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**NM Border Authority leads bilateral economic session**  
*Focus on investment, tourism and workforce development*

SANTA FE — Following the conclusion of the Mexico–New Mexico Advocacy Day at the state’s current legislative session, the New Mexico Border Authority (NMBA) convened a bilateral economic development session at the State Capitol, bringing together public and private sector leaders to advance shared economic priorities and regional competitiveness.

The session, led by NMBA Executive Director Gerardo Fierro, discussed three main topics: nearshoring and investment attraction; tourism and regional positioning; and workforce development and innovation. Participants stressed the need to turn discussions between the two countries into real projects through teamwork between public and private sectors, and to keep following up with a binational working group.

“NMBA’s role is to bring partners together and move from conversation to action,” said **Fierro**. “This session reinforced that New Mexico and Mexico share not only economic opportunities, but a responsibility to collaborate in ways that strengthen our region’s long-term competitiveness.”

Workforce development discussions underscored the importance of aligning education and training systems with industry needs.

“Developing industry-aligned talent is essential to attracting investment and sustaining regional growth,” said **Isaac Romero, Deputy Cabinet Secretary of the New Mexico Economic Development Department**. “By better aligning education and training systems across the region, we can build a workforce to meet employer demand and support long-term economic competitiveness.”

Tourism discussions highlighted opportunities for joint promotion, cultural exchange, and improved air connectivity.

“There is strong potential to expand binational tourism through collaboration, iconic events and enhanced connectivity,” said **Lancing Adams, cabinet secretary of the New Mexico Tourism Department**. “These efforts benefit communities on both sides of the border.”

Private-sector participants emphasized the value of building integrated regional experiences grounded in shared heritage.

“By connecting culture, gastronomy, wine tourism and experiences like ballooning, we can create a compelling regional tourism narrative,” said **Jared Jones, owner of Vinícola La Victoria**, a vineyard located in Casas Grandes, Mexico.

The session concluded with a shared commitment to maintain momentum through structured follow-up, ongoing teamwork and the establishment of a binational working group to advance key priorities.

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*The New Mexico Border Authority is an executive branch state agency that leads border planning and infrastructure development for New Mexico and serves as the governor’s primary advisor on border-related matters. NMBA works with state, local, federal, and international partners to strengthen trade, mobility, and economic growth in border communities and is administratively attached to EDD.*

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