



Sonora Positioned as a Strategic Gateway to Strengthen U.S.-Mexico Trade Relations

Hermosillo, Sonora, October 25, 2024 - As the Northwest Chapter of the **AMERICAN CHAMBER OF COMMERCE OF MEXICO (AMCHAM)** enters its final phase of consolidation, the Chamber underscores its commitment to fostering international business practices and cultivating a collaborative ecosystem between public and private sectors in the region. With its new headquarters established in Hermosillo, Sonora, this milestone—achieved with support from companies on both sides of the border—marks a transformative chapter in Sonora's role within U.S.-Mexico trade relations.

During the signing event for this phase, attendees included **Pedro Casas Alatríste**, **AMCHAM** Executive Vice President and CEO; Sonora Governor **Alfonso Durazo Montaña**; Arizona Governor **Katie Hobbs**; U.S. Ambassador to Mexico **Ken Salazar**; and numerous business leaders.

Federal Economy Secretary **Marcelo Ebrard** commended the collaboration, emphasizing how this initiative strengthens integration between Sonora and Arizona. "These efforts are not only a beacon of hope but also a pathway forward for the future of U.S.-Mexico relations," Ebrard remarked.

Governor Durazo expressed gratitude for **AMCHAM's** confidence in Sonora, crediting the state's economic advancement to the **Sonora Sustainable Energy Plan**. "We are honored that, after 50 years without a new chapter, the American Chamber of Commerce in Mexico chose Sonora as the base for its Northwest Chapter. This is a testament to the progress we are making in Sonora's economy," he said.

Through the **Sonora Sustainable Energy Plan**, Sonora will act as a bridge to advance investment, technological innovation, and sustainable commercial practices across both nations, backed by \$15 billion USD in private investment from U.S. capital.

"At this crucial moment for North America, it is essential that the border industry functions as a cohesive network to implement strategies that enhance bilateral relations and bolster regional value chains. We are fortunate to have key allies committed to this goal, confident in Sonora's industrial potential," noted Pedro Casas Alatríste.

Also present were **Emilio Cadena**, representing **AMCHAM's** National Executive Council, and **Francisco Acuña Méndez**, Executive President of the Sonora Sustainable Development Council (CODESO). Acuña highlighted how this partnership is establishing Sonora as a center for clean energy and cutting-edge technology, strengthening binational business ties, and enhancing its role in global supply chains.

Through the Northwest Chapter, **AMCHAM** advances its mission to maximize the region's economic potential and champion binational collaboration. This initiative, which began in



early 2023, has already integrated 52 companies across Baja California, Baja California Sur, Sonora, Sinaloa, and Chihuahua, 19 of which are U.S.-based. Per AMCHAM's bylaws, a total of 50 U.S.-owned companies are required for full consolidation.

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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 significant business organizations globally: the United States Chamber of Commerce and the Association of American Chambers of Commerce of Latin America (AACCLA).

Today, the more than 1,450 member companies of **AMCHAM/MEXICO** represent 21% of Mexico's GDP and generate 2.5 million direct formal jobs and six million indirect jobs. They significantly contribute to Mexico's social and economic development and strengthen the bilateral relationship between Mexico and the United States. One of AMCHAM's priorities is to positively contribute to public policies, the binational business environment, and the rule of law, especially in areas affecting competitiveness, business climate, and operational security.

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