Carranco

Healthcare: Oscar Buitron and David Vazquez

Bi-National: Devorah Karren and Ivan Torres

Membership & Networking: James Noton and Gene Lindgren

Special Advisors for 2026

Andrew Brittingham - *Brittingham Development*

Chris Haynes - *Haynes Properties*

Dr. Christopher Maynard - *Texas A&M International University*

Dr. Daniel Covarrubias - *Texas A&M International University*

David Vasquez - *Gateway Community Health Center*

Devorah Karren Ibarra - *State of Nuevo Leon and Port Colombia*

Ed Ramirez - *Consolidated Towne East Holdings, Ltd.*

Enrique Volkmer - *South Texas Commercial Real Estate*

Ivan Torres - *Municipio de Nuevo Laredo*

J.D. Gonzalez - *National Customs Brokers Association*

Jerry Maldonado - *Laredo Motor Carriers Association*

Julian Rotnofsky - *Trellistate Commercial*

Katie Kothmann Haby - *Medina Electric Cooperative*

Luis Perez Batres - *Texas A&M International University*

Oscar J. Buitron - *Clear Choice ER, LLC*

Rahul Oltikar - *JAMCO International*

Rogelio Treviño - *Workforce Solutions for South Texas*

Uriel Verazzi - *SitePro Rentals*

Viviana Frank - *Able City*



Pathways For Trade

The North American Logistics & Manufacturing Symposium

"Connecting the Americas: Infrastructure, Industry, Innovation"

September 22-24, 2026

**Texas A&M International University
Laredo, Texas**

SAVE THE DATE



in collaboration with



World
Affairs
Council

TEXAS A&M INTERNATIONAL UNIVERSITY
Laredo, TX

More information
visit us at:

www.pathwaysfortrade.com

VII Binational Dialogue Laredo Region

On February 13th, the VII Binational Dialogue of the Laredos Region was held in Laredo, Texas, bringing together federal, state, and local authorities from Mexico and the United States, along with leaders from the productive sector, and hosted by the Consulate General of Mexico in Laredo.

The session opened with welcoming remarks from Juan Carlos Mendoza Sánchez, Consul General of Mexico in Laredo, and John Has-Ellison, U.S. Consul General in Nuevo Laredo.

Participants then introduced themselves and the agencies they represent, reinforcing the binational and multi-agency nature of the dialogue.



The main discussions focused on three priority areas:

▶ Local cooperation challenges and priorities amid the USMCA review

Presentations were delivered by Carmen Lilia Canturosas, Mayor of Nuevo Laredo, and Dr. Víctor Treviño, Mayor of Laredo, addressing regional economic coordination and binational collaboration strategies.

▶ Bridge expansion and customs challenges

Officials from U.S. Customs and Mexican customs authorities discussed infrastructure expansion, trade facilitation, and operational challenges at ports of entry, including representatives from Customs and Border Protection and the Nuevo Laredo and Colombia customs administrations.

▶ Current migration situation and challenges

Authorities from U.S. Border Patrol (Laredo Sector) and Mexico's National Migration Institute (Tamaulipas Delegation) provided updates on migration trends and binational coordination efforts.

The session concluded with an open dialogue, allowing members of the Laredos Region productive sector to share opinions, comments, and recommendations. The meeting ended with a group photo and confirmation that follow-up on key issues will continue throughout the year with specialized working groups.

The Laredo Economic Development Corporation (LEDC) and MileOne International Business Center were invited to participate in this important dialogue, reinforcing strong binational collaboration that continues to drive the Laredos Region forward.



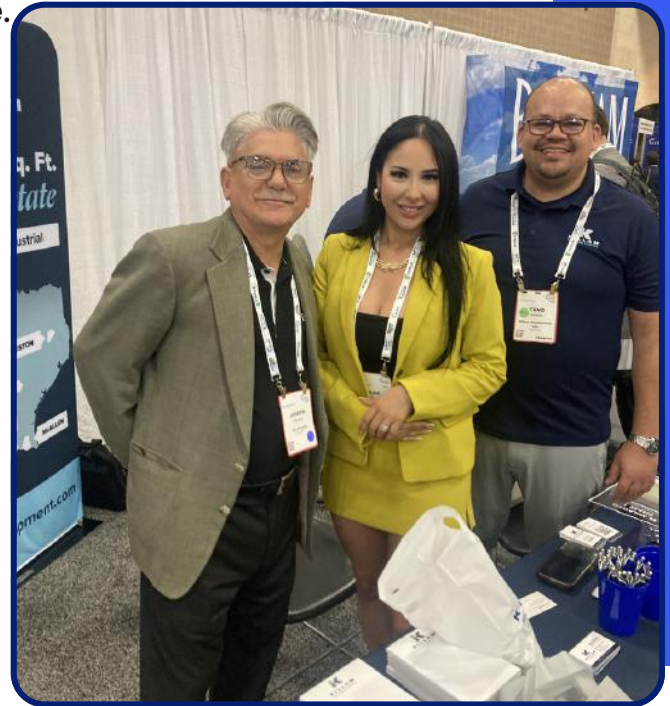
The LEDC Showcases Laredo in San Antonio, Texas

The ICSC Red River Conference, held February 17–18, 2026, at the Henry B. González Convention Center in San Antonio, brought together leading professionals from across Texas' commercial real estate sector.

Organized by ICSC (Innovating Commerce Serving Communities), this annual regional tradeshow focuses on advancing commercial real estate opportunities and supporting innovators, developers, and dealmakers seeking new retail markets throughout the state.

The Laredo Economic Development Corporation was invited to participate alongside Killam Development, joining its exhibit booth to promote Laredo and highlight emerging retail and commercial opportunities in the region.

The event provided a valuable platform for networking with key decision-makers, developers, retailers, and site selectors exploring expansion in high-growth Texas markets.



Representing LEDC was Joseph Mendiola, Vice President for Business Attraction and Retention, who engaged with industry leaders to showcase Laredo's strategic advantages, strong binational trade environment, and expanding consumer market.

Through participation in events like ICSC RED RIVER, LEDC continues to reinforce Laredo's visibility in the Texas retail landscape and strengthen relationships that drive economic growth and opportunity for the region.



Your Prosperity, Our Priority



VISA® CREDIT CARDS

Cards are issued by First Bankcard®, a division of First National Bank of Omaha.



IBC MORTGAGE

EQUAL HOUSING LENDER NMLS #421821
MEMBER FDIC/INTERNATIONAL BANCSHARES CORPORATION



IBC INSURANCE AGENCY

NOT A DEPOSIT | NOT FDIC INSURED | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
NOT GUARANTEED BY THE BANK | MAY GO DOWN IN VALUE
IBC Insurance Agency, Ltd., a wholly-owned subsidiary of IBC-Landco



IBC INVESTMENT SERVICES

Securities offered through LPL Financial, Member FINRA/SIPC. Insurance products offered through LPL Financial or its licensed affiliates. IBC Bank and IBC Investment Services are not registered broker-dealers and are not affiliated with LPL Financial.

NOT A DEPOSIT | NOT FDIC INSURED | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
NOT GUARANTEED BY THE BANK | MAY GO DOWN IN VALUE



IBC MERCHANT SERVICES

Powered by Bā-sys MEMBER FDIC/INTERNATIONAL BANCSHARES CORPORATION



TREASURY MANAGEMENT

MEMBER FDIC/INTERNATIONAL BANCSHARES CORPORATION



SMALL BUSINESS LOANS

MEMBER FDIC/INTERNATIONAL BANCSHARES CORPORATION EQUAL HOUSING LENDER



ibc.com | Follow us





1st Los Laredos Logistics Summit 2026

The City of Nuevo Laredo, through its Economic Development Office, hosted the 1st Los Laredos Logistics Summit 2026 on February 19–20, 2026, bringing together key stakeholders from the logistics, trade, and transportation industries across the binational Laredo region.

Presented by UNI-TRADE, the inaugural summit fostered strategic partnerships, promoted innovation, and reinforced the region's position as one of the most important trade corridors in North America.

On Thursday, February 19, industry leaders, government officials, and private sector representatives gathered at the Centro Cultural for a full day of Expo, Congress sessions, B2B meetings, and networking opportunities. Discussions focused on strengthening supply chains, enhancing cross-border collaboration, and identifying new opportunities for economic growth.

Representing the Laredo Economic Development Corporation (LEDC), David Stedman, President & CEO, and Rey Reyes, Vice President of International Business Recruitment, attended the summit and actively engaged with regional partners and industry leaders.

Their participation highlighted Laredo's strategic advantages in international trade and logistics while reinforcing LEDC's commitment to expanding business recruitment efforts and supporting initiatives that drive economic development on both sides of the border.

On Friday, February 20, the summit concluded with a Golf Tournament at the Club Campestre.

The event provided an additional opportunity for high-level networking in a more informal setting, strengthening relationships among key decision-makers from both countries.



YEAR-TO-DATE, PORT LAREDO'S TRADE NOVEMBER 2025

NOVEMBER 2025 YTD OVERVIEW

Port Laredo **Exports**
totaled **\$117.17** billion
-1.72% from
November 2024

While **Imports**
were valued at
\$209.74 billion
+7.94% from
November 2024



TOP TRADE PARTNERS



MEXICO \$317.73B

Exports **\$116.87B** Imports **\$200.86B**
Fell -1.83% Rose 7.56%



CHINA \$1.44B

Exports **\$1.75M** Imports **\$1.44B**
Rose 62.24% Fell -15.52%



FRANCE \$1.21B

Exports **\$5,400** Imports **\$1.21B**
Fell -97.19% Rose 22.96%



JAPAN \$1.01B

Exports **\$13.11M** Imports **\$998.30M**
Rose 7.89% Rose 64.78%



NICARAGUA \$813.15M

Exports **\$127M** Imports **\$686.15M**
Rose 5.71% Rose 6.56%

NOVEMBER 2025 IN DETAIL (BY VALUE)

PORT LAREDO EXPORTS



Motor Vehicle Parts fell -15.24%
compared to last year

\$1.04B



Computer Parts rose 138.35%
compared to last year

\$389.31M



Gasoline, other fuels rose 5.65%
compared to last year

\$332.07M



Civilian aircraft, parts rose 115.63%
compared to last year

\$282.36M



Diesel Engines fell -33.02%
compared to last year

\$247.62M

PORT LAREDO IMPORTS



Computers rose 198.62%
compared to last year

\$5.16B



Motor Vehicle Parts fell -3.04%
compared to last year

\$2.07B



Passenger vehicles fell -9.26%
compared to last year

\$1.35B



Cell phones, related equipment rose
29.54% compared to last year

\$794.63M



Insulated wire cable rose 14.77%
compared to last year

\$535.24M

Source: US Trade Numbers-WorldCity

Compiled by Laredo Economic Development Corporation

Economic DASHBOARD

December 2025 Year-over-Year Report



*Workforce

Employment

117,420

▲ +1.28% from 2024



Labor Force

122,424

▲ +1.64% from 2024



Unemployment Rate

4.1

▲ +10.81% from 2024



Indicator	Dec 2025	Dec 2024	% Change (YoY)	Trend
Employment	117,420	115,937	1.28%	▲ Positive Growth
Labor Force	122,424	120,443	1.64%	▲ Growth
Unemployment	5,004	4,506	11.05%	▲ Risen
Unemployment Rate	4.1	3.7	10.81%	▲ Risen

*Sales Tax

Sales Tax Revenue \$5.57M

▲ +24.92% from 2024



Indicator	Dec 2025	Dec 2024	% Change (YoY)	Trend
Sales Tax Revenue	\$5,576,542	\$4,464,096	24.92%	▲ Increase

*Bridge Traffic Distribution (Southbound)

Indicator	Dec 2025	Dec 2024	% Change (YoY)	Trend
Pedestrians	248,387	242,499	2.43%	▲ Increase
Non Comm. Vehicles	490,778	470,398	4.33%	▲ Increase
Buses	3,303	3,686	-10.39%	▼ Decrease
Commercial Vehicles	223,764	221,328	1.10%	▲ Increase
Non Comm. Vehicles (AVI)	164,824	157,371	4.74%	▲ Increase
Total Vehicles	717,845	695,412	3.23%	▲ Increase

Bridge Traffic Distribution (Northbound)

Indicator	Dec 2025	Dec 2024	% Change (YoY)	Trend
*Pedestrians	1,257	292,642	-99.57%	▼ Decrease
*Non Comm. Vehicles	468,574	451,431	3.80%	▲ Increase
*Buses	2,878	34,654	-91.7%	▼ Decrease
*Commercial Vehicles	219,224	219,326	-0.05%	▼ Decrease

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

Prepared by: Ana Laura Benavides-Del Bosque

Economic DASHBOARD

December 2025 Year-to-Date Report



*Workforce

Employment

116,467

▲ +2.31% from 2024



Labor Force

122,053

▲ +2.72% from 2024



Unemployment Rate

4.2

▲ +0% from 2024



Indicator	Jan-Dec 2025	Jan-Dec 2024	% Change (YoY)	Trend
Employment	116,467	113,840	2.31%	▲ Positive Growth
Labor Force	122,053	118,817	2.72%	▲ Growth
Unemployment	5,585	4,976	12.24%	▲ Risen
Unemployment Rate	4.2	4.2	0.00%	Steady

*Sales Tax

Sales Tax Revenue \$67.95M

▲ +4.98% from 2024



Indicator	Jan-Dec 2025	Jan-Dec 2024	% Change (YoY)	Trend
Sales Tax Revenue	\$67,957,294	\$64,732,117	4.98%	▲ Positive Growth

*Bridge Traffic Distribution (Southbound)

Indicator	Jan-Dec 2025	Jan-Dec 2024	% Change (YoY)	Trend
Pedestrians	2,466,861	2,409,229	2.39%	▲ Increase
Non Comm. Vehicles	5,139,315	5,074,869	1.27%	▲ Increase
Buses	31,346	33,757	-7.14%	▼ Decrease
Commercial Vehicles	2,936,197	2,994,962	-1.96%	▼ Decrease
Non Comm. Vehicles (AVI)	1,855,533	1,796,938	3.26%	▲ Increase
Total Vehicles	8,106,858	8,103,588	0.04%	▲ Increase

Bridge Traffic Distribution (Northbound)

Indicator	Jan-Dec 2025	Jan-Dec 2024	% Change (YoY)	Trend
*Pedestrians	3,032,908	2,954,326	2.66%	▲ Increase
*Non Comm. Vehicles	5,157,634	5,088,431	1.36%	▲ Increase
*Buses	23,545	34,654	-32.06%	▼ Decrease
*Commercial Vehicles	2,945,406	3,026,631	-2.68%	▼ Decrease

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

Prepared by: Ana Laura Benavides-Del Bosque



YOUR MISSION STARTS HERE



Mission Economic Development Corporation

801 N BRYAN RD. | MISSION, TX

956.585.0040

MISSIONEDC.COM

LEDC participates at the Rio South Texas Region Conference presented by CoStep

On February 19, the Rio South Texas Region became a hub for binational economic dialogue as COSTEP hosted the Executive Council Meeting of INDEX Nacional, reinforcing high-level collaboration between Mexico and U.S. manufacturing leadership.

In conjunction with the meeting, regional stakeholders gathered for the Rio South Texas Region event powered by CoStep, where leaders explored workforce readiness, supply chain integration, nearshoring expansion, and sustainable economic growth.

Representing the Laredo Economic Development Corporation (LEDC) was Cesar G. Hernandez, Chief Operating Officer of MileOne International Business Assistance Center. Cesar attended on behalf of Laredo's economic development community, strengthening cross-border institutional relationships and reinforcing Laredo's position as a strategic gateway for binational manufacturing investment.

During the panel discussion, "Expansion Opportunities to the USA," Cesar engaged in conversations centered on emerging workforce trends, site selection considerations, and the evolving needs of international manufacturers entering the U.S. market. The dialogue provided valuable insight into how South Texas can further align workforce pipelines, infrastructure readiness, and regional coordination to remain competitive in the shifting nearshoring landscape.

By participating alongside national INDEX leadership and regional partners, Cesar helped deepen ties between Laredo and key manufacturing stakeholders across Mexico. His engagement reflects a continued commitment to proactive collaboration, strategic alignment, and strengthening Laredo's role within the broader U.S.-Mexico industrial corridor.



Let's Welcome

**OUR NEWEST
MEMBERS!**



**CONSOLIDATED TOWNE
EAST HOLDINGS**

Jerry Maldonado



LEDC MEMBER OF THE MONTH

Laredo EDC proudly recognizes a distinguished Member in its monthly Border Insight for:

- The company's commitment to the betterment of the community
- Special Efforts above and beyond the normal scope of job and performance services



LEGACY

DEVELOPMENT

We congratulate **SE LEGACY DEVELOPMENT** as Laredo EDC Member of the Month for their contribution to the development efforts in our region.

MEMBER OF THE MONTH

Member of the Month: Antonio Sanchez, Founder of Speedy Gold

My name is Antonio Sanchez, and I founded Speedy Gold in September 2025. While we're a startup, our growth has been fast, true to our name. Speedy Gold was built from my experience in business, consulting, marketing, and operations within the precious metals and jewelry industry.

Before launching the company, I worked with a major diamond company and several of the top gold buyers in the United States, managing marketing and software operations. That hands on experience taught me not only how to grow a brand, but how to run efficient, successful buying operations. After years in the industry and a move to Laredo, Texas; I decided to build something of my own.

At Speedy Gold, we buy gold, diamonds, watches, and fine jewelry through a simple, transparent process: bring a valid ID, receive a fair offer, and decide what works best for you. We pride ourselves on strong payouts, honesty, and being one of the few buyers who pay for loose gemstones.

Our clients include new parents, college students, and families navigating important transitions. Providing a respectful and positive experience during meaningful financial moments is something I value deeply.



What began as a one-desk operation has grown into a multi-city business, with expansion plans across Texas and new digital services launching later this year, including PawnBuyOuts.com and LoansForGold.com.

Building Speedy Gold has been challenging and incredibly rewarding. I'm grateful to everyone who trusts us and especially thankful to MileOne for giving us our first home in business, where this journey truly began.

SPEEDY GOLD
WE BUY GOLD!

**ANTONIO SANCHEZ
FOUNDER OF SPEEDY GOLD**

CELEBRATING
International Women's Day



Grow with us!

SATURDAY
MAR 14

11am to 3pm
The Outlet Shoppes at Laredo

*Fitness Demos • Pot Painting
Live music • Food Demos*



The **Outlet**
Shoppes at Laredo



MILEONE



WOMEN ENTREPRENEURS ROCK SERIES

Women Entrepreneurs Rock Series is a six-month speaker and panel event series hosted at MileOne and proudly sponsored by PNC Bank. The series brings together women entrepreneurs from across the community for meaningful conversations, expert insights, and networking opportunities designed to support business growth and collaboration.

The series will kick off on Thursday, April 16, 2026, with the inaugural event, "Women in Law." This panel will feature local female attorneys who will share their professional journeys and discuss the entrepreneurial realities of owning and operating their own law firms.

THURSDAY, APR 16	THURSDAY, MAY 7	THURSDAY, JUNE 18
WOMEN IN LAW	WOMEN IN DEVELOPMENT	WOMEN IN AEC INDUSTRY
THURSDAY, JUL 16	THURSDAY, AUG 20	THURSDAY, SEP 17
WOMEN IN OIL & GAS/ENERGY	WOMEN IN MANUFACTURING	WOMEN IN HARD TRADES

SPONSORED BY:



MileOne Celebrates Tradition at the George Washington Birthday Parade

MileOne Celebrates Tradition at the George Washington Birthday Parade
Every year in the heart of downtown Laredo, the city comes alive with one of the nation's largest and most historic George Washington Birthday celebrations. Established in 1898, the month-long tradition honors the legacy of the nation's first president while celebrating the rich cultural heritage and binational spirit that define our community. The iconic Anheuser-Busch Washington's Birthday Parade draws thousands from both sides of the border, filling the streets with vibrant floats, marching bands, and a proud display of patriotism and regional pride.

For generations, families have gathered along the parade route to take part in a tradition deeply woven into Laredo's identity. More than a tribute to history, the celebration reflects the unity, culture, and civic pride that make our city unique.

This year, MileOne proudly hosted the MileOne Grand Parade Family Viewing, inviting members and their families to enjoy the festivities together in a welcoming, front-row setting. Guests experienced the excitement of the parade while enjoying food, refreshments, and family-friendly fun.



The event was more than a celebration — it was an opportunity to strengthen connections within the MileOne family. Bringing our members together in the heart of downtown Laredo reflected our commitment to community, connection, and shared experiences.

SAVE THE DATE!

GOVERNOR'S SMALL BUSINESS SUMMIT

L A R E D O , T X

JUNE 11 | 8:00AM



MILEONE

2026

U P C O M I N G

EVENTS

14 MAR

INTERNATIONAL WOMEN'S DAY
CELEBRATION AT THE FARMERS MARKET

19 MAR

2026 NETWORKING KICKOFF:
CONNECT AT MILEONE

16 APR

WERS SESSION 1 -
WOMEN IN LAW

7 MAY

WERS SESSION 2 -
WOMEN IN DEVELOPMENT

11 JUN

GOVERNOR'S SMALL
BUSINESS SUMMIT

GET IN TOUCH

mileoneinc.com



Boots 'n Bling

FRIDAY, NOVEMBER 6, 2026

7-12 MIDNIGHT

THE BARN AT LOS PATIOS
4653 Casa Blanca Lake Rd.
Laredo, Texas



SAVE THE DATE

For more information, visit our website at

<https://ledc-edi-gala.com/> or contact the LEDC staff at (956) 722-0563

Looking to Boost Your Visibility?

ADVERTISE WITH US!



Inside Front OR Inside Back Cover **\$1500**
Size 8.5"w x 11"h (Vertical) – full color (1x Rate)

2 Page Spread **\$2500**
Size (2) 8.5"w x 11"h (Vertical) – full color (1x Rate)

1 Page **\$750**
Size 8.5"w x 11"h (Vertical) – full color (1x Rate)

1/2 Page **\$500**
Size 8.5"w x 5.5"h (horizontal) – full color (1x Rate)

All ads must be in png format and due by the specified closing date.

UPCOMING ISSUES

Month	Featured Article	Topics	Closing Date
March 2026	Featured Article: CPKCR	• Rail Transportation • History • Outlook/ Services/ Programs/ Projects	March 18th
April 2026	Featured Article: UPRR	• Rail Transportation • History • Outlook/ Services/ Programs/ Projects	April 18th



LAREDO IS ON THE RISE!
Border Insight



~ Follow Us! ~



 (956) 722-0563

 info@laredoedc.org

 www.laredoedc.org