



Municipio de Hermosillo



City of Phoenix

## **MEMORANDUM DE ACUERDO PARA EL ESTABLECIMIENTO DE UNA ASOCIACION ECONOMICA GLOBAL ENTRE LAS CIUDADES HERMANAS DE PHOENIX Y EL MUNICIPIO DE HERMOSILLO**

Las Ciudades Hermanas de Phoenix, representada por el Director de Desarrollo Económico y Comunitario, Christine Mackay, el Presidente del Comité de la Ciudad Hermana de Hermosillo, Emilio Gaynor, y el Municipio de Hermosillo, representado por el Director General de la Comisión de Desarrollo Económico, Roberto Ruibal Astiazarán, y Ana Elena Aguayo, representante de Ciudades Hermanas de Hermosillo, en conjunto denominados "Las Partes", han decidido expandir la relación existente de Ciudad Hermana que inició en 1976, para establecer la "**Sociedad Económica de Ciudades Globales Phoenix-Hermosillo**"

### **ARTICULO 1 OBJETIVO**

El objetivo de "Las Partes" es la formalización de una relación bilateral que promueva el crecimiento y proyecte las oportunidades de aspecto económico de ambas ciudades mediante iniciativas conjuntas de intercambio, inversiones, innovación y transferencia de conocimientos. "Las Partes" conducirán estos incentivos de forma que aumenten las oportunidades de negocio y se fortalezcan los lazos culturales, históricos, y económicos entre las ciudades.

"Las Partes" desarrollarán e implementarán en conjunto iniciativas de común acuerdo en cumplimiento de sus leyes federales y locales aplicables, así como su capacidad presupuestal.



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## ARTICULO 2

AREAS DE COOPERACION "Las Partes" se comprometen a procurar iniciativas conjuntas en los siguientes rubros:

### 1. DESARROLLO ECONOMICO

1.1 Promover acuerdos de negocios y gubernamentales que fomenten las inversiones en sectores estratégico de la economía de común acuerdo entre las dos ciudades:

1.2 Llevar a cabo misiones de intercambio recíprocas entre "Las Partes" dentro del primer año de firma del presente acuerdo que para facilitar el establecimiento de acuerdos entre asociaciones industriales y empresas en los sectores estratégicos pertinentes.

1.3 Promover el turismo, intercambios comerciales y culturales en estricto apego de las normas internacionales y nacionales para poder diversificar mercados locales y contribuir al intercambio de bienes y servicios.

1.4 Colaborar con empresas y organizaciones de ambas ciudades que apoyen proyectos en áreas de interés mutuo.

1.5 Los sectores estratégicos son:

Industrias de bienes: Aeroespacial y aviación, Biotecnología/Farmacéutica, Construcción e infraestructura, electrónica, alimentos, manufactura en general, tecnología de Información, maquinaria y equipo, componentes de precisión e Instrumentos, y energía renovable.

Industria de servicios: Innovadores y emprendedores, carga, logística y distribución, educación superior e investigación, Servicios profesionales, técnicos y científicos, deportes y entretenimiento, turismo y cultura, cuidado de la salud.

### 2. EXPORTACION

2.1 Apoyo a la exportación en ambos sentidos.



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2.2 Involucrar empresas medianas y pequeñas en sectores clave que busquen de forma activa la exportación hacia, y la inversión en ambas ciudades y ver que conexiones pueden hacerse para fomentar dichos esfuerzos.

2.3 Guiar y apoyar a inversionistas y emprendedores para expandir negocios y exportaciones hacia ambas ciudades.

### **3. INVERSION EXTRANJERA DIRECTA**

3.1 Apoyar a empresas que puedan interesarse en expandir o iniciar inversiones en ambas ciudades

3.2 Proveer apoyo que facilite la inversión directa proveniente de ambas ciudades en cabal cumplimiento con las leyes y normas existentes.

3.3 Detectar oportunidades para optimizar procesos para inversionistas provenientes de ambas ciudades.

### **4. TRANSFERENCIA DE CONOCIMIENTOS PARA INNOVAR, INVESTIGAR Y EDUCAR**

4.1 Compartir de forma recíproca conocimientos y alta tecnología que promuevan el crecimiento de sectores prioritarios y el desarrollo de una economía innovativa.

4.2 Buscar más cooperación entre las principales universidades de Phoenix y Hermosillo en las áreas de investigación conjunta así como intercambio académico estudiantil

## **ARTICULO 3 IMPLEMENTACION**

“Las partes” desarrollará y actualizará un Programa Anual de Operación que cumpla los compromisos del presente acuerdo, incluyendo objetivos precisos y actividades que serán llevadas a cabo tales como:

- a) Características técnicas y específicas de la colaboración e iniciativas conjuntas
- b) Programa con fechas límite específicas así como los oficiales responsables



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c) Cuando se considere conveniente, la asignación de recursos humanos y económicos en general y para iniciativas en específico.

d) Indicadores clave de desempeño en escala acordada para medir y valorar los resultados.

#### ARTICULO 4 PERIODO

Este acuerdo entra en vigor a la fecha de su firma, y tendrá validez por tres años. La vigencia podrá ser extendida mediante acuerdo mutuo, por escrito, de "Las Partes"

#### ARTICULO 5 MODIFICACION Y TERMINACION

Este acuerdo y sus términos podrán modificarse mientras esté en vigor únicamente mediante un escrito firmado por ambas partes y especificando la fecha en que entra(n) en vigor la(s) modificación(es).

Este acuerdo podrá darse por terminado por cualquiera de "Las Partes" con o sin causa mediante aviso por escrito a la otra parte, sin perjuicio alguno para las colaboraciones que se encuentren en proceso establecidas mientras el acuerdo estaba en vigor.

Este acuerdo no tiene la intención de crear un contrato forzoso o de consecuencias legales, y no le dará el derecho a ninguna de "Las Partes" a buscar remedio legal alguno en contra de cualquiera. Ninguna de "Las Partes" tiene o tendrá autoridad alguna para actuar en representación de la otra.

Firmado en HERMOSILLO, SONORA, MEXICO, el miércoles 27 de abril de 2016 en dos copias originales en inglés y español.



Municipio de Hermosillo

Por el Municipio de Hermosillo de los  
Estados Unidos Mexicanos

Roberto Rubbal Astiazaran  
Director General de la Comisión de  
Desarrollo Económico de Hermosillo



City of Phoenix

Por la Ciudad de Phoenix, Arizona,  
Estados Unidos de América

Christine Mackay  
Directora de Desarrollo Económico y  
Comunitario.  
Ciudad de Phoenix

Ana Elena Aguayo  
Representante  
Programa de Ciudades Hermanas

Emilio Gaynor  
Presidente del Comité de Ciudades  
Hermanas Phoenix-Hermosillo

TESTIGOS

H. Manuel Ignacio Acosta Gutiérrez  
Presidente Municipal de Hermosillo

H. Greg Stanton  
Mayor of the City of Phoenix



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**MEMORANDUM OF UNDERSTANDING (MOU)  
TO ESTABLISH A GLOBAL CITIES ECONOMIC PARTNERSHIP  
BETWEEN THE SISTER CITIES OF THE CITY OF PHOENIX AND THE  
MUNICIPALITY OF HERMOSILLO**

The Sister Cities of the City of Phoenix, represented by the Director of Economic and Community Development, Christine Mackay, the Chairman of the Hermosillo Sister City Committee, Emilio Gaynor, and the Municipality of Hermosillo, represented by the Director General of the Economic Development Commission Roberto Ruibal Astiazaran and Ana Elena Aguayo, Representative of Hermosillo Sister Cities, collectively "The Parties", have decided to expand the existing Sister City relationship that began in 1976 to establish the "Global Cities Economic Partnership Phoenix-Hermosillo".

**ARTICLE 1  
OBJECTIVE**

The objective of "The Parties" is to formalize a bilateral relationship to promote growth and expand economic opportunities in both Cities, through joint initiatives in trade, investment, innovation and knowledge transfer. "The Parties" will conduct these initiatives to increase business opportunities and strengthen the cultural, historic and economic ties between the Cities.

"The Parties" will develop and implement joint or coordinated Initiatives by agreement, and in accordance with their respective federal and local laws, and budgetary capacity.

**ARTICLE 2  
AREAS OF COOPERATION**

"The Parties" are committed to pursuing joint initiatives in the following areas:

**1. ECONOMIC DEVELOPMENT**

1.1 Promote business and government agreements in order to encourage investments into the strategic sectors of the economy agreed upon by both Cities.



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1.2 Carry out reciprocal trade missions between "The Parties" within the first year of the signing of the MOU, to facilitate the establishment of agreements between industry associations and companies in pertinent strategic sectors.

1.3 Promote tourism, commercial and cultural exchange in full observance of the international and national regulations in order to diversify local markets and to contribute to the trade of goods and services.

1.4 Collaborate with companies and organizations of both Cities to support projects in areas of mutual interest.

1.5 The strategic sectors are:

Goods Industries: Aerospace and Aviation, Biotechnology/Pharmaceuticals, Construction and Infrastructure, Electronics, Food Manufacturing, General Manufacturing, Information Technology, Machinery and Equipment, Precision Components and Instruments, Renewable Energy.

Services Industries: Entrepreneurship and Innovation, Freight, Logistics, and Distribution, Higher Education and Research, Professional/Scientific/Technical Services, Sports and Entertainment, Tourism and Culture, Healthcare/Life Sciences.

## **2. EXPORTS**

2.1 Foster two-way trade in goods and services.

2.2 Engage small and mid-sized firms in key sectors that are actively exploring exporting to and investing in both Cities and explore what connections can be made to further those efforts.

2.3 Guide and support investors and entrepreneurs to expand business in, and exports to, both Cities.

## **3.3. FOREIGN DIRECT INVESTMENT**

3.1 Support companies that may be interested in exploring expansion or additional investment in both Cities.



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3.2 Provide support to facilitate direct investment coming from both Cities, complying with current rules and regulations.

3.3 Identify opportunities to streamline procedures for investors coming from both Cities.

#### **4. KNOWLEDGE TRANSFER IN INNOVATION, RESEARCH AND EDUCATION**

4.1 Share, reciprocally, knowledge and highly specialized technology to promote the growth of priority sectors and the development of an innovation economy.

4.2 Explore further cooperation between major universities of Phoenix and Hermosillo in the areas of joint research, and student and academic exchanges.

### **ARTICLE 3 IMPLEMENTATION**

"The Parties" will develop and update an Annual Operating Program to fulfill the commitments of this MOU, including precise objectives and activities to be executed, such as:

- a) Specific and technical characteristics of the collaboration and joint initiatives.
- b) A timetable with specific deadlines and accountable officials.
- c) When appropriate, the assignment of human and financial resources, generally and for specific initiatives.
- d) Key performance indicators and agreed upon metrics to track and showcase results.

### **ARTICLE 4 TERM**

This MOU takes effect on the date of signature, and remains in effect for three years. The term may be extended by written mutual agreement of "The Parties".

### **ARTICLE 5 MODIFICATION AND TERMINATION**



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This MOU and its terms may be modified while in effect only by a writing signed by both Parties and specifying the effective date of the modification(s).

This MOU may be terminated by either Party with or without cause by written notice to the other Party, without prejudice to ongoing collaborations that may have been established while the agreement was in effect.

This MOU is not intended to create a legally binding or enforceable contract, and shall not entitle either Party to legal remedies against the other. Neither Party has or will have the authority to act on behalf of the other, and neither Party may make representations to the contrary.

Signed in HERMOSILLO, SONORA, MEXICO, on Wednesday, April 27, 2016 in two original copies in Spanish and English.

**For the City of Phoenix  
of the United States of America**

**Christine Mackay**  
Economic & Community Development  
Director, City of Phoenix

**Emilio Gaynor**  
Chairman Hermosillo Committee  
Phoenix Sister Cities

**For the Municipality of Hermosillo  
of the United Mexican States**

**Roberto Rubel Astiazaran**  
Economic Development Commission  
Director General, Hermosillo

**Ana Elena Aguayo**  
Representante  
Programa de Ciudades Hermanas

**In Witness**

**Honorable Manuel Ignacio Acosta Gutiérrez**  
Presidente Municipal de Hermosillo

**Honorable Greg Stanton**  
Mayor of the City of Phoenix



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