



RioPlex: A Region of Great Binational Potential

Brownsville, Texas, August 14, 2024. RioPlex is an initiative aimed at promoting the binational region that encompasses the Rio Grande Valley in Texas and northern Tamaulipas in Mexico. This region is being consolidated under a single brand to highlight its competitive advantages and attract investments, developments, and prosperity to both communities.

At the recent ["U.S.-Mexico Leader Summit: Binational High-Level Dialogue"](#) hosted by **AMCHAM**, the RioPlex project was presented to business leaders, economic development organizations, and authorities. The initiative, led by Joaquín Spamer, President of Grupo CIL and representative of AmCham Extend Our Reach in Texas, and supported by various chambers, associations, and business institutions, aims to project the region's competitive advantages in a unified manner.

The RioPlex offers a series of advantages that make it attractive for investment and economic development:

- **Logistics Infrastructure:** The region boasts international airports, rail lines, international bridges, and seaports that facilitate trade and logistics.
- **Industrial Parks:** Numerous industrial parks provide a favorable environment for manufacturing and other economic activities.
- **Workforce:** The region has a skilled and competitive workforce, essential for business growth.
- **Quality of Life:** The multicultural environment and competitive wages contribute to a high quality of life for residents.

One of the pillars of the RioPlex is binational collaboration

The initiative seeks to unite promotion and economic development efforts on both sides of the border, creating a stronger and more competitive region. This collaboration is essential to face common challenges and seize growth opportunities.

Economic Impact: RioPlex has the potential to become a benchmark for attracting investments and promoting regional prosperity. With a combined population of over 3.5 million people and companies headquartered in 20 different countries, the region is a global business hub offering a gateway to international markets.

Projects and Future: The vision of RioPlex is to unify all promotion and economic development efforts to make the region known worldwide. With the slogan "USMCA Friendshoring Capital," the initiative seeks to attract investments and foster sustainable economic growth.



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Collaboration between business leaders, economic development organizations, and authorities is key to the success of this project.

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About AMCHAM

AMERICAN CHAMBER OF COMMERCE OF MEXICO was founded in 1917 as an independent, non-partisan, and non-profit organization affiliated with two of the most active and important business organizations in the world: the United States Chamber of Commerce and the Association of American Chambers of Commerce of Latin America (AACCLA).

Today, the more than 1,450 companies that make up **AMCHAM/MEXICO** represent 21% of the national GDP and generate 2.5 million direct formal jobs and six million indirect jobs, significantly contributing to Mexico's social and economic development, while also strengthening the bilateral relationship between Mexico and the United States. One of its priorities is to positively influence public policies and the binational business environment, as well as to strengthen the rule of law, particularly in areas that affect competitiveness, the business environment, and the safety of business operations.

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