



presented by  
JPMORGAN CHASE & CO.

**For Immediate Release**

Nov 17, 2016

**Contact**

Bree Burris

[bb@sandiegobusiness.org](mailto:bb@sandiegobusiness.org)

(619)615-2955

**Rough Draft Brewing wins MetroConnect Grand Prize for export strategies**

*\$35K awarded to incentivize continued global market expansion, job growth*

**San Diego** – World Trade Center San Diego, JPMorgan Chase & Co., Councilmember Mark Kersey, new Stone Brewing CEO Dominic Engels and more than 100 business and community leaders awarded the MetroConnect Grand Prize to Rough Draft Brewing, a local, family-owned craft brewery known for its IPAs and Miramar-based tasting room. Managed by World Trade Center San Diego, a direct affiliate of the San Diego Regional EDC, and presented by JPMorgan Chase, the MetroConnect Grand Prize offers \$35,000 one of 15 companies to aid in their foreign market expansion. The complete list of finalists can be found [here](#).

The benefits of companies going global and engaging foreign markets are well-documented. According to the Brookings Institution, [companies that are global](#) pay their employees higher wages, are less likely to go out of business and spur more efficient development of technology and R&D. During his keynote, Stone Brewing CEO Dominic Engels stressed the importance of thinking internationally: **“The Stone vision of brewing outstanding beers while maintaining a commitment to sustainability, ethics and the art of brewing is one that has translated successfully abroad. The support of our fans domestically made for an exceptional past 20 years and opened the door for global growth that is now an integral part of our next 20 years.”**

In March 2015, more than 30 regional partners launched [Go Global San Diego](#) to help San Diego companies increase their global reach and incubate relationships with other metro markets, such as the U.K., Japan, Australia and South Korea. As a call to action, the [MetroConnect Program](#) was announced to incentivize small and medium-sized enterprises (SMEs) to pursue these foreign markets. Now in its second year, MetroConnect has emerged as the region’s premier export assistance program. Run by World Trade Center San Diego, fifteen companies are selected on an annual basis and equipped with a suite of programmatic and financial resources to help them in their plans to go global. Out of 75 applicants in 2016, just 15 San Diego companies were awarded the initial \$10,000 MetroConnect Prize, funded by JPMorgan Chase.

Over the course of the program, the cohort produced an additional \$6 million in export sales and 42 new jobs for the region, collectively. A panel of judges consisting of business and community leaders reviewed the companies’ respective accomplishments and goals as a means of selecting the top five finalists to present at the Grand Prize event: [Deering Banjo Company](#), [MANTA Instruments](#), [Rough Draft Brewing Company](#), [Calbiotech](#) and [VaultRMS](#).



presented by  
JPMORGAN CHASE & CO.

**“The success we’ve seen throughout the course of the MetroConnect Program helps validate the importance of metro engagement on a global level,”** said Mark Cafferty, president and CEO of the San Diego Regional EDC, the organization administering the grants. **“From securing a joint venture in China to selling to software customers in Canada, the MetroConnect Grand Prize winners have worked hard to engage foreign markets, catalyzing our region’s economy and workforce.”**

**“JPMorgan Chase is delighted to support San Diego businesses that are striving to take their products and services to international markets,”** said Tim West, head of JPMorgan Chase’s Middle Market Commercial Banking Group in San Diego. **“We congratulate Rough Draft on winning the Grand Prize – which provides an opportunity to reach more potential suppliers and customers abroad. In time, these export efforts could lead to job creation and growth of the San Diego economy.”**

**“We want to thank World Trade Center San Diego, JPMorgan Chase and all those who participated in making this a memorable and meaningful event. To my fellow MetroConnect finalists Calbiotech, Deering Banjos, MANTA Instruments and VaultRMS, it’s been a privilege learning with and from you,”** said Jeff Silver, president of Rough Draft Brewing. **“We deeply appreciate receiving the Grand Prize in recognition of our efforts and look forward to continued success on the international level.”**

For more information about the MetroConnect Program, please go to [MetroConnectsd.org](http://MetroConnectsd.org)

More information and statistics about San Diego’s Global Initiative can be found at [wtcsandiego.org](http://wtcsandiego.org)

###