



Binational Committee Overview

Economic Development

The Economic Development committee works to increase overall regional attractiveness, cross-border trade, and innovation by highlighting the region and its strengths as an attractive location for business.

Summary of Top Action Plans/Priority Projects

Goal: Growing trade

- a) Relevant stakeholders identifying and promoting opportunities for greater business connectivity, supply chain gaps and match making events.
- b) The already strong bilateral trade relationship will be highlighted and promoted at trade shows, conferences and other business engagements.
- c) Enhancing regional attractiveness by highlighting the region's competitive advantage in business climate, workforce and promoting innovation.

Goal: Supporting the growth of early-stage companies and start-ups.

- a) Connecting universities, venture capital firms, and other accelerators with their relevant counterparts.

Goal: Plan for Cinematography.

- a) Follow up with MOU between the State of Sonora and Arizona on Cinematography to expand the film and media industry in Sonora.

Note: MOU was signed to formalize a partnership between Sonora and Arizona. This agreement lay the foundation for joint initiatives, investment opportunities, and workforce development in the cinematic arts, contributing to the growth of the creative economy in the region.