

# One region. Unlimited possibilities.

Welcome to El Paso, Juárez and Las Cruces – an intersection of possibilities and an unprecedented gateway for trade and innovations. Here, with a population of 2.5 million and a rich, authentic mix of Mexican and American traditions, we are collectively redefining the urban economic landscape.

Watch the video

## Our region by the numbers

Cost of doing business in the region is **20%** below the national average



Over **300K** workers in the regional manufacturing sector



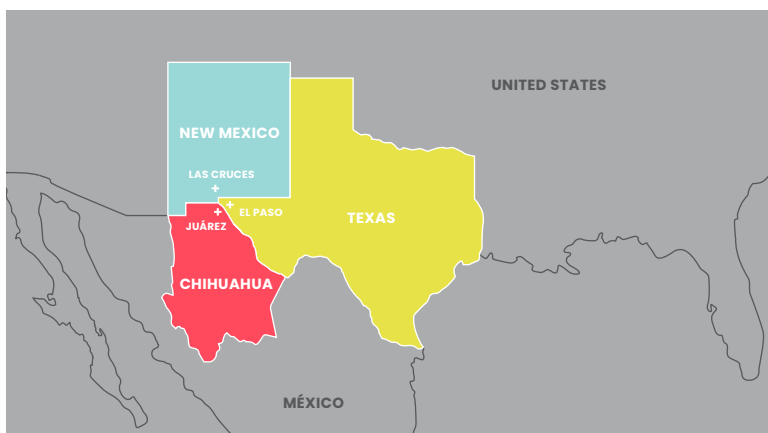
**5th** largest manufacturing hub in North America



Some of the largest, most successful companies in the world call our region home.



Prudential



### Three cities. One region. One shared vision.

If you're not familiar with where we're located, you certainly should be. Our geo-strategic corridor has long been a gateway for trade and innovation. Connected by proximity, lifestyle, work ethic and boundless optimism, we are collectively redefining the urban economic landscape. Plus, our region's demographics truly reflect where the general population is headed, making us the place for monumental strides in multiple industry sectors.

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