

Expert Statement Sheet

Regional experts have commented on various aspects of the Export Plan:

Councilmember Mark Kersey, City of San Diego, 5th District

- “Expanding trade opportunities for San Diego companies is critical to our binational economy. Although we currently have companies utilizing our regional opportunities for trade and commerce, there is a lot more potential. This initiative will provide businesses with concrete information to help them tap into the unique opportunities being a border region provides.”
- **Media Contact:** Gina Jacobs, (619)236-6655 or GJacobs@sandiego.gov

Matt Andersen, Director for San Diego & Imperial Region, U.S. Commercial Service

- “The San Diego Export Plan will be a valuable catalyst for communication and collaboration within our region’s international trade and business community, which is critical for export expansion by San Diego companies.”

Steve Austin, Board Chairman, World Trade Center San Diego

- “The future of the San Diego region as a globally competitive hub for innovation and technology development is reliant in great part on our success in exporting that technology and expanding our business relationships with other leading metropolitan regions of the world. WTCSD, with our network of 330 WTCs in 100 countries, is pleased to have led the development of the market diversity strategy as one of the Core Partners of this initiative.”

Thella Bowens, President & CEO, San Diego County Regional Airport Authority

- “The Airport Authority is pleased to see the concrete steps laid out in this plan to improve our region’s export potential, based on the market assessment completed last spring. In terms of air passengers, air cargo and aviation infrastructure, San Diego International Airport plays a crucial role in our region’s export performance. We are committed to working with our partner agencies and the City of San Diego to enhance the export potential of the region.”
- Media Contact: Steven Shultz, 619-400-2881; sshultz@san.org

Mark Cafferty, President & CEO, San Diego Regional EDC

- “We know companies that export not only pay their workforce higher wages, but also create more jobs. This plan is a solid foundation to not only boost employment, but to also start shaping the region’s distinct global identity. The good news is that we have room to grow.”
- Media Contact, Sarah Lubeck, (619)615-2952

Victor Castillo, Director, San Diego Center for International Trade Development

- “We are extremely pleased to support the success of the Brookings Institution Metro Export Initiative for San Diego. Both the San Diego Regional EDC and all its partners are to be commended for their excellent work.”
- **Media Contact:** Lilian Leopold, 619-482-6564; lleopold@swccd.edu

Peter Cowhey, Dean, School of International Relations and Pacific Studies at UC San Diego

- “Our region’s potential to increase exports is significant if we collaborate and invest in an intelligent strategy in a way we’ve never done so before. By maximizing our bi-national location on the edge of the Pacific and the expertise of our university’s talented graduates who are

trained to analyze and advise companies entering international markets, we have the opportunity to succeed. The economic future of our region relies on our ability to do so.”

- **Media Contact:** Anthony King, 858-534-5697; anthonyking@ucsd.edu

Brennon Crist, JPMorgan Chase Market Manager for Middle Market/Commercial Banking

- “Exports of goods and services represent a tremendous opportunity for San Diego businesses to grow and create jobs. The strategies outlined in this Export Plan will be instrumental to helping our region’s employers realize their export potential. The plan serves as a great example of the public-private sector collaboration that’s so critical to ensuring our region’s long-term economic success in a highly competitive global economy.”
- **Media Contact:** Suzanne Ryan, 213-621-8642; suzanne.c.ryan@chase.com

Gary Gallegos, Executive Director, The San Diego Association of Governments (Sandag)

- “In 2012, the Otay Mesa commercial border crossing facilitated more than \$34 billion in trade between the United States and Mexico – with export cargo valued at \$12 billion and imports valued at more than \$22 billion. However, our binational region still lost billions of dollars due to long border wait times. There is a critical need to focus on improving cross-border infrastructure between the San Diego area and Tijuana. SANDAG strongly supports the work being done by the San Diego Regional Economic Development Corporation for the Brookings Export Initiative. Their work is bringing additional focus on an important infrastructure need in the San Diego region. “
- **Media Contact:** David Hicks, 619-699-6939 or 619-481-7802; david.hicks@sandag.org

Bob Nelson, Chairman, Port of San Diego

- “Leaders throughout San Diego share a desire to improve our region’s competitiveness in global markets, which is driven in large part by our goods movement capacity at the Port of San Diego,” said Chairman Bob Nelson of the Port of San Diego. “With two marine cargo terminals, the Port of San Diego is a major player in our region’s export activity. The release of our Brookings Institution Metropolitan Export Plan signals that our San Diego region as a whole is serious about offering businesses a simpler, easier path to exporting – and that we’re willing to work together to get there.”
- **Media Contact:** Tanya Castaneda, 619-686-6330 or 619-871-5871; tcastaneda@portofsandiego.org

Tyler Orion, Interim President & CEO, CONNECT

- “The Metropolitan Export Plan outlines a path for our region to improve its exporting position, especially for small and mid-size companies. This strategy offers an essential approach to strengthening our innovation economy and promises to benefit San Diego exponentially.”

For general inquiries or to speak to any of the experts listed above without a media contact, please contact Sarah Lubeck 619-615-2952 or 619-361-1437; sl@sandiegobusiness.org

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