

ISSUE
JULY 2025

LAREDO IS ON THE RISE!

Border Insight



*Featured
Article*

**THE TRIO BORDER REGION
OUTLOOK
3-PART SERIES :
PORT LAREDO**

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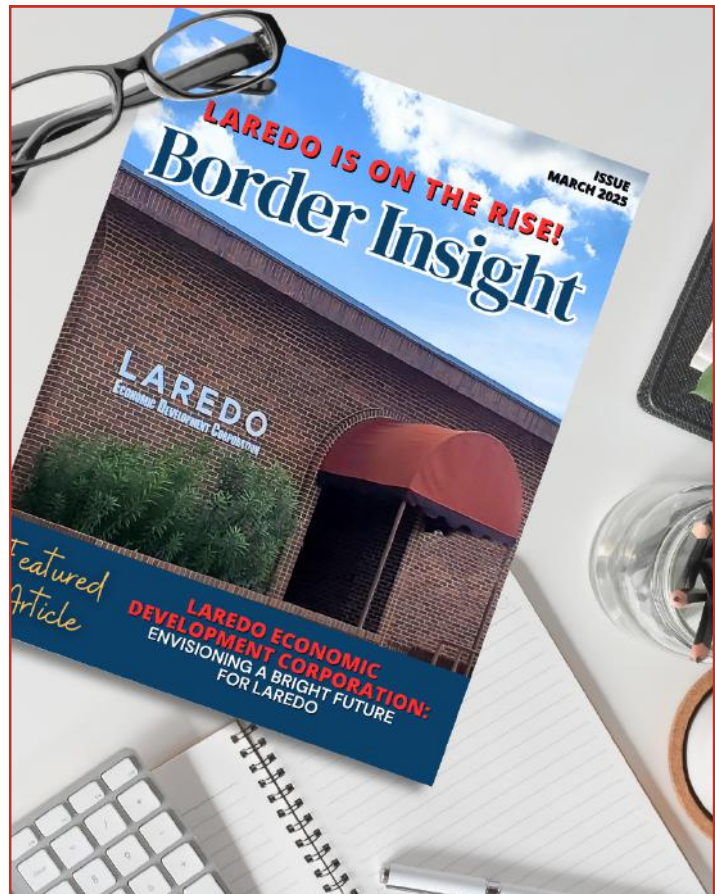
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Where Trade Takes Shape: Inside Port Laredo's \$339 Billion Evolution

From colonial crossroads to smartshoring catalyst, how the #1 inland port is redefining the U.S.-Mexico economic engine.

Port
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18,000+ trucks. \$1.13B in daily goods. No U.S. port moves more.

Legacy in Motion. Trade in Command.

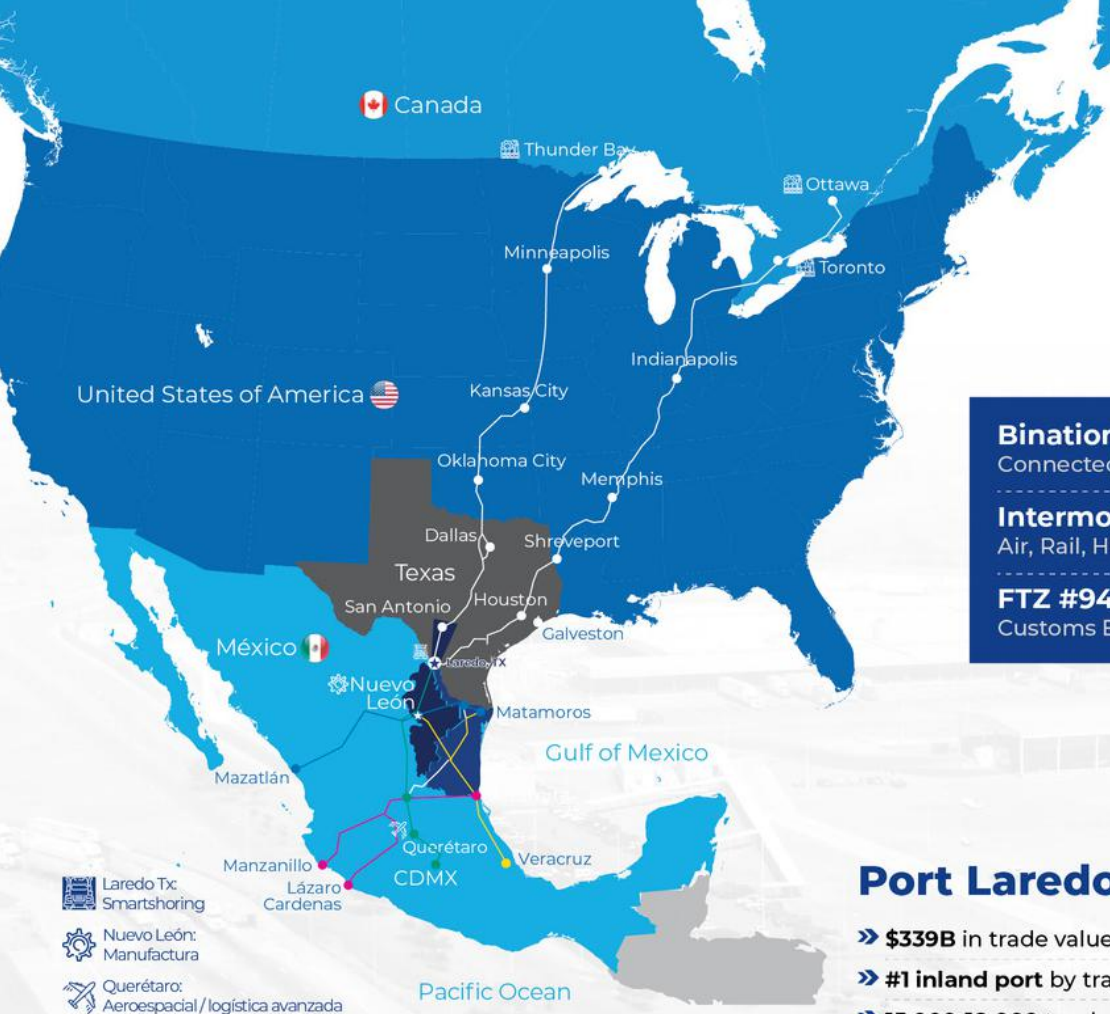
Founded in 1755, Laredo has always stood at the edge of movement and transformation. Once a frontier outpost, it has evolved into a 21st-century trade fulcrum.

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**.



Binational Access:
Connected to Two Mexican States by Bridge

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

FTZ #94 Advantage:
Customs Efficiency + Duty Deferral

- Laredo Tx: Smartshoring
- Nuevo León: Manufactura
- Querétaro: Aeroespacial/ logística avanzada
- Canada Industrial Thunder Bay/Toronto/Ottawa

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.

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.



WORKFORCE



AIR CARGO



WAREHOUSE

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

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.

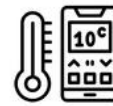
FTZ #94 Advantages:

- » 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

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.



"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



"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

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)

Special thanks to **Union Pacific
for their commitment to the Laredo Economic
Development Corporation**



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Contact the LEDC Staff at (956) 722-0563 for more details**



Picture courtesy of DVS Global Transport & Logistics

DSV Breaks Ground on 900,000-Square-Foot Logistics Facility in Laredo, Texas

DVS Global Transport & Logistics celebrated the start of building its newest facility in Laredo, Texas, on July 22, 2025, with a groundbreaking ceremony.

DSV celebrated the groundbreaking of its latest facility in Laredo, Texas, on July 22, 2025. Attendees included DSV team members, local officials, and the facility's developer, Evans General Contractors. This property serves to solidify DSV's position at the US-Mexico border and reinforces its commitment to cross-border logistics and warehousing solutions.

The nearly 900,000-square-foot high-tech facility represents a relocation and expansion of DSV Laredo's existing

operations, with the addition of Contract Logistics further strengthening this hub for warehousing and transportation across the US and into Mexico.

It will support a variety of industries, including consumer products, technology, and industrial equipment. The warehouse design will boast advanced safety and security features, to ensure optimal protection for client assets.

Attending the event was Joseph Mendiola, Vice President for Business Attraction & Retention at the Laredo Economic Development Corporation.

[Read complete article](#)



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for their commitment to the Laredo Economic
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City of Laredo Celebrates Ribbon Cutting for Springfield Avenue Extension Phase 4



Picture courtesy of City of Laredo

Laredo, TX – July 21 – The City of Laredo proudly marked a major infrastructure milestone with the Ribbon Cutting Ceremony for the Springfield Avenue Extension Phase 4. The event celebrated the official opening of a vital new roadway connecting Springfield Avenue to Bob Bullock Loop.

City officials included Mayor Dr. Victor D. Treviño, District 6 Council Member Dr. Tyler King, and District 8 Council Member Alyssa Cigarroa, who were joined by representatives from the Webb County–City of Laredo Regional Mobility Authority, TXDOT,

and other community partners to commemorate the occasion.

The new roadway is a significant step forward in improving mobility across Laredo. It is designed to ease traffic congestion and enhance access for residents and businesses in the growing northern corridor of the city.

This project reflects Laredo’s ongoing commitment to investing in critical transportation infrastructure and ensuring a better-connected future for the community.



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CPKC



Pathways for Trade

The Logistics & Manufacturing Symposium

PRESS CONFERENCE

July 24, 2025 – Laredo, Texas – The Laredo Economic Development Corporation (LEDC) is proud to announce the keynote speakers and distinguished presenters for the **32nd Annual Pathways for Trade: The North American Logistics & Manufacturing Symposium**, taking place August 27–28, 2025, at the Laredo Country Club.

With the theme *“The New Era of Trade: Perspectives and Opportunities,”* this year’s symposium will spotlight the dynamic changes shaping international trade, logistics, and manufacturing.

To officially unveil this year’s program, the LEDC hosted a Press Conference featuring opening Welcoming Remarks by David A. Stedman, President & CEO of the Laredo Economic Development Corporation.

The Symposium Press Remarks and Presentation were led by Alma Acevedo, Symposium Committee Chair, and Uriel Verazzi, Committee Members, who highlighted this year’s speakers and presenters.

The press event also emphasized that sponsorship opportunities are still available. A brief Q&A session followed, along with pastries and refreshments for attendees.

The symposium will begin with the Night of Trade Ambassador Reception on August 27 from 6:00 p.m. to 9:00 p.m., where the LEDC will present the **2025 Trade Ambassador Award** to INDEX Nuevo Laredo in honor of their 20th anniversary and longstanding contributions to the Los Dos Laredos region.

“We are thrilled to announce INDEX Nuevo Laredo as the 2025 Trade Ambassador Award recipient,” said Acevedo. “Their role in supporting and advancing the export industry over the past two decades is truly commendable.”

On August 28, a full day of programming from 8:30 a.m. to 4:30 p.m. will address pressing global trade topics including inflation, e-commerce, supply chain barriers, regional growth, technology transformation, and national security.

Keynote speakers include:

- **Kevin McAleenan**, CEO of BigBear.ai and Former Acting Secretary of the U.S. Department of Homeland Security
- **John Brooks**, Executive Vice President & Chief Marketing Officer, Canadian Pacific Kansas City
- **Christine Clermont**, Vice President of U.S. Warehousing & Logistics – Air & Sea, DSV Global Transport and Logistics





Pathways for Trade

The Logistics & Manufacturing Symposium

THE NEW ERA OF TRADE: PERSPECTIVES & OPPORTUNITIES

August 27-28, 2025 • Laredo Country Club



THE NIGHT OF TRADE AMBASSADOR DINNER

Sponsored by:



Wednesday, August 27, 2025 - Laredo Country Club - Colonnade Ballroom
6:00 pm - 9:00 pm

Attire: Business Casual - E-Tickets will be required

2025 Pathways for Trade Ambassador Award

6:30 - 7:00 pm

Reception - Networking

7:30 pm

Award Presentation

**HONORING
TWO DECADES OF CROSS-BORDER
LEADERSHIP**





Pathways for Trade

The Logistics & Manufacturing Symposium



August 27-28, 2025 • Laredo Country Club

THE NEW ERA OF TRADE: PERSPECTIVES & OPPORTUNITIES

DISTINGUISHED KEYNOTE SPEAKERS



Kevin McAleenan

CEO, BigBear. ai and
Former Acting Secretary of the U.S.
Department of Homeland Security



John Brooks

Executive Vice-President and
Chief Marketing Officer,
Canadian Pacific Kansas City



Christine Clermont

Vice President
US Warehousing & Logistics,
Air & Sea Logistics at
DSV Global Transport & Logistics





Pathways for Trade

The Logistics & Manufacturing Symposium



August 27-28, 2025 • Laredo Country Club

THE NEW ERA OF TRADE: PERSPECTIVES & OPPORTUNITIES

PRESENTERS LINEUP



Ing. Humberto Martinez C.
President INDEX Nacional



Ing. Enrique Moran
President INDEX Nuevo Laredo



Gerald Schwebel
Executive Vice President, International Bank of Commerce



Dan Ujcz
Senior Counsel, Thompson Hine



Laurie A. Tannous, J.D.
Vice President Government Relations and General Counsel at Farrow, A.Kuehe + Nagel Company



James Grogan
Managing Director, Trade & Customs, Kroll, LLC



Dr. Federico Schaffler
Foreign Trade Zone Administrator, Laredo International Airport



Dave Irek
VP of Business Development, Duos Edge AI



Carlos M. Llanes, Jr.
Chief Executive Officer, Spartan Carrier Group



Sherman Barnes
Regional Vice President Bennett Motor Express



Dr. Manuel Montoya O.
General Director Automotive Cluster of Nuevo Leon



Gereon Hempel
Chief Executive Office 21 Consulting



Matt Leach
Director of Public Sector, FiberLight, LLC



Joseph Neeb
City Manager City of Laredo



Devorah Karren
International Affairs Director, State of Nuevo Leon & Port Colombia



Ing. Fco. Ivan Torres
Economic Development City of Nuevo Laredo



Ing. Israel Moraes
Latin America Market Access Manager Caterpillar Remanufacturing Division



Xavier Marzan
Managing Partner XIR Group



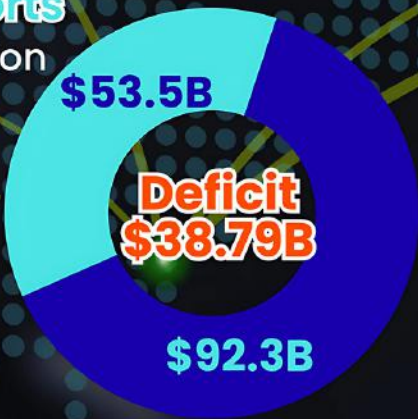


YEAR-TO-DATE, PORT LAREDO'S TRADE MAY 2025

OVERVIEW

Port Laredo **Exports** totaled \$53.5 billion -0.44% from May 2024

While **Imports** were valued at \$92.3 billion +9.06% from May 2024



Source: US Trade Numbers-WorldCity

TOP TRADE PARTNERS

	MEXICO \$141.96B Exports \$53.43B Imports \$88.53B
	CHINA \$684.3M Exports \$47,734 Imports \$684.3b
	FRANCE \$429.6M Exports \$0 Imports \$429.6M
	JAPAN \$417.4M Exports \$4.0M Imports \$413.4M
	TAIWAN \$357.2M Exports \$0 Imports \$357.2M

Source: US Trade Numbers-WorldCity

PORT LAREDO EXPORTS

	Motor Vehicle Parts fell 5.01% compared to last year \$6.04B
	Gasoline, other fuels rose 16.83% compared to last year \$1.08B
	Civilian aircraft, parts rose 92.65% compared to last year \$1.13B
	Electric storage batteries fell 11.69% compared to last year \$1.11B
	Diesel engines fell 8.28% compared to last year \$1.27B

Source: US Trade Numbers-WorldCity

PORT LAREDO IMPORTS

	Motor Vehicle Parts fell 3.75% compared to last year \$10.9B
	Computers rose 178.74% compared to last year \$9.22B
	Passenger vehicles rose 14.41% compared to last year \$6.93B
	Commercial vehicles fell 14.39% compared to last year \$3.7B
	Cell phones, related equipment rose 48.22% compared to last year \$3.46B

Source: US Trade Numbers-WorldCity

***Workforce**

Employment

116,006

▲ + 2.37% from 2024



Labor Force

121,773

▲ + 2.42% from 2024



Unemployment Rate

4.7%

▲ + 0% from 2024



Indicator	Jun 2025	Jun 2024	% Change (YoY)	Trend
Employment	116,006	113,318	2.37%	▲ Positive Growth
Labor Force	121,773	118,896	2.42%	▲ Growth
Unemployment	5,767	5,578	3.39%	▲ Risen Modestly
Unemployment Rate	4.7%	4.7%	0.0%	Stable

***Sales Tax**

Sales Tax Revenue \$5.68M

▲ +8.20% from 2024



Indicator	Jun 2025	Jun 2024	% Change (YoY)	Trend
Sales Tax Revenue	\$5,687,215	\$5,256,303	8.20%	▲ Positive Growth

***Bridge Traffic Distribution (Southbound)**

Indicator	Jun 2025	Jun 2024	% Change (YoY)	Trend
Pedestrians	182,687	179,372	1.85%	▲ Increase
Non Comm. Vehicles	413,385	653,429	-36.74%	▼ Decrease
Buses	2,591	2,754	-5.92%	▼ Decrease
Commercial Vehicles	246,488	247,161	-0.27%	▼ Decrease
Non Comm. Vehicles (AVI)	144,628	137,922	4.86%	▲ Increase
Total Vehicles	662,464	653,429	1.38%	▼ Decrease

Bridge Traffic Distribution (Northbound)

Indicator	Jun 2025	Jun 2024	% Change (YoY)	Trend
*Pedestrians	229,497	223,178	2.83%	▲ Increase
*Non Comm. Vehicles	413,371	401,498	2.96%	▲ Increase
*Buses	2,285	2,804	-18.51%	▼ Decrease
*Commercial Vehicles	249,547	250,670	-0.45%	▼ 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

Economic DASHBOARD

June 2025 Year-to-Date Report



*Workforce

Employment
116,034
▲ + 2.86% from 2024

Labor Force
161,611
▲ + 3.19% from 2024

Unemployment Rate
4.6%
▲ +6.9% from 2024

Indicator	Jan-Jun-2025	Jan-Jun-2024	% Change (YoY)	Trend
Employment	116,034	112,812	2.86%	▲ Positive Growth
Labor Force	121,611	117,849	3.19%	▲ Growth
Unemployment	5,577	5,038	10.70%	▲ Risen
Unemployment Rate	4.6%	4.3%	6.98%	▲ Risen

*Sales Tax

Sales Tax Revenue \$34.69M
▲ + 6.48% from 2024

Indicator	Jan-Jun-2025	Jan-Jun-2024	% Change (YoY)	Trend
Sales Tax Revenue	\$34,695,337	\$32,584,029	6.48%	▲ Positive Growth

*Bridge Traffic Distribution (Southbound)

Indicator	Jan-Jun-2025	Jan-Jun-2024	% Change (YoY)	Trend
Pedestrians	1,186,613	1,155,592	2.68%	▲ Increase
Non Comm. Vehicles	2,436,648	2,479,046	-1.71%	▼ Decrease
Buses	15,448	16,192	-4.59%	▼ Decrease
Commercial Vehicles	1,477,358	1,511,723	-2.27%	▼ Decrease
Non Comm. Vehicles (AVI)	904,718	883,815	2.37%	▲ Increase
Total Vehicles	3,939,454	4,006,961	-1.68%	▼ Decrease

Bridge Traffic Distribution (Northbound)

Indicator	Jan-Jun-2025	Jan-Jun-2024	% Change (YoY)	Trend
*Pedestrians	1,473,343	1,421,360	3.66%	▲ Increase
*Non Comm. Vehicles	2,469,638	2,509,316	-1.58%	▼ Decrease
*Buses	12,661	17,353	-27.04%	▼ Decrease
*Commercial Vehicles	1,493,924	1,531,930	-2.48%	▼ 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



LEDC Engages in the City's Visioning Workshop Focused on Revitalizing Downtown Laredo

An inspiring visioning workshop focused on the revitalization of Downtown Laredo took place on July 24, bringing together key community leaders and stakeholders. Organized by Laredo Main Street and the City of Laredo Economic Development Department, the event sparked meaningful dialogue around strategies to re-energize the heart of the city.

Representing the Laredo Economic Development Corporation was David Stedman, President and CEO, who joined local leaders including Brian Manning, Melissa Cigarroa, and Julian Rotnofsky in exploring ideas to enhance economic activity, preserve historic character, and improve public spaces in the downtown area.

The workshop underscored a shared commitment to building a more vibrant, inclusive, and economically thriving downtown.

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¡Leave it
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LEDC Presents at the Monthly Membership Luncheon of the Laredo Hispanic Chamber of Commerce

The Laredo Hispanic Chamber of Commerce successfully held its Monthly Membership Luncheon on Wednesday, July 30, at Danny's Restaurant on McPherson Avenue. The event gathered local business owners, community leaders, and professionals for an afternoon dedicated to networking, collaboration, and valuable insights into Laredo's economic development.

The luncheon featured Mr. David Stedman, President and CEO of the Laredo Economic Development Corporation (LEDC), as a guest speaker alongside Ms. Alma Acevedo, Chair of the Special Projects Committee at LEDC.

Both speakers shared updates on ongoing economic development initiatives and provided details about the upcoming Pathways for Trade Logistics and Manufacturing Symposium, an event focused on fostering cross-border trade, strengthening supply chains, and highlighting Laredo's role as a major logistics hub.

Attendees gained valuable insights into future opportunities for regional growth and had the chance to connect with other business leaders, exchanging ideas and discussing collaborations that benefit the local economy.

The Laredo Hispanic Chamber of Commerce continues to host these monthly gatherings to support local businesses, encourage professional networking, and create opportunities for members to stay informed and engaged with developments impacting the community.

For more information about upcoming events, contact the [Laredo Hispanic Chamber of Commerce](#) or visit their social media pages.





DIVERSIFIED ECONOMY IN NUEVO LAREDO

Medical Devices & Healthcare
Supplies

Logistics, Softlanding &
Cross-Border Trade

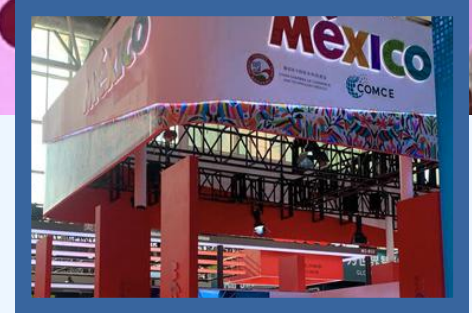


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Photos Courtesy of: City of Nuevo Laredo Economic Development Office

Los Dos Laredos Highlights Opportunities on Trade Mission to China

Los Dos Laredos participated in the International Seminar “*Electronic Manufacturing in Mexico: Your Best Partner in North America*”, during The 3rd China International Supply Chain Expo (CISCE 2025), and strategic meetings related to the “MedLine Supply Chains” project, held from July 12 to 20, 2025, in Shenzhen, Beijing, and Shanghai, respectively.

This mission aimed to attract Asian investment and strengthen Nuevo Laredo’s position as the most strategic logistics hub in North America, emphasizing its role as the leading land port for foreign trade worldwide. Representatives from the private sector of Laredo and Nuevo Laredo were also present, showcasing the Los Dos Laredos Region as a unified and competitive international trade hub.

As the sole Mexican government representative in the mission, Nuevo Laredo demonstrated its leadership in promoting cross-border logistics and manufacturing opportunities. The participation was made possible thanks to an optimized investment, where the costs of the pavilion and seminar were jointly covered by the private sector and the Government of Nuevo Laredo.

The business delegation included **Onilog** (Patsy Vanoye García, Carlo Fernández de Jáuregui), **FORUM CRE** (Carlo Molano), **ORADEL** (Carlos Montoya), and **Cargoquin** (He “Mike” Yong).

The mission also received strong support from the **Laredo Economic Development Corporation** and **Naves Industriales**, representing *Los Dos Laredos Region* as a powerful binational hub for trade and investment and serving as a clear example of cross-border collaboration to foster international economic growth.

Let's Welcome

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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



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

M1EMBER OF THE MONTH

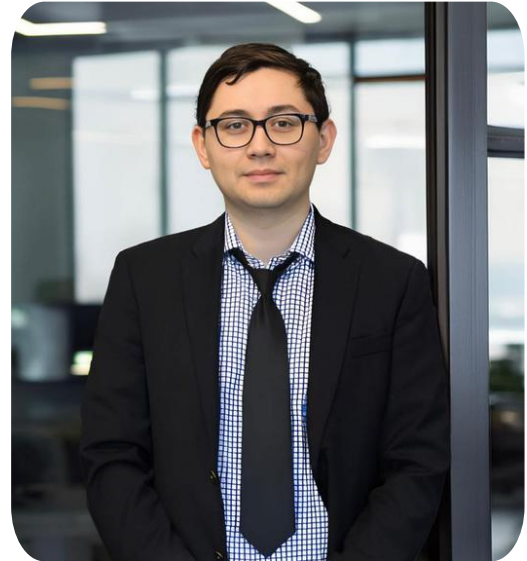
Starting LUNA CPA, LLC has been one of the most rewarding decisions of my professional life. After over a decade in the accounting industry—most of it spent in firms specializing in international tax compliance—I decided it was time to follow my passion and build something of my own.

I founded LUNA CPA to offer more than just traditional accounting. My firm specializes in tax and business consulting for law firms, medical and dental practices, veterinary clinics, and companies in the logistics industry. With a focus on proactive strategies, we go beyond compliance to help our clients grow and thrive.

I'm proud to be a Certified Public Accountant licensed in the state of Texas, and I hold both a BBA in Accounting and a Master's in Professional Accountancy—degrees I earned right here at Texas A&M International University. My career began in an environment that demanded precision and expertise in international tax compliance, which has shaped how I approach every client relationship today—with care, foresight, and a commitment to excellence.

At LUNA CPA, we believe accounting isn't just about numbers; it's about partnerships. We help clients form stronger foundations, make strategic decisions, and plan for the future with confidence. Whether it's setting up a business, handling tax planning and audits, or guiding QuickBooks training, we're right there at every turn.

Alberto Luna Jr.
Founder, LUNA CPA, LLC
www.LunaCPA.com



At LUNA CPA, we believe accounting isn't just about numbers; it's about partnerships. We help clients form stronger foundations, make strategic decisions, and plan for the future with confidence. Whether it's setting up a business, handling tax planning and audits, or guiding QuickBooks training, we're right there at every turn.

For me, success isn't just about financial milestones—it's about the freedom to live with purpose and the opportunity to help others do the same. I started this firm with the belief that I could make a positive impact through my work, and every day, I'm reminded of just how meaningful that mission is.

Thank you to MileOne for being such a valuable part of my journey. I'm proud to be a part of this entrepreneurial community.

MILEONE

WOMEN ENTREPRENEURS ROCK SERIES

SESSION 3

The third session of the Women Entrepreneurs Rock Series took place on Thursday, July 17, at MileOne, bringing together an incredible group of women ready to take charge of their finances and grow their businesses with confidence.

This powerful session focused on Budgeting & Financial Literacy, providing attendees with real-world tools and strategies to better understand and manage their money. Whether they were just starting their business journey or seeking to level up their financial game, participants walked away with practical insights on:

- ♥ Budgeting Basics
- ♥ Making Budgets Work in Real Life
- ♥ Tackling Debt Like a Pro
- ♥ Understanding the Importance of Credit Scores



A heartfelt thank you to our speaker, Linda Cuellar, Financial Representative with Modern Woodmen of America, for breaking down financial concepts in a way that felt approachable and empowering. Her passion for financial literacy made a lasting impact!

Guests also enjoyed a delicious luncheon, meaningful conversations, and networking opportunities with fellow entrepreneurs who are making bold moves in their fields.

Special thanks to PNC Bank for their continued sponsorship and commitment to supporting women-led businesses.



MEXICANA EMPRENDE SESSION 1



MILEONE IBAC: RESOURCES & NETWORKING

PRESENTED BY: CESAR G. HERNANDEZ, COO, MILE ONE

The conference room at MileOne IBAC buzzed with anticipation as women entrepreneurs from across the region gathered for the Mexicana Emprende program—a dynamic initiative designed to equip Mexican women with the tools, knowledge, and confidence to succeed in business.

Representing innovation and cross-border collaboration, MileOne International Business Assistance Center shared its expertise in business development. The presentation highlighted MileOne's mission: to connect entrepreneurs with the resources, mentorship, and strategic planning needed to transform ideas into sustainable enterprises.

Attendees ranging from artisans and service providers leaned in as MileOne outlined practical pathways for growth. Topics included identifying target markets, leveraging free and low-cost business resources, and accessing both U.S. and Mexican economic programs. Special attention was given to the advantages of cross-border business, with real-life success stories of entrepreneurs who had expanded their reach through careful planning and strategic partnerships.

The interactive nature of the session sparked meaningful conversations. Women asked about navigating legal requirements, accessing startup funding, and scaling their businesses to serve broader markets. MileOne responded with tailored advice, encouraging attendees to view challenges as opportunities for growth.

By the end of the presentation, the atmosphere had shifted from curiosity to empowerment. Many participants stayed after the program to connect directly with MileOne, seeking guidance on business strategies, marketing approaches, and mentorship opportunities.

The collaboration between the Mexican Consulate in Laredo and MileOne IBAC demonstrated the powerful impact of uniting resources and expertise across borders. It was not simply a presentation, it was a moment of inspiration, connection, and commitment to building an entrepreneurial community where women are equipped to lead, innovate, and thrive on both sides of the border.





MEXICANA EMPRENDE SESSION 2

REGISTRATION | VISAS | LEGAL

PRESENTED BY: NELLY VIELMA, VIELMA LAW FIRM

On July 2, 2025, Mexicana Emprende welcomed Nelly Vielma, Vielma Law Firm to MileOne for an engaging and informative session tailored specifically for women entrepreneurs in the program.

Attorney Vielma, a respected legal professional in our community, led an insightful discussion covering Visa Options for Professionals, Business Structures in the U.S., business registration, and key legal considerations.

Participants actively engaged in a dynamic Q&A, addressing immigration-related questions and unique challenges tied to their ventures. The workshop provided practical guidance and legal knowledge to help these women confidently navigate the complexities of starting and operating a business on both sides of the border.

Mexicana Emprende remains committed to empowering women entrepreneurs with the tools, resources, and expertise needed to thrive. At MileOne, we are proud to support initiatives that uplift and guide women on their journey to success. Empowering Women Entrepreneurs in Laredo!

As we look forward to future sessions, we remain dedicated to creating a nurturing environment where women can learn, grow, and succeed. Stay tuned for more events and workshops designed to empower and elevate every woman entrepreneur in our community. Together, we are building a brighter future.



MEXICANA EMPRENDE SESSION 3



ACCOUNTING

PRESENTED BY: ALBERTO LUNA JR., FOUNDER, LUNA CPA LLC

On July 11, 2025, Mexicana Emprende hosted an engaging session at MileOne led by Alberto Luna Jr., Founder of LUNA CPA LLC.

With years of experience helping businesses strengthen their financial foundations, Mr. Luna guided participants through essential accounting principles and compliance requirements for entrepreneurs. The session included an overview of state filing requirements, an introduction to the Texas Workforce Commission, and a discussion on the taxes associated with it, including the purpose of unemployment payments.

He also covered the role of the Texas Comptroller, the annual franchise report deadline, and additional requirements such as sales tax remitting—quarterly or monthly, depending on business size and sales volume. The discussion emphasized structuring a business from the start to maximize tax savings and support long-term growth.

Attendees learned how proper accounting not only ensures compliance but also supports smarter decision making and sustainable operations. Mr. Luna's practical tips, real-world examples, and willingness to answer specific questions provided participants with actionable strategies they can apply immediately to their businesses.

This workshop marked another step in Mexicana Emprende's mission to equip women entrepreneurs with the knowledge, tools, and resources they need to succeed in their business journeys.





MEXICANA EMPRENDE SESSION 4

MARKETING

PRESENTED BY: ADRIANA JIMENEZ, THE MARKETING SOCIETY

On July 18, 2025, Mexicana Emprende welcomed Adriana Jimenez, owner of The Marketing Society, to MileOne for an interactive workshop on marketing fundamentals for entrepreneurs.

Ms. Jimenez shared her expertise on identifying target audiences, crafting effective messages, and building brand presence through both traditional and digital channels.

Participants learned how to create simple yet impactful marketing strategies, leverage social media effectively, and develop a consistent brand image to attract and retain customers.

The session included practical examples, interactive discussions, and actionable tips that attendees could immediately apply to their own businesses. Ms. Jimenez emphasized the importance of knowing your market, tracking results, and adapting strategies to meet evolving customer needs.

Through workshops like this, Mexicana Emprende continues to empower women entrepreneurs with essential skills to grow their businesses and strengthen their competitive edge.



MEXICANA EMPRENDE SESSION 5



CROSS BORDER TRADE & CBP GUIDANCE PRESENTED BY: ARNULFO MOLINA III, PROGRAM MANAGER, U.S. CUSTOMS AND BORDER PROTECTION

On July 24, 2025, Mexicana Emprende participants gathered at MileOne for an insightful presentation by Arnulfo Molina III, Program Manager with U.S. Customs and Border Protection (CBP).

Mr. Molina provided valuable guidance on the cross-border trade process, offering clarity on regulations, documentation requirements, and compliance best practices for businesses engaged in international commerce. He also discussed CBP procedures, import/export protocols, and tips for navigating inspections efficiently.

The session helped attendees better understand how to avoid common pitfalls, stay compliant with U.S. trade laws, and leverage cross-border opportunities to grow their businesses. Participants were able to ask questions specific to their industries and gain a clearer picture of the resources available through CBP.

The Mexicana Emprende program will conclude with its final session on August 13, 2025, where students will present their projects to a panel of judges. This capstone event will showcase the skills, knowledge, and entrepreneurial spirit the participants have developed throughout the program.

As they gear up for their presentations, the participants are eager to share their unique perspectives and insights, hoping to impress the panel and potentially secure opportunities for future growth and collaboration.





UPCOMING EVENTS

2025

AUGUST

8

**PROGRAMA
ACELERA LAUNCH
5TH GENERATION**

AUGUST

13

**MEXICANA
EMPRENDE
GRADUATION**

AUGUST

21

**WOMEN
ENTREPRENEURS
ROCK SERIES
SESSION 4**

AUGUST

28

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SEPTEMBER

18

**WOMEN
ENTREPRENEURS
ROCK SERIES
SESSION 5**

OCTOBER

16

**WOMEN
ENTREPRENEURS
ROCK SERIES -
SESSION 4**

MILEONE



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AUGUST 20, 2025



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GUEST SPEAKER:
**JUAN CARLOS
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Laredo Country Club



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- OPERATIONS MANAGERS
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UPCOMING ISSUES

Month	Featured Article	Topics	Closing Date
August 2025	The Trio Border Region Outlook 3-Part Series	<ul style="list-style-type: none"> • Puerto Colombia, N.L. • History • Outlook/Projects 	August 18th
September 2025	LEDC's 32nd Pathways for Trade Symposium	<ul style="list-style-type: none"> • Keynote Speakers • Presenters • Outlook 	September 18th



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