



First Annual Symposium on Hemispheric Integration And Global Competitiveness



Mexico-U.S. Trade Relations: A New Partnership

Friday-Saturday

May 8-9, 2009

Friday

**El Paso Natural Gas Center
The University of Texas at El Paso**

8:00 a.m.

WELCOME

*Erin Ward, Chair, Border Trade Alliance
Carlos Angulo Parra, Baker & McKenzie*

Continental Breakfast

9:00

Factors Compromising North American Competitiveness

Panel: Moderator – *Erin Ward, Chair, Border Trade Alliance*

*Dr. Carol Wise, Associate Professor, School of International Relations, University of Southern California
Aaron Miller, International Trade Analyst, U.S. International Trade Commission*

10:15

BREAK

10:30

U.S. and Mexico Trade Policy Overview: Implications for Border Trade and Development

Panel: Moderator— *Dr. Moira Murphy, Associate Professor, Center for Inter-American and Border Studies, UTEP*

*Bill Gilmer, Federal Reserve Bank of Dallas
Mike Breitingner, El Paso Central Business Association
Joe Wardy, Vice President, Strategic Initiatives, Stagecoach Cartage and Distribution
Manuel Padrón-Castillo, National Partner, Baker & McKenzie*

Discussion Leader: *Ralph Watkins*, Visiting Scholar, College of Business Administration, UTEP/Senior International Trade Analyst, U.S. International Trade Commission

Dr. Raúl Ponce, *Dr. en Economía*, UACJ

Dr. Juan Saldaña Pérez, Exsubsecretario de Economía y Maestro Investigador, UACJ

Dr. Gaspare Genna, Associate Professor of Political Science, UTEP

Dr. Justino De La Cruz, International Economist, U.S. International Trade Commission

10:15 **BREAK**

10:30 **Joint Research Seminar: Round Table Discussions**

Moderators

Cross Border Transportation – *Raul Gomez*, Federal Express

Non-Tariff Barriers (User Fees) – *Peter Araujo*, ABACO

Ports of Entry Infrastructure: Facilities and Traffic Management – *Cecilia Levine*, MFI International

Border Environment – *Erin Ward*, Chair, Border Trade Alliance

Border Commerce – Retail – *Dr. Tom Fullerton*, UTEP

Integration – *Lucinda Vargas*, Director General, Plan Estrategico de Juarez, A.C.

Noon **Round Table Summaries**

1:00 p.m. **Wrap Up -- *Dr. Don Michie*, Professor of Marketing, UTEP**

BIOGRAPHICAL INFORMATION FOR PARTICIPANTS

Ricardo Blazquez

Executive Director, Center for Inter-American and Border Studies

Adjunct Professor, Graduate School of Business

University of Texas at El Paso

Ricardo R. Blazquez is the Director of the Center for Inter-American and Border Studies of the University of Texas at El Paso. He obtained a Bachelors Degree in Sociology and History from DePaul University and a Masters in Management Degree from the Kellogg School of Management at Northwestern University. Ricardo has over 25 years of experience in industry, with well over 15 years as an executive with General Motors. He won the Alfred P. Sloan Fellowship in 1984 for study at Northwestern.

He has led units of General Motors with sales of \$450 million a year to \$14 billion a year. He was also Director of Small Vehicle Manufacturing for General Motors as well as Global Director of Vehicle Sensor Development. Ricardo also held the position of Global Director of Quality for the Chassis Group of General Motors. He has worked in six countries on his assignments with General Motors including Director of Vehicle Assembly Operations in Mexico. While leading his units of responsibility, the teams that Ricardo worked with won several major Industry Awards, such as the J.D. Power Award for Quality in 2001 and in 2002. He also was named by GM as their key executive to New Mexico State University and to the Society of Hispanic Engineers, the Mexican American Engineering and Scientist Society and to several other key organizations. For his volunteer work with the National Black MBA Association, he was given Lifetime Membership. Ricardo conducted the Bromilow Lecture in 2000 at New Mexico State University and his Keynote Address to the Mexican-American Engineering and Scientist Society in San Antonio in 1999 was subsequently published. Ricardo led the development of the First Museum of Mexican Archaeology to be developed on a GM industrial site, while Managing Director of GM's Mexican Interior Operations in 1995.

Stephanie H. Caviness

President, Pan American Search, Inc.

Stephanie Caviness is president of Pan American Search Inc., an executive search firm specializing in executive level manufacturing positions located along the U.S./Mexico border, Mexican interior and Latin America. Her firm has specific expertise in the placement of both U.S. and Mexican National professionals. Her 30 years of recruiting/consulting experience in the El Paso/Juarez metroplex consists of 10 years with two national search firms, Management Recruiters International and Dunhill Personnel System; four years as General Manager before forming her own company in 1987. Her offices have won both regional and national recognition within franchise systems. She holds a BSBA degree with a double major in Personnel Management and Industrial Psychology.

Stephanie is active in many professional and civic organizations. She is currently the President of the Foreign Trade Association, past President of the Maquila Services Group Inc., and has been active in the Asociacion de Maquiladoras (AMAC) and the Southwest Maquila Association. She serves on the Advisory Board of the Greater El Paso Chamber of Commerce, El Paso Marathon Foundation, El Paso Police Foundation Board, and the CBP West Texas Advisory Group (WTAG). In addition, Ms. Caviness has been President of the El Paso Promusica Board of Directors, President, El Dedon Verde Garden Club, Vice President of the Border Cities Personnel Association and Society for Human Resources Management, Vice President of Alzheimer's Association, Dedication Chairman of the XII Travelers of the Southwest, Member of Leadership El Paso Class V, Child Crisis Center of El Paso Board Member, YMCA Reach Award winner (Entrepreneur Category 2001, member of the USA Track and Field Association, and active member of Run El Paso.

Her special interests include competitive long distance running, international trade issues especially related to economic, cultural and humanitarian issues. She also is very active in politics and charitable fundraising in the El Paso/Juarez and Texas areas.

Justino De La Cruz, PhD
International Economist, U.S. International Trade Commission

Dr. De La Cruz holds a Ph.D. from Iowa State University and currently is an International Economist in the Office of Economics at the U.S. International Trade Commission (USITC); where he conducts research and writes and leads reports. His most recent work includes the article *Export Diversification and the Caribbean Basin Economic Recovery Act*, and the report *Denim Fabric: Use in AGOA Countries*.

Prior to joining the International Trade Commission, Dr. De La Cruz taught international trade and finance, econometrics and statistics, and business forecasting at the University of Texas. Dr. De La Cruz has been a visiting scholar at the Banco de Mexico (Mexico's Central Bank) and an economist at the Inter-American Development Bank and at Wharton Econometrics Forecasting Associates.

Gaspare M. Genna, PhD
Associate Professor, Political Science
University of Texas at El Paso

Gaspare M. Genna is an associate professor at UTEP's Political Science Department where he teaches graduate and undergraduate courses regarding European Union politics, international relations, international organizations, and international political economy. His research interests are in explaining the success and failure of regional integration in both economic and political dimensions. His work to date involves analyzing state incentives for integration as well as domestic public support. His research appears in *European Union Politics*, *Review of International Political Economy*, *International Interactions*, *Latin American Perspectives*, *Comparative European Politics* and *The Journal of Developing Societies*, as well as in various books. In addition, he is an associate editor of the journal *Politics and Policy* and director of the North American Mobility Program which is funded by the Fund for the Improvement of Postsecondary Education.

Erin Martin Ward
Chair, Border Trade Alliance

Erin Martin Ward was elected Chair of the Board of Directors, Border Trade Alliance, in November 2008. She has served 18 years with the organization, representing the interests of New Mexico, its POE, and the regional maquiladora industry. From 1994 through 1999, Ms. Ward worked in Cd. Juárez as an industrial environmental consultant.

Currently, Ms. Ward serves as director of U.S.-Mexico Border Outreach and Project Coordination for New Mexico State University in Las Cruces and serves as a consultant for the New Mexico Border Authority. She holds an appointment as a member of the New Mexico Border Environmental Health Committee.

Ms. Ward is the author of several articles on NAFTA, trade, and the environment. She received a master's degree in technical communication from New Mexico State and a bachelor's degree from the University of Colorado.

Aaron Miller

U.S. International Trade Analyst and Research Assistant to the Director of Operations, U.S. International Trade Commission

Aaron Miller currently serves as an International Trade Analyst and Research Assistant to the Director of Operations at the U.S. International Trade Commission (USITC). Prior to joining the Commission, Mr. Miller was Professor of American Culture and Contemporary Studies at Changzhi University in Shanxi China. Mr. Miller holds a Master's degree in International Commerce and Policy from the George Mason School of Public Policy and a Bachelor's degree in Anthropology from Miami University (OH).

Moira A. Murphy-Aguilar, PhD
Graduate School in Business Administration
Monterrey Tech, Cd. Juárez Campus

Dr. Moira Murphy-Aguilar currently holds concurrent positions as a Professor in the Department of Administration and Social Sciences and the Graduate School in Business Administration and as Coordinator of the International Business Laboratory at the Ciudad Juarez campus of Monterrey Tech; Professor in the Distance Education Division, Department of Administration and Social Sciences, and Professor in the Certificate Program in International Business at the Monterrey Campus of Monterrey Tech; and Lecturer at the Center for Inter-American and Border Studies, University of Texas at El Paso. Previous teaching experience includes positions at New Mexico State, Universidad Autónoma de Ciudad Juárez, University of New Mexico, and the Center for the New West. Her areas of specialization include intercultural communication, international business relations, expatriate adjustment issues, and Latin American-United States relations.

Dr. Murphy-Aguilar received a PhD in Latin American Studies from the University of New Mexico, an M.A. from the Fletcher School of Law and Diplomacy at Tufts University, and a B.A. at Brown University. Her graduate work included research as a Rotary Scholar in Peru and a Fulbright Scholar in Mexico. Her most recent research findings are about to be published:

Sociocultural Factors to Consider When Doing Business with Latinos in the United States: A Guide for Chihuahuan Businesspeople. (Un Análisis Sociocultural de Como Hacer Negocios con los Latinos en Estados Unidos: Una Guía para el Empresario Chihuahuense). Moira Murphy, Cecilia Valdez, Humberto García, Lucy Mar Camacho, Areli Chacon and Alejandra Talavera Sandoval. Chihuahua: Editorial Doble Helice.

Maria Luisa O'Connell
Executive Director, Border Trade Alliance

Maria Luisa O'Connell joined the Border Trade Alliance in 1998 bringing the organization a unique perspective stemming from both her cultural background and understanding of strategic partnerships. Maria Luisa's leadership has allowed the organization to effectively advocate and influence policies that affect the quality of life of border communities, making it a leading authority with issues unique to border trade.

In addition to overseeing BTA's Main Office in Phoenix, Arizona, she travels frequently to Washington, D.C. and Mexico City, key capital cities involved with NAFTA, to promote the organization's advocacy agenda and represent the BTA with various stakeholders.

Her work on behalf of BTA also includes regular trips to border communities to meet with local government and community leaders whose input is critical to the organization's mission. With over 10 years of experience, Maria Luisa has been able to successfully represent the borders and provide an option to key leaders in North America.

Most recently, Maria Luisa has appeared on CNN before the Department of Homeland Security Advisory Committee on, "Congress on the Border." She has been quoted repeatedly in the print media nationally and locally on behalf of issues pertaining to the BTA.

A native of Bogotá, Colombia, Maria Luisa received her Bachelor of Arts degree in Finance and International Relations from the Universidad Externado de Colombia. Prior to joining BTA, Maria Luisa was a Financial Analyst at Bank One International Corporation and had also been involved with the National Federation of Merchants in Colombia.

Manuel Padrón-Castillo
National Partner, Baker & McKenzie

Description of practice--Specialized in corporate law, mergers and acquisitions, foreign investment and managing of projects within Mexico. Specialized in commercial law and administrative law. Also has wide experience in foreign trade, *maquiladoras*, and customs law. He concentrated his practice in the representation of foreign investors doing business in Mexico. He is currently a member of the corporate practice group of the Firm.

Publications and Presentations--Author of the Mexico chapter of the book "A WTO Guide for Global Business," published by Cameron May International Law & Policy. Coauthor of the chapters on Mexican Legal System, Customs Law and Commercial Contracts of the book "Doing Business in Mexico" published by Juris Publishing Inc. in 2001. Has been speaker and panelist at Mexico foreign investment and foreign trade seminars and conferences organized by various associations, including the Mexican-American Chamber of Commerce, American Management Association, World Trade Center El Paso/Juárez, State of Texas and State of Chihuahua Annual Seminar. Author and coauthor of multiple bulletins and articles for clients of Baker & McKenzie.

Education --Received his law degree from the Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Chihuahua. Licensed to practice law throughout Mexico in 1990. Received his LL.M. from Cornell University Law School in Ithaca, New York, in 1996. Has received various diplomas derived from several specialization courses.

José Quiñonez, Jr.

Manger, Foreign Trade Zone No. 68

Mr. Quiñonez serves as the Foreign-Trade Zone Manager of FTZ No. 68, under the City of El Paso since 1998. Foreign Trade Zone No. 68 was partnered under El Paso International Airport to market and expand its regional economic development efforts. Jose plays both a Grantee management and Operator role. He oversees grant applications to the FTZ Board, advising City Council on FTZ matters, marketing of the zone, new business development, FTZ operations training, regulatory compliance and government liaison. On a daily basis he oversees the largest general purpose Foreign-Trade Zone operation along the US/Mexico border at the Airport's International Trade Processing Center, the regions only one stop hub for international trade. His FTZ clientele includes a list of fortune 500 companies and other multi-national firms in the region.

Prior to this, Jose worked nine years with the City's Economic Development Department taking a lead role applying financial incentives and strategies on downtown development initiatives, and industrial development projects.

Mr. Quinonez holds a Bachelor of Arts degree and a Master in Public Administration degree from the University of Texas at El Paso, and has completed course work in Customs Brokerage at EPCC. He has presented at regional and international conferences on economic development and foreign-trade zone topics. He currently sits on the board of the National Association of Foreign Trade Zones; and is a member of the West Texas New Mexico Customs Brokers Association, and the International Economic Development Council. He is also liaison for El Paso International Airport to the Border Trade Alliance and the US-Mexico Border District Export Council.

He has published an article in Twin Plant News magazine and has been quoted in newspaper and technical journals including, North American Free Trade & Investment Report, NAFTAZ Zones Report, El Paso Times and El Paso Inc.

His community activities include:

- Board Director of GECU, the largest local financial institution in El Paso, 2003-Present
- Vice-Chair, Manufacturing Cabinet for the El Paso Lyceum, 2006-Present
- Past board member of the World Trade Center El Paso/Cd. Juarez; the Advisory Committee, to Texas Career Centers El Paso Campus, Import Export Administration Program; and the El Paso Community College Self Study Principal Committee.

Juan Manuel Saldaña Pérez, PhD
Universidad Autonoma de Ciudad Juarez

Obtuvo licenciatura y doctorado en derecho en la UNAM: Así como especialidad en el Economics Institute, University of Colorado. En la práctica profesional, se desempeñó por doce años como Director General en la unidad de prácticas comerciales internacionales en la Secretaría de Economía De México.

Tiene una amplia trayectoria docente por más de 20 años a nivel licenciatura y posgrado, en Universidades públicas (UNAM, UAC), UACH) y privadas (U. Panamericana, U. Iberoamericana, U. Anáhuac, Itam. IIIDE). Actualmente es presidente del colegio de profesores de derecho de comercio exterior A.C., miembro de la academia mexicana de derecho internacional privado y comparado A .C., y consultor privado en comercio internacional

Kent Shigetomi
Director for Mexico, NAFTA, and Caribbean Affairs
Office of the United States Trade Representative

Kent Shigetomi is the Director for Mexico, NAFTA and Caribbean Affairs at the Office of the United States Trade Representative (USTR). He is responsible for guiding the work of the various NAFTA committees and working groups, and coordinating public outreach related to the NAFTA. He covers bilateral issues related to market access, intellectual property, movement of people, financial services, labor, and the environment. Kent is also responsible for managing U.S.-Caribbean trade issues, including the administration of U.S. trade preference programs with that region.

Kent negotiated the 2006 U.S.-Mexico agreement regarding trade in tequila, as well as changes to the rules that determine which products are eligible for duty free treatment under the NAFTA.

Kent also served as the lead negotiator for the temporary entry chapters in the Chile and Singapore free trade agreements, and the government procurement chapter in the U.S-Central America-Dominican Republic Free Trade Agreement (CAFTA-DR). He was also part of the negotiating team for the U.S.-Australia Free Trade Agreement and the U.S.-Thailand Free Trade Agreement. Kent negotiated accelerated tariff reductions with Chile under the FTA, as well as technical modifications to the rules of origin under the NAFTA, Chile, Singapore, and CAFTA-DR agreements.

Prior to joining USTR, Kent was a Foreign Service Officer with the Department of State. He served overseas in Athens, Tokyo, and the Sinai, before returning to Washington to work in the Bureau of Economic and Business Affairs. Kent received the State Department's Meritorious Honor Award for his work in the Nonimmigrant Visa Unit in Tokyo. As part of a State Department program that sends employees to private sector companies, Kent worked at a now defunct Internet start-up.

Kent graduated from Brown University with a degree in Classics. He attended graduate school at the University of Chicago.

Jorge Alberto Silva Silva, PhD
Universidad Autonoma de Ciudad Juarez

Licenciado en Derecho la Facultad de Derecho de la Universidad Nacional Autónoma de México, concluyó estudios de especialidad en Educación y la maestría en Ciencias y técnicas de la Investigación. Ha sido miembro de número de diversas organizaciones, destacando la Academia Mexicana de Derecho Internacional Privado y Comparado (de la que fue presidente) y la Asociación Nacional de Profesores de Derecho Internacional Privado (de la que es su actual presidente).

Fue coordinador del posgrado en el Departamento de Ciencias Jurídicas de la Universidad Autónoma de Ciudad Juárez, donde fue designado profesor emerito; ha sido profesor en la UNAM, el ITAM, la Universidad Panamericana, la Universidad de Sonora, la Universidad Iberoamericana Noroeste (Tijuana) y en otra mas de México.

Como profesor impartido los cursos de cooperación jurídica internacional y Derecho sucesorio internacional en a Universidad Central de Caracas Venezuela, así como en varia universidades de España e Italia.

Ha realizado estancias de investigación en el instituto de Investigación Jurídica de la UNAM, la Universidad complutense de Madrid y la Universidad Carlos III de Madrid.

Se desempeño como arbitro panelista internacional del capitulo XIX del TLCAN y asesor externo de la Secretaria de Relaciones Exteriores.

Con motivo de la Quinta Reunión de la Conferencia Internacional de Derecho Internacional Privado (CIDIP), convocada por la OEA, fue miembro delegado de México en la negociación de la Convención Interamericana sobre Trafico de Menores.

Su actividad profesional se enfoca a la cooperación judicial internacional, en la que se desempeña como expert witness of law en diversos tribunales de EUA, y como asesor de despachos de abogados nacionales y extranjeros.

Ha escrito más de 15 libros y más de 60 ensayos relativos a las materias de su especialidad, publicados en diversas revistas nacionales y extranjeras.

Ralph J. Watkins

Visiting Scholar, UTEP

Senior International Trade Analyst, U.S. International Trade Commission

Ralph J. Watkins is a Visiting Scholar in the College of Business Administration at the University of Texas at El Paso. During Spring Semester 2009, he has provided presentations and guest lectures on a variety of international trade issues to UTEP faculty and students, El Paso community leaders, and students at the University of Arizona. In his spare time, he is preparing research papers on the competitiveness of Mexican manufacturing industries and options for expanding U.S. trade preference programs to developing countries.

Mr. Watkins is on loan to UTEP from the U.S. International Trade Commission where he is a Senior International Trade Analyst in the Advanced Technology and Machinery Division. He is responsible for monitoring and reporting on factors influencing the domestic and global competitiveness of 16 U.S. manufacturing sectors and on the use of foreign assembly plants. From 1986-2005, Mr. Watkins was Chief of the Miscellaneous Manufactures Branch and the Program Manager for Production Sharing. He began his career at the USITC in 1975.

Mr. Watkins served one year (2006-07) at the Office of the United States Trade Representative as Deputy Director for the Generalized System of Preferences. While at USTR, he provided analyses regarding the effect of U.S. preference programs on trade with developing countries and reported on the likely effects of various proposals to change the preference programs.

Mr. Watkins has written extensively about the cross-border integration of manufacturing in North America and attempts to develop export-oriented manufacturing industries in the Caribbean Basin and East Africa. His most recent paper, "The China Challenge to Manufacturing in Mexico," was published in the *Journal of the Flagstaff Institute*, in June 2007. In October that year, it was published by the United Nations in Spanish as "El Reto de China al las Manufacturas en Mexico," in *Oportunidades en la Relacion Economica y Comercial Entre China y Mexico*, Enrique Dussel Peters, Editor. Mr. Watkins received an M.A. in International Affairs from the George Washington University and a B.A. in Political Science from the University of Oregon.

Foreign Trade Association

“Facilitating Secure Movement across the Border”

Since 1985, the Foreign Trade Association has focused on enhancing and advancing bilateral trade. It’s mission is to facilitate efficient secure cross-border movement of goods, services and people by addressing issues that affect international trade while maintaining regional competitiveness. The association’s membership includes *maquiladora* executives and service industry leaders from both sides of the U.S. Mexico border. The experience and expertise of the organization’s membership coupled with a commitment to regional development, distinguishes the Foreign Trade Association as an organization that gets things done. In 2006, the FTA branded it’s cross border efforts to the development of a FASTPORT, which symbolizes a commitment to fast and secure international mobility within the Paso del Norte Region., The concept entails the promotion of pre-clearance programs such as the Dedicated Commuter Lane (DCL-Linea Express) as well as FAST Lanes for commercial cargo, and advocacy for additional international bridges to enhance logistical choices.

The FTA has emerged as one of the definitive sources for information concerning operating in Mexico. Their knowledge covers *maquiladoras* industrial competitiveness, cross-border transportation, customs regulations, and ports of entry in the Paso

Del Norte region. The association networks with the Border Trade Alliance and with other organizations in the communities along the 2,000-mile U.S.-Mexico border to provide a voice in the negotiations that affect them as well as bilateral trade. FTA initiatives include:

Identify, research, develop and deliver key messages concerning issues directly affecting U.S. Mexico commerce.
Educate the public, community leaders, local, state and federal legislators, and the business sector about the benefits of bilateral trade.

Alert government officials of priority issues affecting border trade and commerce and the emerging global economy.
Develop action-oriented networks to promote cross-border partnerships.

Foreign Trade Association
P.O. Box 32
El Paso, Texas 79941
(915) 541-7051
www.epfta.org

Border Trade Alliance Advantage

For more than twenty years, the BTA has worked through our grass roots-level constituents in border communities and with local, state, regional and national policy-makers to advance policy solutions based on first-hand, real-world border trade experience.

Effective in Washington: Advocate, Facilitate, Collaborate, Educate

Federal Committee / Task Force Service

BTA's service on Congressional committees & task forces including the Department of Homeland Security and State's Secure Borders Open Doors Advisory Committee ensures that BTA sponsors have a seat at the decision-making table in Washington

Facilitation of Effective Advocated Programs

The BTA works with federal agencies to implement advocated programs and work toward effective implementation for our border communities. From security trade programs and infrastructure to educational community outreach, BTA is interested in advancing border trade interests and assuring long-term results.

Legislative Collaboration and Cooperation

Often the first organization looked to for information, the BTA serves Congress in developing and leveraging effective legislation or appropriations that serve border communities and trade in the US, Mexico and Canada. The BTA is the first non-legislative body to attend the bi-national meeting of legislators from both the US and Mexico.

Congressional Briefings & Testimony

The BTA continues to contribute directly toward the development of better federal policy through our frequent testimony before Congress and our ongoing interaction with Congressional offices and federal agencies. Congressional briefings ensure border issues are heard beyond the border, directly from our sponsors.

Raising Visibility: National Media Coverage, Implementing Solutions Media Awareness

The BTA works to increase visibility on border issues by extending our reach with the media beyond that of the border regions. We receive frequent coverage in major, national media outlets including the Washington Post, NY Times, USA Today,

CSPAN, MSNBC, and Univision – to name only a few. The BTA uses new and online media resources such as podcasts, blogs and social media tools to ensure that our members deliver an integrated message provided to the largest possible audience.

Public-Private Partnerships

The BTA facilitates public/private partnerships, collaborative efforts by federal, state and local governments working with private sector stakeholders to address specific infrastructure, resource, and

secure trade issues. BTA's working relationship with the GSA, DHS, State, and DOT and their sub-agencies provides our members access to solutions that might not otherwise be feasible.

Border Community Driven: Local Solutions, National Impact

Grassroots Approach and Representation

Our strength comes from collaboration with border communities to accurately convey the current situation of our borders to government agencies and officials, as well as among private sector sponsors within our network.

Shared Interests – Sharing Opportunities

The BTA brings leaders from one border region together with another region, community, or state in North America to share best practices, interests and opportunities in meeting border challenges. The BTA believes in building a unified voice of the border.

BTA International & Community Events

Facilitation of regional meetings along the southern and northern borders to showcase the border communities and give them the opportunity to directly voice their concerns to the appropriate government agencies, as well as gain insight into federal actions that have local impacts.

Representation in Expert Policy Committees

Our committees – infrastructure, border technology, import-export, policies and processes, travel and immigration, environment and health, agribusiness and fisheries – allow for realistic policy recommendations based on regional experience.