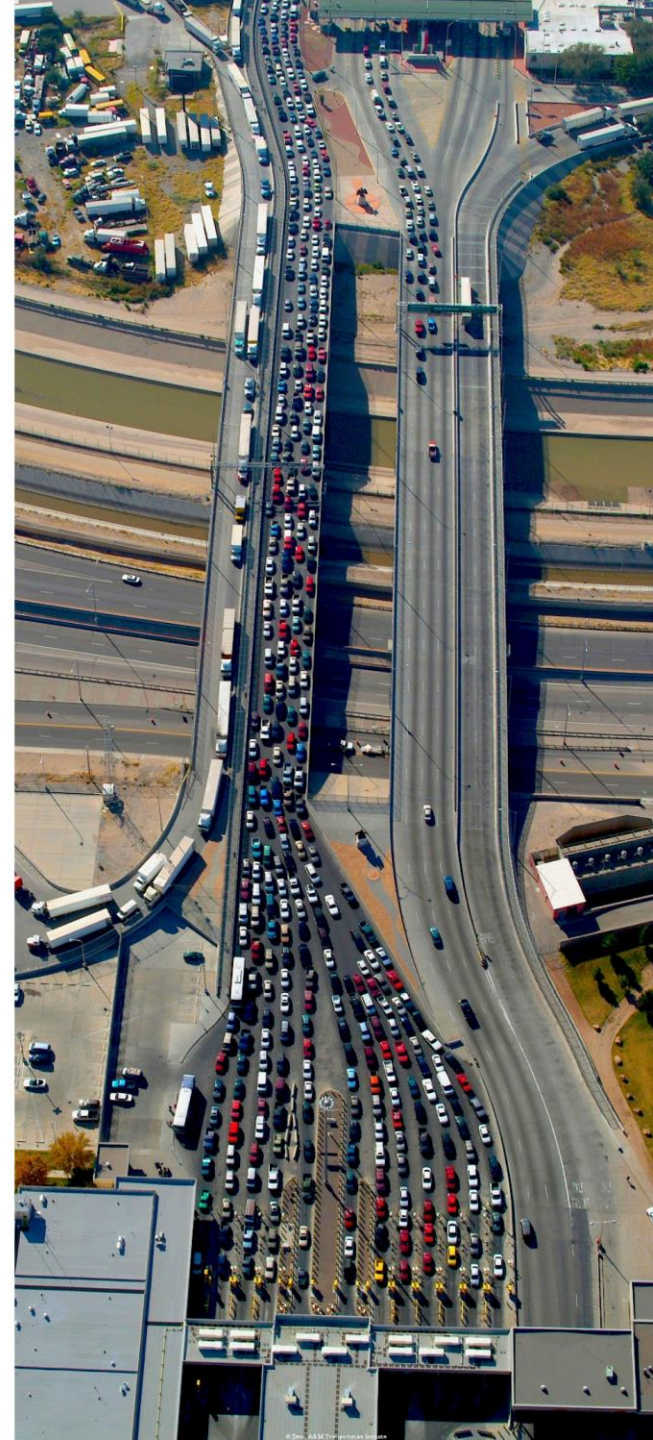




# BACKGROUND

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- Formed in January 2013
- Funded by the Private Sector
- Led by the Private Sector
- Partners with Community and Regional Organizations
- Focused on Business Recruitment, Expansion and Retention
- Provides Regional Advocacy



## REGIONAL PARTNERS



A Borderplex  
Alliance Initiative





# SERVICES OFFERED

---

- Connect with Community and Regional Organizations
- Facilitate Interaction with City, County and State Governments
- Provide Incentives Structure and Analysis
- Connect with Local Workforce Boards
- Connect with Educational Institutions  
Universities | Community Colleges | Technical Schools
- Connect with Local Real Estate Networks
- Connect with Local Supply Chains





# NORTH AMERICAN BORDERPLEX

## \* LAS CRUCES, NM

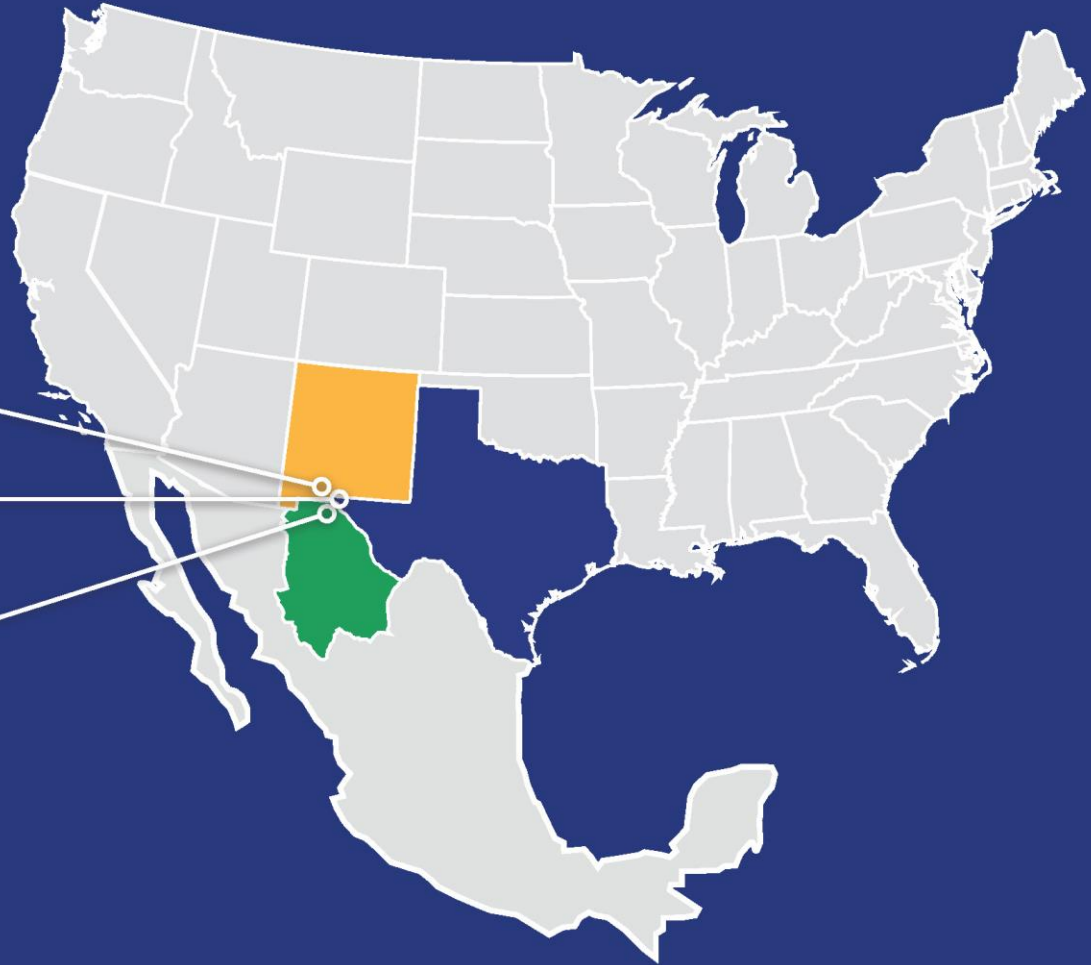
Population: 217,522

## \* EL PASO, TX

Population: 845,553

## CIUDAD JUÁREZ, MX

Population: 1.5 million



SOURCE: U.S. Census Bureau, Population Division, 2018. Cd. Juárez population, Desarrollo Económico De Ciudad Juárez, A.C.

NOTE: (\*) indicates metropolitan statistical area population

# EL PASO, TX

Population: **845,553**

**LARGEST**

U.S. City on the U.S. / Mexican  
Border

**22<sup>ND</sup>**

Largest City in  
U.S.

**6<sup>TH</sup>**

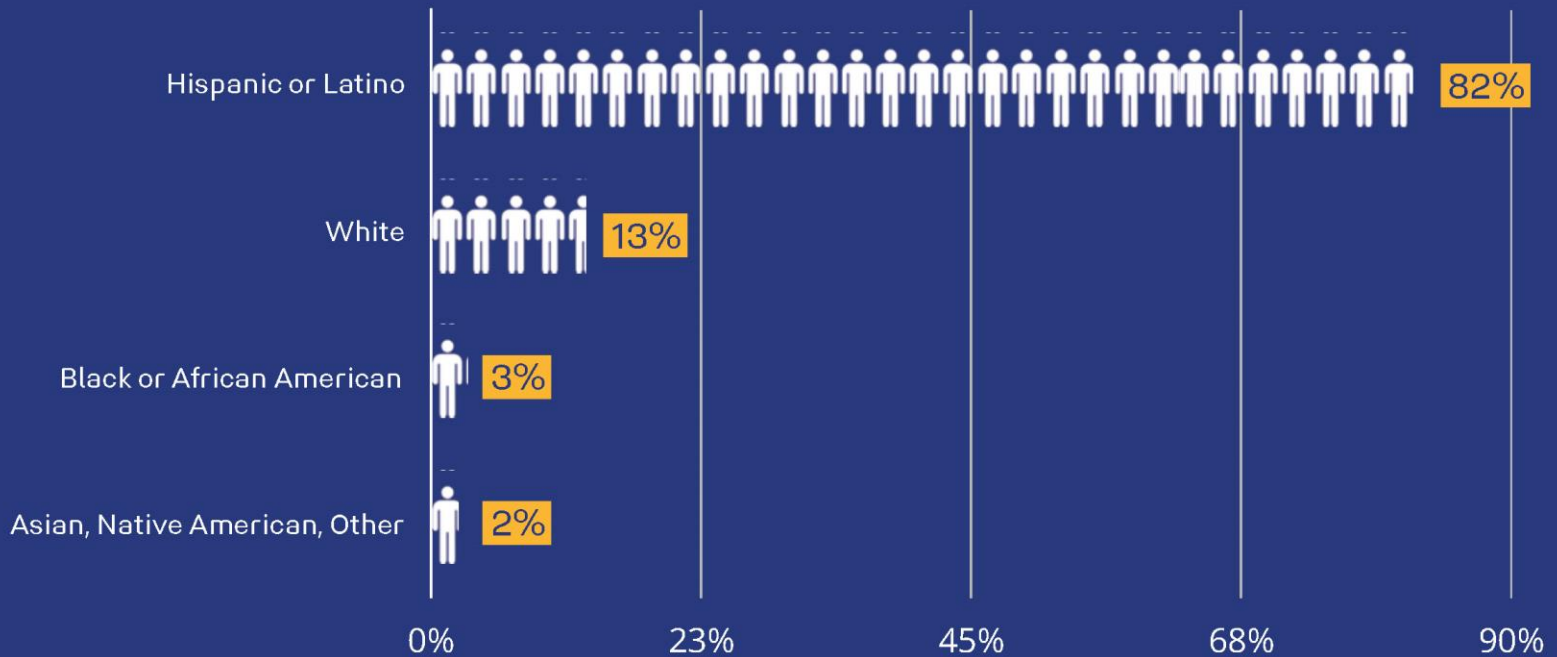
Largest City in  
Texas



El Paso:

# FEATURES A POPULATION WITH A LARGE HISPANIC, BILINGUAL COMMUNITY

70% of the Population is Bilingual

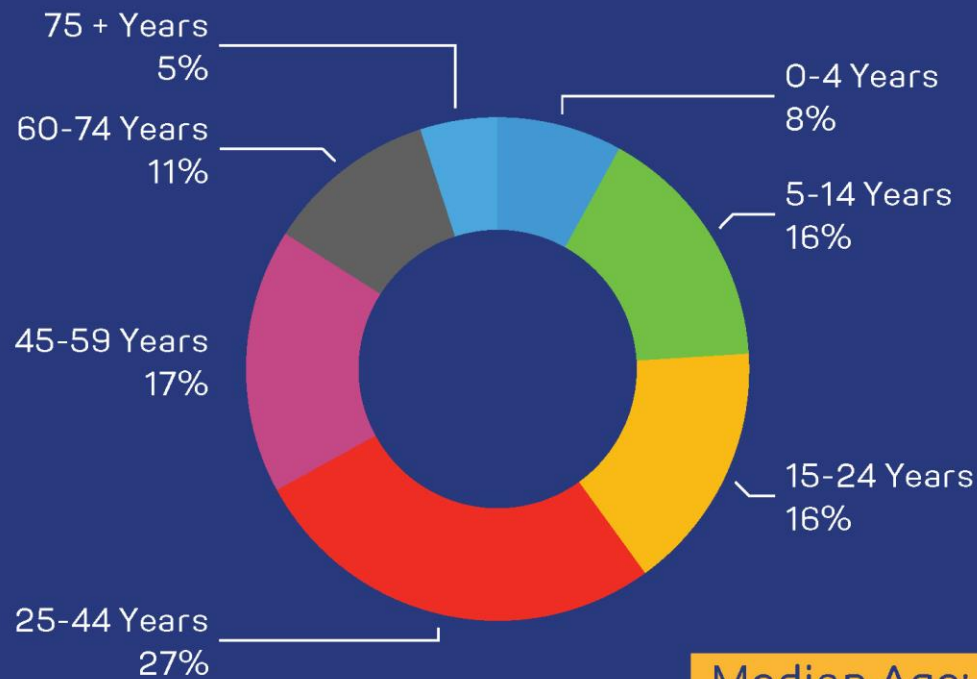


Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates



El Paso:

# FUTURE IS BRIGHT: 40% OF POPULATION IS UNDER 25



**Median Age: 32**

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.



El Paso:

# ECONOMIC INDICATORS



2017 Gross  
Domestic Product (GDP)

**\$29 BILLION**



2017 Retail Sales

**\$11.5 BILLION**

Median House

**\$128,500**

2018 Total Trade

**\$81.9 BILLION**

Average MSA Salary

**\$39,100**

Median Rent

**\$789**

(Imports & Exports)



Median MSA Salary

**\$28,267**



# LAS CRUCES, NM

Population: **217,522**

Home to Union Pacific's  
**\$400 MILLION**

Intermodal Facility

Virgin Galactic  
Space

**HQ**

**2<sup>ND</sup>**

Largest City in  
New Mexico

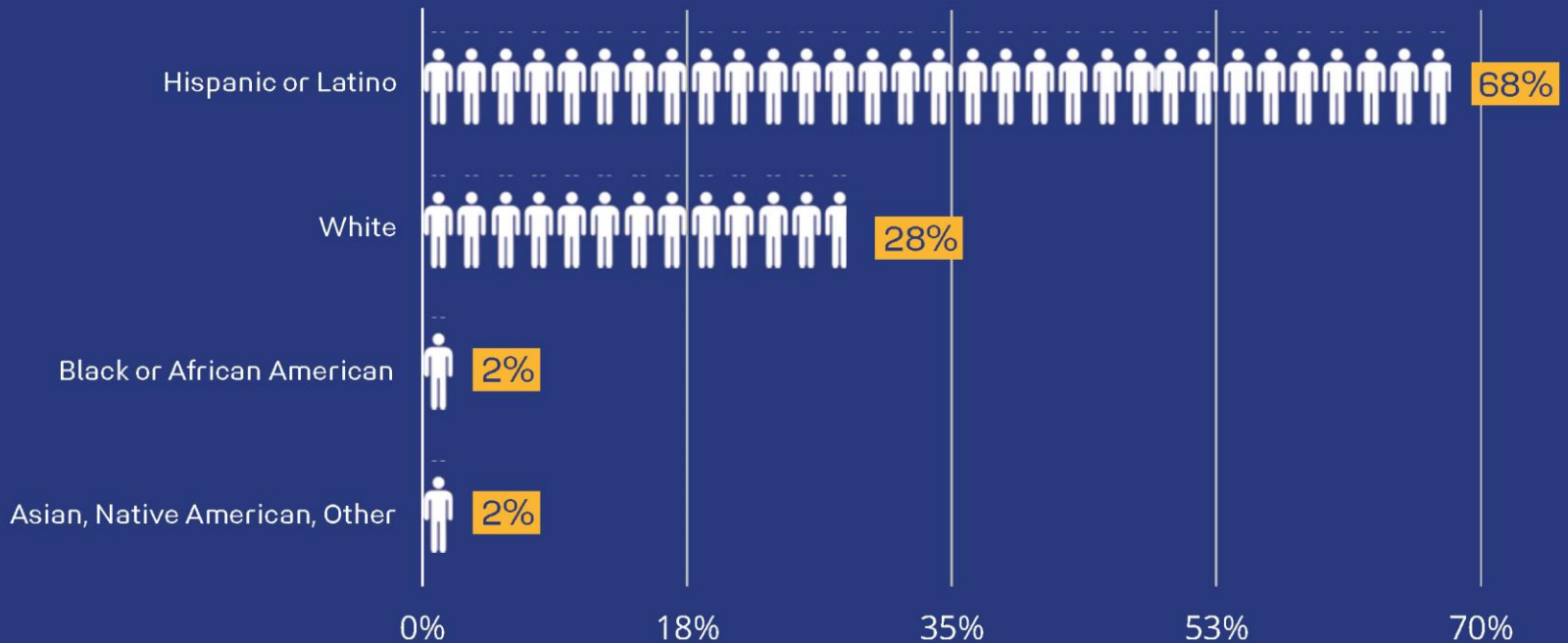




Las Cruces & Doña Ana County:

# FEATURES A POPULATION WITH A LARGE HISPANIC, BILINGUAL COMMUNITY

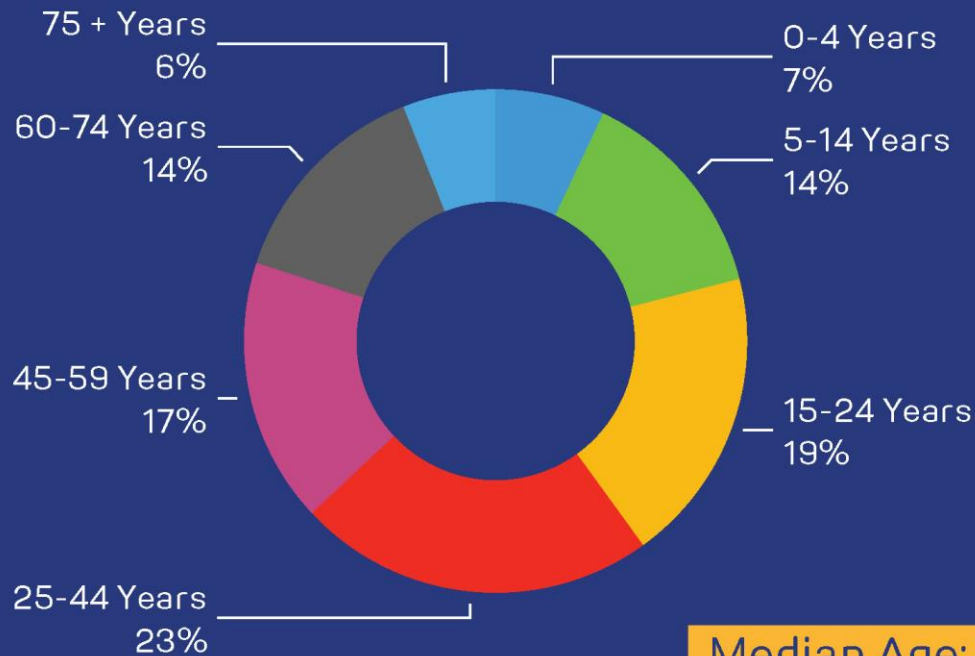
49% of the Population is Bilingual



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Las Cruces & Doña Ana County:

# FUTURE IS BRIGHT: 40% OF POPULATION IS UNDER 25



**Median Age: 33**

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.



Las Cruces & Doña Ana County:

# ECONOMIC INDICATORS



2017 Gross  
Domestic Product (GDP)

**\$7.2 BILLION**



2017 Retail Sales

**\$1.6 BILLION**

Median House

**\$156,200**

2018 Total Trade

**\$26.0 BILLION**

Average MSA Salary

**\$41,860**

Median Rent

**\$735**

(Imports & Exports)



Median MSA Salary

**\$30,181**



# CD. JUÁREZ

Population: **1.5 MILLION**

**2<sup>ND</sup> LARGEST**

Mexican City on the U.S. /  
Mexican Border

**5<sup>TH</sup>**

Largest City in  
Mexico

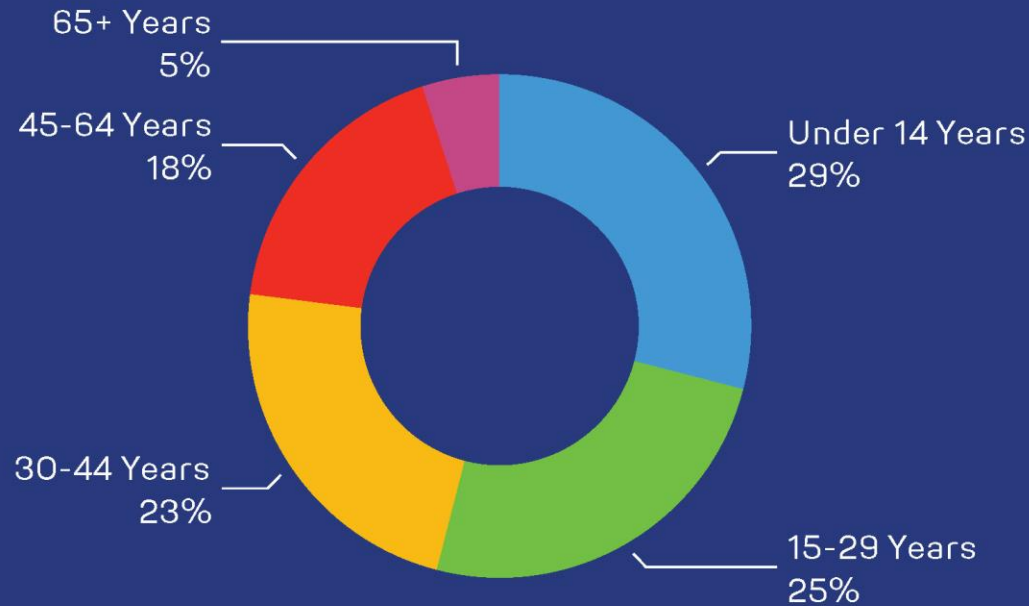
**LARGEST**

City in the State  
of Chihuahua



Cd. Juárez:

# FUTURE IS BRIGHT: OVER 50% OF POPULATION IS UNDER 30



Source: INEGI, CONAPO and The Hunt Institute for Global Competitiveness, 2015





Cd. Juárez:

# ECONOMIC INDICATORS



2015 Gross Domestic Product (GDP)

**\$13.1 BILLION**



2018 Total Trade (Imports & Exports)

**\$116 BILLION**

Average Wage **\$11,074**

Median Rent

**\$450**

Average House

**\$72,850**





# WORLD CLASS MANUFACTURING SECTOR

**\$103 BILLION**

U.S. - Mexico Trade  
(17% of all Trade with Mexico)

**360+**

Manufacturing  
Operations

**70+**

Fortune 500  
Companies

**\$8 BILLION**

Annual Purchases

**75+**

Related Facilities in El  
Paso / Las Cruces



# TOP MANUFACTURING HUBS IN NORTH AMERICA

RANK	AREA	EMPLOYMENT
1	Los Angeles / Long Beach / Anaheim	503,215
2	Chicago / Naperville / Elgin	426,370
3	San Diego / Carlsbad / Tijuana	352,570
4	El Paso / Las Cruces / Cd. Juárez	301,788
5	Detroit / Warren / Dearborn / Windsor	293,582
6	Dallas / Forth Worth / Arlington	282,957
7	Seattle / Tacoma / Bellevue / Vancouver	277,824
8	Houston / The Woodlands / Sugar Land	235,631
9	Minneapolis / St. Paul Bloomington	199,624
10	Boston / Cambridge / Newton	80,645

Source: Bureau of Labor Statistics; Statistics Canada; INEGI  
Note: Seasonally adjusted, January 2019 employment.

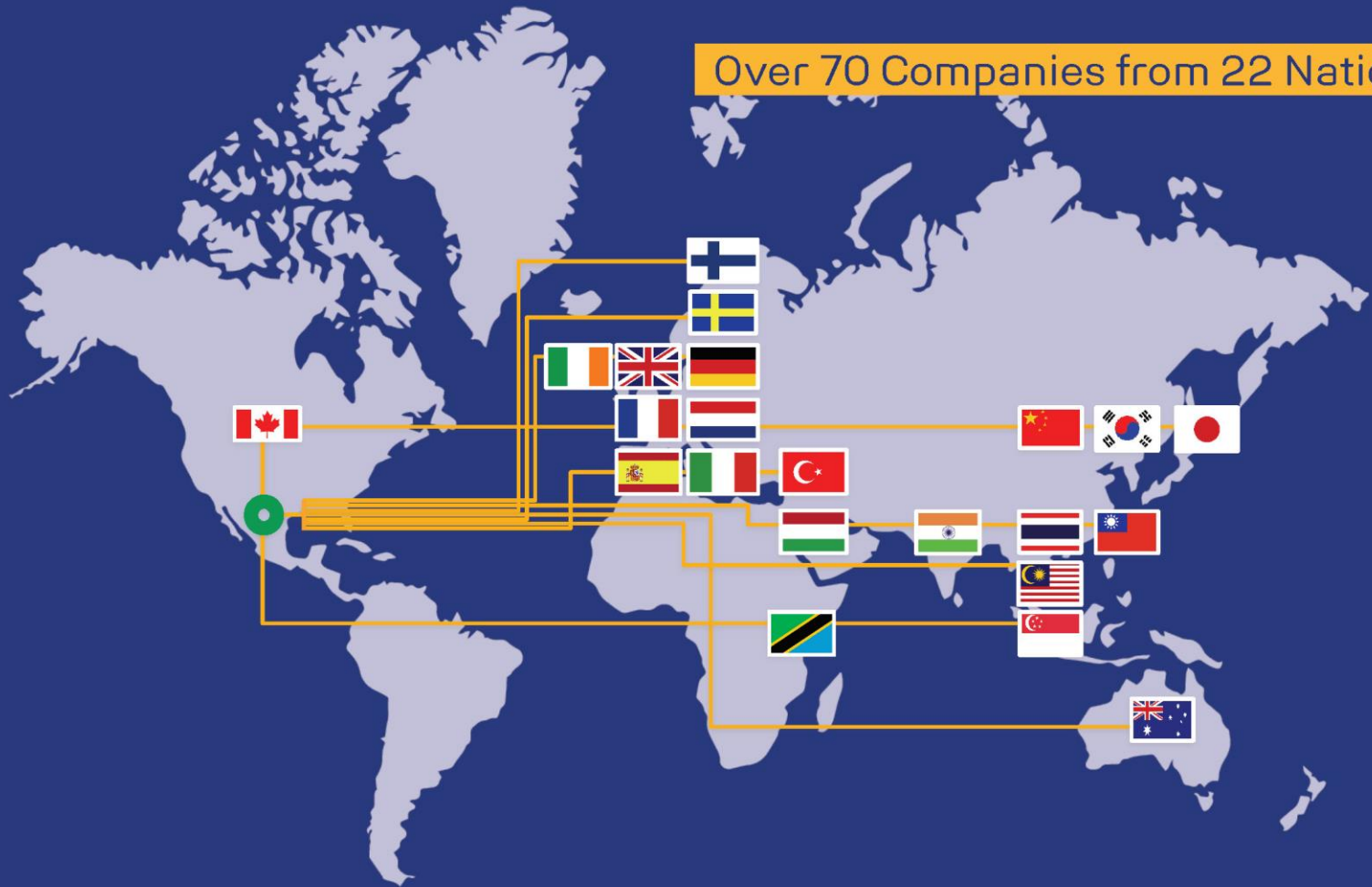
## MANUFACTURING PRESENCE IN THE REGION



# INTERNATIONAL PRESENCE

Over 70 Companies from 22 Nations



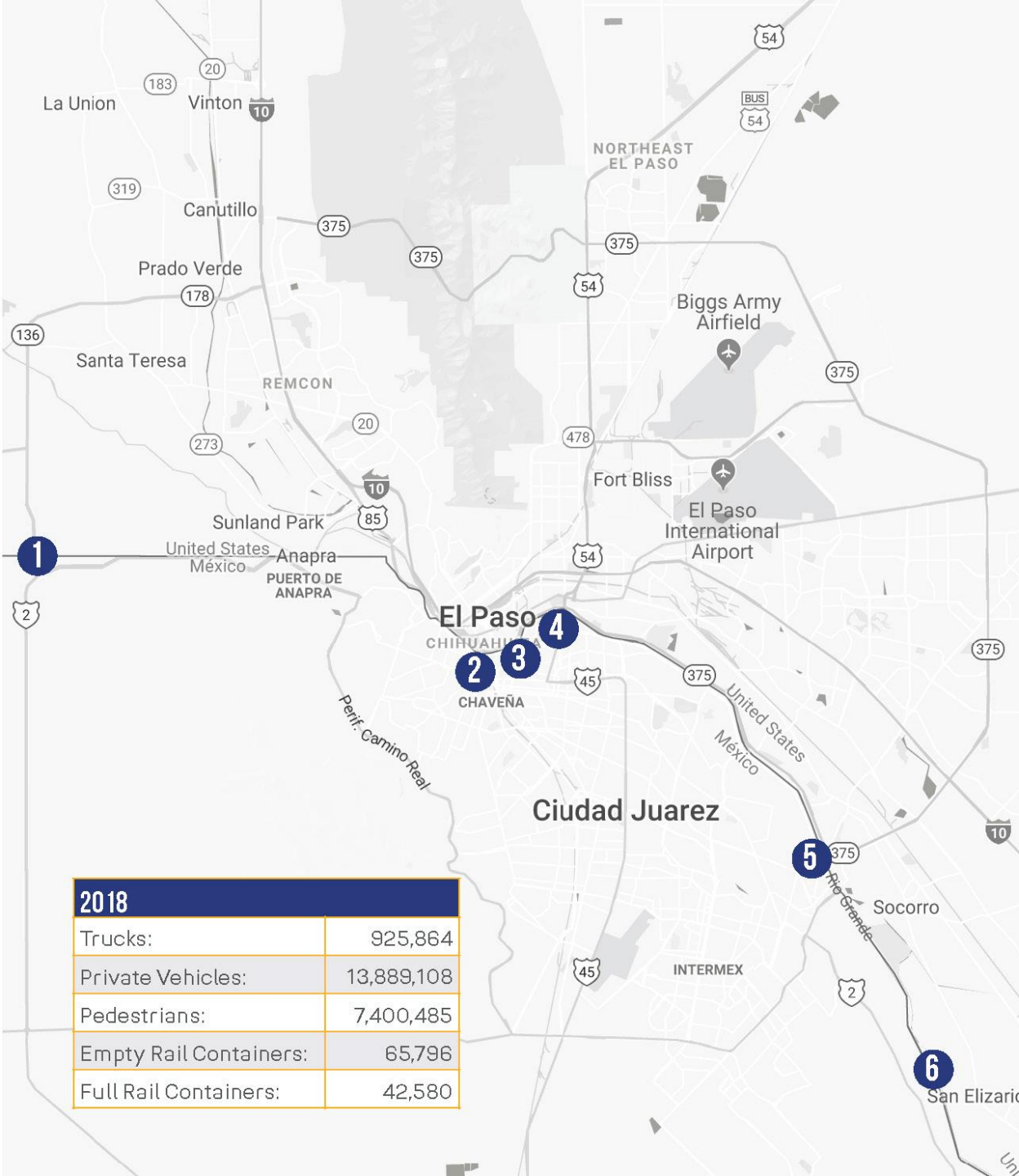
## INTERNATIONAL COMPANIES

# PORTS OF ENTRY

- 1 Santa Teresa
- 2 Paso Del Norte
- 3 Stanton Dedicated Commuter Lane
- 4 Bridge of the Americas (BOTA)
- 5 Zaragoza (Ysleta)
- 6 Serna (Tornillo)

2018	
Trucks:	925,864
Private Vehicles:	13,889,108
Pedestrians:	7,400,485
Empty Rail Containers:	65,796
Full Rail Containers:	42,580







2<sup>ND</sup>

Best Airport in North America  
*(over 2 million passengers per year)*

Advanced Logistics Ecosystem:

# BINATIONAL AIR CONNECTIVITY



Nonstop Flight to U.S. Destination



Potential Nonstop Routes



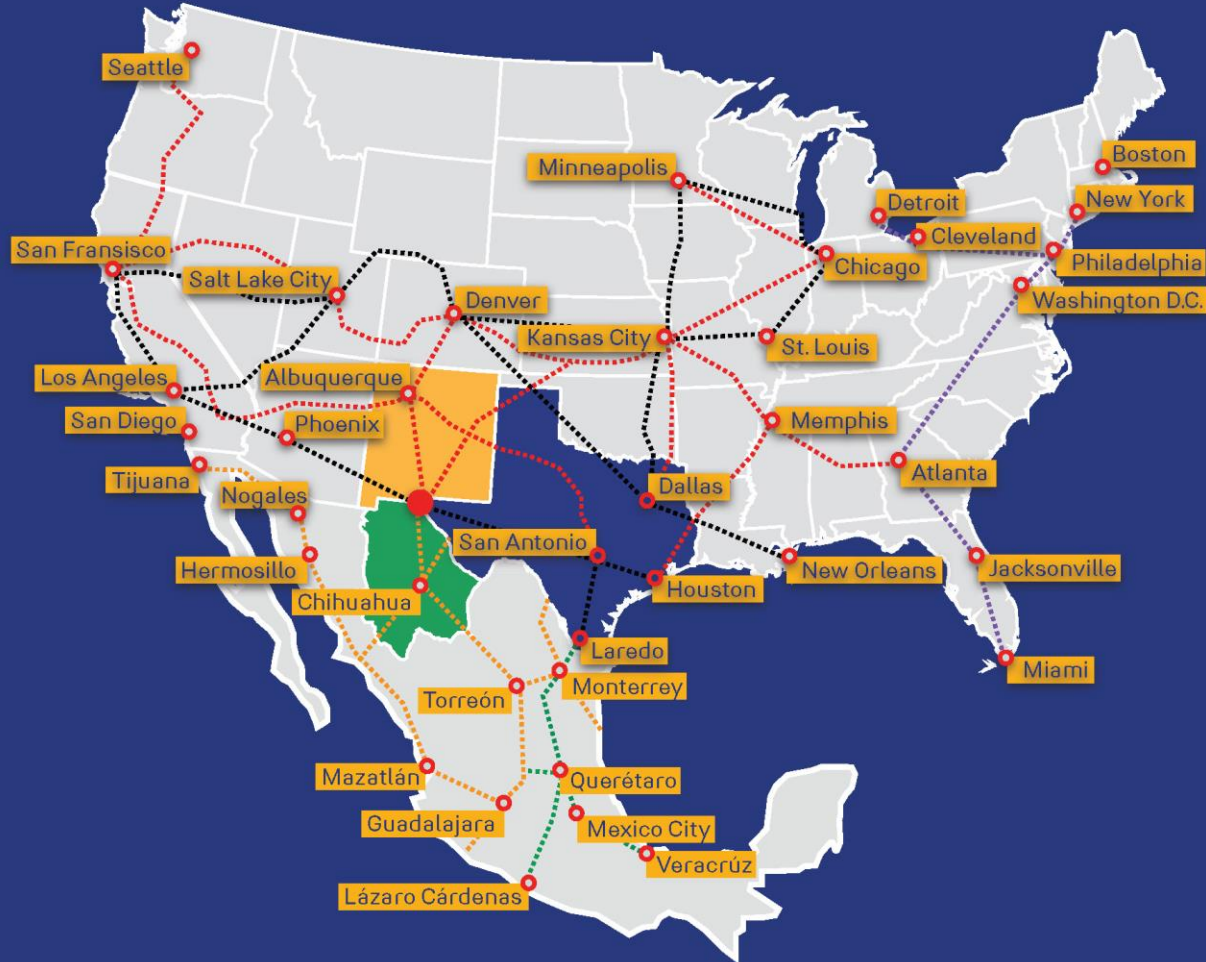
Nonstop Flight to Mexico Destination



Advanced Logistics Ecosystem:

# BINATIONAL RAIL CONNECTIVITY

	
	
..... Rail	



Advanced Logistics Ecosystem:

# TIMELY GROUND FREIGHT TRANSIT





# VIBRANT BUSINESS SERVICES SECTOR

**35+**

Business Services  
Operations

**BILINGUAL** Workforce

**FIBER** Access

**MOUNTAIN**

Time Zone

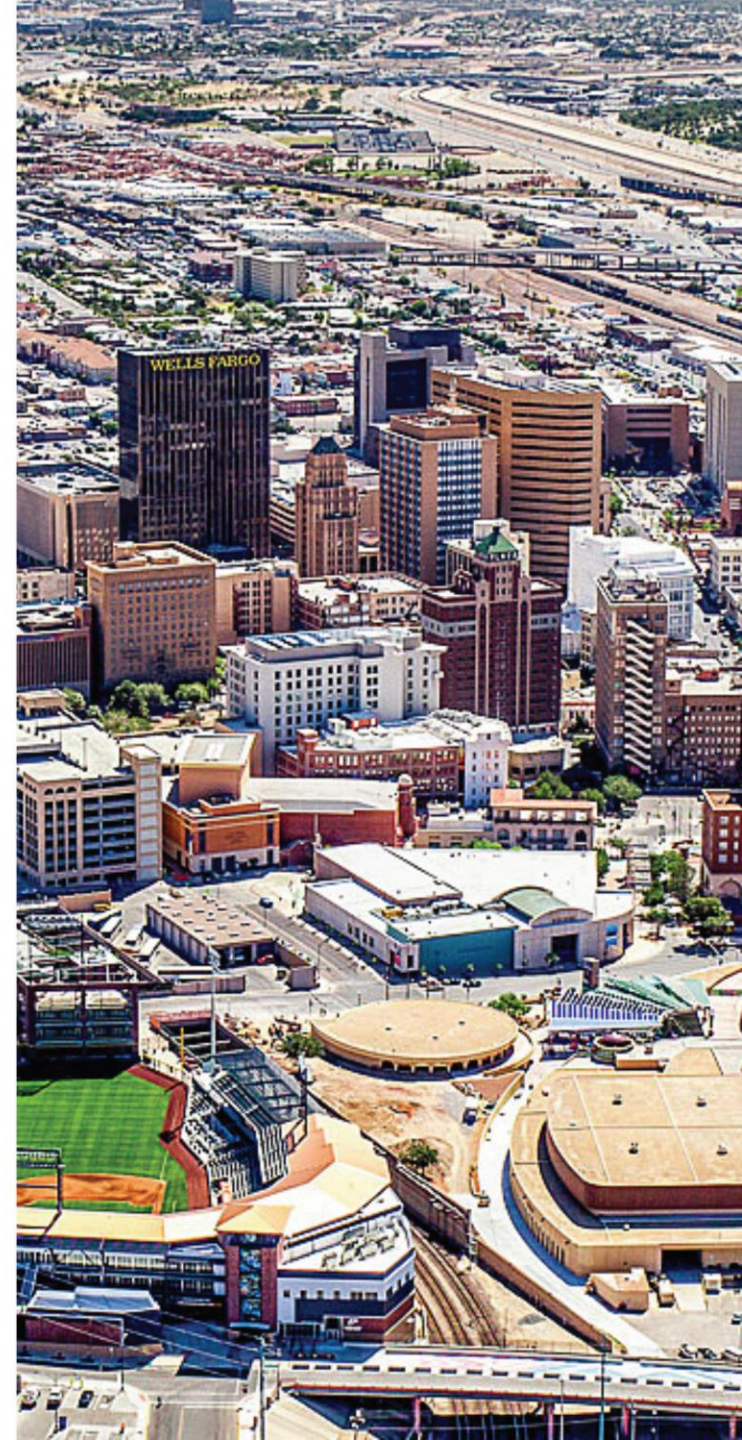
**17,550+**

Employees

No weather related  
interruptions with an  
average of

**297**

sunny days per year







# BUSINESS SERVICES CAPABILITIES

- I.T./Programming
- Shared Services
- Insurance Services
- Healthcare Services
- Financial Services
- Technical Service
- Point of Sales Operations
- Inbound/Outbound Service Centers

## BUSINESS SERVICES OPERATIONS

 **Hewlett Packard**  
Enterprise

 **Prudential**

**FRED LOYA**  
**INSURANCE**

**CONDUENT** 

 **TriWEST**  
HEALTHCARE ALLIANCE®

**dataXport**  
be more efficient | save in the process

 **genpact**  
Transformation  
Happens Here

*Capgemini* 

 **Allstate**  
You're in good hands.

**TLC**  
**ASSOCIATES**  
Contact Center Specialists

 **curacubby**

**LanguageLine**  
Solutions™

**dish**

**xerox** 

**DATAMARK**  
INCORPORATED

 **verizon**

**Spectrum** 

**MAXIMUS**

FULLBEAUTY BRANDS®

 **HGS**  
HINDUJA GLOBAL SOLUTIONS

 **CYRACOM**  
How Interpretation Should Be

 **FIVESTARS**

**CONVERGYS**

 **DIALAMERICA**

**alorica**

**GENERAL DYNAMICS**  
Information Technology

 **TELERX**  
Build Connections. Drive Outcomes.

 **GC Services**

**charles**  
**SCHWAB**

**ADP**



# EMERGING LIFE SCIENCE SECTOR

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## MEDICAL SCHOOLS

- Texas Tech, Paul Foster School of Medicine
- Burrell College of Osteopathic Medicine
- UACJ, School of Medicine
- Texas Tech, Hunt Dental School

## NURSING SCHOOLS

- University of Texas at El Paso, School of Nursing
- New Mexico State University, School of Nursing
- Texas Tech, Gayle Greve Hunt School of Nursing
- UACJ, School of Nursing
- FEMAP, School of Nursing
- El Paso Community College, School of Nursing
- Doña Ana Community College, Nursing Program



# MEDICAL DEVICE INDUSTRY

**40,000**

Employees in the regional medical device industry workforce

**30+**

Class I, II, III medical device corporate & contract manufacturers

Over

**20%**

Cost Savings

**MANUFACTURING  
and  
PRODUCT  
DEVELOPMENT**

Capabilities

**FDA**

Compliant

**BI-NATIONAL**

Supply chain



LIFE SCIENCE CLUSTER



3M *Innovation*

REXMED  
*Quality for life*

ingenioRx™



GE Healthcare

SALTER LABS®

ASO

CardinalHealth

Teleflex®

PHILIPS  
Healthcare

CIVCO

Lake Region  
MEDICAL

Ansell

Medtronic

Boston  
Scientific  
*Advancing science for life™*

Cordis®  
*A Cardinal Health company*

align

BAIRD

seisa  
medical

Johnson & Johnson



UFP  
TECHNOLOGIES

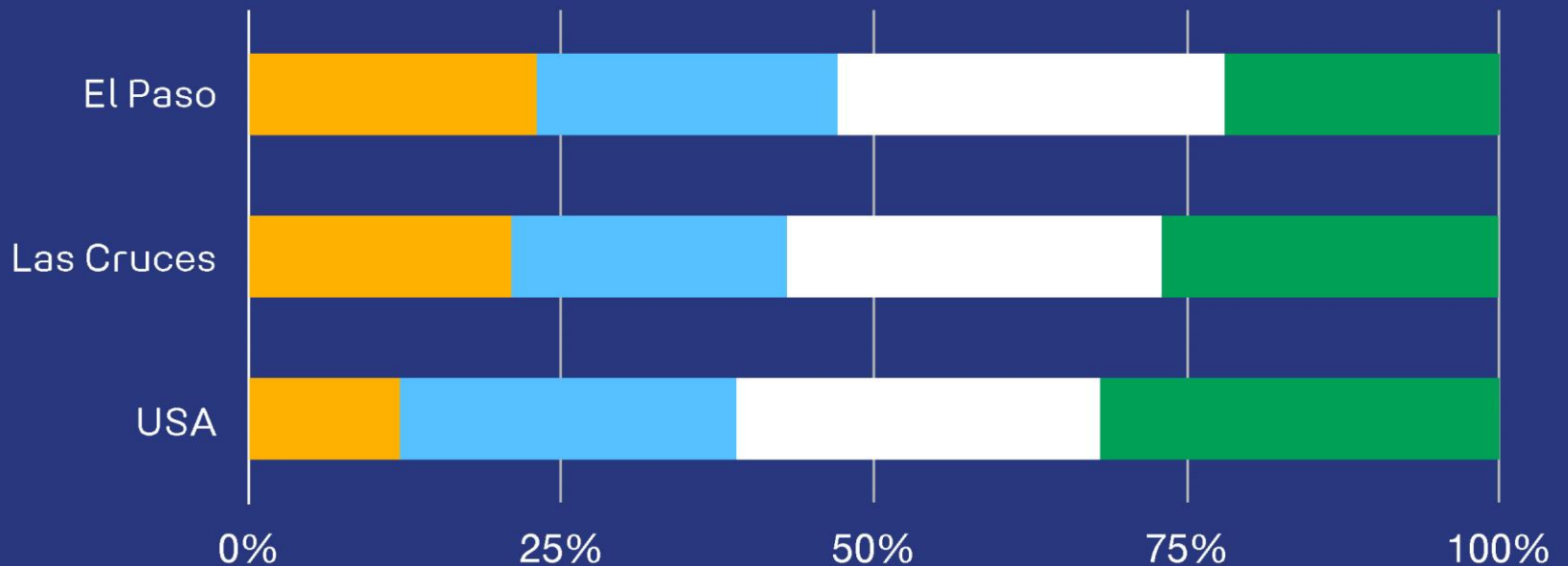


api  
technologies corp.



# EDUCATIONAL ATTAINMENT

■ Less than High School ■ HS Graduate or Equivalent ■ Some College or Associate's Degree ■ Bachelor's Degree or Higher



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5- Year Estimates.  
Note: Chart shows share of population age 25 or higher.



# ACCELERATED PROGRAMS

## **EARLY COLLEGE HIGH SCHOOLS** (ECHS)

The Early College High School (ECHS) Initiative is designed to allow students to simultaneously earn a high school diploma and an Associate Degree in four years. The ECHS must target and enroll students who are historically underrepresented in higher education, including economically disadvantaged, first-generation, English Language Learners, and minority students.

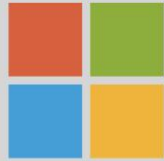
- 13 Early College High Schools Regionally
- Over 2,800 students in this program

## **PROFESSIONAL AND TECHNICAL HIGH SCHOOLS** (P-Tech)

Students earn a high school diploma, an industry-recognized associate degree, and gain relevant work experience in a growing field.

- 3 School Districts will implement by 2020

# REGIONAL MICROSOFT PROGRAMS



## TECHSPARK

Economic development initiative for smaller metropolitan areas



## TEALS *(Technology Education and Literacy in Schools)*

A public / private education partnership focused on developing interest in the computer science sector at middle school and high school levels



## <CODE PREP>

A program for high school age and above that focuses on a mixed learning model combining MOOC, in-person professional mentorship, and group learning for coding knowledge dissemination and exchange



## DIGIGIRLZ

A Microsoft YouthSpark program, gives middle and high school girls opportunities to learn about careers in technology, connect with Microsoft employees, and participate in hands-on computer and technology workshops





# FUTURE SMALL BUSINESS LEADERS EVENT

*A partnership with Riverbend Development and Region 19*

## **SCHOOLS IN ATTENDANCE:**

- Pebble Hills HS
- El Paso HS
- San Elizario HS
- Canutillo HS
- UTEP

## **BUSINESS VISITED:**

- Dry Blow Dry Bar
- Marco's Pizza
- O'Hairs Hair Salon
- The Grove



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## G Suite



**4 million**  
businesses  
on **G Suite**



**1.5 billion**  
**Gmail**  
monthly  
active users



**1 billion**  
monthly **Google**  
**Drive** users with  
over **1 trillion**  
files stored



**80 million**  
students and  
educators using  
**G Suite for**  
**Education**

---

**74%** of all time spent in  
Docs, Sheets and Slides  
is **collaborative time**

---

Over **300% ROI**  
estimated when  
moving to G Suite

---

**Zero** reported  
or detected G Suite  
account **hijackings**  
after **security**  
**key** deployments

---

Businesses can **save**  
**millions** from better  
licensing and  
management costs

---

Organizations have  
moved over **20k** users  
to **G Suite** in a  
**single weekend**

# THINKFEST 2020

## CHANGE STARTS WITH US

**100 STUDENTS, 6 hours, 1 problem**

The World Economic Future Jobs report describes that the top three skills most valuable in the future workforce will be Complex Problem Solving, Critical Thinking and Creativity.

**Presented By** *The Borderplex Alliance*

**Apr 22, 2020, 8:30 AM** TBD

Register



## WHAT IS A THINKFEST

*Thinkfest is a competition where students from different backgrounds & experiences come together to solve community issues by applying their creativity, critical thinking and communication skills.*





# BASIC SKILLS



## *Structured Approach to Complex Problems*

Provides students material about different ways to approach a problem such as a SWOT, PEST, SOAR analysis.

[Study Now](#)

## *Critically Thinking of a Creative Solution*

Provide students material about different brainstorming technique to think of creative ways to see a problem such as Brainwriting and Reverse Brainstorming.

[Study Now](#)

## *Effective Communication*

Provide students about how to effectively present by utilizing techniques such as the 7 C's of communication. Clear, Concise, Concrete, Correct, Coherent, Complete, Courteous

[Study Now](#)

# PRACTICE CASES



## *Practice Case 1*

[Study Now](#)

## *Practice Case 2*

[Study Now](#)

# QUESTIONS?

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Vice President of Workforce  
Development & Analytics  
[KHuhn@BorderplexAlliance.org](mailto:KHuhn@BorderplexAlliance.org)