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FOR IMMEDIATE RELEASE:
March 13, 2026

New Mexico returns to SXSW as the next frontier for innovation

SANTA FE — The New Mexico Economic Development Department will return to South by Southwest as a lead partner of the “New Mexico House” event, highlighting the state’s growing role in frontier technologies, film and digital media.

Building on a sold-out debut that drew more than 2,800 registrants in 2025, this year’s New Mexico House takes place March 16, 2026, at The Courtyard ATX on 4th Street in Austin, Texas. At South by Southwest (SXSW), EDD will showcase how its Technology and Innovation Office is helping new technologies reach the market and how the New Mexico Film Office continues to help make the state one of the best places in the country to live and work as a filmmaker.

“New Mexico is at an inflection point,” said **EDD Cabinet Secretary Rob Black**. “We’re aligning world-class research, growing venture capital and a supportive policy environment to build next-generation industries. The New Mexico House at SXSW gives us a global stage to share that story.”

SXSW has previously attracted more than 500,000 attendees from all over the world, making it one of the most influential convergence points for technology, culture and business globally.

2026 Event Highlights:

Frontier Technology

- The Quantum Advantage: How New Mexico Is Scaling a Statewide Innovation Hub
- Leading the Energy Transition: State Vision and Private-Sector Delivery Fireside Chat
- Powering Innovation Through Policy and Capital
- Startup Showcase with frontier innovators and the investors backing them

Film & Creative Industries

- From Script to Scale: Constructing the Business of Storytelling in New Mexico
- Resilient Innovation: Indigenous Entrepreneurs & Creators, Building the Next Economy
- Indigenous Fashion Show & Musical Showcase featuring nationally recognized New Mexico-based artists

The Technology and Innovation Office helps promising ideas and technologies move forward at every stage, from early research to commercial growth. By providing strategic funding, accelerating the path to market and connecting innovators to a statewide ecosystem of partners and resources, the office helps innovation grow and scale in New Mexico.

“The New Mexico House brings the state’s innovation ecosystem together to show founders, investors and companies that New Mexico is the next frontier for building the industries of the future,” said **Nora Meyers Sackett, director of the New Mexico Technology and Innovation Office**.

New Mexico’s film incentive program is one of the most established, competitive and reliable in the United States. Paired with a top-tier crew base, a deep bench of actors, built-out infrastructure, experienced vendors and unparalleled locations, New Mexico is a top location for film and television production.

“New Mexico’s film and digital media industries continue to grow because we combine world-class talent with one of the most supportive production environments in the country,” said **Steve Graham, director of the New Mexico Film Office**. “SXSW brings together creators, technologists and entrepreneurs who are shaping the future of

storytelling, and we're excited to show how New Mexico is becoming a home for ambitious film, television, and digital media projects."

The event, presented by New Mexico True, is powered by a coalition of public and private partners, [viewable here](#).

Registration is open at www.newmexicohouse.org.

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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.

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