ORIGINAL VISUAL

ENGLISH TRANSLATION

Binational Investment

- Attracting investment and competitive advantages at the regional level
- "The border is not the end. It is the beginning."

ENGLISH TRANSLATION

We Are Not Starting From Scratch

- Our story began with people who chose to come here.
- A city built on opportunity.
- Second-fastest per-capita growth among Mexican cities during the 1990s, behind only Cancún.
- Industry created opportunity. Opportunity attracted people. People built the city.
- Source: INEGI Historical Population Censuses, 1990-2000

ORIGINAL VISUAL

ORIGINAL VISUAL

ENGLISH TRANSLATION

Investment Is More Than Capital

- It transforms communities.
- Our work helps opportunities grow.

ORIGINAL VISUAL

ENGLISH TRANSLATION

Connecting People With Jobs

- People: prepared talent
- Connection: job fairs and hiring support
- Businesses: productive opportunity
- We turn proximity into employment connections that work.

ORIGINAL VISUAL

ENGLISH TRANSLATION

Working Directly With the Business Community

- 01 - Listen
- 02 - Coordinate
- 03 - Respond

ORIGINAL VISUAL

ENGLISH TRANSLATION

Solving Local Challenges

- Traffic
- Access
- Operational coordination

ORIGINAL VISUAL

ENGLISH TRANSLATION

One Region. Two Countries. One Shared Future.

- For generations, Acuña and Del Rio have been more than neighbors.
- We are trade partners.

ORIGINAL VISUAL

ENGLISH TRANSLATION

The 'Right Way' Advantage

- 45 minutes - average commercial crossing time
- Predictable and reliable logistics without chronic delays
- Unmatched regional security
- Coahuila is Mexico's safest border state
- Expanded customs operations and reduced exposure to risk

ENGLISH TRANSLATION

From Trade to Value

- The real opportunity lies in capturing more value around the goods already crossing the border.
- Crossing - Transformation - Value Added
- More services. More knowledge. More investment that remains in the region.

ORIGINAL VISUAL

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Second Bridge

- An alternative connection for international trade between Mexico and the United States.

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Bridge I Expansion

- Addition of new travel lanes
- Optimization of customs infrastructure for international trade
- Strengthening the region's logistics competitiveness

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The Challenge and the Solution

- Relieves congestion at the current Acuña I crossing
- Accommodates freight traffic and passenger vehicles
- Reduces crossing times and diverts heavy traffic away from the urban area

ORIGINAL VISUAL

ENGLISH TRANSLATION

The Right Investment

- We are not seeking just any investment. We are seeking the right investment.
- 1. Advanced manufacturing
- 2. Automotive and mobility
- 3. Electrical and electronics
- 4. Aerospace and advanced industries
- 5. Industrial suppliers
- 6. Logistics and distribution

ORIGINAL VISUAL

ENGLISH TRANSLATION

The Acuña-Del Rio Corridor

- The Acuña-Del Rio corridor already serves as North America's binational gateway.
- Today, we decide how large it will become.

ORIGINAL VISUAL

ENGLISH TRANSLATION

For Businesses

- Consider Ciudad Acuña, Coahuila, as your next investment frontier.
- Discover the 'Right Way' advantage.

ENGLISH TRANSLATION

For Public Officials

- Maintain the binational coordination that makes this corridor possible.
- Coordinate - Facilitate

ORIGINAL VISUAL

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ENGLISH TRANSLATION

For the Binational Region

- Let us continue investing in infrastructure and talent, our two greatest advantages.
- The border is the beginning.