



For Immediate Release

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**Relaunched World Trade Center San Diego hires new director**

*WTC San Diego to operate as EDC affiliate and execute Go Global San Diego initiative*

**SAN DIEGO** – San Diego Regional EDC is pleased to announce the relaunch of the World Trade Center San Diego (WTC San Diego), an organization dedicated to growing international trade and investment opportunities for San Diego. After an extensive search, the organization has hired Dr. Nikia Clarke as the new director of the WTC San Diego.

The city of San Diego, Port of San Diego and San Diego County Regional Airport Authority jointly own the license for the WTC San Diego, and have partnered with San Diego Regional EDC to execute World Trade Center programs. As a member of the World Trade Centers Association (headquartered in New York City), WTC San Diego will connect San Diego businesses to a global network of more than 330 World Trade Center licensees in roughly 100 countries.

**Mayor Kevin Faulconer** said, “The WTC San Diego is a critical part in the engine that will fire up our economy and workforce through creating foreign-direct investment and export opportunities. I’m proud of this accomplishment and the hard work that our partnership did to bring this vital organization back to life. I’m also proud of San Diego Regional EDC for coordinating the day-to-day tasks of this organization that will ultimately help showcase San Diego on the world stage as a talented and innovative city.”

**Mark Cafferty, president and CEO of San Diego Regional EDC** said, “We are fortunate to have three of our most important public partners driving San Diego’s international engagement strategy. The best way to grow jobs locally is by helping our companies increase ties with global markets.”

**Dan Malcolm, chairman of the board of Port Commissioners** said, “As a founding License Holder of World Trade Center San Diego, the Port of San Diego is excited to continue to develop and optimize international networks and trade and investment opportunities to drive economic growth in the region.”

**Robert H. Gleason, board chairman of the San Diego County Regional Airport Authority** said, “At San Diego International Airport, we know that a region’s economic competitiveness relies on effective air transportation and efficient connections to global markets. So we have looked forward to the relaunch of World Trade Center San Diego for some time and are excited to help advance the work of this crucial organization on behalf of our region and its international airport.”

WTC San Diego will capitalize on the brand’s strong local legacy to further drive a comprehensive regional trade and investment agenda. WTC San Diego will operate as an affiliate of San Diego Regional EDC, executing the region’s [Go Global San Diego](#) initiative and providing other trade-related services. Released in early 2015 as a roadmap for reorienting the region’s economy towards greater global

engagement, *Go Global San Diego* aims to grow jobs, enhance San Diego's global identity and increase connections to markets that matter most to the region's economy.

In her new role, Clarke will be charged with overseeing San Diego's international engagement strategy. A graduate of Oxford University with a Ph.D. in international relations, Clarke joins WTC San Diego with an extensive background in global business strategy, foreign direct investment (FDI) policy research and investment trends consulting. Clarke has spent the last ten years working in the private, public, and non-profit sectors in the U.S., the U.K., China and South Africa, and is founder and former director of OUCAN, an international network of emerging market industry leaders, researchers and policy makers.

This week, WTC San Diego convenes the Global Competitiveness Council for its inaugural meeting. This group of senior partners and stakeholders will help to drive global engagement programming for the region. Highlights of WTC San Diego programming in early 2016 include:

- Outbound Mission: Japan (January)
- Outbound Mission: Australia/New Zealand (February)
- San Diego Global Forum: Latin America (February)
- MetroConnect Export Challenge Kickoff (March)
- Incoming Mission: American Competitiveness Exchange (April)
- Outbound Mission: United Kingdom (April)

WTC San Diego is co-located with the San Diego Regional EDC offices.

Download a high-res logo of [WTC San Diego here](#).

Download a copy of [Nikia Clarke's headshot here](#).

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