

# BUSINESS JOURNAL

COVER STORY

## Local business organizations attend summit in Washington



Courtesy photo/LEDC

Laredo delegation spends time with Samantha Brown and others at Team Texas exhibit in Washington, D.C..

By Jorge Vela

LAREDO MORNING TIMES

For any business or city looking for investment, seeking and going to places to find potential investors is the way to go. Therefore, two of the city's main economic development corporations attended a summit in the nation's capital to seek more investment in the area.

The summit helped connect the City of Laredo with many potential investors from around the country and all around the world.

"The Laredo Economic Development Corporation, in collaboration with the Laredo Chamber of Commerce, recently attended the 2022 SelectUSA Investment Summit in Washington, D.C. to promote foreign investment in our Laredo/Webb County Community," said President and CEO of Laredo Economic Development Corporation Gene Lindgren. "The SelectUSA Investment Summit is the highest-profile event in the United States dedicated to promoting foreign direct investment."

The event is known to draw over 3,000 attendees and has directly impacted more than \$57.9 billion in new U.S. investment projects, supporting over 47,000 jobs across the United States and its territories. Historically, the Investment Summit attracts more than 1,200 business investors from approximately 80 international markets who join economic developers from almost all U.S. states and territories, according to the event's website.

Lindgren states that from the LEDC, he and Yvette Sanchez — the vice president of international recruitment — attended. From the Laredo Chamber of Commerce, president and CEO Gabriela Morales was also present.

Lindgren said that their event space was one of the most visited, as Laredo sits in an international and strategic im-



Courtesy photo/LEDC

Gene Lindgren, President & CEO of LEDC with Deputy Chief of Mission, Ingrid Ask from the Embassy of Sweden, at the Swedish Embassy reception in Washington, D.C.

portant gateway to the Americas.

"Our exhibit space was part of the most important FDI event in the world, attended by representatives from over 80 international markets and every U.S. state and territory," Lindgren said.

The president of the LEDC felt their exhibit was so successful that they did not just provide information about the city but actually held meetings with several of the attendees. They also scheduled follow-up meetings with them to learn more about investing in Laredo.

"We hosted several business-to-business meetings at our space from company representatives from every continent, and we will be following up with them to continue to promote our community for business ventures that will pro-

vide significant investment and more jobs," Lindgren said. "In addition to being blessed to be in Texas, we continue to promote our global trade expertise, competitive and efficient supply chain industry, young and talented workforce, and thousands of acres of land under development."

He implored that mentioning the fact that there is a growing young, educated and talented workforce in the city, this is espousing many investors to consider coming to the area for investment opportunities.

At the event, evening receptions hosted by country delegations, state representatives and private sector sponsors allowed for additional networking opportunities for all those in attendance including the delegation from Laredo.

Lindgren states that while



Courtesy photo/LEDC

Jose Burgos from the U.S. Department of Commerce, Gabriela Morales, President & CEO of Laredo Chamber of Commerce, Yvette Sanchez de Laredo Economic Development Corporation, and Gene Lindgren, President and CEO of Laredo Economic Development Corporation at the LEDC /Chamber exhibit in Washington, D.C.

the Washington trip was a relative success, there are more events planned that hope to bring more investment into the community.

The president of the LEDC states that there are a number of events over the next several months where the LEDC will continue to collaborate with the Laredo Chamber of Commerce, the City of Laredo Economic Development Department and its counterparts, such as the sister city of Nuevo Laredo.

Lindgren said that one of these events that investors and the city should look forward to is the annual symposium, which is one of the main headlining events hosted by the LEDC and which has been done virtually for the past two years because of the pandemic.

"The LEDC will be hosting its largest event of the year on

September 21-22, the 29th annual Pathways for Trade Symposium in Laredo," Lindgren said. "This yearly event effectively puts Laredo on the map, and more details about our top-notch keynote speakers will be announced later in the month of July."

Lindgren also states that these will include other representatives from Mexico as well and the interior of the United States like Mexico's Auto Industry Summit in Leon, Guanajuato, Foro de Competitividad Municipio de Nuevo Laredo, 2022 Ports-to-Plains Alliance Conference in Big Spring, NASCO 2022 Continental Reunion in Kansas City, MO and the YTexas Summit 2022 in Dallas.

jorge.vela@lmtonline.com  
956-728-2538

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#### PUBLISHER

Bill Green

#### GENERAL MANAGER

Adriana Devally

#### EDITOR

Malena Charur

#### WRITER

Jorge A. Vela

#### PHOTOGRAPHY

#### CREATIVE DESIGN

Louis San Miguel  
Wendy Gonzalez  
Andres Aceves

#### ADVERTISING

Rosie Camacho  
728-2515  
rcamacho@lmtonline.com  
Araceli Guerra  
728-2513  
araceli@lmtonline.com

Kazandra Gonzalez  
728-2508  
kgonzalez@lmtonline.com  
Amy Gonzalez  
728-2520  
algonzalez@lmtonline.com