

THE CROSSING TIMES NEWSLETTER



Pharr Bridge Quarterly News

June 2025/Vol. 010

VIVA FRESH 2025



Continuing to Strengthen Trade and Business Opportunities

On April 12, 2025, representatives from the Pharr International Bridge traveled to Houston where they participated in the Annual Viva Fresh Conference & Expo, as well as hosted a Meet & Greet Mixer to update the produce industry on the latest infrastructure improvement projects at the Pharr Bridge. This year marks the 10th Anniversary for Viva Fresh Expo which is hosted every year by Texas International Produce Association (TIPA) and the Pharr Bridge has been a major sponsor and supporter of the event since the beginning.

Scan the QR Code to view a recap video from Viva Fresh!



Upcoming Events:

- Hot Summer Luncheon
July 25, 2025
11:00am-2:00pm
- 2nd Annual Truck Expo
September 20, 2025
11:00am-5:00pm
- Start of the Produce Season Celebration & Taste of Trade
October 9, 2025
10:00am-1:00pm
- 2nd Annual Drive for Trade Golf Tournament
October 10, 2025
9:00am

International Automotive Industry Supply Summit



Representatives from the Pharr International Bridge were honored to be present at the 3rd Annual International Automotive Industry Supply Summit in Querétaro, Mexico. A highly relevant event for the development of the automotive and logistics sectors in North America. The event brought together more than 16,532 attendees, held 7,409 business meetings, and was attended by more than 5,367 supplier companies, consolidating its position as a key platform for strengthening business relationships and attracting new opportunities.

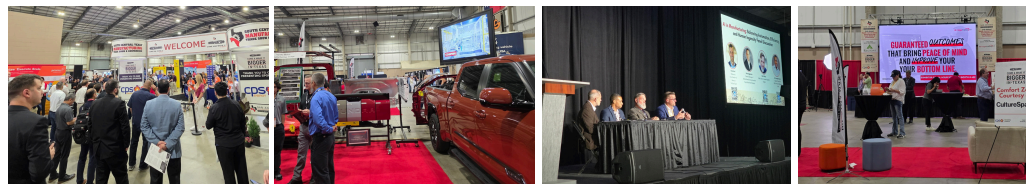
Global Transportation & Innovation Summit

On June 4, 2025, a group from the Pharr International Bridge attended the Global Transportation & Innovation Summit/Proveedor Automotriz 2025 in Monterrey, Nuevo León, Mexico, where they had the opportunity to connect with industry leaders, decision-makers, and logistics experts. They were also able to have productive conversations about supply chain solutions, new port crossing strategies, and the benefits of using the Pharr International Bridge as a key logistics route. Special thanks to CLAUT Nuevo León and the Ministry of Economy of the Government of the State of Nuevo León for organizing such a valuable event.

We would like to Thank our 9 New Customers from April-June 2025

WELCOME!!

SAMA MANUFACTURING TRADE SHOW & CONFERENCE



On May 7, 2025, representatives from the Pharr International Bridge attended the 24th Annual SAMA Manufacturing Trade Show & Conference in San Antonio, Texas. This year's theme – "Transforming Tomorrow: Manufacturing with Texas Strength" – brought together innovators, manufacturers, and leaders from across South Central Texas. Our team had a great time connecting and sharing how the Pharr Bridge plays a key role in driving trade and opportunity in our region.

PORT OF EAGLE PASS 2025 TRADE SUMMIT

Great conversations and new connections at the Port of Eagle Pass 2025 Trade Summit! On May 8, 2025, Pharr International Bridge representatives were proud to attend the Port of Eagle Pass 2025 Trade Summit, engaging with industry leaders and strengthening partnerships that drive international trade and economic growth across the region.



Your Connection. Your Business. Your Bridge.