



# State of New Mexico

## *Office of the Governor*

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For immediate release

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## **Governors of New Mexico and Chihuahua Create Partnerships on Trade, Tourism, Wildlife and Sister Cities**

***Chihuahua, Mexico*** - New Mexico Governor Bill Richardson and Chihuahua Governor Patricio Martinez today signed an agreement to deepen trade ties, unveiled the “Two Nation Vacation” package, and established a new Sister City relationship between Red River, NM and Creel, Chihuahua.

The initiatives were announced at a meeting of the New Mexico-Chihuahua Commission, which was created last year by Governor Richardson as part of his goal to increase trade with Mexico.

In addition, the two governors announced that they are joining with other border governors, as part of the 2004 Border Governor’s Conference, to develop a bi-national approach to wildlife conservation along the border.

The New Mexico-Chihuahua Commission meeting coincided with a business-to-business trade mission, sponsored by the NM Economic Development Department, and a tourism trade show exhibit, sponsored by the NM Tourism Department, that promoted New Mexico as a destination for tourists, travel agents, meetings and conventions.

“We have successfully expanded the dialogue between our states to include trade, tourism, and the environment,” Governor Richardson said. “And in each area, we are

taking specific steps to improve our economy, create new jobs, and improve understanding.”

### Trade Alliance Agreement

The Governors signed the New Mexico-Chihuahua Trade Alliance Agreement, which establishes a formal structure to promote business-to-business import and export opportunities between the two states.

The two states have agreed to use the International Business Accelerator (IBA) to facilitate trade missions, business meetings, and to track import and exports between the two states.

The IBA is based in Silver City, affiliated with the NM Small Business Development Centers, and is headed up by Jerry Pacheco, the former director of the state’s trade office in Mexico City.

The agreement also calls on the two states to share educational, scientific, and technological resources on projects that will provide a mutual benefit to NM and Chihuahua.

“The New Mexico-Chihuahua Trade Alliance Agreement is another example of the deepening of relationships between our two states,” said Rick Homans, Secretary of the NM Economic Development Department. “It provides a framework to increase trade, expand business opportunities, and create better jobs on both sides of the border.”

### Two-Nation Vacation

The Two-Nation Vacation will promote New Mexico and Chihuahua as a regional tourist destination.

The two states offer some of the most visited and most beautiful attractions in the world, including Carlsbad Caverns, White Sands National Monument, Barranca del Cobre (Copper Canyon), Nuevo Casas Grandes, and the cities of Chihuahua City, Las Cruces, Albuquerque and Santa Fe.

The states are linked by the Pan American Highway, the former El Camino Real, which is the route followed by Don Juan de Onate in 1598 to explore Nuevo Espana, which is now New Mexico.

As part of the partnership, the two states will: print 40,000 tourist maps featuring both states and highlighting key attractions; link the states’ tourism web pages so visitors can easily access information; trade four billboards in each state to promote the other state’s attractions; and exchange exhibit space at each other’s official state fairs.

“El Camino Real is the perfect link to connect our two states, and our two cultures,” said Fred Peralta, Secretary of the NM Tourism Department. “The Two-Nation Vacation will give visitors a chance to explore rich cultures, world-class museums and dining, and some of the most dramatic natural wonders in the world.”

To symbolize the importance of a bi-state approach to tourism and trade, the governors announced that Red River, New Mexico and Creel, Chihuahua will officially become Sister Cities. The new agreement will build on a successful Sister City relationship between Albuquerque and Chihuahua City.

### Wildlife

The states of New Mexico and Chihuahua will co-chair a new “Wildlife Subcommittee” of the 2004 Border Governors Conference.

Governor Richardson is the chairman of the Conference, which will be held August 9-11 in Santa Fe.

The initiative stems from a study just completed by the State of Chihuahua, and presented by Governor Martinez, that identified the need for a more regional approach to wildlife issues, including conservation projects, permits for wildlife activities, and pilot projects related to hunting.

The idea of a new subcommittee was proposed earlier this month in Hermosillo, Mexico at a meeting of the Environment Work Table of the Border Governor’s Conference. Representatives from the other eight states approved the plan, and they will each now designate an individual to serve on the subcommittee.