



For Immediate Release

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Contact

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**\*\*Media Advisory\*\***

**WTC San Diego to release economic assessment on cross border trade with Mexico**

*Jobs and economic growth throughout Cali Baja dependent on future of trade*

**San Diego** – Amid contentious political rhetoric and tightening borders, global trade and investment are top of mind for national leaders and companies alike. To contextualize the importance of such international connectivity, World Trade Center San Diego, with support from the Center for U.S.-Mexican Studies at UC San Diego, will release “**Trade and Competitiveness in North America**,” a research summary that quantifies trade and competitiveness in the Cali Baja mega-region, spurred by the negotiation of the North American Free Trade Agreement (NAFTA).

Against the backdrop of rapid changes in global production, a newfound ‘trade war’ with China, and renegotiations of trade agreements, Cali Baja’s global competitiveness depends on the **\$2.5 billion** cross border supply chain that creates jobs and opportunities on both sides of the border.

**WHAT:** Study launch and media availability

**WHO:** **Mayor Kevin Faulconer**, City of San Diego  
**Mayor Juan Manuel Gastélum**, City of Tijuana (invited)  
**Nikia Clarke, Ph.D.**, executive director, World Trade Center San Diego  
**Melissa Floca**, associate director, Center for U.S.-Mexican Studies at UC San Diego

**WHEN/WHERE:** Thursday, July 12 | 5:10pm – 5:40pm  
Lindbergh & Skyline Room - Hilton San Diego Airport / Harbor Island  
*1960 Harbor Island Drive  
San Diego, CA 92101*

**VISUALS:** Research graphics, views of San Diego skyline

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