



FOR IMMEDIATE RELEASE

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McAllen Builds Business Connections in Monterrey at Café Con Texas

Mayor Javier Villalobos and City Leaders Connect with Nuevo León's Entrepreneurial Community

McAllen Mayor Javier Villalobos and City staff participated in the 2026 Café Con Texas forum, hosted by the World Trade Center (WTC) Monterrey. The event brought together entrepreneurs, business leaders, and WTC Monterrey members to learn about business opportunities in South Texas. Attendees connected with economic development professionals to discuss market trends, explore resources and learn more about programs designed to help international companies and startups enter the U.S. market.

"In McAllen, we welcome international businesses. Over the years, our city has built a strong and stable foundation that allows businesses to thrive in one of the most competitive economies in the world. This event gave us an opportunity to share why McAllen is a great place to live, invest, and succeed," said Mayor Javier Villalobos.

McAllen's soft-landing pilot program helps international businesses navigate the process of expanding into the U.S. market by providing essential information for a seamless entry into the business community. The initiative connects prospective businesses with industry experts and local business leaders, helping create a strong foundation for success.

In 2024, the City of McAllen and the WTC Monterrey– Universidad Autónoma de Nuevo León signed a Memorandum of Understanding (MOU) with a shared goal of strengthening international business development. The agreement aims to position McAllen as a premier business destination for WTC Monterrey members seeking to expand into U.S. markets.

"Economic diplomacy is essential to empowering communities. By partnering with prestigious organizations like the WTC Monterrey, we create opportunities for both regions while contributing to economic growth and local development," said Daniella Plata, Director of International Relations.

McAllen looks forward to continuing conversations and partnerships as we create new opportunities for businesses and communities on both sides of the border. **Aquí Se Vive Mejor!**

About the City of McAllen

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest-growing cities along the U.S.–Mexico border. Known as the "City of Palms," McAllen serves as a hub for international trade, retail, tourism, and culture in the Rio Grande Valley. Today, the city employs more than 2,600 dedicated public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. McAllen city leaders remain committed to transparent governance, fiscal responsibility, and enhancing quality of life through innovation, infrastructure, and community engagement. For more information, visit www.mcallen.net and follow us on social media @cityofmcallen