



AmCham promotes integration through its new campaign: “Regional Prosperity: Stories of North American Integration”

Monterrey, Nuevo León, February 5, 2025 – The **American Chamber of Commerce of Mexico** (AmCham), through its **Trade and Investment Center** and the **Investment Promotion and Economic Development Committee (COFIDE)**, launched the campaign “**Regional Prosperity: Stories of North American Integration.**” This initiative aims to highlight the advantages of regionalization in North America, the positive impact of the **USMCA** on economic competitiveness, and binational development.

The campaign will have a journalistic approach, documenting experiences and data from U.S. companies operating in northeastern Mexico through interviews and a questionnaire focused on the regional advantages of companies with a binational presence, conducted with key industry players. The goal is to share the experiences of these companies and their role in economic growth, supply chain optimization, and regional security.

Strengthening supply chains is crucial for North America's economic consolidation. The main objectives of this campaign are to highlight the role of companies in the region's economic development and enhance security through economic collaboration.

Key findings presented during the event:

- **Talent shortage in the U.S.:** With 7.6 million job vacancies, orderly migration between the U.S. and Mexico can help balance talent supply and demand.
- **Supply chain security:** Programs like CTPAT ensure secure cross-border trade, positioning the region as a highly competitive economic bloc.

The next steps include the **Listening Tour** in strategic cities such as Monterrey, Nuevo Laredo, Tampico, Torreón, Saltillo, McAllen, San Luis Potosí, and Brownsville, where data will be gathered, and trends will be analyzed to create content for our digital platforms.

The **Kick-Off of #RegionalProsperity** marks the beginning of an essential conversation about the region's economic future. Cooperation is key to positioning North America as the world's most competitive economic bloc, and integration under the USMCA presents a unique opportunity to generate jobs, attract investment, and strengthen economic security.