

CROSSING PATHS

Introducing 'Crossing Paths: Insights into U.S. International Trade'



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In the dynamic world of international trade, data isn't just numbers; it's the narrative of our economic interdependence.

Since its start in 1989, the Texas A&M International University (TAMIU), A.R. Sanchez, Jr. School of Business Texas Center for Border Economic and Enterprise Development (TCBEED) has been at the forefront of interpreting these narratives.

Today, we introduce "Crossing Paths: Insights into U.S. International Trade," a new section in The Laredo Morning Times Business Journal. This monthly feature combines detailed research and data analysis to highlight the intricacies of U.S. international and cross-border trade.

The Texas Center was established to harness data-driven insights for understanding and fostering cross-border economic development. This September marks our 35th anniversary, and over the years, the Center has observed and actively participated in the evolving landscape of international trade. Its dedication to collecting, analyzing, and disseminating information has made it a pivotal resource for businesses, policymakers, and academics alike. By tracking trends, patterns, and shifts in global markets, the Center offers a comprehensive perspective on the complexities of international

trade.

In today's rapidly changing economic environment, the role of data analysis cannot be overstated. It's the backbone of effective economic development initiatives and public policy formulation. We can promptly forecast trends, identify opportunities, and address challenges by converting raw data into meaningful insights.

This analytical approach is particularly vital at the border, where the ebb and flow of trade have direct implications on local economies and livelihoods.

The Center's commitment to data excellence aids in crafting strategies that respond to current needs and anticipate future developments.

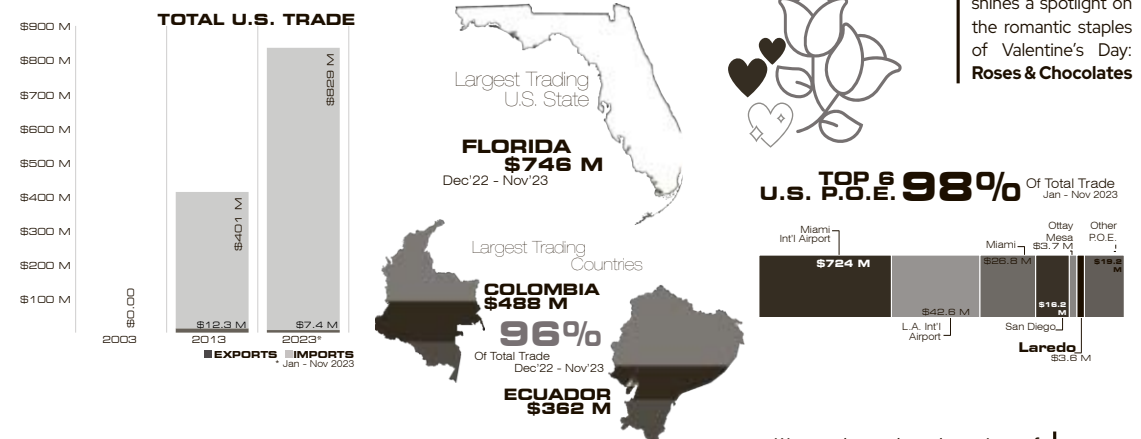
Through "Crossing Paths: Insights into U.S. International Trade," we hope to advance the understanding of the economic ties that bind the U.S. with the world, particularly with Mexico. This section isn't just about numbers — it's about the stories behind those numbers. Each month, we'll explore a range of socioeconomic indicators to offer a clear picture of how international and cross-border trade shapes our economic landscape.

From logistics and supply chain dynamics to the impacts of policy changes and market shifts, we aim to provide a holistic view of the border's economic pulse. Our objective is clear: to offer a platform where data meets dialogue.

Through "Crossing Paths,"

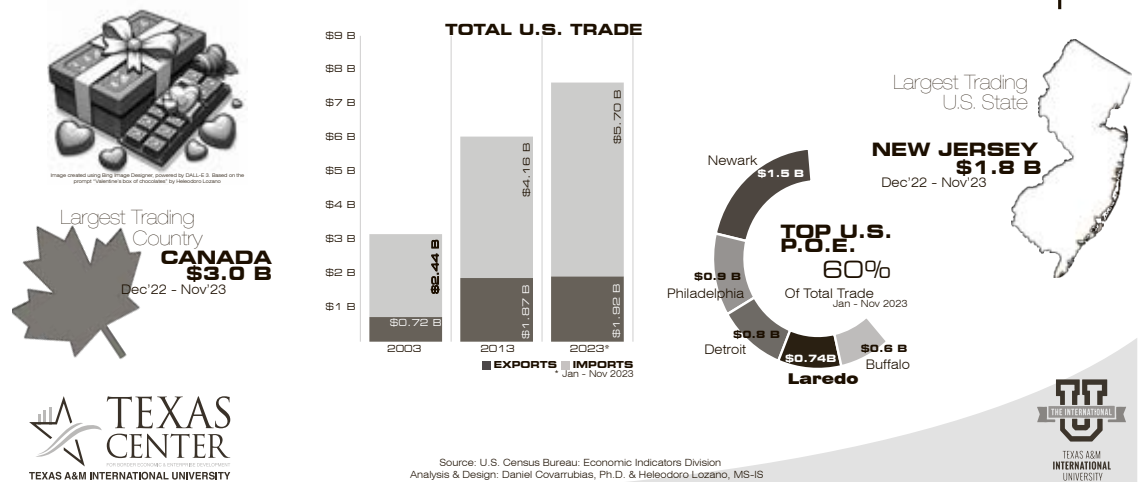
CROSSING PATHS: INSIGHTS INTO U.S. INTERNATIONAL TRADE

FRESH CUT ROSES AND BUDS



Our inaugural piece shines a spotlight on the romantic staples of Valentine's Day: **Roses & Chocolates**

COCOA & COCOA PREPARATIONS



We analyze the dynamics of international trade values and their economic effects on **Port Laredo**

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Source: U.S. Census Bureau; Economic Indicators Division
Analysis & Design: Daniel Covarrubias, Ph.D. & Heleodoro Lozano; MS-IS

we aspire to cultivate a deeper understanding of the multifaceted nature of international trade and its impact on local economies. We believe that informed insights lead to informed decisions, both in the boardroom and the halls of government. We believe this new section will

serve as a valuable resource and catalyst to engage our broader community in a meaningful conversation about the role of international trade in our lives.

Join us in this enlightening journey through numbers and narratives as we piece together the story of cross-

border trade and its profound impact on our shared future.

Dr. Daniel Covarrubias is the Director of Texas A&M International University's A.R. Sanchez, Jr. School of Business' Texas Center for Economic and Enterprise Development