

Global Initiatives

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the mid 18th cent.

glob /glɒb/ ► **n.** informal a lump of a semiliquid substance: *thick globs of melted mozzarella cheese.*
– ORIGIN early 20th cent.: perhaps a blend of **BLOB** and **GOB**².

glob·al /'glɒbəl/ ► **adj.** of or relating to the whole world; worldwide: *the downturn in the global economy.* ■ relating to or embracing the whole of something, or of a group of things: *some students may prefer to be given a global picture of what is involved in the task.* ■ Computing operating or applying through the whole of a file, program, etc.: *global searches.*

– DERIVATIVES **glob·al·ly** **adv.**

glo·bal com·mons ► **plural n.** the earth's unowned natural resources, such as the oceans, the atmosphere, and space: *financial speculators and other abusers of our global commons.*

glob·al·ist /'glɒbəlist/ ► **n.** a person who advocates the interpretation or planning of economic and foreign policy in relation to events and developments throughout the world. ■ a person or organization advocating or practicing operations across national divisions.

– DERIVATIVES **glob·al·ism** /-,lɪzəm/ **n.**

glob·al·ize /'glɒbə,lɪz/ ► **v.** develop or be developed so as to make possible international influence or operation: [with obj.] *communication globalizes capital markets* | [no obj.] *building facilities overseas is part of globalizing* | *the company aims to globalize.*



EXISTING CONDITIONS

Los Dos Laredos

Twin Cities: Communities Generated from One History, One Economy

Global Trade in the Laredo Region

The Laredo Borderplex is the number 1 inland port along the US-Mexico border crossing over \$183 billion imports and exports with IH-35 bisecting the city, all industrial parks and logistical centers within 5 miles.¹ Just the World Trade Bridge, alone, ranked No. 2 for total trade among the nation's roughly 450 airports, seaports and border crossings through December of 2016.²

Existing Border Plans

Plans on Transportation

Border Corridors and Trade Report.
January 2017

Analyzes Texas trade data and correlates with transportation and logistics facilities in state.

In the Laredo Region, the report includes border rail investments as well as 4 planned highway investment projects concerning Laredo:

1. Eagle Pass Connector.
2. Laredo Connector.
3. Planned Highway Infrastructure Projects on East-West Border Corridor.
4. Planned Highway Infrastructure Projects on La Entrada al Pacifico Corridor.

¹ <http://ldfonline.org/site-selection/international-trade/>. Laredo Development Foundation

² <https://www.ustradenumbers.com/ports/port/world-trade-bridge-border-crossing-laredo-tx/>. World Trade Bridge, Border Crossing, Laredo, TX's trade december. World City, Trade Numbers.

Texas-Mexico International Bridges and Border Crossings (Existing and proposed 2015)

Laredo Metropolitan Transportation Plan 2015-2040

Laredo District- Coahuila/Nuevo Leon/Tamaulipas Border Master Plan. 2012

- Laredo POE Projects
- Laredo Road and Interchange Projects
- Laredo Rail Projects
- Tamaulipas POE Projects
- Tamaulipas Road and Interchange Projects
- Tamaulipas Rail Projects

Laredo World Trade Bridge, Top Trading Partners January-July 2017

| | |
|----------|-------------------|
| Mexico | \$118,892,027,690 |
| China | \$1,333,009,315 |
| Malaysia | \$604,259,797 |
| Thailand | \$323,845,793 |
| Japan | \$223,286,889 |
| France | \$81,005,768 |
| Estonia | \$78,953,935 |
| Brazil | \$76,973,883 |
| Germany | \$75,245,131 |
| Panama | \$60,083,886 |

Total Trade: \$122.38 billion

Source: WorldCity ustradenumbers.com, 9/29/2017.

Environment

- Border 2020: U.S.-Mexico Environmental Program
- International Boundary & Water Commission (IBWC)

Binational Networks of Cooperation

- Nuevo Laredo Institute for Competitiveness and Foreign Trade (*Instituto para la Competitividad y el Comercio Exterior de Nuevo Laredo – ICCE*)
- Texas Center for Border Economic and Enterprise Development
- Border Liaison Mechanism
- Laredo Chamber of Commerce
- Laredo Development Foundation (LDF)
- Laredo Logistics and Manufacturing Association (LLMA)
- Binational Center of Texas A&M International University
- National Chamber of Transformation Industry (*Cámara Nacional de la Industria de la Transformación, CANACINTRA*)
- Nuevo Laredo Economic and Industrial Development Council (*Consejo para el Desarrollo Económico e Industrial de Nuevo Laredo, CODEINE*)
- Nuevo Laredo Chamber of Commerce and Tourism (*Cámara Nacional del Comercio Servicio y Turismo-CANACO Nuevo Laredo*)
- Employers Association of Mexico (*Confederación Patronal de la República Mexicana- COPARMEX*)

COMMUNITY CONCERNS

Downtown Nuevo Laredo and Downtown Laredo

Connectivity between Downtown Laredo and Nuevo Laredo should become welcoming and easily accessible to visitors from Mexico and the Global community.

Cultural and Economic Diversity

The Laredo and Nuevo Laredo region has achieved advanced expertise in the trade and logistics industry. The region capitalizes on that fact; however, the lack of economic diversity puts the Laredo region in distress when national border uncertainties that compromise the trade and logistics industry arise. Economic diversity can be incentivized by identifying other elements the Laredo Region has to offer: a vibrant culture that attracts tourism, a unique history and proximity to Mexico, and diverse unique urban characteristics that predate the US Constitution.

The Rio Grande Experience

The international river is an excellent opportunity for recreational facilities on both sides of the Border. Landscape improvements, biking and hiking trails, and other recreational enhancements could enhance the life of residents on both sides and are a visible improvement that enhances the international uniqueness of Border cities.

Region Marketing and Image Improvements

The Laredo Region image can be improved in order to stimulate economic development and tourism. Media reports of border violence have impacted external perceptions. Laredo as the largest inland port is also a major hub for Federal, State, and local law enforcement agencies and is one of the safest cities in America. In addition, many major retailers recognize the buying power of the larger region, Nuevo Laredo, and the north-east region of Mexico which consider Laredo a shopping hub.

Many Nuevo Laredo residents travel to Laredo to purchase basic goods; citizens from Laredo cross the border to access Mexican doctors, goods and groceries. The retail success of the region is based upon shoppers who are Mexican nationals.

More Efficient, Safe, and Friendly Border Crossings

International transportation/transit options should be explored. The border is a physical constraint, however, moving across the border is an opportunity for innovations in efficiency. Customs brokers on both sides of the border and other transportation experts during the workgroup meetings addressed the need for more efficient authority approvals for both commercial and non-commercial traffic, as well as better bridge infrastructure and additional airport carriers. Consideration for alternative modes of transporting goods across the Border such as underground bridges as well as helicopter cargo transport were mentioned as possible additional alternatives. Marked improvements in cross-border traffic flow should be achieved in the short term with changes to operations and by incorporating chain of custody technologies (which track freight containers from the manufacturer to the point of destination and can detect and alert authorities if a container has been tampered with) and tractability automation.

Additionally, border crossing pedestrian facilities should be accommodating to foreign visitors from both sides of the Border with amenities found in international airports.

STRATEGIES

FEDERAL STRATEGIES

Security

Make the Region a vibrant interconnected international community:

Continue to work with federal agencies and support border security efforts beneficial to both Laredo and Nuevo Laredo.

Trade

MEXICO/TEXAS

- Maintain regional stability and a robust economy through meaningful binational coordination and efficient Ports of Entry.
- Continue to excel and expand on logistics and trade industries through innovative strategies.
- Collect regional data to address regional trade issues and to identify and accelerate regional strengths.

GLOBAL TRADE

- Create a World Trade Center Association to provide immediate access to trusted trade connections network.
- Establish honorary Trade Representatives Council from the Top 10 Partners in Trade with Laredo.
- Promote regional data collection to address global trade issues and to identify global strength.

Planning for Los Dos Laredos:

Establish planning meetings with entities responsible for PDM-2026-2018 (COPLADEM) and the City of Laredo to coordinate the implementation of both Comprehensive Plans.

The City of Laredo and Nuevo Laredo share many of the same goals for the region:

1. Create a Binational Center for Economic Development
2. Education Alignments
3. Downtown revitalization and improvement
4. Mobility options and interconnectedness
5. Land use plan

Capitalize on the region's economic, cultural and environmental resources to promote an international tourism component.

Labor

Support Nuevo Laredo in its present Economic Development Strategy.

Continue to excel in the fields of adaptive, flex trade, logistics models and explore the creation of designated manufacturing and warehousing (campus) zones.

Immigration

Support legislation and immigration reform that improves opportunities for labor force.

Ports of Entry/Transportation

Facilitate the movement of people and goods across the border in an economically and environmentally responsible manner.

REGIONAL STRATEGIES

Education

Implement binational educational programs that benefit both American and Mexican students by preparing them for a future in regional opportunities.

Promote Graduate Studies collaborative initiatives in arts and culture.

Medical

Implement a regional medical facilities plan for the region.

Environment

Monitor and implement corrective measures when needed to improve the health of the border region residents through environmental organizations focused on border issues.

GOALS AND POLICIES

Overall Goal

Make Laredo, a world class international vibrant community, fostering and attracting talent, trade, tourism, technology, and creativity.

Laredo Regional Economic Development Zone (LREDZ)

Goal 11.1: The cities' Binational Council should promote the interests of LREDZ with representatives from both cities, and states.

Policy 11.1.1: The Binational Council should support interaction among the local trade industry and both current and potential trade partners in the Region.

Policy 11.1.2: The Binational Council should foster complementary cultural experiences throughout the region, enhancing both cities existing programs as well as promoting new intercultural facilities and venues.

Policy 11.1.3: The Binational Council should support awareness of the existing programs among the Region and provide the venue and resources for these entities to meet on a regular basis to promote innovative educational alignments.

Policy 11.1.4: Continue to gather input from the city's Binational Council for further expansion of global initiatives.

Planning in both Laredos

Goal 11.2: Maintain alignment between both cities' Comprehensive Plans.

Policy 11.2.1: Implement a plan for downtown revitalization programs and include them in an international historic corridor.

Policy 11.2.2: Create a plan for a Cross-Border Heritage Tour of both cities.

Policy 11.2.3: Encourage the addition of a bi-national committee to the Metropolitan Planning Organizations and its counterpart in Nuevo Laredo.

Policy 11.2.4: Provide input on international crossing facility planning on the Federal level to promote pedestrian-friendly approaches to duty free shopping areas, nearby local restaurants, and shaded public rest areas.

Policy 11.2.5: Develop a bi-national conference, thus building upon both cities' vision of improvement and revitalization.

Policy 11.2.6: Organize Bike Plan programs that envision bi-national routes.

Trade

Goal 11.3: Participate in the support of innovative strategies for alleviation of long border wait times, infrastructure improvements, public safety, economic development, border inspection and national security at the international border.

Policy 11.3.1: Create a Laredo Chapter of the World Trade Center Association.

Policy 11.3.2: Research possible future trade zone designations that leverage advanced security and chain-of-custody technologies

Policy 11.3.3: Foster trade opportunities with regional trade partners through an international incubator such as a "Global Street" workspace for investment and talent retention.

Policy 11.3.4: Facilitate synergistic interaction between the Region’s Incubator Programs such as Mile 1 (International Business Assistance Center) and the *Instituto Municipal de la Juventud de Nuevo Laredo* (IMJUVE).

Policy 11.3.5: Develop an Airport Modernization Plan of the Laredo International Airport which accommodates global cargo carriers services and implement compatible land use in properties surrounding the Laredo International Airport.

Policy 11.3.6: Develop a Laredo Port Plan and Plan Implementation Commission to include railroad, airport, bridge, and port connectivity expansion studies together with Nuevo Laredo. Include a supply chain management study and port economic development and diversification strategy.

Policy 11.3.7: Improve the World Trade Bridge traffic signal phasing and timing.

Education

Goal 11.4: Create a Binational Council Branch on Education to plan joint education programs that reach beyond the border.

Policy 11.4.1: Create a binational education fund to allow talent to study abroad in areas related to support Laredo’s success as an inland port, a historical tourist destination with commitment to return for a specified timeframe and provide expertise into the Region’s home community.

Policy 11.4.2: Create a liaison between school districts and the CREDE (Regional Education Development Center, Tamaulipas State Institution for Education) in Nuevo Laredo to create an “adopt a school” program.

Policy 11.4.3: Become a member of the World Affairs Council (an educational support venue).

Policy 11.4.4: Engage and associate with NAFSA (Association of International Educators-nonprofit), become a member and help guide both cities’ education professionals in providing high-quality international education.

Branding of the Region/Data-based Marketing

Goal 11.5: Create data-based joint regional branding together with our regional partners.

Policy 11.5.1: Support a recreational and cultural agenda to promote the Region.

Policy 11.5.2: Enhance and foster the Region’s rich historical heritage.

Policy 11.5.3: Encourage a common vision for the Rio Grande.

Policy 11.5.4: Create a communication plan that celebrates the Region.

Health and Environment

Goal 11.6: Establish infrastructure for healthy region and sustainable environment.

Policy 11.6.1: Develop a binational plan to curb the carbon footprint of the Inland Port.

Policy 11.6.2: Develop yearly binational summits to create a joint set of goals regarding environmental impact and quality.

Regional History, Arts and Culture

Goal 11.7: The proposed Laredo Arts and Culture Commission should coordinate arts and culture programming with the *Centro Cultural Mexicano de Nuevo Laredo* with funding mechanisms considered a priority in both city's budget.

Policy 11.7.1: Support the creation of a comprehensive historical landmark tour on both sides of the Border.