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RELEASE**

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# City and CONCANACO SERVYTUR México Sign Agreement to Strengthen Cross-Border Business Collaboration

**EL PASO, Texas**—The El Paso City Council approved a Memorandum of Understanding (MOU) with the Confederation of National Chambers of Commerce, Services, and Tourism of the United Mexican States (CONCANACO SERVYTUR México) to expand collaboration and promote business connections between El Paso and Mexico.

CONCANACO SERVYTUR is a national organization that represents 258 chambers and approximately 5.2 million businesses across commerce, services, and tourism in Mexico. It covers an estimated 60 percent of formal employment and 64 percent of the country's gross domestic product and serves as an official advisory body to the Mexican federal government in these sectors.

"El Paso and Mexico share deep cultural, social, and economic ties that unite our communities and strengthen our shared future," said Mayor Renard U. Johnson. "This agreement reflects our continued commitment to partnership and progress. Together with CONCANACO SERVYTUR, we are reinforcing El Paso's position as a bridge for commerce, innovation, and collaboration across the border."

"This partnership builds on El Paso's strong relationship with Mexico and positions our city as a gateway for trade and innovation," said City Manager Dionne Mack. "By working directly with CONCANACO SERVYTUR, we are creating new pathways for collaboration that strengthen our regional economy and help local businesses thrive."

The MOU is a direct deliverable of the City's International Policy Agenda, which calls for strengthening international partnerships with Mexico, facilitating trade and foreign direct investment, and building binational collaborations through chambers, associations, and governments.

The agreement establishes a two-year, non-binding framework for cooperation between the City of El Paso and CONCANACO SERVYTUR. It focuses on trade, investment, entrepreneurship, and innovation and creates no financial obligation for either party.

Through this framework, the City and CONCANACO SERVYTUR will work together to support companies seeking to enter or expand in the El Paso and Mexican markets, including in manufacturing, logistics, food products, textiles, solar, and professional services.

For El Paso businesses, the MOU creates a cross-border collaboration platform that connects directly with existing City programs such as the Business One Stop Shop (BOSS) program and the International Trade Assistance Program (ITAP), City departments such as Foreign Trade Zone 68, and entrepreneur support organizations including Pioneers 21, the Small Business Development Center, and the U.S. Commercial Service, at no cost to the City. It also lays the groundwork for joint initiatives in digital trade, entrepreneurship, sustainability, and workforce collaboration and opens new export and supplier-development opportunities through CONCANACO's nationwide network.

Regional partners, including Borderplex Alliance, Visit El Paso, the El Paso Hispanic Chamber of Commerce, and the El Paso Chamber, have expressed support for the MOU and its focus on strengthening cross-border economic growth and opportunity.

For more information about the City of El Paso International and Economic Development Department, visit, [EIPasoEID.com/](http://EIPasoEID.com/).

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**Media Contact:** Laura Cruz Acosta  
Strategic Communications Director  
Cruz-AcostaLA@elpasotexas.gov  
915.212.1071