



ECONOMIC  
DEVELOPMENT  
DEPARTMENT

**Contact:** Chris Chaffin  
[Chris.Chaffin@edd.nm.gov](mailto:Chris.Chaffin@edd.nm.gov)  
(505) 490-7962

Governor Michelle Lujan Grisham  
Cabinet Secretary Rob Black  
Deputy Cabinet Secretary Isaac Romero

**FOR IMMEDIATE RELEASE:**  
October 9, 2025

## **New Mexico opens Mexico City office to boost trade and tourism**

SANTA FE — The State of New Mexico announced the opening of its new Economic Development Department and Tourism office at the World Trade Center in Mexico City, marking a major step in strengthening trade, tourism and cross-border collaboration.

The launch was celebrated on October 7 with a ribbon-cutting and letter of intent signing event in Mexico City and a live video conference connecting partners across New Mexico and Mexico. Attendees included Roberto Velasco, Undersecretary for North America; Ambassador Esteban Moctezuma Barragán, Ambassador of Mexico in the United States; Mauricio Ibarra Ponce de León, Consul General of Mexico in El Paso, Texas; Patricia Pinzón Sánchez, Head Consul of Mexico in Albuquerque, New Mexico; Isaac Romero, Deputy Cabinet Secretary for New Mexico EDD; and Dr. Shanna Sasser, Deputy Cabinet Secretary for New Mexico Department of Tourism. Mexico City, the world's 7th largest city, serves as a key hub for trade and economic partnership.

"New Mexico's connection with Mexico predates borders and U.S. statehood — it's part of who we are," said Economic Development Department Secretary **Rob Black**. "This office is a bridge for businesses, communities and cultural exchange, building prosperity on both sides of the border."

"Mexico and New Mexico share a rich and common bond that is inspired by generations of visionaries, creators and entrepreneurs," said Acting Tourism Secretary **Lancing Adams**. "We are excited for the opportunities that will be created through this partnership, and we believe these opportunities will lead to lasting and enduring economic success for us all."

"With this Letter of Intent, both governments reaffirm our interest in strengthening economic and cultural ties between Mexico and the state of New Mexico," said **Roberto Velasco Álvarez**, head of the Undersecretariat for North America at the Mexican Ministry of Foreign Affairs (SRE). "The opening of this office in our country is a clear example of the strong commercial relationship between our two countries, and it will undoubtedly bring great benefits and shared prosperity on both sides of the border."

**Jaime Campos-Castuera**, who will lead the Mexico City office, said: "Relationships are the foundation of progress, and our partnership with Mexico is the foundation for something bigger. This office will link Mexico's industry with New Mexico's logistics, workforce and innovation, creating opportunities that benefit both sides of the border."

The Mexico City office will focus on:

- Trade and investment: Facilitating connections among businesses, trade operators and local authorities through forums, fairs, seminars and exhibitions.
- Tourism and culture: Promoting travel campaigns and cultural exchanges that celebrate shared history, living traditions and common heritage.
- Academic collaboration: Strengthening ties between universities and research institutions to foster innovation, talent development and knowledge-sharing.

As one of New Mexico's most important trade partners, Mexico is central to regional economic growth. The new office reflects New Mexico's commitment to fostering collaboration, investment and opportunity across borders.



*Representatives from the state of New Mexico and Mexico cut the ribbon at the opening celebration of New Mexico's Mexico City office.*

---

*EDD's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive. EDD's programs contribute directly to this mission by funding workforce training and infrastructure that supports business growth, helping every community create a thriving economy.*

---

New Mexico Economic Development Department  
**[EDD.NewMexico.gov](http://EDD.NewMexico.gov)**



New Mexico Economic Development Department | 1100 South St. Francis Dr Joseph M.  
Montoya Building | Santa Fe, NM 87505-4147 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)