

ISSUE
AUGUST 2025

LAREDO IS ON THE RISE!

Border Insight



*Featured
Article*

**THE TRIO BORDER REGION
OUTLOOK
3-PART SERIES:
PUERTO COLOMBIA**

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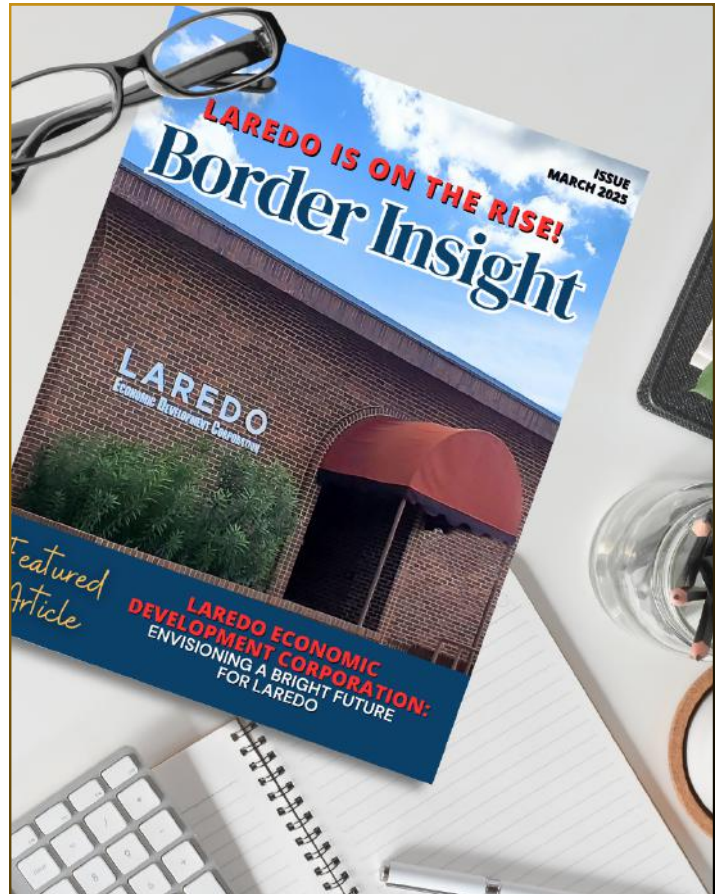
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EL GOBIERNO DEL
NUEVO
NUEVO LEÓN

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."





CROSS-BORDER MARATHON

"BERNARDO REYES - TOMÁS SÁNCHEZ"



ADUANA NUEVO NUEVO LEÓN - LAREDO CITY CIRCUIT

(HALF MARATHON / 10K / 5K)

BUILDING BRIDGES OF GROWTH
AND CROSS-BORDER PARTNERSHIP



DECEMBER 7, 2025



Port
Laredo
TEXAS



CODEFRONT
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DE LA ZONA FRONTERIZA



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.



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Alma Acevedo
President & CEO

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LEDC Showcases Real Estate Opportunities to Asociación Mexicana de Profesionales Inmobiliarios (AMPI) Delegation

On Thursday, August 7, 2025, the Laredo Economic Development Corporation (LEDC) had the pleasure of collaborating with Joey Sanchez from Keller Williams Realty, LLC, and Nefi Miramontes and Jennifer Mendoza from ENV Title to welcome members of the Asociación Mexicana de Profesionales Inmobiliarios A.C. (AMPI) to Laredo. The "Vive Invirtiendo: Ruta del Inversor Inmobiliario" itinerary

offered AMPI members an in-depth look at the city's dynamic real estate landscape. Notable stops included a downtown Laredo tour with Killam Development, a hard-hat visit to Port Laredo Industrial Park, and residential tours in both North and South Laredo featuring luxury properties, Palm Lake, Windfield IX, and major projects like the \$45 million Buena Vista development.

David A. Stedman, President & CEO, and Rey Reyes, Vice President of International Business Recruitment, provided valuable insight into the industrial and commercial activity driving Laredo's growth to the more than 20 AMPI members in attendance.



LEDC Announces Chancellor John Sharp as a 2025 EDI Award Honoree



The Laredo Economic Development Corporation is proud to announce that former Texas A&M International University Chancellor John Sharp has been unanimously selected by LEDC Economic Development Industry Award Committee as a recipient of the prestigious 2025 Economic Development Industry (EDI) Award. This honor will be presented at LEDC's annual **Boots 'n Bling Gala** on October 17, 2025, at *The Barn at Los Patios*.

In his esteemed career as the 14th Chancellor of the Texas A&M University System, along with his roles as Texas Comptroller and Railroad Commissioner, and his service in both chambers of the Texas State Legislature, Chancellor Sharp has exemplified a legacy of dedicated service to the people of Texas.

This recognition not only honors Chancellor Sharp's lasting legacy but also highlights TAMU's pivotal role in enhancing education, research, and economic growth in Laredo and South Texas.

The EDI'S

The Economic Development Industry Awards (EDI) were created in 2018 by the Laredo EDC, to recognize individuals and industries whose achievements have made a significant contribution and lasting impact towards the growth and betterment of our community.

The Boots 'n Bling Gala promises to be an evening dedicated to celebrating visionary leadership, transformative institutions, and the bright prospects for Laredo and Webb County.

[For information about the EDI Boots 'n Bling Gala](#)





We are excited to share that the **Laredo Economic Development Corporation** has been awarded **TWO** Bronze Level Excellence in Economic Development Awards for 2025 by the International Economic Development Council.



**Border Insight:
Laredo is on the Rise!**

Magazine & Newsletter
Category



**LEDC's Economic Development
Week (EDW) 2024**

Innovation in Economic
Development Week (EDW)
Category

SHOUTOUT TO OUR AMAZING TEAM FOR BRINGING HOME THESE AWARDS!

LEDC TEAM: DAVID A. STEDMAN, SR., PRESIDENT & CEO, YVETTE PEÑA, CHIEF FINANCIAL OFFICER, JOSEPH MENDIOLA, VP OF BUSINESS ATTRACTION AND RETENTION, REY REYES, VP OF INTERNATIONAL BUSINESS RECRUITMENT, ANA L. BENAVIDES - DEL BOSQUE, ADMINISTRATIVE SUPPORT SPECIALIST

MILEONE TEAM: CESAR G. HERNANDEZ, CHIEF OPERATING OFFICER AND MARIBEL VILLARREAL, MARKETING COORDINATOR

Special thanks to **Midwest Sterilization Corporation**
for their commitment to the Laredo Economic
Development Corporation



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

OVERVIEW

Port Laredo **Exports** totaled **\$64.5** billion -0.68% from June 2024

While **Imports** were valued at **\$111.05** billion +8.84% from June 2024



TOP TRADE PARTNERS



MEXICO \$170.92B

Exports \$64.45B Imports \$106.47B
Rose 0.68% Fell -8.65%



CHINA \$818.36M

Exports \$52,925 Imports \$818.31M
Rose 18.5% Fell -13.33%



FRANCE \$514.91M

Exports \$0 Imports \$514.91M
Fell -18.14%



JAPAN \$513.05M

Exports \$5.35M Imports \$507.7M
Fell -10.27% Rose 75.06%



NICARAGUA \$411.66M

Exports \$72.49M Imports \$339.17M
Rose 6.97% Fell -2.18%

PORT LAREDO EXPORTS



Motor Vehicle Parts fell -1.92% compared to last year

\$7.3B



Gasoline, other fuels rose 34.13% compared to last year

\$1.08B



Diesel engines fell -7.93% compared to last year

\$1.56B



Civilian aircraft, parts rose 102.2% compared to last year

\$1.39B



Electric storage batteries fell -19.43% compared to last year

\$1.26B

PORT LAREDO IMPORTS



Motor Vehicle Parts fell -2.89% compared to last year

\$13.06B



Computers rose 17.27% compared to last year

\$11.14B



Passenger vehicles rose 9.92% compared to last year

\$8.27B



Commercial vehicles fell -18.59% compared to last year

\$4.37B



Cell phones, related equipment rose 42.17% compared to last year

\$4.28B

Source: US Trade Numbers-WorldCity

Compiled by Laredo Economic Development Corporation

Economic DASHBOARD

July 2025 Year-over-Year Report



*Workforce

Employment

116,172
▲ + 2.2% from 2024



Labor Force

121,958
▲ + 2.23% from 2024



Unemployment Rate

4.7%
▲ + 4.44% from 2024



Indicator	Jul 2025	Jul 2024	% Change (YoY)	Trend
Employment	116,172	113,895	2.00%	▲ Positive Growth
Labor Force	121,958	119,293	2.23%	▲ Growth
Unemployment	5,786	5,398	7.19%	▲ Risen
Unemployment Rate	4.7%	4.5%	4.4%	▲ Risen

*Sales Tax

Sales Tax Revenue \$5.268M

▼ -0.31% from 2024



Indicator	Jul 2025	Jul 2024	% Change (YoY)	Trend
Sales Tax Revenue	\$5,264,477	\$5,280,979	-0.31%	▼ Decrease

*Bridge Traffic Distribution (Southbound)

Indicator	Jul 2025	Jul 2024	% Change (YoY)	Trend
Pedestrians	191,273	192,705	-0.74%	▼ Decrease
Non Comm. Vehicles	425,601	414,045	2.79%	▲ Increase
Buses	2,741	3,120	-12.15%	▼ Decrease
Commercial Vehicles	252,943	255,804	-1.12%	▼ Decrease
Non Comm. Vehicles (AVI)	144,631	138,262	4.61%	▲ Increase
Total Vehicles	681,285	672,969	1.24%	▲ Increase

Bridge Traffic Distribution (Northbound)

Indicator	Jul 2025	Jul 2024	% Change (YoY)	Trend
*Pedestrians	423,478	242,882	0.25%	▲ Increase
*Non Comm. Vehicles	431,340	418,797	3.00%	▲ Increase
*Buses	2,546	3,116	-18.00%	▼ Decrease
*Commercial Vehicles	253,425	260,670	-2.80%	▼ 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

July 2025 Year-to-Date Report



*Workforce

Employment
116,054
▲ + 2.73% from 2024

Labor Force
121,661
▲ +3.05 from 2024

Unemployment Rate
▲ +% from 2024

Indicator	Jan-Jul-2025	Jan-Jul-2024	% Change (YoY)	Trend
Employment	116,054	112,967	2.73%	▲ Positive Growth
Labor Force	121,661	118,056	3.05%	▲ Growth
Unemployment	5,607	5,089	10.20%	▲ Risen
Unemployment Rate	460.0%	4.3%	8.60%	▲ Risen

*Sales Tax

Sales Tax Revenue \$39.95M
▲ + 5.53% from 2024

Indicator	Jan-Jul-2025	Jan-Jul-2024	% Change (YoY)	Trend
Sales Tax Revenue	\$39,959,814	\$37,865,008	5.53%	▲ Positive Growth

*Bridge Traffic Distribution (Southbound)

Indicator	Jan-Jul-2025	Jan-Jul-2024	% Change (YoY)	Trend
Pedestrians	1,377,886	1,348,297	2.19%	▲ Increase
Non Comm. Vehicles	2,862,249	2,893,091	-1.07%	▼ Decrease
Buses	18,189	19,312	-5.82%	▼ Decrease
Commercial Vehicles	1,730,301	1,767,527	-2.11%	▼ Decrease
Non Comm. Vehicles (AVI)	1,049,349	1,022,077	2.67%	▲ Increase
Total Vehicles	4,610,739	4,679,930	-1.48%	▼ Decrease

Bridge Traffic Distribution (Northbound)

Indicator	Jan-Jul-2025	Jan-Jul-2024	% Change (YoY)	Trend
*Pedestrians	1,716,821	166,242	3.16%	▲ Increase
*Non Comm. Vehicles	2,900,978	2,928,113	-0.93%	▼ Decrease
*Buses	15,207	20,469	-25.71%	▼ Decrease
*Commercial Vehicles		1,792,530	-2.52%	▼ 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

SOUTH TEXAS SHOWCASES AS A GATEWAY FOR GROWTH AT KEY MEXICO EVENTS

As part of Rio South Texas, the Laredo Economic Development Corporation (LEDC), represented by Rey Reyes, Vice President of International Business Recruitment, participated in two key events in Querétaro and Monterrey on August 21st.

The delegation showcased why our region continues to be one of the fastest-growing in Texas.

From Laredo's world-class infrastructure and logistics network to the skilled workforce driving innovation and growth, South Texas is uniquely positioned to serve as a natural partner for businesses in Mexico looking to expand, invest, and build a sustainable future.

These events were more than promotional opportunities—they were about building strong cross-border relationships that enhance competitiveness, foster collaboration, and create lasting economic impact on both sides of the border.

A special thank you goes to Adam Gonzalez, CEO of COSTEP, and Sergio Gracia, CEO of México Industry, for their leadership and vision in making these opportunities possible.



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PHASE 1
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LEDC SUMMER MIXER HIGHLIGHTS TEXAS GROWTH AND CROSS-BORDER INNOVATION

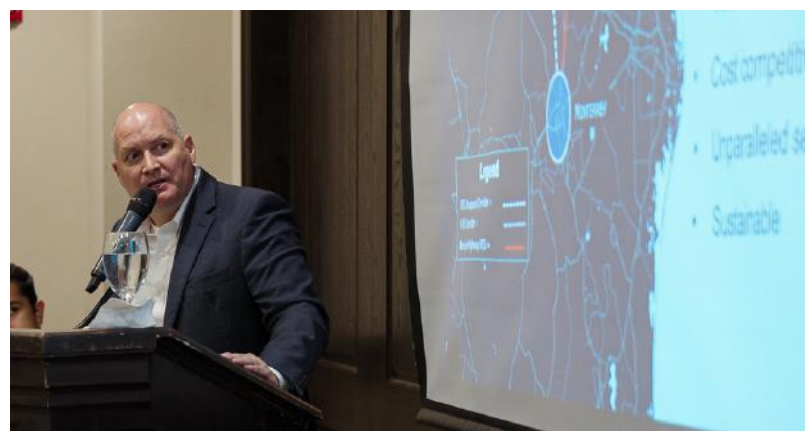
The LEDC hosted its Summer Membership & Networking Mixer at the Laredo Country Club on August 20th, bringing together members, partners, and community leaders for an evening of insight and collaboration.

The evening began with welcoming remarks and a special announcement by David A. Stedman, LEDC President and CEO, who underscored the organization's continued commitment to fostering growth and partnerships that drive Laredo's role as a hub of international trade.

The program featured Aaron Demerson, President and CEO of the Texas Economic Development Corporation, who delivered an overview of Texas' economic development success. Demerson highlighted the state's pro-business climate, global competitiveness, and the opportunities that keep Texas at the forefront of U.S. economic growth.

The program continued with a guest speaker presentation by Juan Carlos Gastélum Treviño of Green Corridors, who introduced an automated intelligent freight-moving system designed to connect Monterrey and the City of Laredo. His forward-looking vision demonstrated how technology and sustainability can strengthen cross-border trade while paving the way for more efficient and environmentally conscious logistics.


The event concluded with a vibrant networking session, where business leaders and community members connected to exchange ideas and explore future collaborations. The Summer Mixer reaffirmed LEDC's role as a bridge for innovation, economic opportunity, and binational partnerships.



Let's Welcome

**OUR NEWEST
MEMBERS!**





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



An **AEP** Company

Working together with our customers and communities to create the future of energy.

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



WOMEN ENTREPRENEURS ROCK SERIES

The Women Entrepreneurs Rock Series (WERS) returned in August with another inspiring session at MileOne, proudly sponsored by PNC Bank.

This month's conversation featured Leslie Gonzalez and Nora Villarreal of Love & Guidance Counseling Center, along with Silvia Jimenez, empowerment coach and Certified Access Bars Facilitator.



Together, they shared powerful stories and practical insights on balancing business with purpose, building confidence through small wins, and leading with compassion. Their messages deeply resonated with attendees, serving as a reminder that growth often emerges from challenges, and lasting success is achieved step by step.

The Women Entrepreneurs Rock Series continues to showcase the power of storytelling and shared experience, fostering a space where women can learn from one another while strengthening the bonds of Laredo's entrepreneurial ecosystem. At MileOne, we are proud to support this movement and look forward to the inspiring sessions still to come.

"The Women Entrepreneurs Rock Series is about creating a space where women feel seen, supported, and inspired to lead. Each session proves the strength of our entrepreneurial community and the impact we can achieve together."

- COO, Cesar G. Hernandez

MILEONE



MILEONE



Women's City Club

Empowered Women, Empower Communities!

On August 14, 2025, MileOne was honored to be invited by the Laredo Women's City Club – an extraordinary circle of women leaders dedicated to driving meaningful change through fundraising, scholarships, volunteer work, and educational workshops.

As a nonprofit, MileOne has supported hundreds of businesses with expert guidance, flexible memberships, state-of-the-art amenities, and impactful networking opportunities. Over the past seven years, more than 7,000 members have trusted MileOne in their entrepreneurial journeys.

Hosted at the country club, the conference introduced the LC Camino Prada Child Development Center at LC South Campus, which provides quality care for families while training future educators. MileOne's COO, Cesar G. Hernandez, then presented Laredo's one and only Business Assistance Facility.

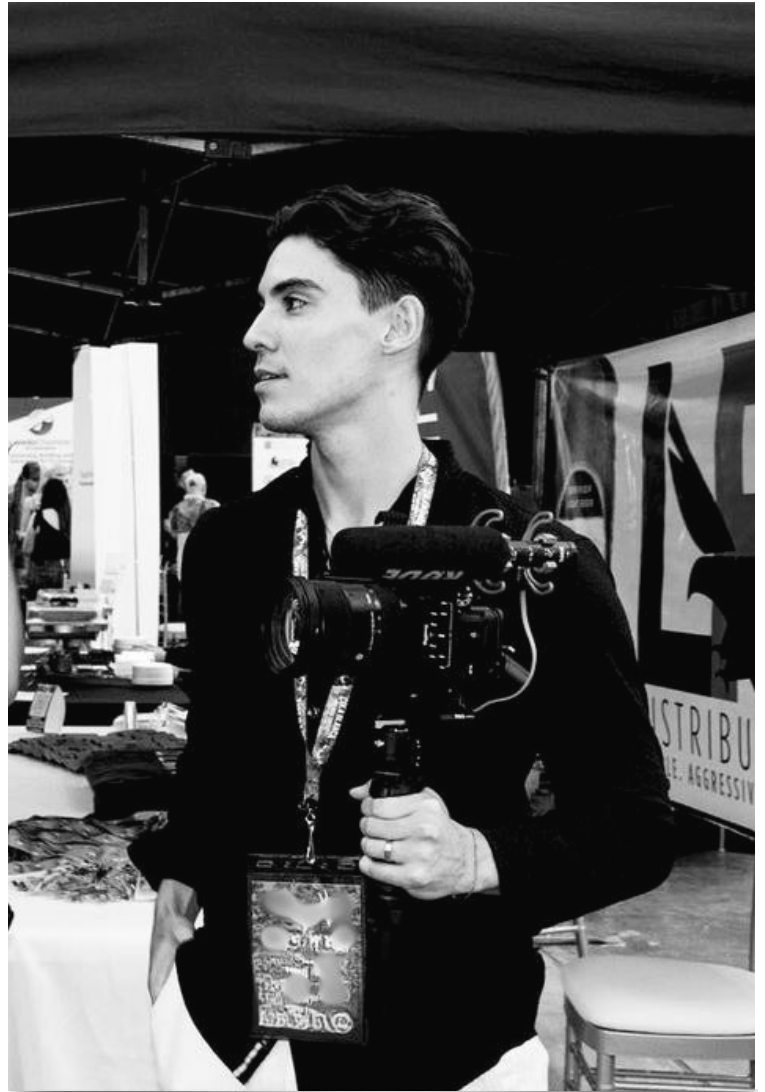
The committee was especially inspired by MileOne's upcoming Women Entrepreneurs Rock Series, designed to connect and uplift women leaders. Together with the Laredo Women's City Club, MileOne proudly reaffirms its mission of empowering women, strengthening businesses, and building a thriving community.



MEMBER OF THE MONTH

Starting Nord Media LLC has been one of the most important decisions of my life. I always knew I wanted to have my own business, and I never saw myself in a regular job where growth felt limited.

I wanted to build something of my own – something I could pour my energy into, work hard for, and see grow quickly. In fact, the business plan I wrote for my final strategy course at Texas A&M International University became the foundation for Nord Media, which I launched right after graduation.



Nord Media is a marketing and media agency dedicated to helping brands and businesses grow. We focus on marketing strategy and content creation, blending creative storytelling with thoughtful execution to help brands stand out.

By approaching every project with a content-first mindset, we give businesses the tools to strengthen their presence and thrive in today's fast-moving digital world.

NORD MEDIA



I grew up in Finland and later lived in Chile before moving to Laredo on a soccer scholarship to attend TAMU. Having lived in different countries has shaped who I am — I've had to start over many times, which gave me resilience and a willingness to take risks.

With both of my parents being entrepreneurs, I was also inspired from a young age to pursue this path and create opportunities through business.

For me, success isn't just about financial milestones — it's about growth and constant improvement. I never want to be stagnant or settle for "good enough." I strive to be better every day, and I bring that same drive to Nord Media, helping our clients strengthen their brands, improve their marketing, and reach new audiences in today's fast-moving digital world.

MileOne has been a huge part of my journey. I've been a member for two years now, and I credit many of my connections, opportunities, and growth to this community.

Being recognized as Member of the Month is a reminder of how far I've come and how valuable this space has been in my path as an entrepreneur.

Mikael Raikkonen

Owner, NORD MEDIA LLC



MEXICANA

GRADU

On August 13, 2025, the Consulado General de México en Laredo, in partnership with MileOne, proudly celebrated the graduation of the Fourth Generation of Mexicana Emprende. This binational initiative empowers Mexican women entrepreneurs with the knowledge, resources, and confidence to build and grow businesses across the U.S.-Mexico border.

Over the course of five intensive sessions, participants gained critical insights into the pillars of entrepreneurship; business development, legal frameworks, financial literacy, marketing strategies, and cross-border trade.

Resources & Networking: MileOne's International Business Assistance Center team emphasized growth strategies, mentorship opportunities, and access to binational resources to support long-term success.

Legal Foundations: Attorney Nelly Vielma guided participants through U.S. business structures, registration processes, and immigration options for professionals.

Accounting & Compliance: Alberto Luna Jr., founder of LUNA CPA LLC, provided practical strategies to manage taxes, payroll, and reporting requirements to ensure sustainable growth.

Marketing & Branding: Adriana Jimenez, owner of The Marketing Society, shared actionable tools to help entrepreneurs identify their markets and build a strong, consistent brand.

Cross-Border Trade: Arnulfo Molina III, Program Manager at U.S. Customs and Border Protection (CBP), offered clarity on import/export processes, compliance, and opportunities for businesses engaged in international commerce.



EMPRENDE A T I O N

The program culminated in a final pitch competition, where graduates presented their business ideas before a panel of judges. This capstone event not only highlighted the participants' creativity and determination but also opened doors for grants, mentorship, and MileOne memberships to continue supporting their entrepreneurial journeys.

“Each woman in this program represents the resilience and innovation of our border region,” said Cesar G. Hernandez, COO of MileOne. “Their success is a reflection of the strength of our community and the opportunities that arise when we work together.”

Consul General Juan Carlos Mendoza also commended the graduates, emphasizing the Mexican government's ongoing commitment to empowering women through education, economic development, and cross-border collaboration. The Fourth Generation of Mexicana Emprende not only built on the legacy of past cohorts but also set a new standard of excellence.

With tools in hand, networks expanded, and confidence strengthened, these women are now better prepared to transform their ideas into sustainable businesses, benefiting their families, their communities, and the regional economy.

At MileOne, we are proud to stand alongside these visionary entrepreneurs. Their graduation is not an ending, but the beginning of a new chapter filled with growth, resilience, and opportunity.

Here's to the future they are building—and the communities rising with them.



MILEONE

Coffee with the Chairwoman: A Vision for Downtown Laredo



MileOne was honored to host Coffee with the Chairwoman, a morning of dialogue, collaboration, and vision for the future of Downtown Laredo. The event, led by Chairwoman Sandra M. Alaniz and featuring distinguished guest Cliffe Killam, brought together community leaders, business professionals, and stakeholders to discuss the opportunities and initiatives shaping the heart of our city.



The conversation highlighted the importance of community engagement in driving revitalization efforts, with attendees contributing ideas and perspectives on how to strengthen Downtown as a hub for growth, innovation, and connectivity.

This impactful event was made possible through the leadership of the Laredo Chamber of Commerce and the support of Killam Development. Their commitment to progress and collaboration continues to play a vital role in advancing Laredo's economic and cultural landscape.

As we look to the future, it is clear that a unified effort, driven by passion and dedication, will be essential in transforming Downtown Laredo into a beacon of prosperity and resilience. Together, we can build a downtown that reflects the rich history and dynamic spirit of our city, inviting everyone to be part of its bright future.

At MileOne, we are proud to serve as the space where collaboration and innovation happen. Events like Coffee with the Chairwoman demonstrate the strength of partnerships and the shared vision required to keep Downtown thriving for generations to come.

EVENT 20 SCHEDULE 25

5 SEPT

PROGRAMA ACELERA

PRIVATE GROUP
SESSION

15 SEPT

**EMPOWERING FUTURES:
YES CAMP LAPTOP
DISTRIBUTION**

19 SEPT

PROGRAMA ACELERA

PRIVATE GROUP
SESSION

21 SEPT

**1ST ANNUAL BOWLING
WITH HEART FUNDRAISER**

MILEONE



Save
The
Date



Boots 'n Bling Gala

FRIDAY, OCTOBER 17TH

7:00 PM-12 MIDNIGHT

THE BARN AT LOS PATIOS

4653 Casa Blanca Lake Rd.

Laredo, Texas

For more information, visit our website at <https://ledc-edi-gala.com/> or contact the LEDC staff at (956) 722-0563



For more information contact:
 Ana L. Benavides – Del Bosque at
abenavides@laredoedc.org

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UPCOMING ISSUES

Month	Featured Article	Topics	Closing Date
September 2025	LEDC's 32 nd Pathways for Trade Symposium	<ul style="list-style-type: none"> Keynote Speakers Presenters Outlook 	September 18th
October 2025	2025 Boots N Bling Gala	<ul style="list-style-type: none"> Honorees Past Honorees History 	October 18th



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