



THE BORDERPLEX ALLIANCE

**“THE NORTH AMERICAN
BORDERPLEX REGION —
THE TRISTATE, BINATIONAL
REGION — HAS THE ASSETS
AND THE ABILITY TO COMPETE
GLOBALLY, GROW EMERGING
INDUSTRY SECTORS, AND
ATTRACT NEW INVESTMENT
AND JOBS FOR THE REGION.
TOGETHER, AS ONE REGION, WE
HAVE GREATER OPPORTUNITIES
TO COMPETE AND STAND OUT ON
THE INTERNATIONAL STAGE.”**

**— GARREY CARRUTHERS,
PRESIDENT OF NEW MEXICO
STATE UNIVERSITY AND
FORMER NEW MEXICO GOVERNOR**

WHO WE ARE

We are The Borderplex Alliance — a regional nonprofit organization dedicated to bringing new investments and jobs, and a positive business climate, to Cd. Juárez, El Paso, and southern New Mexico.

We are the go-to resource for regional ideas, information, and influence in one of the largest North American international markets. Our partners are small-business, corporate, community, and education leaders who share our vision of promoting economic development and prosperity in our region.

We proactively reach out to individuals, corporations, and municipalities from the state to the international level to promote our region. We offer guidance, advocacy, and economic development to businesses looking to expand their operations to the North American Borderplex.

We are funded through investments, grants, and donations from generous investors, companies, and individuals who believe that regional growth is good for everyone in our community.



"The Borderplex Alliance is providing direction for economic development in the Cd. Juárez, El Paso, and Las Cruces regions; for businesses of all sizes to thrive in every aspect within the North American Borderplex. This organization is vital in identifying initiatives and projects to bring to this region that will move all of us into the future."

— CRYSTAL LONG, PRESIDENT AND CEO OF GECU

THE CORE

Economic development. That is the core of our mission.

Since our beginning, we have helped bring more than 5,000 jobs and \$430 million in investments to the Borderplex region. To maintain this momentum, we support companies looking to relocate to our region and local companies looking to expand with a wide range of services:

INDUSTRIAL TOURS



We plan, coordinate, and accompany you for location scouting (in Mexico and the U.S.), and set up meetings to advance your specific project.

SITE-SELECTION ANALYSIS



We quickly obtain customized proposals for existing buildings, build-to-suit facilities, and available land sites.

REGIONAL BRIEFINGS + ORIENTATIONS



We offer current information on doing business in our region.

SUPPLIER ASSISTANCE



We help connect you with local vendors, suppliers, and contract manufacturers that provide component parts and/or support.

INCENTIVES STRUCTURE + ANALYSIS



We provide local- and state-incentives analysis, as well as assistance during the award process.

DATA ANALYSIS



We provide the most current business information on climate, labor force, quality of life, infrastructure, workforce training, taxation, regulation, and other issues relevant to operating in our region.

CONNECTIONS TO KEY REGIONAL DECISION-MAKERS + ORGANIZATIONS



We help implement your operation by speaking with government leaders at the local, state, and federal levels from the U.S. and Mexico.

BUSINESS CONSULTATIONS



We arrange free consultations with licensed professionals in the U.S. and Mexico, including attorneys, CPAs, bankers, custom brokers, and other business-related experts.

A decorative graphic at the top of the page consists of several thin, grey, wavy lines that resemble topographic map contour lines. These lines flow from the top left towards the bottom right, creating a sense of movement and depth. The text 'RANGER PEAK' is written in a light grey, sans-serif font, following the curve of one of the lower contour lines.

RANGER PEAK

Plus, with the help of our investors, we are establishing a pipeline of business opportunities that will bring more investments and jobs to our region. We have already conducted more than 18 trade missions with prospective companies and investors to grow this pipeline and further cultivate economic development.

CASE STUDY

Prudential, the global finance and insurance firm, came to us while looking for a new U.S. expansion site. El Paso was on the shortlist, along with two other cities, and The Borderplex Alliance helped their executive team decide on our region.

We toured locations with Prudential's team during site searching; helped them receive local and state incentive packages; and connected the team with regional workforce-development organizations, community colleges, and universities to recruit rising talent. Once they arrived, we put them in touch with a range of community organizations, like the Fort Bliss Veterans Hiring Program, to help encourage community involvement.

Not only has Prudential experienced continued success in El Paso and the region, they have also brought new jobs, new investments, and a commitment to improving our community through philanthropic investments.

"A supportive professional environment like you find in El Paso does not happen overnight.

Many organizations — including the City of El Paso, El Paso County, The Borderplex Alliance, and El Paso Water — made our new facility (the full-recovery desalination plant) possible.

They have been invaluable in paving the way to making El Paso the innovative business community that it is today."

— HUBBLE HAUSMAN, CEO OF ENVIRO WATER MINERALS COMPANY



NEW MEXICO STATE UNIVERSITY

NURTURING TALENT

We know that our region's long-term economic success relies on a well-educated, highly skilled workforce. That's why we partner with local public and private higher-education institutions and organizations — to build a bridge between developing a talented and competitive workforce and meeting industry standards across Cd. Juárez, El Paso, and southern New Mexico.

CASE STUDY

The Borderplex Alliance created CONREDES, a separate group establishing relationships between leaders of higher-education institutions and leading corporations to align their efforts toward workforce development in Cd. Juárez.

Today, these relationships represent about 88 percent of the student population in higher education and roughly 30 percent of the manufacturing workforce in Cd. Juárez. They work together to ...

- Create internship and externship opportunities
- Develop curriculum aimed at skill development
- Establish competitions that foster innovation and creativity

"Organizations like CREEED, The Borderplex Alliance, and Workforce Solutions Borderplex push our community to improve educational attainment rates and ultimately produce a better-educated workforce. In time, this will allow El Paso to attract, create, and retain the kinds of jobs that will be critical to our continued success."

— ERIC WINKELMAN, CAREER AND TECHNICAL DIRECTOR OF EL PASO INDEPENDENT SCHOOL DISTRICT



THE PLAN

One of our top priorities has always been to develop a regional strategic plan. We performed a Target Industries and Market Assessment with leading consultants to determine how our region could best move forward with a unified vision toward economic development. Once the reports were completed, we immediately created a steering committee and different task forces with local leaders to manage the implementation efforts and, in the process, bring greater prosperity to the Borderplex region.

All of our task forces work to ensure that we are at the forefront of the key industries in our region:

- Advanced Logistics
- Business Services
- Life Sciences and Healthcare
- Advanced Manufacturing
- Defense and Aerospace
- Tourism

CASE STUDY

Our Life Sciences Task Force, which helps position our region as a leader in the industry, has taken an integrated approach and works with institutions across the region on themes ranging from workforce development to manufacturing.

We are currently working to ...

- Support the development and implementation of a skills-gap assessment to align the skills of our region's workforce with the needs of the life sciences industry
- Strengthen the connections between manufacturing and educational institutions in both the U.S. and Mexico

"We have a tremendous opportunity toward economic development. Working in collaboration, we can bring all the expertise in the two countries and three states of our region together."

— JULIO CHIU, VICE CHAIR OF THE BORDERPLEX 2020 STEERING COMMITTEE



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER



FORT BLISS

OUR VOICE

The goal of our advocacy program is to connect our region with the centers of power and decision-making at the local, state, and federal levels. It's important to us that our region's voice is heard when policies are determined and resources are allocated. We need national policy leaders to understand how our vision can contribute to economic development and that a strong binational relationship helps build a vibrant community on both sides of the border.

CASE STUDY

We launched the North America Works campaign to highlight how trade and cooperation between the U.S. and Mexico strengthen commerce and economic prosperity along the border. Voicing our message, North American Borderplex leaders and other state and national organizations continue to develop stronger border and trade policies that will protect and increase jobs and investments across both countries. Working together as one economic force allows us to compete globally with other regions of the world.

"Those of us who do business in our region already know that the North American Borderplex possesses the qualities that corporate decision-makers everywhere are seeking in today's global environment."

— JOYCE WILSON, CEO OF WORKFORCE SOLUTIONS BORDERPLEX



DOWNTOWN EL PASO



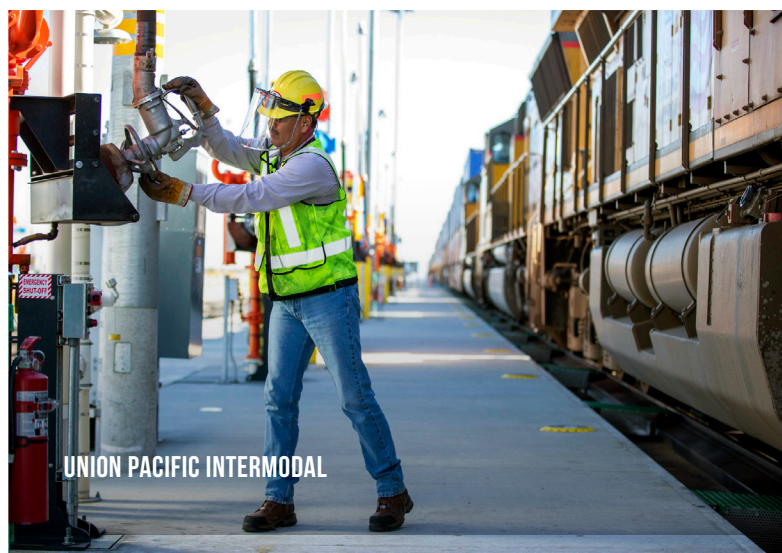
SEISA

"Our binational region is truly what makes the North American Borderplex what it is: a great place to do business. Through our collaborative region, we are provided a platform that enables us to channel our innovative and entrepreneurial spirits to create and make things together, grow from within, and build our foundation to compete in an ever-growing global economy."

— JUAN CARLOS BERMÚDEZ
PARQUE INDUSTRIAL ANTONIO J. BERMÚDEZ



TECHNOLOGY HUB



UNION PACIFIC INTERMODAL

WHY INVEST

Because investing in The Borderplex Alliance means investing in the future of the Borderplex region. Because we are working hard to make the region a better place to live, work, and do business.

Your investment makes you a part of the only binational economic-development and policy-advocacy organization along the U.S.-Mexico border. You become part of an integrated regional approach to promote economic prosperity by nurturing highly skilled, well-educated talent, and attracting investors, residents, and visitors from around the world. You join a group proud to represent communities on both sides of the border.

An investment in The Borderplex Alliance is an investment in change. In growth. In achievements. It's an investment in the entire Borderplex region.

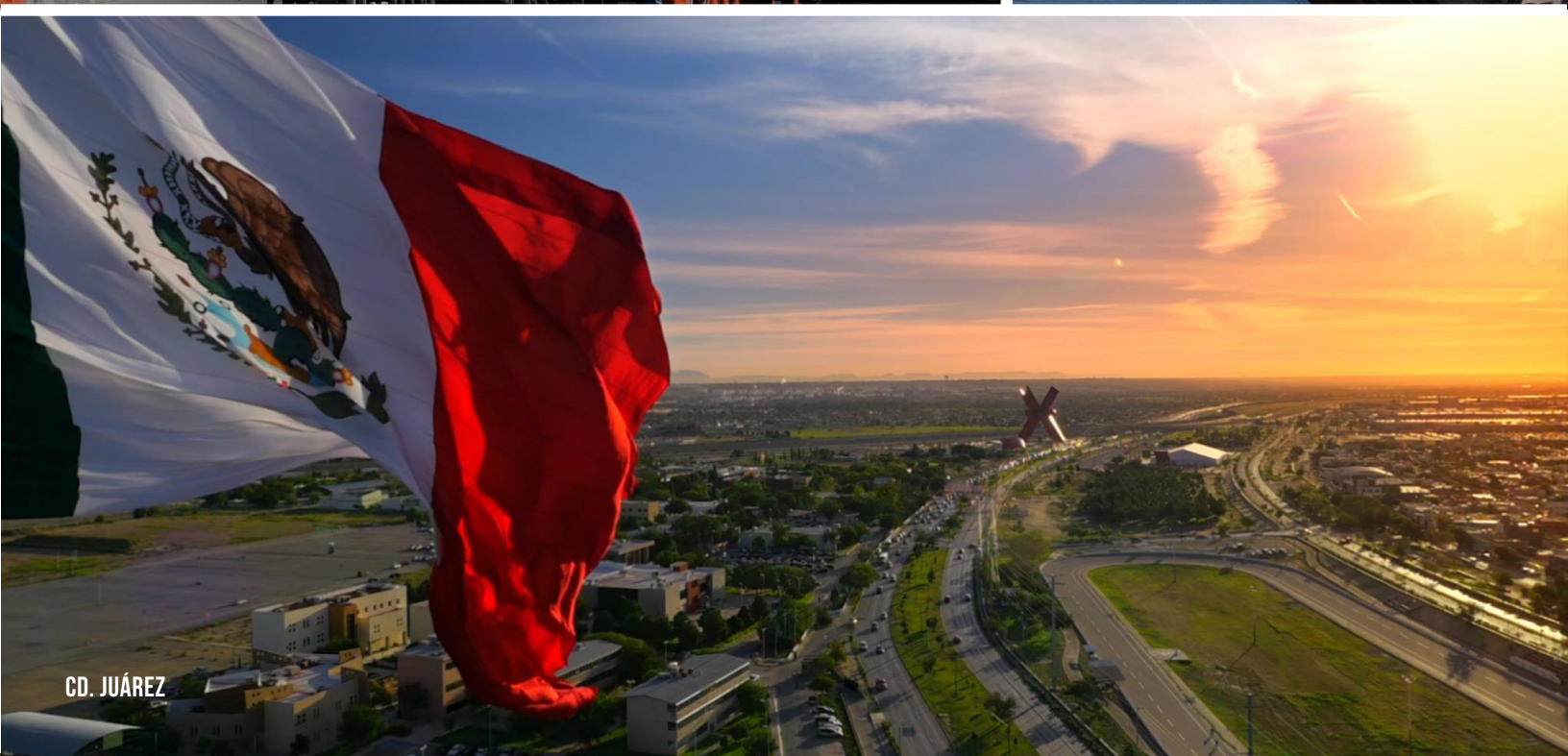
Join The Borderplex Alliance at borderplexalliance.org.



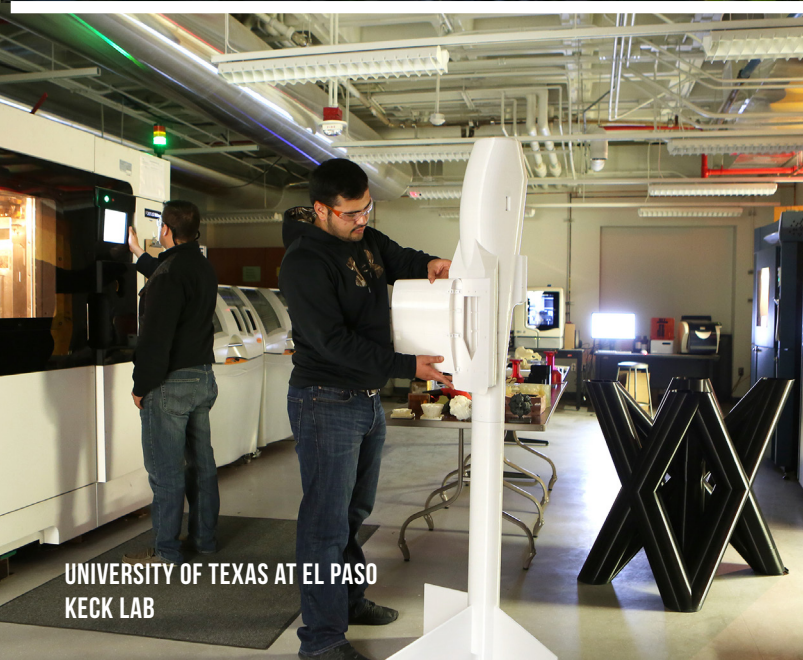
PASO DEL NORTE INTERNATIONAL BRIDGE



UNION PACIFIC INTERMODAL



CD. JUÁREZ



UNIVERSITY OF TEXAS AT EL PASO
KECK LAB



LAS CRUCES



THE BORDERPLEX ALLIANCE

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