

Governor Phil Murphy

ICYMI: Governor-led Mission to Mexico Deepens Economic, Educational, and Cultural Partnerships

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Mexico City, Mexico — Choose New Jersey, the state's leading nonprofit business attraction organization, has concluded its three-day Governor-led

[economic mission to Mexico \(https://choosenj.com/news/governor-led-mission-to-mexico-deepens-economic-educational-and-cultural-partnerships/\)](https://choosenj.com/news/governor-led-mission-to-mexico-deepens-economic-educational-and-cultural-partnerships/).

. The mission, held November 6-9, 2025, in collaboration with the Statewide Hispanic Chamber of Commerce of New Jersey, focused on deepening economic, educational, and cultural partnerships between New Jersey and Mexico.

"This mission showcased the many ways New Jersey and Mexico can grow together, through business innovation, educational exchange, and cultural understanding," **said Governor Phil Murphy**. "As I mark the final international Choose New Jersey mission of my administration, I'm reminded of the power of these economic missions to connect people, celebrate shared culture, and foster understanding that strengthens communities and lays the groundwork for lasting growth. We look forward to seeing how these collaborations will continue to advance our enduring partnership with Mexico as part of our great North American alliance."

New Jersey and Mexico share a long-standing and growing relationship shaped by innovation, entrepreneurship, and deep cultural ties. Mexico is New Jersey's seventh-largest trading partner and the second-largest market for goods exported by the state, representing \$10.6 billion in two-way trade. Both regions are well-aligned for collaboration in key industries, including manufacturing, technology, life sciences, and food and beverage.

"Mexico is a key partner in New Jersey's trade efforts, and we are now well-positioned as a strong investment opportunity for Mexico in the Northeast," **said New Jersey Economic Development Authority Director of International Innovation Andrew Gross**. "Throughout his time in office, Governor Murphy has successfully built strong economic relationships with Latin American countries and other international partners, expanding New Jersey's presence on the global stage. Our collaboration in sectors like manufacturing, innovation, and education positions us to compete internationally, helping our businesses grow and our economy thrive."

The delegation engaged with Mexican government and business leaders to explore joint opportunities across sectors from manufacturing to life sciences, emphasizing workforce development, cross-border investment, and tech collaboration. A strong focus on higher education was woven throughout the mission, with meetings specifically for university and academic leaders to advance student and faculty exchanges and joint research.

In dialogue with Mexico City's entrepreneurial ecosystem and a range of education and innovation stakeholders, the


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mission built momentum around student and faculty exchanges, business-to-business linkages, and culturally anchored partnerships that strengthen both regions.

As part of the mission, two Memoranda of Understanding (MOUs) were signed:

- The New Jersey Department of Labor and Workforce Development (NJDOL) and the Consulate of Mexico in New Brunswick [signed an agreement \(https://choosenj.com/news/new-jersey-department-of-labor-and-workforce-development-announces-partnership-with-consulate-of-mexico-in-new-brunswick-to-protect-workers-rights/\)](https://choosenj.com/news/new-jersey-department-of-labor-and-workforce-development-announces-partnership-with-consulate-of-mexico-in-new-brunswick-to-protect-workers-rights/) to expand worker education, training, and safety programs, reaffirming New Jersey's commitment to protecting labor rights and inclusive workforce development.
- New Jersey City University (NJCU) and Fundación Universidad de las Américas Puebla (UDLAP) [signed an MOU \(https://choosenj.com/news/new-jersey-city-university-signs-mou-with-fundacion-universidad-de-las-americas-puebla-strengthening-higher-education-collaboration/\)](https://choosenj.com/news/new-jersey-city-university-signs-mou-with-fundacion-universidad-de-las-americas-puebla-strengthening-higher-education-collaboration/) establishing a framework for academic collaboration through student and faculty exchanges, joint research, and cultural programming to promote global learning and cross-cultural understanding.

"This mission reflects the shared entrepreneurial spirit that unites New Jersey and Mexico," **said Carlos Medina, President & CEO of the Statewide Hispanic Chamber of Commerce of New Jersey.** "Our collaboration opens new doors for small businesses, universities, and communities, and creates opportunities for cultural exchange, and reinforces the powerful connections between the Hispanic business community and New Jersey's broader economy. Together, we're building bridges that support inclusive growth and long-term prosperity across both regions."

The delegation also celebrated the cultural ties between New Jersey and Mexico. Home to more than 217,000 residents of Mexican origin—the largest Mexican American community in the Northeast—New Jersey has a connection to Mexico that extends beyond trade. The Mexican Consulate in New Brunswick, the first in the state, serves as a vital bridge between the two regions.

Looking ahead to the 2026 FIFA World Cup™, which will be hosted in New Jersey, the delegation met with FIFA and Mexico City government officials. The World Cup is expected to generate \$3.3 billion in tourism to the New Jersey/New York area, with an estimated economic impact of \$2 billion and over 14,000 jobs at MetLife Stadium.

"Our Governor-led mission to Mexico demonstrates how economic, educational, and cultural collaboration can drive mutual growth," **said Wesley Mathews, President & CEO of Choose New Jersey.** "We're proud to deepen relationships that connect New Jersey's communities and institutions to one of our most significant trading partners, and we thank the New Jersey Hispanic Chamber of Commerce, our delegation, and sponsors for making this mission possible. We look forward to building on these connections to create opportunities for partnership that will benefit both New Jersey and Mexico for years to come."

The mission highlighted Mexico's position as a global hub for trade, innovation, and higher education. By strengthening these relationships, New Jersey is building a globally connected network that supports students, workers, and businesses on both sides of the border.

Reporters interested in more information on the New Jersey economic mission to Mexico may contact Tyler Jones (tyler.jones@nj.gov (<mailto:tyler.jones@nj.gov>)) and Ingrid Austin (iaustin@choosenj.com (<mailto:iaustin@choosenj.com>)) or visit choosenj.com/MexicoMission2025 (<https://choosenj.com/blog/tag/mexico/>) for additional details.

About Choose New Jersey

Choose New Jersey is the state's leading nonprofit business attraction organization. We harness the collective power of New Jersey's business, government, labor, and academic sectors to expand New Jersey's economy. We work globally, using our marketing expertise, concierge business development services, deep knowledge of the state, and convening power, in collaboration with state government, to empower businesses, entrepreneurs, leaders, and innovators to make New Jersey their home. Learn more at choosenj.com (<https://choosenj.com/>).

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