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## **Economic Development Secretary Jon Barela and Chihuahua Economy Secretary to Jointly Unveil the Santa Teresa/San Jeronimo Bi-National Community Concept at U.S. Department of Commerce Conference**

*The North American Competitiveness and Innovation Conference will also showcase New Mexico and Chihuahua's Successful Cross-Border Cooperation to Create Jobs*

Santa Fe - New Mexico Economic Development Secretary Jon Barela and his Chihuahua counterpart, Secretary Alvaro Navarro, will participate in a panel discussion October 29 at the North American Competitiveness and Innovation Conference sponsored by the U.S. Chamber of Commerce and San Diego Regional Chamber of Commerce. During the panel, "Successful strategies for cross-border collaboration," they will unveil the Santa Teresa/San Jeronimo Bi-National Community concept and discuss their efforts in working together to create jobs.

"The Bi-National Community Governor Susana Martinez and Chihuahua Cesar Duarte announced in Southern New Mexico is a unique, bi-national, master-planned community that will help prepare our region for increased investments and job growth," Secretary Barela said. "This conference will give us the opportunity to showcase what we have accomplished --especially the Bi-National Community master planning process - to this group of leaders and investors from the U.S., Mexico and Canada."

Since the Martinez Administration took office, international exports from New Mexico have doubled and trade to Mexico has hit record levels for the past two years and will set another record this year. Also, numerous companies have located in New Mexico's border region with Mexico and have created several thousand jobs in the state.

This is the third North American Competitiveness and Innovation Conference in San Diego. The conference program will explore ways to improve North American competitiveness and connectivity in areas including aerospace and automotive, energy and green technologies, workforce development, travel and tourism, border facilitation, and public-private partnerships. The conference will include participation from governors, mayors, federal government officials, business representatives, and academics. For more information on the conference: [www.northamericanconf.com](http://www.northamericanconf.com)

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