



News Release

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Office of Economic Development

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Guadalajara is New Sister City for San Jose

Strong business and resident ties to Mexico's tech center

SAN JOSE, CALIF. – Guadalajara—Mexico's second largest city and its high-tech center—will become the first new sister city for San Jose since 1992.

Highlighting the importance of San Jose's trade and investment with Mexico, San Jose's City Council voted today to establish the new affiliation to strengthen trade and investment relationships with Guadalajara and the State of Jalisco.

"San Jose shares deep economic ties and a common heritage with Mexico, and we are proud to be embarking on a new sister city relationship with Guadalajara," Mayor Chuck Reed said. "This partnership will help strengthen economic, educational, and cultural ties that can benefit residents in both of our cities."

"Implementation of this agreement will allow San Jose and Guadalajara to consolidate their economic ties and reach other fields such as education, health and the environment as other sister cities have done to increase the wellbeing of their people," said Consul General of Mexico in San Jose, Carlos Ponce.

With over 600 technology companies, Guadalajara is already a key trading partner for Silicon Valley. A recent Brookings Institution report of 2010 trade data showed that Guadalajara had the largest two-way trade with San Jose among North American cities.

"These two cities have so much in common. Our sister city relationship will lead to productive collaborations and new opportunities for economic development and cultural exchanges for the people and businesses of the 'Silicon Valley of Mexico' and the 'Capital of Silicon Valley'," said San Jose Councilmember Xavier Campos.

Exports to Mexico from the San Jose metropolitan area have doubled in the past three years according to the U.S. Bureau of the Census; in 2012, exports exceeded \$3.2 billion.

"We also have strong people-to-people and cultural ties with Guadalajara and Jalisco," said Campos. "Nearly 22,000 San Jose residents are from this region of Mexico, and our new sister city linkage will be aided by daily San Jose-Guadalajara flights operated by Alaska and Volaris airlines."

[more]

The new sister city affiliation will be recognized by [Sister Cities International](#), the Washington, D.C. nonprofit organization that formally recognizes sister city relationships involving U.S. cities to enhance citizen-to-citizen diplomacy.

The Guadalajara city council issued a decree in 2013 for the “twinning” of Guadalajara and San Jose. Guadalajara Mayor Ramiro Hernandez Garcia is expected to travel to San Jose later this year to sign a formal sister city agreement.

The San Jose Guadalajara Sister City Committee, a San Jose nonprofit community organization, will direct the new sister city affiliation. It will work with a counterpart organization in Guadalajara to plan community programs in economic development, education, the arts, and civic and community engagement to advance the new relationship.

About San Jose

Known as the Capital of Silicon Valley, San Jose is the nation's tenth largest city and the largest city in Northern California with an ethnically diverse population of 985,000. San Jose was founded in 1777, once served as the state capital of California, and now encompasses 180 square miles. Facts about San Jose can be found here: <http://www.sanjoseca.gov/DocumentCenter/View/780>. The City's website is www.sanjoseca.gov.

About Guadalajara

Guadalajara is the capital and largest city of the Mexican state of Jalisco, located in the central region of Jalisco in the western-pacific area of Mexico. It is Mexico's second most populous city with a population of 1.6 million people, and region has a population of more than 4.3 million. Guadalajara is the 10th largest city in Latin America in terms of population and urban area. The city's economy is based on industry, especially information technology, with a large number of international firms having manufacturing facilities in the Guadalajara metro area. Guadalajara also is a cultural center of Mexico, considered by most to be the home of mariachi music.

About Sister Cities International

Founded by President Dwight D. Eisenhower in 1956, Sister Cities International is a 501(c)(3) nonpartisan nonprofit national membership organization for individual sister cities, counties, and states across the United States. This network unites tens of thousands of citizen diplomats and volunteers in programs in 140 countries on six continents. Sister Cities International advances peace and prosperity through cultural, educational, humanitarian, and economic development exchanges. It serves as a hub for institutional knowledge and best practices in the field of citizen diplomacy. Sister Cities International strives to strengthen the sister cities network through strategic institutional partnerships, grants, programs, and support for its members, and it motivates and empowers private citizens, municipal officials, and business leaders to conduct long-term, mutually beneficial sister city, county, or state relationships. www.sister-cities.org

About San Jose Office of Economic Development

The San Jose Office of Economic Development is committed to a vital, competitive local economy that increases prosperity for people and companies. OED guides economic strategy, provides assistance for business success, connects employers with trained workers, and provides arts and cultural resources to our community. For more information, visit www.sjeconomy.com and follow us on Twitter: @sjeconomy, #sjplace.

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