

ISSUE
JUNE 2025

LAREDO IS ON THE RISE!

Border Insight



Featured
Article

THE TRIO BORDER REGION
OUTLOOK
3-PART SERIES :
MUNICIPIO DE NUEVO LAREDO

TABLE OF CONTENTS

06-13

- HECHO EN NUEVO LAREDO: THE HALLMARK OF A CITY THAT BELIEVES IN ITS PEOPLE
- NUEVO LAREDO: THE BORDER THAT SPEAKS THE LANGUAGE OF INVESTMENT
- IDENTITY, ECONOMY, AND COMMUNITY: THE NEW FACE OF NUEVO LAREDO
- NUEVO LAREDO: A SMART BORDER FOR INVESTMENT AND GROWTH

14-15

- CONGRESSMAN SANTIAGO GONZÁLEZ SOTO FROM NUEVO LEÓN PAYS A VISIT TO LEDC
- AGRO BUSINESS INVESTORS FROM HONDURAS SEEK OPPORTUNITIES IN LAREDO
- STRATEGIC PLANNING MEETING WITH NUEVO LAREDO'S NEW ECONOMIC DEVELOPMENT SECRETARY

17-18

- GROUNDBREAKING CEREMONY FOR THE SPRINGS AT TALISE
- LAREDO MEDICAL CENTER BREAKS GROUND ON NEW BUENA VISTA ER

19

- 2025 SOUTH TEXAS POWER PLAYERS BY SAN ANTONIO BUSINESS JOURNAL

20-21

- LETS WELCOME OUR NEWEST MEMBERS
- LEDC MEMBER OF THE MONTH

22-25

- SOCIAL MEDIA WORKSHOP
- Y.E.S. CAMP- SESSION 2
- WOMEN ENTREPRENEURS ROCK SERIES - SESSION 2

26-29

- MEXICANA EMPRENDE KICK OFF
- M1 MEMBER OF THE MONTH
- M1 NIGHT OUT AT THE BALL PARK

30-34

- UPCOMING EVENTS THAT YOU DON'T WANT TO MISS!

TABLE OF CONTENTS

Border Insight

A publication of the
Laredo Economic
Development Corporation

Design & Chief Editors:



Yvette Peña



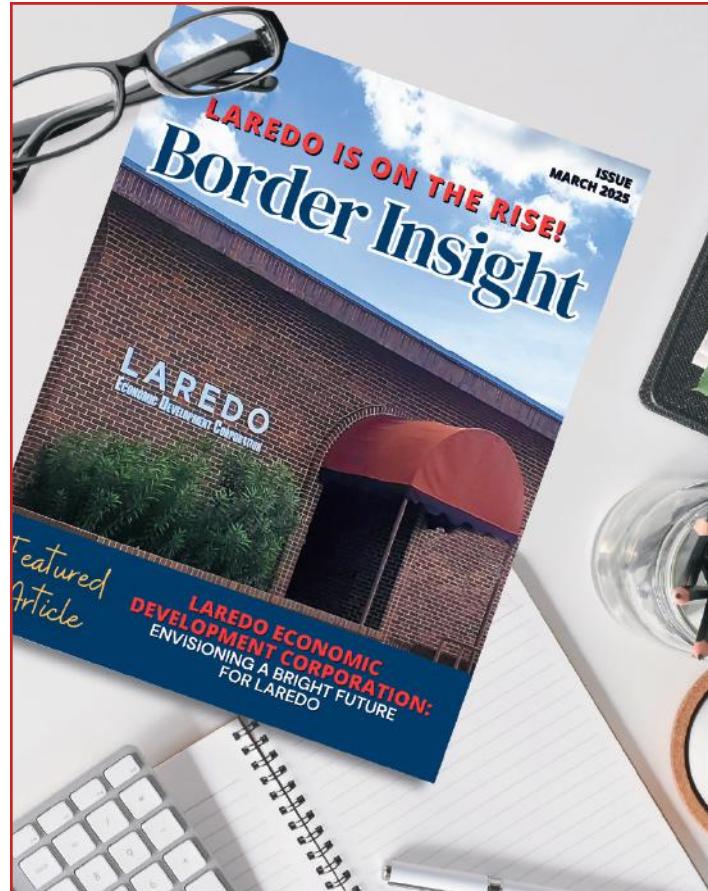
**Ana L. Benavides
Del Bosque**

CONTRIBUTORS FOR THIS EDITION:

- Carmen Lilia Canturosas Villarreal, Mayor, City of Nuevo Laredo
- Lorena Cavazos, Secretary of Economic Development, City of Nuevo Laredo
- Cesar G. Hernandez
- Maribel Villarreal

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.

Special thanks to **Texas A&M International University**
for their commitment to the Laredo Economic Development
Corporation

TEXAS A&M INTERNATIONAL UNIVERSITY

**Accessible.
Affordable.
Exceptional.**

TAMIU.EDU



Complimentary advertisement - this space will be open in the upcoming issue.
Contact the LEDC Staff at (956) 722-0563 for more details

MESSAGE FROM NUEVO LAREDO'S MAYOR

CARMEN LILIA CANTUROSAS VILLARREAL

NUEVO LAREDO:

Vision, Transformation, and Binational Leadership



Since its founding, Nuevo Laredo has been a city built on trade, cooperation, and a binational vision. Its logistical vocation is not new—it is embedded in its history, its identity, and its path forward. We are the leading land port of entry in North America, a strategic hub where economic dynamism, innovation, and the will to build bridges—converge.

Today, in a global context that demands efficiency, modernization, and certainty, the transformation of our customs model—headquartered in Nuevo Laredo—marks a turning point for the country, thanks to the presence of Mexico's National Customs Agency (ANAM). This not only reaffirms our strategic role in the international supply chain but also signals the beginning of a new era of logistical leadership for Mexico from the border.

Over the past four years, we have driven a deep process of local economic development with tangible results: the attraction of national and international investment, substantial improvements in urban and highway infrastructure, sustained growth in formal employment, the promotion of innovation, and the strengthening of the business ecosystem. All of this has been achieved with a long-term vision that integrates governance, inclusion, and competitiveness—and always with the support of our President Claudia Sheinbaum Pardo and Governor Américo Villarreal Anaya.

Our commitment is clear: to consolidate Nuevo Laredo as a city prepared for the future. From the municipal government, we have designed public policies with a binational and productive focus, working closely with the private sector, business chambers, and federal agencies. Now more than ever, Nuevo Laredo is ready to grow, to attract investment, and to transcend.

I invite you to explore the potential of this great city through the pages of this edition. You will find success stories proudly Made in Nuevo Laredo, the strategy driven by our Secretariat of Economic Development, and the investment attraction and supply chain integration model we have developed with vision and responsibility. In Nuevo Laredo, there is certainty, there is direction, and there is leadership.

WELCOME TO THE LOGISTICAL HEART OF MEXICO.

In Nuevo Laredo, we are convinced that economic development is built from within, through the talent, creativity, and relentless work of our people. With that vision, we launched Made in NLD, an initiative that not only identifies local products and services but also represents the productive soul of our city: resilient, innovative, and capable of competing nationally and internationally.

This program stems from the commitment of the municipal government, led by Carmen Lilia Canturosas Villarreal, to strengthen our local economy. And we do it comprehensively: we support entrepreneurs from their first steps to their consolidation through training programs, incubation, consulting, marketing strategies, and strategic connections with binational organizations and institutions.

Thanks to collaboration with CANACO, CANACINTRA, COPARMEX, CANIRAC, the Bar Association, and the College of Accountants, we have built a solid support network that places entrepreneurs at the center of public economic development policies. This synergy reflects a modern, inclusive vision deeply committed to the future of our community.

At its launch, 11 local companies were recognized with the Made in NLD label. Their trajectory and commitment are a testament to the great potential that exists on this border. They are the starting point of a brand that will continue to grow and gain strength both inside and outside of Mexico.

Hecho en Nuevo Laredo (Made in Nuevo Laredo) is more than a seal. It is a promise of quality, a statement of identity, and a clear message: in Nuevo Laredo, things are done right—with pride and a vision for the future.

From this Secretariat, we reaffirm our commitment to continue working toward a stronger, more competitive, and more sustainable economy, where every person who chooses to start a business has the backing of a government that believes in their talent.



**The
hallmark
of a city
that
believes
in its
people**





NUEVO LAREDO:



BY LORENA CAVAZOS

SECRETARY OF ECONOMIC
DEVELOPMENT GOVERNMENT OF
NUEVO LAREDO

THE BORDER THAT SPEAKS THE LANGUAGE OF INVESTMENT

In the ecosystem of business decisions, there is a constant: investors seek certainty. And in Nuevo Laredo, we are offering just that—backed by intelligent infrastructure, logistical connectivity, and a firm political will that understands that economic development is built not only with vision but with tangible results.

From this Secretariat, we work with a clear purpose: to make our city a strategic landing point for global industry. This is not an abstract statement. We are talking about a border that moves more than 70,000 cargo trucks, 240,000 passenger vehicles, and nearly one million people every day. This traffic generates over 3.5 billion dollars in international trade per week, consolidating Nuevo Laredo as the most important land port in Mexico and one of the most relevant logistics nodes on the continent.



The Laredo customs district alone processed US\$210 billion in imports and US\$128 billion in exports in 2023. But the scale of our city is not measured only in numbers—it lies in the strategic decisions we are making for the future. Today, Nuevo Laredo is home to the federal government's most ambitious foreign trade project: the installation of the National Customs Agency of Mexico (ANAM). With an investment of 4.5 billion pesos, 88% physical progress, and the creation of more than 4,500 direct and indirect jobs, this facility will be the new customs brain of the country—operated from our border.

At the same time, other structural projects are moving forward: the expansion of the World Trade Bridge, which will grow from 8 to 18 lanes; the new international railway bridge with an investment exceeding 100 million dollars; and the La Gloria–Colombia highway, which has already doubled commercial traffic to the Colombia–Solidaridad Bridge and links directly to Interstate 35 in Texas.

These developments are not isolated. They are part of a model that we at the Secretariat of Economic Development have been promoting with a clear logic: to position Nuevo Laredo as the best-prepared logistics city for the nearshoring phenomenon. A global trend that, according to estimates from the Bank of Mexico, could add up to 3 percentage points to Mexico's GDP over the next five years.

But at this border, we don't just think big—we also act locally. Through programs like Economic Boost—in partnership with Fondo Tamaulipas and Nacional Financiera—we have made available 313 million pesos in business loans, benefiting more than 125 local companies. In addition, Avanza Nuevo Laredo and other municipal schemes have granted over 127 million pesos in 53 loans to small and medium-sized enterprises. Between November 2024 and January 2025, we allocated 110 direct supports with a fund of 4 million pesos to assist local entrepreneurs.

Investing here is more than an opportunity: it is a decision based on data, real infrastructure, skilled human capital, and a local government that has seriously assumed its role as a facilitator of economic development.

In ongoing coordination with business chambers, industrial parks, binational authorities, and strategic partners in the logistics sector, we work under a simple yet powerful premise: If a company decides to trust Nuevo Laredo, we will do everything to make that decision worthwhile.

Here, opportunities are not promised—they are built every single day. Because yes, we can be the destination that other cities only dream of becoming.

Identity, Economy, and Community: The New Face of Nuevo Laredo

To commemorate the 177th anniversary of the founding of Nuevo Laredo, the municipal government, led by Mayor Carmen Lilia Canturosas Villarreal, organized a massive celebration that brought together more than 60,000 citizens. The event not only fostered social engagement but also showcased the logistical, organizational, and cultural capacity of a city that continues to grow with direction and purpose.

The event, called **NLD Fest**, took place at the Benito Juárez Monument and along Campeche Street, turning the city center into a major gathering spot for families, youth, business owners, and visitors. In addition to a musical lineup that appealed to a wide audience, the celebration featured food vendors, contests, and a fireworks display—all in an atmosphere of safety, order, and enthusiastic civic participation.

For the municipal government, events like this are more than symbolic celebrations; they are also strategic efforts to strengthen the social fabric, promote regional identity, and stimulate the local economy. During the event, thousands of small vendors, entrepreneurs, and service providers had the opportunity to offer their products and contribute to the sector's economic vitality.

"Today we are celebrating not just 177 years of history, but also the progress we have achieved together. Nuevo Laredo is a strong, hardworking city filled with hope," said Mayor Carmen Lilia Canturosas before thousands of attendees, reaffirming that the city's greatness lies in its people and their ability to come together around a shared vision.

The mayor also highlighted the current period of stability, social peace, and economic development in Nuevo Laredo—achievements made possible through coordinated efforts with federal and state governments. These efforts have allowed the successful execution of large-scale events that not only reinforce the city's

identity but also strengthen its image as a destination defined by effective governance, proven logistics, and a modern outlook. From an institutional perspective, NLD Fest represents more than a celebration—it is a reflection of a vibrant, unified city with a forward-looking vision that honors its history while confidently advancing toward new stages of transformation.



NUEVO LAREDO: A Smart Border for Investment and Growth

From the Department of Economic Development of Nuevo Laredo, we promote a comprehensive strategy that transforms our city's potential into tangible results for those who choose to invest, produce, and grow. With a privileged location, world-class logistics infrastructure, and a development model focused on binational integration, Nuevo Laredo stands out as fertile ground for capital, innovation, and shared growth.

Our approach stems from a conviction: economic development is not just numbers—it is a living ecosystem built on talent, trust, and strategic vision. That is why we work across all our departments to provide entrepreneurs and investors with a competitive, flexible environment prepared to meet the demands of dynamic international markets.

From the Department of Commerce, Employment, and SMEs (Small and Medium Enterprises) (Dirección de Comercio, Empleo y Pymes), we coordinate policies to strengthen entrepreneurship and job creation with direct impact. In just the first half of 2025, over 6,800 citizens were connected to job opportunities through labor programs such as Employment Fairs, Employment in Your Neighborhood, Presidency Close to You, and special events with anchor companies. Our active portfolio of over 150 companies in key sectors like manufacturing, logistics, services, and commerce reflects an economy in motion—growing and formalizing.

In terms of strategic investment, we have supported the arrival of major projects such as Medline Industries, which is installing a medical supply manufacturing plant with an investment of approximately 250 million dollars, generating more than 3,000 jobs in the Finsa Oriente industrial park. Joining this momentum is Boing (Cooperativa Pascual), which laid the foundation for its bottling plant on August 15, 2025, on a 24,000 m² plot, projecting over 300 direct jobs.





In the commercial sector, new branches of Soriana (2 in the west), Bodega Aurrera (2 in east and west), the tenth S-Mart store in the La Joya neighborhood, and a third Chedraui store near Oradel—set to begin construction in 2026—stand out. Sam’s Club will also return with a new store beginning construction in 2025. Franchises such as Tim Hortons and Firehouse Subs continue expanding, strengthening the region’s food and beverage offering.

We know that a solid investment environment requires strong local suppliers. That is why our supply chain department has connected producers, entrepreneurs, and SMEs with industrial and commercial networks, promoting productive linkages that reduce time, cost, and risk for those who choose to invest or grow in our city.

Our commitment also extends to rural areas. Through the Department of Rural Development (Dirección de Desarrollo Rural), we support the agricultural sector through animal health strategies, technical training, beekeeping recovery, and promotion of sustainable productivity. Programs such as the Fattened Steer Contest and distribution of sanitized hives to new beekeepers are examples of how we professionalize rural production and integrate it with the urban economy through a sustainable vision.

In today’s knowledge economy, technical training is essential. That is why the Department of Socioeconomic and Technological Innovation (Dirección de Innovación Socioeconómica y Tecnológica) has built a bridge between the education system and the productive sector—developing capabilities from high school to public service. We offer training in cybersecurity, innovation methodologies, digital tools, and exponential technologies, in partnership with binational institutions such as COETIC and the CentroIST. This strategy, which begins in classrooms and extends into businesses and government, ensures Nuevo Laredo has not only available talent—but talent prepared to lead.

Our regulatory improvement policy allows us to offer clear, efficient, and accessible conditions for those who wish to do business. Through RETYS and the simplification of procedures, we lower barriers, offer legal certainty, and encourage formality. In this government, those who invest find guidance, agility, and a reliable legal framework. When it comes to tourism and quality of life, Nuevo Laredo is more than just a point of transit—it is a destination of value. In 2024, we recorded a 61% increase in tourist flow, thanks to our growing offering of medical services, hotels, gastronomy, museums, urban parks, and professional sporting events.



Our immediate connection to Laredo, Texas enables dual experiences in entertainment, healthcare, culture, and commerce, with tangible economic benefits on both sides of the border.

Our private healthcare system has become an additional draw for medical tourism, offering modern clinics, bilingual staff, and competitive costs. In parallel, our urban and social strategies reinforce perceptions of safety, order, and community cohesion—key conditions for attracting talent and retaining investment.

From the Department of Industrial Development and Foreign Trade (Dirección de Desarrollo Industrial y Comercio Exterior), we work to strengthen the arrival and expansion of manufacturing, logistics, and technology companies in our industrial parks. In 2025 alone, new investments exceeding 386.7 million dollars have been confirmed, with an estimated 5,000 new jobs. Highlighted projects include Medline Industries, Refrescos Pascual, AMPASA, Maval, Ametek, Caterpillar, and Grupo Jauregui (Onilog), whose expansion or relocation plans reaffirm business confidence in this region. Additionally, we continue to strengthen collaboration with educational institutions to train the technical and professional workforce these industries require—ensuring a competitive and sustainable environment.

But without a doubt, one of our greatest strengths remains logistics. With three operational international bridges—Juárez-Lincoln, World Trade Bridge, and Colombia—plus a functioning international airport and a recent investment of over 390 million dollars in binational rail infrastructure, we are Mexico's main land port and a natural platform for nearshoring. Here, business flows with efficiency, institutional support, and guaranteed connectivity. Investing in Nuevo Laredo is not an isolated decision—it means becoming part of a productive ecosystem built with vision, reliable institutions, and tangible results. From this Secretariat, we work every day to ensure our city is not just competitive, but strategic. Because in this borderland, growth is not something we wait for—it is something we build with leadership, partnerships, and commitment.

We Understand International Business

Congressman Santiago González Soto from Nuevo León pays a visit to LEDC

The Laredo Economic Development Corporation (LEDC) recently hosted Mexican Congressman Santiago González Soto from Nuevo León. This visit aimed to bolster economic and political connections between Mexico and the U.S., with a particular focus on logistics and trade.

Key Activities During the Visit:

- Local leaders engaged in discussions with the delegation
- The group toured logistics infrastructure
- They explored opportunities for binational partnerships, concentrating on:
 - Customs
 - Port modernization
 - Workforce development



Mr. González Soto emphasized Laredo's significance as a crucial commerce gateway, highlighting the advantages of coordinated cross-border planning. The LEDC expressed its appreciation for the visit and is eager to continue collaborating to enhance trade and regional competitiveness.



Agro Business Investors from Honduras Seek Opportunities in Laredo

The Laredo Economic Development Corporation (LEDC) was proud to host a group of Agro Business investors from Honduras following their participation in the SelectUSA Investment Summit.

These industry leaders specialize in cultivating, processing, and exporting premium agricultural products—from single-ingredient flours to specialized pet treats—meeting the highest standards in the industry.

As part of their visit, the delegation was warmly welcomed by Rosendo, Andrew, and Robert Carranco of *South Webb Industrial Park*, who shared valuable insights into Laredo's industrial growth and potential for international business expansion. Their engagement highlighted the local commitment to supporting foreign investment and development.

The investors are currently evaluating Laredo as a strategic location for future operations, underscoring the city's vital role in global trade and its appeal as a gateway for agro-industrial expansion.

Strategic Planning Meeting with Nuevo Laredo's New Economic Development Secretary



A productive meeting was recently held at the MileOne International Business Assistance Center, bringing together key stakeholders from both sides of the border to discuss bilateral strategic planning.

The Laredo Economic Development Corporation (LEDC) and MileOne had the honor of hosting Lorena Cavazos Muñoz, the newly appointed Secretary of Economic Development in Nuevo Laredo, along with members of her team.

The gathering served as an opportunity to formally welcome Secretary Cavazos into her new role and initiate meaningful dialogue focused on cross-border economic collaboration.

Also participating in the meeting was Dr. Luis Pérez-Batres, Dean of the A. R. Sánchez School of Business at Texas A&M International University, whose presence added a valuable academic perspective to the conversation.



Dr. Pérez-Batres emphasized the role of higher education in workforce development and regional economic strategy.

Discussions focused on shared goals such as industrial development, infrastructure coordination, and fostering a competitive and connected border economy.

Each participant highlighted the need for aligned efforts to support entrepreneurship, attract investment, and build a sustainable future for the Laredo-Nuevo Laredo region.

This meeting marks a renewed commitment to regional unity and sets the stage for continued collaboration between public, private, and academic sectors on both sides of the border.



**Special thanks to Medline Industries
for their commitment to the Laredo Economic Development
Corporation**



We make healthcare run better
by delivering improved clinical,
financial and operational
outcomes.

**Complimentary advertisement - this space will be open in the upcoming issue.
Contact the LEDC Staff at (956) 722-0563 for more details**



Groundbreaking Ceremony for *The Springs* at Talise

The Laredo Economic Development Corporation (LEDC) proudly joined community leaders, stakeholders, and future residents to celebrate the groundbreaking of The Springs at Talise, the first residential development within the Walker family's ambitious 13,000-acre multi-use project in northern Laredo.

Representing the LEDC, Rey Reyes, Vice President of International Business Recruitment, attended the milestone event, which drew enthusiastic support from the community.

The ceremony marked the official launch of 53 spacious estate lots, attracting both committed buyers and prospective residents excited to be part of a legacy-driven development.

Members of the Walker family, their development team, and various leaders from the Laredo business community came together to commemorate the project's next phase.

The Springs at Talise promises to deliver not only a beautiful place to call home but also a thriving lifestyle grounded in community, nature, and opportunity.

In The Springs at Talise community, you'll find plenty of room to put down roots and live your legacy. Steeped in natural beauty and big skies, the opportunities are endless.

The LEDC applauds the Walker family for their long-standing and continued commitment to Laredo's growth and development. Their vision reinforces the city's future as a vibrant, well-planned, and economically diverse region.

Talise
WHERE DREAMS TAKE ROOT



On Thursday, June 12, the Laredo Medical Center proudly broke ground on its newest facility—the Buena Vista Emergency Room.

This significant development marks the beginning of expanded access to quality emergency care for Laredo's growing community.

Strategically located to serve the Buena Vista area, the new ER will offer the same trusted, high-quality emergency services LMC is known for—now closer to home.

The new 11,206-square-foot facility will provide 24/7 emergency care with eight private exam rooms—including trauma and OB/isolation rooms—three triage bays, and on-site radiology and lab services.

All care will be delivered by board-certified emergency physicians and experienced LMC clinical staff.

The Laredo EDC congratulates Laredo Medical Center on this important milestone.

The new Emergency Room facility represents continued investment in the health, safety, and well-being of our community—an advancement aligned with the LEDC's vision for sustainable growth and quality of life in Laredo.

Construction is expected to be completed by late summer 2026, and the facility will create more than 19 new healthcare jobs. Open positions will be listed on the hospital's careers page as the opening nears.

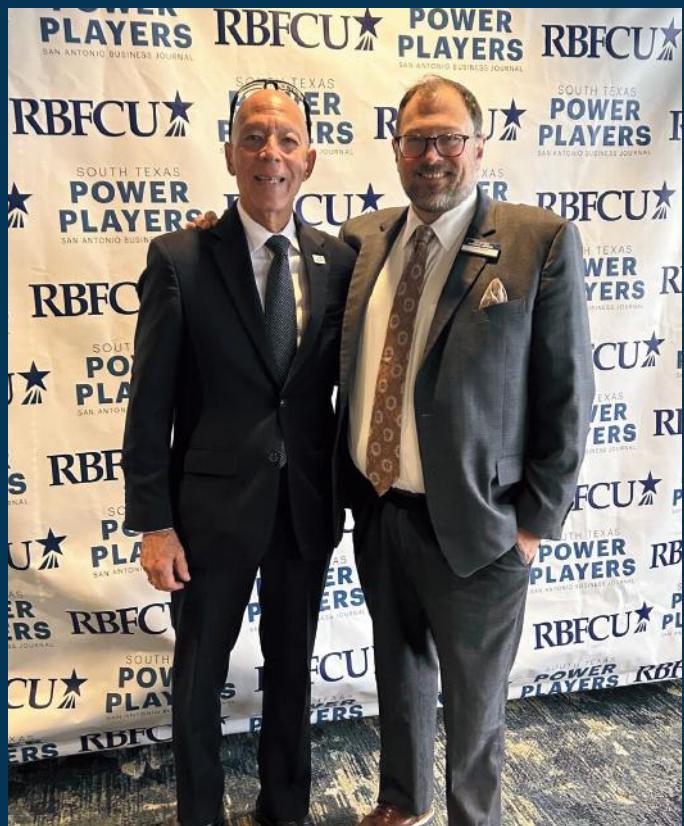


Go places no one else can go.
cpkcr.com

CPKC

SOUTH TEXAS POWER PLAYERS

SAN ANTONIO BUSINESS JOURNAL



The San Antonio Business Journal recently recognized the individuals shaping the future of South Texas with its 2025 South Texas Power Players list. This annual recognition highlighted the region's most influential leaders—those who made a meaningful and lasting impact across industries and communities throughout the year.

From civic leaders and entrepreneurs to executives and innovators, the 2025 South Texas Power Players represented a diverse group of changemakers who drove economic growth, championed progress, and helped define the future of South Texas. Their work strengthened infrastructure, fostered innovation, created jobs, and elevated the quality of life across the region.

Among those honored was David Stedman, President and CEO of the Laredo Economic Development Corporation (LEDC).

The 2025 South Texas Power Players list served as a testament to the power of leadership, collaboration, and innovation. The San Antonio Business Journal once again celebrated those who shaped the region's progress and set the stage for a strong and prosperous future.

Celebrating 68 years
of **EXCELLENCE**
Supporting the growth
of foreign trade

[Our Services]

- U.S. Customs Brokerage
- Mexican Customs Brokerage
- Trade Consultation and Management Brokerage
- Logistic Services
- Warehousing and Cold Room Services



¡Leave it
in our
hands!

+1(956) 723.6396

Let's Welcome

**OUR NEWEST
MEMBERS!**



VanTrust®

BANK OF AMERICA





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



Killam Development is consistently evolving and remains dedicated to preserving its region and its reputation as a company with integrity.

Killam Development strives to represent leadership in multiple industries and is a "Partner of Choice" in the development of the region.

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

Social Media Workshop

On Tuesday, June 17, MileOne partnered with Laredo Main Street to host a free Social Media Workshop tailored for downtown business owners and aspiring entrepreneurs. The goal? To equip local businesses with the tools and strategies needed to grow their digital presence and convert online engagement into real-world sales.

Led by Laredo Main Street's own social media manager, Victoria, the session focused on practical, effective tactics that any business, regardless of size or experience, can use to elevate their marketing game. From understanding platform algorithms to content planning and performance tracking, attendees walked away with valuable, actionable insights.



The workshop covered:

- Instagram: Reels, photos, and visual storytelling
- Facebook: Community engagement and event promotion
- TikTok: Short-form video to reach younger audiences
- Google My Business: Boosting search visibility and credibility

Attendees also learned how to create a structured content calendar using reels, carousel posts, and user generated content, and why consistency is key. With over 93% of buying decisions influenced by social media, having a strong, engaging online presence is no longer optional, it's essential.

It was a night filled with learning, connection, and community, and we're already looking forward to Workshop #2 this fall!



YES CAMP

SESSION 2

Youth Entrepreneur Skills Camp Inspires Tomorrow's Leaders

MileOne proudly launched its inaugural Youth Entrepreneur Skills (YES) Camp on May 31 and June 7, welcoming 20 bright young minds ages 13 to 15 for an empowering two day experience focused on leadership, creativity, and real world business skills.

Through engaging sessions on public speaking, marketing, entrepreneurship, and technology, the campers gained valuable knowledge and inspiration to dream big and take action.

Special thanks to our incredible guest speakers who brought their expertise and passion to the camp:

- Kayla Alvarado – Leadership
- Juan Livas, Laredo Toastmasters Club – Public Speaking
- Slimerella Azul Garibi – Entrepreneurship
- Cesar G. Hernandez, COO – Marketing
- Carlos Campuzano – IT and Software Engineering



UNION PACIFIC



During the second session, Carlos Campuzano introduced the students to Bubble.io, a no-code platform, guiding them to build their own apps in just 45 minutes. This hands on activity fostered teamwork, creativity, and innovation, showing campers the power of turning ideas into reality.

This impactful program was made possible thanks to the generous support of:

- **Union Pacific Railroad** – Event Sponsor
- **Jesse's Electric Print Shop** – T-Shirt Sponsor
- **On the Rock Logistics** – Meal Sponsor

We also extend heartfelt gratitude to our community partner, Las Promesas de Laredo, whose dedicated service coordinators and mentors helped bring this vision to life.

The YES Camp marks a significant step in MileOne's mission to empower youth with the skills, confidence, and inspiration to become tomorrow's entrepreneurs and community leaders.

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



KRAUS DEVELOPMENT

**Decades of expertise and innovation, creating
unparalleled industrial and commercial spaces that
drive economic growth and business.**

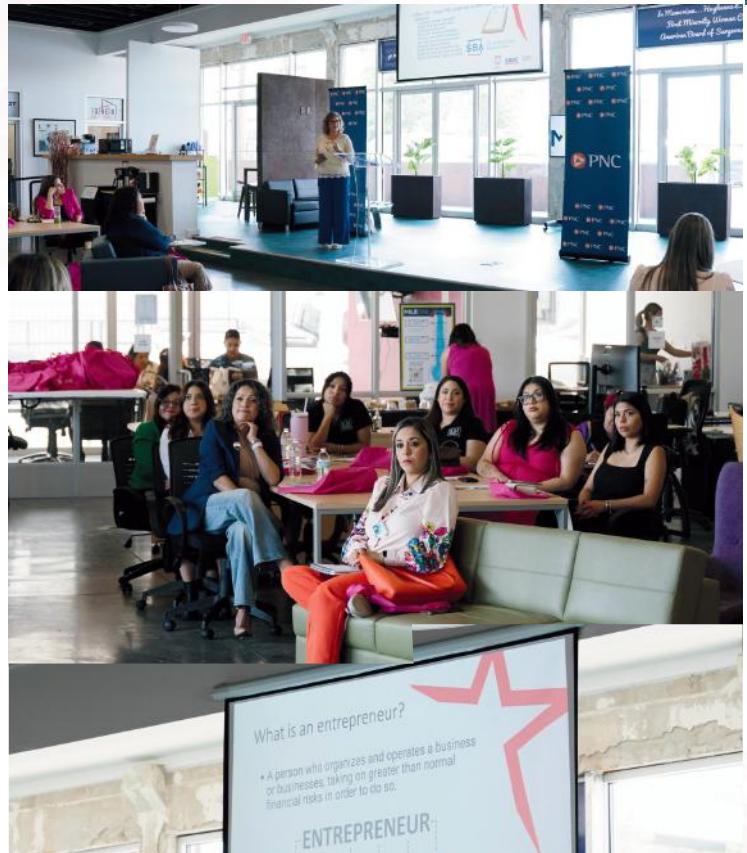


WOMEN ENTREPRENEURS ROCK SERIES

Session 2

Women Entrepreneurs Rock Series: June Edition Sparks Strategy and Success

Women Entrepreneurs Rock Series (WERS) June edition at MileOne brought together over 50 ambitious women entrepreneurs for a powerful and insightful session focused on Business Strategy and Startup Success. The energy in the room was evident as attendees from diverse industries gathered to learn, connect, and ignite their business journeys.



The event featured a masterclass led by Norma Rodriguez, Director of the TAMIU Small Business Development Center. Norma shared her expertise on how to build a solid foundation for your business, refine your business model, identify growth opportunities, and leverage trusted resources. Her practical advice resonated with both new entrepreneurs launching their first ventures and seasoned business owners looking to scale.

This empowering gathering was made possible thanks to the generous sponsorship of PNC Bank, whose commitment to supporting women-led businesses helped create a welcoming and resource-rich environment. For those who missed this inspiring session, there's good news: the Women Entrepreneurs Rock Series continues with the next event focused on Budgeting and Financial Literacy scheduled for Thursday, July 17, 2025, from 11 AM to 1 PM at MileOne, 1312 Houston St.

This ongoing series is designed to empower women entrepreneurs with the tools, knowledge, and community support they need to thrive. Each session features expert speakers and practical insights tailored to meet the unique challenges and opportunities faced by women in business today.

At MileOne, we're proud to foster an environment where women entrepreneurs can learn, network, and grow. Together, we're building a stronger, more inclusive business community, one rockstar woman at a time.

MEXICANA EMPRENDE KICK-OFF



Fourth Generation of 'Mexicana Emprende' Kicks Off at MileOne, Empowering Mexican Women Entrepreneurs in Laredo

On June 26, 2025, MileOne and the Consulado General de México en Laredo proudly launched the Fourth Generation of Mexicana Emprende, a binational initiative empowering Mexican women to start or grow their businesses in the U.S.

The program offers access to the DreamBuilder platform, business workshops, mentorship, and legal guidance. Participants will also pitch their business ideas for a chance to receive grants and a MileOne membership.

"We're honored to support this new generation of Latina entrepreneurs," said Cesar G. Hernandez, COO of MileOne. "Their success is a win for our entire region."

A Binational Effort with Local Impact

With the support of Consul General Juan Carlos Mendoza, this program reflects the Mexican government's ongoing commitment to empowering its dispersion, especially women, through economic development and opportunity.

"The Fourth Generation of Mexicana Emprende represents the growing wave of women-led businesses shaping the future of our border economy," said Consul Mendoza. "We are proud to stand beside them."

This generation builds on the legacy of previous cohorts while expanding access to financial literacy, legal tools, and local business ecosystems. MileOne's role as a co-working space and small business incubator ensures these women have continued access to support even beyond the program.

Looking Forward

The Fourth Generation continues over the coming weeks, with upcoming sessions that deepen participants' understanding of business planning, compliance, and leadership. As we continue this journey, Mexicana Emprende proves that when women rise, communities rise with them.



Relaciones Exteriores
Secretaría de Relaciones Exteriores



IME
INSTITUTO DE LOS MEXICANOS
EN EL EXTERIOR



México
Consulado General de México
en Laredo



MEMBER OF THE MONTH



After over 13 years in the energy industry, I reached a point where something felt missing.

I was successful by most definitions, but deep down, I knew I wanted to build something with greater meaning for myself. That's when I decided to embrace my "inner Hermit" and take a leap into the unknown.

Coffee has always been more than a drink for me – "it's a ritual, a moment of clarity in a noisy world. With a mind full of random thoughts about what was next, during on trip to Colombia, where my family lives, I brought back five kilograms of green coffee from Colombia, and began learning the ins and outs of roasting with as small 500 gr infrared home roaster. One small batch at a time, THE HERMIT was born."



MEMBER OF THE MONTH

Today, the Hermit Specialty roasts specialty coffee right here in downtown Laredo, providing soulful Colombian coffee to several locally owned establishments and coffee enthusiasts. But more than a product, it's a philosophy. I believe coffee should be meaningful—from the way it's grown, to how it's shared. That means sourcing ethically, supporting the farmers who make this all possible, and honoring the process every step of the way.

We're building a sustainable coffee experience—one that begins at the source. By roasting both locally and at origin, educating ourselves, and finding ways to reduce our environmental impact, we aim to create true transparency from farm to cup. It's about more than just taste—it's about impact.

I'm deeply grateful for the support I've received from the MileOne community. Being named 2023 Startup of the Year was an incredible honor. The encouragement, resources, and sense of belonging here have helped fuel the next stage of this dream.

The Hermit Specialty Coffee isn't about rushing success, it's about steady growth, reflection, and staying true to your values. My hope is that each cup gives you a moment to pause, breathe, and remember:

**YOU ARE CAPABLE, YOU ARE STRONG, AND
EVERYTHING WILL BE OKAY.**

"Let's keep embracing the Hermit within us—and see where the journey leads."

JESUS PRADO
Owner & Founder
The Hermit Specialty Coffee

MILEONE NIGHT OUT AT THE BALL PARK



On Tuesday, June 25, MileOne hosted a special Night Out at the Ballpark at Uni-Trade Stadium. This event was made possible thanks to the generous sponsorship of Rio Grande Carriers, a homegrown Laredo transportation company with a proud legacy of service, safety, and reliability.

Founded in 1983 by Humberto Piña, Rio Grande Cartage began with a small but powerful mission: to offer top-tier local pickup and delivery services throughout Laredo and its surrounding areas. With a strong commitment to customer service and timely delivery, Mr. Piña grew the business one client at a time, forming long-term partnerships with major logistics firms.

By 2005, the Piña family expanded with the creation of Rio Grande Carriers, a long-haul and regional freight transportation company that now operates across the United States and Mexico.

Rio Grande Carriers provide comprehensive logistics solutions across North America, specializing in Full Truck Load (FTL) services

for industries like food service, automotive, and general freight.

Today, the company, led by Humberto Piña and son Ruben Piña, who played a key role in coordinating this collaboration, continues to operate 24/7 while staying true to its founding values: service, safety, and a customer first philosophy.

"Even though we continue to grow, we still maintain the same principles set forth over 40 years ago," says the Piña family. "We know our services reflect directly on our customers' businesses, so we make sure they always look good."

MileOne was proud to bring together entrepreneurs, LEDC leadership, small business owners, and partners for a night of casual networking and connection. Events like this strengthen the local business ecosystem and remind us how impactful partnerships can be.

We extend our deepest thanks to Rio Grande Carriers for their ongoing support and commitment to the Laredo business community.

Join us for the next

Women Entrepreneurs

ROCK SERIES

BUDGETING & FINANCIAL LITERACY

- Discussing Budgeting
- Making Budgets Work
- Debt Management
- Importance of Credit Scores

 17 JULY 2025

 11:00 AM - 1:00 PM

 MILEONE
1312 HOUSTON ST.



LINDA CUELLAR

FINANCIAL REPRESENTATIVE
MODERN WOODMAN

Sponsored By:  **PNC**

Come learn, connect, and grow!

UPCOMING EVENTS

2025

JULY
17

WOMEN
ENTREPRENEURS
ROCK SERIES -
SESSION 3

JULY
24

MEXICANA
EMPRENDE -
SESSION 5

AUGUST
8

PROGRAMA
ACELERA LAUNCH

SEPTEMBER
18

WOMAN
ENTREPRENEURS
ROCK SERIES
SESSION 3

JULY
18

MEXICANA
EMPRENDE -
SESSION 4

JULY
31

MEXICANA
EMPRENDE -
SESSION 6

AUGUST
21

WOMEN
ENTREPRENEURS
ROCK SERIES -
SESSION 4

OCTOBER
2

TEXAS VENTURE
FEST

MILEONE



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 Ujczo
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 Irelk
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 Officer
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-Laredo Promotion
Director



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



Leah Liston
Director for Customs & Trade Affairs
at Office of the U.S. Trade
Representative
(Invited)



Xavier Marzan
Managing Partner
XiR Group





Pathways for Trade

The Logistics & Manufacturing Symposium

THE NEW ERA OF TRADE: PERSPECTIVES & OPPORTUNITIES

August 27-28, 2025

Laredo Country Club



WHO SHOULD ATTEND:

- CUSTOMS BROKERS
- FREIGHT FORWARDERS
- MANUFACTURERS
- SUPPLIERS
- TRANSPORTATION & LOGISTICS COMPANIES
- PORT OPERATORS
- SITE SELECTION COMPANIES
- REAL ESTATE BROKERS & DEVELOPERS
- STRATEGIC PLANNERS
- OPERATIONS MANAGERS
- BUSINESS DEVELOPMENT SPECIALISTS
- I.T. DIRECTORS
- INDUSTRIAL APP. & SOFTWARE DEVELOPERS
- ECONOMIC DEVELOPMENT PROFESSIONALS
- BUSINESS PROFESSIONALS
- PROFESSORS & STUDENTS
- ENERGY SECTOR PROFESSIONALS



(956) 722-0563

info@pathwaysfortrade.com

www.pathwaysfortrade.com



Save the Date



Boots 'n Bling Gala

FRIDAY, OCTOBER 17 | 7-12 MIDNIGHT

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





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

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
July 2025	The Trio Border Region Outlook 3-Part Series	<ul style="list-style-type: none">• Port Laredo• History• Outlook/Projects	July 21st
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



Pathways For Trade
Symposium



~ Follow Us! ~

