

ALLIANCE

Special Edition



United States - Mexico Chamber of Commerce
Binational Business Magazine



Of History and Legacy

Celebrating 50 Years of Trade, a Binational Legacy

2023 marks the celebration of the Chamber's 50th Anniversary.

We are proud to be participants in shaping trade relations between the United States and Mexico for the past 50 years, and of all of our efforts in transforming our organization to continue our mission. To document and honor the last 50 years of our legacy, we present a brief account of our history, with gratitude to all who have contributed to the great success of the Chamber.



Our Origins:

The Mexican Chamber of Commerce



President **Miguel Alemán** and Dr. **Alfred J. Lippman**, President of the MCC.



1989. Proclamation of the merge between the **USMCO** and the Mexican Chamber of Commerce.



1989. **Jaime Serra Puche**, Mexico's Commerce Minister; Dr. **Alfred J. Lippman**, President of the MCC; and President of Mexico **Carlos Salinas de Gortari** during the merge ceremony.

A direct predecessor of the United States-Mexico Chamber of Commerce (USMCO) is the Mexican Chamber of Commerce of the United States (MCC). The MCC began in 1921 primarily with the goal of establishing advocacy efforts to advance Mexico's interests, particularly in regards to exports, investment and immigration issues. Under the presidency of Dr. Alfred J. Lippman after World War II, he dedicated the chamber's efforts to stimulating tourist and commercial interest in Mexico. Between 1921 and 1971, the MCC grew from just 10 members to over 600 active companies, including IBM, General Motors, Bank of America, Altos Hornos de México, Banco Nacional de México and Sistema de Fábricas Canada.

Lippman, born in New Jersey, was a WWII veteran, business leader and humanitarian with long ties to Mexico. Lippman's humanitarian work in Mexico earned him one of the country's highest honors, the Aztec Eagle, awarded by President Miguel Alemán in 1952. Lippman served as the president for the MCC, and in 1972 and 1973 he helped in the formation of the United States-Mexico Chamber of Commerce, serving as a member of the Board of Directors for 18 years.

As the goals of the MCC became increasingly aligned with the USMCO, the organizations merged together in 1989 in a ceremony led by President of Mexico, Carlos Salinas de Gortari. The MCC office in New York became the Northeast Chapter of the USMCO.

Establishment of the U.S.-Mexico Chamber of Commerce:

An organization of Binational Spirit

In 1973, the USMCOC was conceived as a way to promote trade, investment and business between the United States and Mexico, and to improve communications between the two countries in regards to political and commercial interchanges.

Instrumental in establishing participation in the newly formed binational organization was Mexico's Ambassador to the United States, Dr. José Juan De Olloqui. From Mexico, Ambassador De Olloqui organized a group of leading

organizations and prominent business leaders and approached major U.S. companies who had interest in Mexico. At the time, President of Mexico, Luis Echeverría, was active in growing greater participation in Mexican products in the world market.

Representing the U.S. were companies and executives such as Sears Roebuck, Charlie Meyer; The Hoover Company, Fred Tabacchi; Goodyear Tire, Chuck Pilliod (later U.S. Ambassador to Mexico); IBM, Ralph Pfeiffer; Bank of America,



1995.
(Left to right)
Duane H. Zobrist,
Chairman of
the USMCOC;
Ambassador
Enrique Michel,
Deputy Chief of
Mission, embassy
of Mexico; **Stuart
Dye**, Mid-Atlantic
Chapter President;
Ambassador of
Mexico to the U.S.,
**Jesús Silva-Herzog
Flores**; **Al Zapanta**,
Executive Vice
President USMCOC
and **Javier Mora**,
Director USMCOC
Northeast Chapter.



Mexico, 1986. **Gerald J. Van Heuven**, Executive Vice President USMCOC; leading a delegation to a Pemex (Petróleos Mexicanos) facility.



Albert Zapanta, CEO and Chairman of the USMCOC

Claire D' Gianni Hoffman; Union Pacific and Southern Pacific Transportation Company.

In addition, the business organizations from Mexico that participated in the creation of the USMCOC included: Confederación Nacional de Cámaras Industriales (CONCAMIN), Cámara Nacional de la Industria de la Transformación (CANACINTRA), Confederación Nacional de Cámara de Comercio (CONCANACO), Asociación Mexicana de Importadores Exportadores (ANIERM), Asociación Nacional de Banqueros, Consejo Empresarial Mexicano para Asuntos Internacionales (CEMAI) and Confederación Patronal de la República Mexicana (COPARME).

The Chamber began to put its vision into action with the two Ambassadors from the U.S. and Mexico serving as Honorary Presidents to endorse the Chamber's binational structure, with Jim Kuhn, former Director of Singer Sewing Inc., taking on the role as first Executive Vice-President in 1975.

Kuhn, born in Mexico City and a WWII veteran, joined the Western Division of the U.S. Chamber of Commerce in San Francisco in 1955 and in 1957 transferred to the National Chamber of Commerce in Washington D.C., eventually serving as Chairman of the Administrative Services Group. He returned to

Mexico from 1962-1975, serving for seven years on the Board of the American Chamber of Commerce in Mexico, only to return to Washington D.C. in 1975 to become Executive Vice President and CEO of the USMCOC.

Jay Van Heuven, who previously served as Governmental Affairs Manager of Caterpillar, served as Executive Vice-President from 1977-1991. Van Heuven used his knowledge and experience with government relations and international affairs at Caterpillar to solidify the binational board of the Chamber. He invited companies such as Mobil Oil, Grupo Alfa, Grupo Visa, Grupos Monterrey, Altos hornos de Mexico and Opticas Lux. Van Heuven was born in New Orleans, but has lived in Mexico for the last 30 years.

Since 1993, the Honorable Albert Zapanta, a decorated Army General and former Government Affairs Director for ARCO, has served as the President and CEO of the USMCOC. Initially, Zapanta joined the Chamber as the representative from ARCO, and was in charge of relations with Petróleos Mexicanos (PEMEX). During this time, he strengthened his extensive connections with Mexico. In 1993, upon his retirement after 20 years, he was invited by Duane Zobrist, founder of Zobrist Law Group and Chairman of the Chamber's Board, to use his vast experience in the private and public sectors to lead the Chamber.

Advocating for an Open Market Economy:

Mexico's transition to GATT

Before NAFTA, one of the Chamber's most influential initiatives was their support of Mexico's signing of GATT in 1986. The General Agreement on Tariffs and Trade (GATT) was initially signed by 23 countries – including the U.S. – in 1947 to promote trade and limit barriers after WWII. The Chamber encouraged the opening of Mexico's economy through accession to GATT, which replaced a system of import substitution which had been a fundamental feature of Mexican trade policy for over 40 years. At the same time, the U.S. was in negotiations with Canada to sign the Canada-United States Free Trade Agreement, which went into force in 1989 and functioned as a predecessor to NAFTA.

Other initiatives of the Chamber during the 1980s have included a prioritization of the timely dissemination of information, and assistance to members in navigating the "in-bond" or "maquiladora" border industries program and international lending institutions. By creating open access to a network of both information and the conversations happening around current events, the USMCOC has kept member firms

informed on issues affecting trade and investment in both countries. Publications that were created to disseminate information frequently and accurately included: "The Washington Letter," "Special Reports," "Binational Financial Reports" and "Call to Action." The Chamber was also active in assisting its members to set up industrial plants under the innovative "in-bond" border industries program, which permits U.S. companies to assemble products in Mexico prior to distribution under U.S. tariff regulations.

1995.
Silvia Hernández Enríquez, Mexico Secretary of Tourism meeting USMCOC board members.



USMCOC delegation during the meeting with Mexico's Ministry of Interior officials.

1999.
USMCOC delegation at Mexico's Ministry of the Interior (Secretaría de Gobernación).

Evolution of Trade in North America:

The Chamber's Steadfast Support of NAFTA



1993.
Mexico President **Carlos Salinas de Gortari**
with USMCOC board Members in Los Pinos,
Presidential Residency

1993.
Ildefonso Guajardo Villareal, Deputy Chief NAFTA Office, Embassy of Mexico in Washington, D.C.; **Al Zapanta**, CEO of USMCO; **Stuart Dye**, Chairman of the USMCO; **Frank Ramos**, Department of Defense; **Jose Garcia**, NAFINSA Executive Representative in D.C. and **Angel Gurria**, Secretary of Foreign Affairs celebrating NAFTA approval by U.S. Congress at the Mexican Cultural Institute.



NAFTA – the North American Free Trade Agreement – is a comprehensive rules-based agreement among the United States, Canada and Mexico that came into force on Jan. 1, 1994. The agreement’s main function was to dramatically reduce tariffs between the three countries, with both immediate results and the slow rollout of long lasting effects. However, the agreement went beyond simple tariff reduction, aiming to open up previously protected sectors in agriculture, energy, textiles and automotive trade. It also expanded trade with specific rules in financial, transportation and telecommunication services, and set rules on government procurement and intellectual property rights. Private-sector strategy under the NAFTA framework has fostered tremendous success in North America.

The Chamber’s continued support of NAFTA has proven successful. The Chamber itself grew exponentially with the progress achieved through NAFTA, moving from five chapters to 15 chapters within the first five years of NAFTA – including the finalization of the Mexico City Chapter in 1995, which had long operated as only an office.

One of the key goals of NAFTA was “the efficient and safe movement of goods across the border.” The Chamber has been active in furthering this goal, beginning by organizing the 1996 Transportation Conference/Transporte Internacional which eventually developed into conferences on Binational Transportation. The successful achievement of NAFTA’s transportation goal to increase trade and investment in North America has also been accompanied by the complications of this success.

With the increase in the volume of goods and services being exchanged, and to continue to facilitate trade and travel in a timely manner, existing infrastructure is now taxed and requires increased efforts by both countries to better serve the demand.

The Chamber has adapted to provide the necessary support to continue promoting the goals of NAFTA, including the creation of the North American Economic Sustainable Development Summit. In addition to transportation, the Chamber presents the opportunity to discuss the challenges of facilitating trade between Mexico and the U.S. with a more comprehensive approach, taking into consideration the aspects of infrastructure, logistics, transportation and energy, with a focus on sustainability.



1995.
Ernesto Zedillo, President of Mexico and **Al Zapanta**.



2006. President of Mexico, **Vicente Fox**, receives USMCO Board Members at the official residence of Los Pinos and presents the painting “Vendedor de Ilusiones” by artist Albert Vazquez Navarrete, as a special gift to the Chamber.

Strengthening Cultural Ties:

United States-Mexico Cultural & Educational Foundation

(Top)
2009.
Ribbon Cutting ceremony of the USMCEF offices in Las Colinas-Irving, Texas.

(Bottom)
2020.
Celebration the Day of the Death Festival, Irving, TX.



To further its mission, the USMCOC founded the United States-Mexico Cultural and Educational Foundation (USMCEF), a 501(c)(3) nonprofit organization in 1996. As a sister-organization, USMCEF generates donations and provides grants for programs that support its mission to “promote an enhanced knowledge and understanding of the educational and cultural differences between the two countries in order to establish closer and stronger ties.” The Foundation is headquartered in Irving, Texas.

Since its inception, the Foundation has developed numerous programs:

- Buen Vecino Internship Program
- Cultural Effectiveness Center
- Future Leaders of Irving
- Cinco de Mayo Celebration
- Fiesta Tecalisco Concert
- Day of the Dead Festival
- Irving Las Colinas Olympic Day
- Seven Principles of Environmental Stewardship for the 21st Century

In 1999, Lippman bequeathed to the USMCEF an amount of money to be used in cultural exchanges, a collection of historical books, magazines and several pieces of antique furniture he collected over the years. That year, the USMCEF inaugurated the Alfred J. Lippman Memorial Library.



(Left to right)
Fiesta Tecalisco 2019.
Vikki Carr performing with **Mariachi Los Camperos**.

2019.
Participants of the Future Leaders of Irving Program with Judge **Rodney Adams** at the Municipal Court of Irving, TX.

2021.
Irving-Las Colinas Olympic Day race.



Beyond NAFTA: The USMCA



Saltillo, Mexico 2017. **Al Zapanta** addressing and inviting members of the USMCOC and CONCANACO to form a working group to present recommendations to change NAFTA in the areas where it can be improved and expanded.

USMCOC
50
YEARS

10

The United States-Mexico-Canada Agreement (USMCA) – passed on July 1, 2020 – is an agreement built on the framework of NAFTA, which provides the updates and tools necessary to adapt to the fast-pace of change set by technology and innovation, while at the same time incorporating a new vision of labor and ecological practices to provide equal protections, in all three countries, for workers and the environment.

Some notable changes between NAFTA and USMCA include market access provisions for automobile and agricultural products, provisions regarding labor and

the environment as well as rules for investment, government procurement and intellectual property rights. In addition to these updates, USMCA has also added some new provisions that account for digital trade and state-owned enterprises.

In December of 2016, the Chamber launched the North American Working Group (NAWG), an initiative to gather comments from Chamber members on expanding the provisions set up by NAFTA. Over a period of six months, the Chamber's task forces focused on addressing immigration, border security, energy, infrastructure,

transportation, manufacturing, supply chain, health, environment, IT, innovation, telecommunications and agriculture. The results of these discussions led to a final report with recommendations that were submitted to the U.S. Trade Representative Office during the consultation period, and to Mexico's Ministry of Economy.

In June 2017, Albert Zapanta testified to the U.S. Trade Representative to negotiate the objectives of modernizing NAFTA. In June 2019, the Chamber sent a delegation to speak to members of the U.S. Congress in favor of the ratification of USMCA.



Al Zapanta giving a presentation on NAFTA to members of the Economic Committee of Mexico's Chamber of Deputies by invitation of the Chairman, **Jorge Davila** Flores in February 2017.



Al Zapanta with **Robert Lighthizer**, U.S. Trade Representative at the White House on January 29, 2020, at the signing ceremony of the USMCA.

The Chamber Today:

Embracing Adaptability Virtually



Annual board of directors meeting held virtually on November 2020. Attended by the U.S. Ambassador to Mexico, **Christopher Landeau**; Ambassador of Mexico to the U.S., **Martha Bárcenas**; Mexican Senator **Claudia Ruiz Massieu** and board members.



Virtual meeting with Mexican Secretary of Agriculture, **Victor Manuel Villalobos Arambula**, and board members in February, 2021.

The ratification of the USMCA coincided with the onset of the COVID-19 pandemic. Just as another significant measure was taken towards strengthening the framework of free trade between the United States and Mexico, the world was forced to turn inwards. Trade flow and supply chains were interrupted worldwide, instigating a complete reconceptualization of daily operations – affecting communities and organizations on all levels.

The Chamber quickly adapted to these new circumstances by hosting virtual events and maintaining “business as usual” as much as possible by continuing to keep our members informed on the developments in the U.S. and Mexico trade relations. Even once the Chamber resumed activities, we have continued to increase accessibility to our programs by engaging with a hybrid model. Urgent conversations around topics such as immigration, security, supply chain disruptions and legal disputes can now be done more efficiently through virtual platforms.

Building a Legacy: Highlights of the Chamber's Programs and Initiatives

2012. Mexican President **Felipe Calderon** explaining Mexico's improved competitiveness, achieved through deregulatory measures, trade liberalization and investment in infrastructure, education, and health.



USMCOC
50
YEARS

May Annual Board of Directors Meeting, Conference and Good Neighbor Awards Gala in Washington D.C.

The Chamber's Annual Conference reviews and discusses the latest developments under the USMCA among other issues of interest for the binational business community. Participants learn and discuss how policies enacted in both countries affect and influence businesses. Government officials and private sector leaders are invited to speak as panelists on different topics relevant to the conference agenda.



(Top)
2013. Assistant Commissioner **David Murphy**, from U.S. Customs and Border Protection; Ambassador **Cris S. Arcos**, Senior Advisor at the Center for Hemispheric Defense Studies and **Alejandro Chacón**, Head of Mexico's Customs Administration.

(Bottom)
2017. **Binational Board Members** Meeting held in Washington, D.C.

Binational Meeting in Mexico City

In the fall of each year, the Chamber hosts its binational meeting in Mexico City. The two-day event offers participants the opportunity to hear and discuss with top Mexican officials the challenges and opportunities facing the U.S.- Mexico relationship, capped off by our Leadership Awards Dinner.



November, 2013. **Miguel Angel Mancera Espinosa**, Mexico City Mayor, complimented the USMCOC for the work undertaken over the last four decades on binational trade and investment benefiting both countries, and encouraged the Chamber to continue its mission of working on bilateral issues.



(Top)
USMCOC Board Members with President **Calderon** in 2007



(Bottom)
U.S. Ambassador to Mexico **Carlos Pascual** welcoming USMCOC members to his residence in Mexico City in November 2009.

White House Briefings and Congressional Roundtables

Board members of the Chamber are invited to the White House for briefings from key administration officials to address timely topics in the U.S.-Mexico relationship. The briefing covers trade policy, investment, immigration, border security and legislation. White House representatives also discuss the administration's policy objectives, legislative challenges and welcome feedback and support from the attendees.

USTR has provided briefings to Chamber board members on various issues, including the passing of the USMCA.



Al Zapanta, CEO, USMCOC; **Enrique Serrano Escobar**, Mayor of Ciudad Juarez, Chihuahua; Congressman **Pete Sessions** (TX-32); Judge **William Sessions**, Former Director of the Federal Bureau of Investigation; **Oscar Leaser**, Mayor of El Paso, Texas; **Kenneth Miyaguishima**, Mayor of Las Cruces, New Mexico, and Congressman **Beto O'Rourke** (TX-16), during a reception hosted by Congressman **Pete Sessions** at the U.S. Capitol in May, 2015.

(Top) 2018. **Board Members** at the White House during Briefing on NAFTA.

(Bottom) **USMCOC** Binational Board Members during the White House briefings on specifics of the USMCA at the Eisenhower Executive Office Building, May 2019.

Border Issues Conference

Two developments—NAFTA and the post 9/11 environment—caused the transformation of the conditions at the U.S.-Mexico border. The region must cope with a fast-growing population as well as issues relating to security, environmental concerns, health, water, immigration, transportation and infrastructure. Decision-makers from the two nations' capitals and the border region meet in Washington, D.C. to explore common issues, learn about border programs and review potential new policy approaches.



2010. **Albert Zapanta**; Senator **John Cornyn** (TX); Mexico Ambassador to the U.S. **Arturo Sarukan** and Congressman **Mike McCaul** (TX-10).



2007. (Left to right) U.S. Congressman **Silvestre Reyes** (TX-16); Speaker of the U.S. House of Representatives, **Nancy Pelosi** receiving a USMCOC award and U.S. Congressman **Ruben Hinojosa**, (TX-15).

U.S. Secretary of Homeland Security **Janet Napolitano**, addressing members on border security, public spending to patrol the border, education, foreign direct investment, and the government's cooperation with the public sector in dealing with the issues along the 2,000-mile border. Conference held in March, 2010.

North American Economic Sustainable Development Summit

The Chamber brings together business leaders and key bi-national government leaders to speak and explore a broad range of ways to further integrate our economies through trade. In this event, we focus on current issues that affect transportation, infrastructure improvement, energy, services, supply chain integration, trade facilitation, regulatory structure and emerging barriers that our countries face, to contribute to increasing the region's competitive edge in the global market, mainly Panama Canal to Alaska.



Panel Discussion on trade along the U.S.-Mexico Border. (Left to right) **John Chrisos**, VP AS&E; **Ana Hinojosa**, Deputy Assistant Commissioner of U.S. Customs and Border Protection's (CBP) Office of International Affairs and Luis Fernando Pérez Azcárraga, Mexico Central Administrator for Customs Planning and Strategic Coordination; Conference held in Irving, TX in August, 2014.



August 2014. **David Manning**, Alberta's representative in Washington, D.C., expressing his conviction that North America must forge a new regional spirit of cooperation to drive progress especially in the energy sector.



2014. **Victor Mendez**, Deputy Secretary of Transportation, U.S. Department of Transportation.

International Electoral Observers Mission

The USMCOC has had the honor of serving as an International Observer to Mexico's presidential elections since 1994, as originally certified by IFE (Instituto Federal Electoral), now INE (Instituto Nacional Electoral since 2014). The USMCOC's delegations, composed of board members and U.S. congressmen, participate in an Observer's Mission to witness transparency and legality in the electoral process throughout Mexico. In both witnessing the electoral process and meeting with party representatives, the Chamber is proud to represent the impartial nature of the Chamber's mission, activities and relationships, and to confirm its reputation as an "honest broker" in the bilateral relationship.



USMCOC board members and members of the Mexican Congress visiting Mexico Legislative Palace during 2012 Electoral Observer's Mission.



(Left to right) **USMCOC** Electoral Observers during the 2006 election.



Stuart Jones, President and CEO, American Brownfields Corp.; **Al Zapanta**; **Beth Bowman**, President, Irving-Las Colinas Chamber of Commerce during the certification as international electoral observers at INE's offices in Mexico City. July, 2018.

Bajío Cleaner Production Implementation Program (CPIP)

On March 5, 2004, the Inter-American Development Bank Multilateral Investment Fund (IDB MIF) and the Mexican federal government Secretariat of Environment and Natural Resources (SEMARNAT) funded a 32-month Cleaner Production Implementation Program (CPIP) to be conducted in the Bajío Region of Mexico. The Region includes the states of Guanajuato, Jalisco, Querétaro and San Luis Potosí, and contains over 32,174 business firms. The purpose of the program is to promote the use of cleaner production and environmental management as a tool to assist companies to reduce their costs of production and thus increase their profitability.



2009.
(Left to right)
Francisco Javier Camarena, SEMARNAT delegate; **Miguel Angel Torrijos**, Environmental Attorney Guanajuato State; **Joe Chapa**, President USMCOC Chapter Guanajuato; **Enrique Kato**, Director of the Institute of Ecology of the State of Guanajuato; **Francisco J. Lopez**, CEO Multicolor; **Al Zapanta**, CEO and President USMCOC; **Ricardo Sheffield**, Mayor of the City of Leon.



2022.
(Left to right)
Oscar Del Cueto, President, General Manager and Executive Representative, Kansas City Southern de México; **Marlet Muñoz**, Director LTS Transportes and counselor USMCOC Chapter Guanajuato; **María Isabel Ortiz**, Environment Secretary of Guanajuato State; **Felipe Moreno** Consultant and **Sergio Ponce** Director USMCOC Chapter Guanajuato.



2009.
(Left to right)
Sergio Ponce, Director USMCOC Chapter Guanajuato; **Miguel Angel Torrijos**, Environmental Attorney Guanajuato State; **Miguel Almeyda**, responsible for the CPLB project on behalf of the IDB; **Arturo Rodríguez**, Inspection Deputy Attorney Industrial of Mexico's Federal Agency of Environmental Protection (Procuraduría Federal de Protección al Ambiente-PROFEPA); **Al Zapanta**, CEO and President USMCOC; **Enrique Kato**, Director of the Institute of Ecology of the State of Guanajuato.

Ventana Ambiental Mexico



The United States Department of Commerce through Congressional action awarded a grant to the USMCOC to improve the business community's access to and understanding of Mexico's environmental laws. Ventana Ambiental Mexico (VAM) consisted of an online, searchable environmental database of Mexico's federal, state and municipal

laws, regulations and technical standards. The Chamber program, in cooperation with Mexico's Secretariat of the Environment and Natural Resources, is designed to remove non-tariff barriers related to regulatory uncertainty, enhance business opportunities and promote sustainable development. The VAM went online in April 2002.



Alliance Magazine

Alliance is the official publication media of the United States – Mexico Chamber of Commerce. Aimed at promoting brand awareness and facilitating business relationships between the United States and Mexico. Its content,

curated by renowned experts, covers a wide range of topics including economic, finance, public policy and binational trade, offering insightful analysis and data to members.

International Trade Development and Assistance Center

In 2008, the USMCO partnered with the Irving-Las Colinas Chamber of Commerce in Irving, Texas, to create the International Trade Development and Assistance Center to “facilitate implementation of business information and assistance between companies in North Texas and the international community.” The Center’s International Trade Program for North Texas conducts trade missions from North Texas as well as reverse trade missions, targeting specific sectors or markets to facilitate matchmaking activities and conducting information and training seminars on “How to Do Business” in foreign markets.



2023. The Irving International Trade Development & Assistance Center welcomed Ambassador **Carmen Gisela Vergara** of ProPanama; **Denise Zuñiga**, Vice Minister of Tourism; Former Panama Ambassador to the U.S., **Juan B. Sosa** and other executive trade and logistics leaders to the University of Dallas, Irving, TX. **Al Zapanta** provided a formal welcome to the delegation.

2005.
 (Left to right)
 Ambassador of Mexico
 to the U.S., **Carlos de
 Icaza**; **Eduardo Bours**,
 Governor of the Mexican
 State of Sonora; **Enrique
 Iglesias**, President of
 the Inter-American
 Development Bank; **John
 Snow**, U.S. Secretary of
 the Treasury; **Francisco
 Gil**, Mexico's Secretary of
 the Treasury; Chairman
 and CEO of Duty Free
 Americas **Simon Falic**
 received by **Louis
 Escareno**, General
 Counsel of Duty Free
 Americas and **Albert
 Zapanta**.



Buen Vecino: Celebration of Binational Goodwill

As part of the May conference in Washington, D.C. the Chamber honors public and private sector leaders for their vision and commitment to the relationship between Mexico and the United States through the Good Neighbor Awards Gala Dinner. Since its inception in 1985, Chamber members and partners have gathered to witness the presentation of the Good Neighbor Award to ministers, ambassadors, governors, congressmen, former presidents, corporate CEOs, chairmen of organizations and others who have made a significant difference in U.S.-Mexico relations.

The José Juan De Olloqui Award for Hemispheric Leadership is an award instituted as a part of the Good Neighbor Awards by the USMCOC in 2004. The award is given in honor of one of the Chamber's original founders, Ambassador José Juan De Olloqui, Ambassador of Mexico to the U.S. from 1971 to 1976. Ambassador De Olloqui was a leader and visionary who dedicated his work towards the enhancement of North American relations, and serves as a model for our commitment to be not only business people, leaders and a bridge for both communities and trade, but most importantly, Good Neighbors.

2016.
Jose Zozaya, Chairman
 of the USMCOC;
Emilio González, VP of
 Strategic Alliances &
 Public Policy, Verizon
 Communications Inc.
 and **Albert Zapanta**,
 CEO, USMCOC.



(Top)
2010.
Andres Conesa,
CEO, Aeromexico.

(Middle)
2017.
Juan Antonio Gonzalez Moreno,
Chairman and CEO of Gruma,
parent company of Mission Foods,
and founder of the Mission Foods
Texas-Mexico Center at Southern
Methodist University in Dallas, Texas.

(Bottom)
2012.
Al Zapanta, and **Felipe
Calderon**, President of
Mexico.

2011.
Albert Zapanta, **Enrique Peña
Nieto**, Governor, State of Mexico
and **Mike Carricarte**, Chairman of
the USMCOC.



2021.
**Patrick J.
Ottensmeyer**,
President & CEO,
Kansas City Southern.



2022.
**Eugenio Sevilla-
Sacasa**, Vice President
International Supply
Chain Solutions, Ryder
Systems, Inc.





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USMCOC Timeline, Chamber Grows as New Chapters Formed

1921

Foundation of the Mexican Chamber of Commerce

1947

U.S. signs GATT

1973

Foundation of the USMCOC

1975

Jim Kuhn, becomes Executive Vice-President and CEO of the USMCOC

1977

Jay Van Heuven, takes the role of Executive Vice-President

1980

California-Pacific Chapter (Los Angeles)

1986

Mexico signs GATT

1987

Southwest Chapter (Dallas)

1988

Canada-U.S. Free Trade Agreement was signed.

1989

The MCC merges with the USMCOC and the **Northeast Chapter** (NY) is created

1993

Al Zapanta is appointed as Executive VP of the USMCOC
Rocky Mountain Chapter (Lakewood, CO)
Mid-Atlantic Chapter (D.C.)
NAFTA was signed

1994

Mid-America Chapter (Chicago)

1995

Northwest Chapter (Seattle)

Mexico City Chapter

1996

Northeast Chapter (Monterrey)

1997

Great Lakes Chapter (Detroit)

1998

Inter-American Chapter (Miami)

1999

Pacífico Chapter (Guadalajara)

2000

Aguascalientes Chapter (Aguascalientes)

Bajío Chapter (León)

2002

Golfo Chapter (Veracruz)

2006

Puebla Chapter (Puebla)

2007

Queretaro Chapter (Queretaro)

2011

Houston / The Woodlands / Gulf Coast Chapter (Houston)

2015

Inter-Mountain Chapter (Salt Lake City)

2018

The United States, Mexico, and Canada signed the **United States-Mexico-Canada Agreement (USMCA)**

All chapters and offices, with strong local membership and international contacts, help businesses bridge differences in legal, regulatory and economic systems, as well as language and culture.