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**NEWS
RELEASE**

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City of El Paso Launches New Economic & International Development Website

New Platform Promotes Business Growth, Trade, and Investment in the Region

EL PASO, Texas—The City of El Paso has officially launched its new Economic & International Development website—www.ElPasoEID.com—a dynamic digital platform designed to promote El Paso as a prime destination for business, investment, and international trade.

The website serves as a one-stop resource for site selectors, developers, business owners, entrepreneurs, and international partners seeking information about the region's competitive advantages, growth opportunities, and strategic initiatives.

"This website is part of our continued effort to create a more accessible and business-friendly environment for investors and companies looking to grow in El Paso," said Karina Brascalla, Director of Economic and International Development. "It reflects our commitment to transparency, innovation, and strategic collaboration to support job creation and long-term economic resilience."

Key features of the site include:

- Comprehensive data on El Paso's business climate, workforce, and key industries
- Incentive program overviews and how to apply
- Interactive maps and tools for site selectors and developers
- Updates on major projects and cross-border partnerships
- Resources for entrepreneurs, including small business support

The site also highlights El Paso's unique geographic location as a gateway for international commerce and its deep ties with Mexico, making it an ideal hub for global trade and binational cooperation.

To explore El Paso's economic potential and learn more about investment opportunities, visit www.ElPasoEID.com.

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Promoting **Transparent & Consistent Communication**
Among All Members of the Community

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