



“US-Mexico Bordernomics:
NAFTA and the Border Effect”



Mexicans and Americans Thinking Together Foundation

- Mexicans and Americans Thinking Together (MATT) Foundation – binational nonprofit organization
- **Mission:**
 - Build bridges of understanding and create constructive dialogue between the US and Mexico
- **Board composed of:**
 - Business, religious, political, nonprofit and higher education leaders

US-Mexico Bordernomics: NAFTA and the Border Effect

- North American Free Trade Agreement (NAFTA) was enacted over two decades ago. US-Mexico trade has since soared!
- NAFTA has tremendous benefits and opportunities for US and Mexican workers, farmers, consumers, and businesses.
- Today we are challenged with understanding the TRUE impact of NAFTA while exploring the opportunity of modernizing the agreement.

US-Mexico Bordenomics Alliance

- The US-Mexico **Bordenomics Alliance** will serve as the premier border initiative.
 - Comprised of 40 business and policy leaders – 20 American and 20 Mexican entities
 - Creates binational committees that act as industry and policy advocates to support the mission
- Mission:
 - Increase economic prosperity and quality of life for all US-Mexican border states through strong collaborations in:
 - Advocacy
 - Trade
 - Networking
 - Information Sharing

Participating States

U.S.

- California
- Arizona
- New Mexico
- Texas



MEXICO

- Nuevo León
- Baja California
- Chihuahua
- Tamaulipas
- Coahuila
- Sonora

Areas of Interest

INDUSTRY FOCUS:

- Energy
- Automotive
- Manufacturing
- Agriculture
- Healthcare
- Transportation
- Maquiladoras
- Finance
- Hospitality
- Retail
- Data Centers
- Custom Brokers and other relevant sectors

The US-Mexico Bordernomics Study...

- MATT commissioned the study “**US-Mexico Bordernomics**” to show the current trade relations between the US and Mexico.
- The **US-Mexico Bordernomics Study** aims to update and bring a greater understanding of the current economic opportunities that exist.
- In addition, it will help raise awareness of the strategic geographic position, in the heart of an economically powerhouse, that gives both countries a competitive advantage in the global market.
- The study will focus on cross-border trade and workforce flows, on a regional and state-level basis, concentrating on identifying clusters of opportunities for job creation and economic development.
- Through this focus, the US and Mexican economies will benefit from enhanced binational trade.

Focus Group Details

- Total of 12 focus groups
 - One (1) each for Arizona, New Mexico, Baja California, Sonora, Chihuahua, Coahuila, Nuevo León, and Tamaulipas
 - Two (2) each for California and Texas
- 12-15 participants per focus group
 - Participant selection customized for each state
- Groups meet for 90 minutes

Timeline

US-Mexico Border States Study	Activities											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Key Leaders												
Obtain commitment for participation from key leaders		█	█	█								
Schedule dates for focus groups in each state				█	█	█	█	█				
Determine host cities in each state for focus groups				█	█	█	█	█				
Fundraising Campaign	█	█	█	█	█	█	█	█	█	█	█	█
Identify 20 US and 20 Mexico companies			█	█	█	█	█	█				
Invite private sector sponsorships			█	█	█	█	█	█				
Focus Groups	█	█	█	█	█	█	█	█	█	█	█	█
Determine participants for focus groups		█	█	█	█	█	█	█	█			
Invite focus groups to participate		█	█	█	█	█	█	█	█			
Conduct focus groups									█			
Final Report	█	█	█	█	█	█	█	█	█	█	█	█
Preliminary Report										█	█	
Peer Review										█	█	
Final Study Presentation												█
Kick-Off Meeting – US-Mexico Bordernomics Alliance												█

Borderonomics Study Reveal

- The study will be presented to MATT Board of Directors, December 9, 2017
- CEO and Founders Circle VIP Release
 - Two exclusive release events will occur January 2018 in:
 - Washington D.C., US
 - Mexico City, Mexico

THANK YOU!



www.MATT.org
210-270-0300

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