



For Immediate Release

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What's new this year for San Diego MFG Day?

Cross-border tours, San Diego brand mark and more to spotlight local manufacturing industry

SAN DIEGO – On October 7, select regional manufacturers – from Samsung to Chuao Chocolatier to Taylor Guitars – will open their doors to the public to showcase the depth and creativity of San Diego's manufacturing industry.

Now in its fourth year, [San Diego Manufacturing Day](#) (MFG Day) is organized in conjunction with [MFG Day](#), a national program that celebrates American manufacturing and addresses common misperceptions about the industry. Home to more than **3,000 companies**, the San Diego's manufacturing industry employs **108,000 people**, with average annual earnings of nearly \$100,000. Manufacturing currently represents **7.4 percent** of all jobs throughout the county, yet accounts for nearly **13 percent** of the region's wages.

San Diego continues to be one of the only bi-national MFG Days in the country, with tours and events taking place on both sides of the border.

WHAT'S NEW THIS YEAR?

As the event gains traction, the number of companies participating in [MFG Day](#) has grown from five in 2013 to more than 50 in 2016. San Diego currently has more companies participating than any other region in the state.

This year, Samsung International, Inc., the San Diego-based subsidiary of Samsung Electronics – the largest technology company in the world – is underwriting San Diego's MFG Day. Samsung International, Inc., an electronic parts and equipment division, operates one of the largest maquiladoras in Mexico and has a 28-year presence in San Diego.

Kristina Kim, General Counsel at Samsung International, Inc. explains, "With operations in both Tijuana and San Diego, the cross-border region supports our company's productivity and continued growth. Samsung has benefited from the skilled workforce on both sides of the border – employing upwards of 6,000 manufacturing employees – who help drive innovation and leadership for the company. We are proud to be a part of San Diego MFG Day alongside hundreds of bi-national manufacturers, celebrating this dynamic region and its strong technology industry."



Additionally, San Diego Regional Economic Development Corporation (EDC) and the City of San Diego are launching a '**Made in San Diego**' badge for use by local companies that manufacture, make, innovate, design or create in the region. The badge will serve to brand San Diego products and services used across the globe, to create increased visibility for San Diego. To download the badge for use, [click here](#).

EDC has also launched a blog series to spotlight San Diego-made products used across the world. From foodies to professional athletes to military personnel, San Diego companies provide the products necessary to defend, innovate and perform at the highest levels. Read the ongoing series [here](#).

Celebrate MFG Day at a local [tour or event](#). For more information about specific tours, [click here](#).

About San Diego Regional Economic Development Corporation

San Diego Regional Economic Development Corporation's (EDC's) mission is to maximize the region's economic prosperity and global competitiveness. As an independently funded non-profit fueled by more than 160 companies and organizations, EDC works to attract, retain and expand companies and the talent pool across San Diego's three traded economies: military, tourism and innovation. sandiegobusiness.org

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