

Annual Report 2019



WORLD TRADE CENTER®
SAN DIEGO



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Dear Friends of WTC,

Thank you for making 2019 another remarkable year for World Trade Center (WTC) San Diego. In 2019 we made significant progress toward our goals of increasing San Diego’s global identity and connectivity while helping more firms expand internationally.

San Diego is one of the few places in this country where exports are growing at a faster rate than the economy as a whole, largely due to the life changing goods and services that our knowledge intensive economy produces and sends around the world. In 2019, our fourth cohort of small, high growth San Diego companies graduated from our MetroConnect export accelerator program. MetroConnect year 4 cohort was our most successful cohort yet; 20 companies increased their exports by a total of \$69 million, sold their products and services in 67 countries, and added 97 new employees in San Diego. One of the stated goals of the WTC is to cultivate a pipeline of export ready firms, and via MetroConnect, that pipeline grows larger and more diverse every year.

The United States has seen a decrease in foreign investment, with inbound flows dropping significantly due to rising protectionism, and uncertainty in global markets, total reported foreign investment into San Diego for 2019 was 42.1 million. WTC San Diego hosted delegations and ambassadors from around the world in partnership with the San Diego Regional Chamber of Commerce, South County EDC, San Diego Airport Authority, City of San Diego, Port of San Diego, and Biocom, among others to support inbound investment, and to tell the story of our regional economy.

We also traveled internationally to tell that story in the markets that matter most to San Diego and is a story we continue to tell around the world. This year, WTC San Diego gathered 25 business, civic, and elected leaders to Frankfurt, Stuttgart, and Munich, Germany. The trade mission, led by Congressman Scott Peters (CA-52) and leadership from our Founding Partners, leveraged our direct flight provided by Lufthansa to highlight existing connectivity between our regions and facilitate new partnerships. Over four days, our delegates participated in 13 events attended by more than 200 German business and political leaders. On the eve of the anticipated Brexit deadline, it was clear that our expressed commitment for the United States to maintain close connectivity to Europe was a welcome message, and Germany will be an increasingly important partner in the years ahead.

With the election of Governor Gavin Newsom, WTC San Diego continues to establish global trade as a priority for the state. The appointment of LG Kounalakis as special representative on trade and international affairs, and the doubling of the global trade and investment team within the Governor’s Office of Business and Economic Development signals this administration’s increased focus on elevating California’s visibility as a leader on trade and global competitiveness. The work conducted this year has generated significant momentum for better state-wide partnerships on trade and foreign investment that WTC San Diego will build on in 2020.

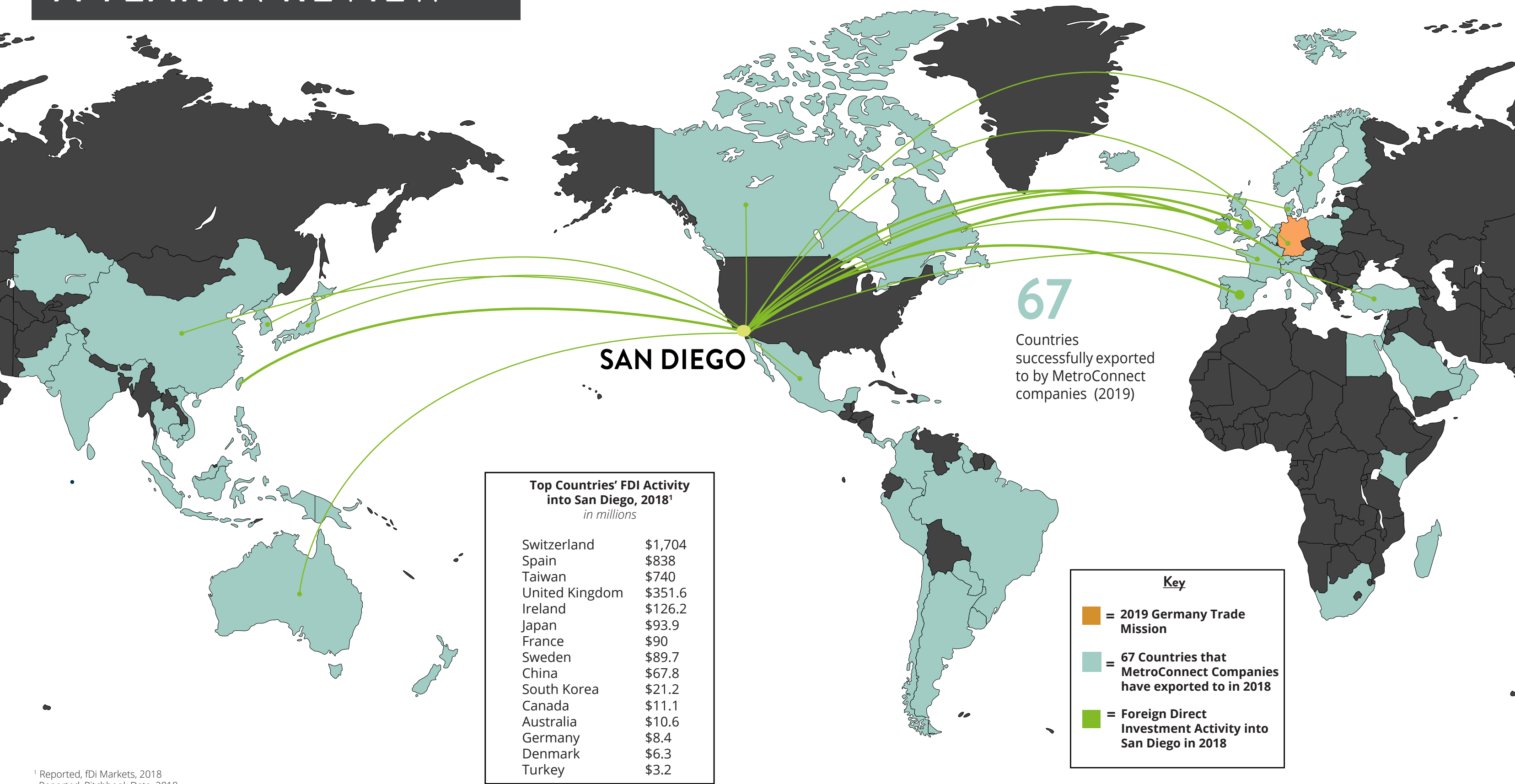
With increased pressures on global markets and supply chains, it is increasingly important for leaders at the metro level to articulate a compelling data-driven vision of our place within the global economy and collaboratively execute on a strategy that keeps us ahead of the curve. If we can do this together, as we have for the past four and a half years, I do not doubt that we can build upon our recent successes, position San Diego as a global hub for entrepreneurship and innovation, and ultimately create more opportunities for San Diegans here at home.

Sincerely,

Nikia R. Clarke, Ph. D.
Executive Director
World Trade Center San Diego

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A YEAR IN REVIEW



¹ Reported, fDi Markets, 2018
Reported, Pitchbook Data, 2018

MetroConnect

presented by
JPMORGAN CHASE & CO.

EXPORT PIPELINE

Cultivating a pipeline of globally competitive local firms boosts exports, strengthens industry clusters that draw foreign investment, and generates impact throughout the regional innovation ecosystem.

METROCONNECT: AN EXPORT ACCELERATOR PROGRAM

MetroConnect, the flagship program of WTC San Diego, provides small and medium-sized companies with the resources necessary to engage in global markets. Underwritten by JPMorgan Chase & Co., MetroConnect awards companies with matching funds, connects them with relevant export-oriented partners and resources, and arranges specialized workshop programs to increase their knowledge and awareness of global export trends and regulations. At the end of the program, four companies are invited to pitch their global expansion plans and outcomes for a \$35,000 grand prize.

presented by

JPMORGAN CHASE & CO.

sponsored by



LUFTHANSA GROUP



Year 4 Cohort

In 2019, 20 local companies were selected to participate in WTC San Diego's MetroConnect export assistance program. Launched in 2015, MetroConnect is a region-wide export assistance program operated by WTC San Diego, in which local companies are selected through a competitive application process. The MetroConnect program arms local, export-ready businesses with the tools they need to access international markets and take advantage of new business development opportunities overseas. Participants received with a \$10k grant and programmatic resources over the course of a year with the goal of helping them access international markets and boost their exports.

Year 4 Companies

Aira
Allett
Arctic Zero
AtYourGate
Bitchin' Sauce

Cloudbeds
Conectric Networks
Dr. Bronner's
Eddy Pump Corp
Epitope Diagnostics

Hookit
IPS Group
Raveon Technologies
Scientist.com
Telaeris

• • • Defense Track • • •
KULR Technology Corp.
LRAD Corporation
MRP Training Solutions
PKL Services, Inc.
QCMI

Year 4 MetroConnect Program by the Numbers

20

companies
engaged

\$200K

in grants awarded

369

new contracts
signed

97

new jobs
created

\$69.6M

in new
export sales

10

new overseas
facilities opened

Year 4 Cohort Grand Prize Event

In November, WTC San Diego concluded the fourth year of the program with a grand prize event, attended by 200+ international business professionals from the San Diego region, featuring keynote speaker Barbara Wight, CFO of Taylor Guitars and guest speaker Bud Colligan, Sr. Advisor for International Affairs and Trade, Governor's Office of Business and Economic Development. The event was followed by a reception where all participating MetroConnect companies had the opportunity to showcase their products.

Four companies – Bitchin' Sauce, Eddy Pump, LRAD Corporation, and Scientist.com – were selected by the judging panel to compete for the \$35,000 grand prize that would further support the company's' export activities. The winner of the 2019 MetroConnect Grand Prize Pitchfest was Eddy Pump.



Year 5 Cohort Launch

WTC San Diego is preparing for the fifth year of MetroConnect Cohort and is currently considering applications for MetroConnect year 5. In preparation for the year 5 cohort launch, WTC San Diego continues to meet with private and public sector partners to explore sponsorship opportunities that would fund the program through 2021.

Welcome our new MetroConnect sponsors



METROCONNECT: COMPANY SPOTLIGHT

Accessing International Markets

EDDY Pump in Latin America- MetroConnect year 4 Grand Prize Pitchfest winner, EDDY Pump, is a homegrown engineering and manufacturing firm operating across several industries, including oil, mining, and energy. In order to succeed in a field where many of the opportunities exist overseas, it is critical for EDDY Pump to effectively target and sell to customers from around the world.

Through the MetroConnect program, EDDY Pump accessed language translation software developed by program sponsor SYSTRAN. EDDY Pump leveraged this technology and supplemental marketing support (paid for with program funds) to tailor its message in the Dominican Republic, Suriname, Argentina, Chile, and more. The company directed its remaining grant funds toward a pay-per-click campaign, which eventually resulted in meetings with industry giants such as Suncor and Barrick Gold Corporation. The WTC San Diego team also hosted numerous export education workshops and brokered introductions to experts in data privacy and foreign military sales.

EDDY Pump translated its Google PPC and Organic marketing campaigns to Spanish. This, in large part, led to discussions and a \$2 million contract with Barrick Gold Corporation (the world's second largest gold mining company) in the Dominican Republic. From there, the company inked a \$150K deal with Newmont Gold in Suriname. Leveraging the program's resources and WTC San Diego's global network, EDDY Pump revamped its international sales strategy and began aggressively targeting the UK, Papua New Guinea, the Chilean Navy, Canada, and more. The company added several team members to address these new international needs, with one being a direct introduction from the WTC San Diego team.

"The MetroConnect program, presented by JPMorgan Chase, has equipped our company with the tools to effectively market and sell our pump and dredging technology in countries all over the world. We have taken advantage of preferred rates with program partners and have also been connected with subject matter experts and incentive opportunities in excess of \$900K. Not only has the MetroConnect program opened our eyes as to what is needed to succeed internationally, it has led to more than \$5 million worth of contracts with some of the largest mining and energy companies in the world – and that has made our company stronger here at home and created an additional 10 jobs at our headquarters in San Diego."

Ben Weinrib, Executive Vice President

TRADE EDUCATION

WTC San Diego hosted four workshops geared towards small and medium-sized businesses seeking guidance around foreign regulations, assistance with trade compliance, and information on target markets.

WTC & Procopio Host Data Privacy Workshop

WTC San Diego teamed up with Elaine Harwell, senior counsel at Procopio, to host a roundtable on a topic that has generated much confusion, interest, and anxiety over the past year – data privacy. In 2018, the European Union introduced the General Data Protection Regulation (GDPR), the first data privacy law of its kind. This workshop covered the basics of GDPR and California's version of the regulation, the California Consumer Privacy Act (CCPA) of 2018, to ensure that companies understand their responsibilities and comply with the law.



Systran Language Translation Workshop

SYSTRAN, a translation software company with over 50 years' experience in machine translation, hosted a workshop for MetroConnect companies to learn more about how software can help small businesses connect with their global customers.



KEY CLIENT WORK

COMPANY SUPPORT

In 2019, WTC San Diego, in conjunction with EDC, supported **41** global projects. WTC San Diego conducted informed data analysis, facilitated access to new markets for exporters, and supported local companies in their search for foreign investment. Here are some examples:

Expanding Internationally

BrainCorp- Working directly with Brain Corp, a rapidly growing robotics company, WTC San Diego provided data and connections into several European markets to help them evaluate and ultimately select an expansion site, Brain Corp opened its first office in Europe based in the Netherlands.



Trade Mission

Telaeris- Telaeris participated in a trade mission to the South of France together with the Port of San Diego and WTC San Diego. Telaeris, a MetroConnect company, signed an agreement with Aix-en-Provence-based electronic tracking company Coppernic to have eight Coppernic employees trained to sell their enterprise technology.



Entering the U.S. Market

Poweration- Through the California Governor's Office of Business and Economic Development (GO-Biz), Turkey-based electrical and electronic manufacturer company, ELSIS Electronic Systems was seeking to establish a presence in the U.S. WTC San Diego team met with company executives and provided research and data on the region's competitiveness and incentives. In 2018, the company established a subsidiary, Poweration, in Poway and expects to hire up to 15 San Diegans over the next 3 years.



Life Sciences Company Support

Phoenix- In June 2017, Phoenix Molecular Designs (PMD), a Canadian biotech company working on a breast cancer therapy, announced it was expanding to San Diego during World Trade Center San Diego's Trade Mission to Vancouver. Over two years later, PMD-which now has an outpost at JLABs-is now one step closer to bringing its life-saving treatment to market in San Diego.

Founding Partner Profile

City of San Diego

With its aggressive climate action plan to cut emissions in half by 2035 and the commitment to developing the city as a testbed for smart technologies, the City of San Diego has made great strides towards becoming the greenest and the smartest city in the country. Telling this story across the globe bolsters the San Diego region's standing as a hub for innovation, collaboration, and investment. In addition to the city's partnership and support of WTC San Diego in 2019 it increased its support of local importers by dramatically growing the number of Foreign Trade Zone approved sites by 40% in 2019.

Since the first trade mission in 2017 to Vancouver and now to Frankfurt and Munich in 2019, the City of San Diego remains an integral supporter of WTC San Diego's trade mission and overall trade and investment strategy. As part of the trade mission to Germany, the City of San Diego was connected to mobility and smart city technologies with a direct impact on San Diego. Several of the connections established through the networking and structured meetings in Germany have generated new opportunities that may lead to the adoption of unique technology solutions in San Diego.

Key Deliverable – MetroConnect Program | Since its inception in 2015, the City of San Diego has been an essential supporter of the MetroConnect program. In 2018, the City increased its commitment to the program and helped WTC San Diego expand its capabilities from 15 companies per cohort to 20 and extend the program timeline from eight months to sixteen months. The results of the increased support from the City of San Diego and improved programming has led to the most successful outcomes of any MetroConnect to date, with the companies securing a net increase of 98 employees over the course of the program.

Founding Partner Profile

Port of San Diego

With an economic impact of \$8.3 billion supporting 68,300 jobs, the Port is an indispensable cog in the regional economy. In 2018 the Port began construction on a \$24 million redevelopment project at 10th avenue Marine Terminal that will increase the cargo from 1 million metric tons in 2014 to 4.7 million metric tons by 2035. Infrastructure improvements to port facilities are just one of the many ways the Port of San Diego supports the regional economy.

Throughout 2019, WTC San Diego partnered with the Port of San Diego to support its efforts around cargo inducement, global connectivity, and community engagement. WTC San Diego developed a San Diego Cruise Tourism Research for the Port of San Diego to highlight the variety of day and night time activities offered in the San Diego region for the participation of commercial cruise guests and produced a country profile of Taiwan for Port staff in preparation for in-market meetings.

Key Deliverable- Germany Trade Mission | In October, WTC San Diego led a trade mission to Frankfurt, Stuttgart, and Munich, Germany. Alongside the formal Germany trade mission agenda, WTC San Diego and the Port of San Diego, planned several maritime focused modules. To increase imports of automotive OEMs, including Porsche, Mercedes Benz, and BMW, the Port of San Diego had the opportunity to meet with automotive manufacturers and promote the Port's cargo facilities. The results of these meetings have generated the potential for new import and export business for the Port's ro/ro facility.



FDI ATTRACTION & RETENTION

Maximize foreign investment opportunities for the region by building and institutionalizing linkages with strategic markets abroad, as well as better leveraging local companies, partners and assets.

FDI ATTRACTION & RETENTION

WTC San Diego Attends 2019 SelectUSA

WTC San Diego staff attended the SelectUSA Investment Summit, dedicated to promoting foreign direct investment in the United States. This year WTC San Diego staff participated, in partnership with the Governor's Office of Business and Economic Development (GO-Biz) International Affairs and Business Development team, to promote California and San Diego. WTC San Diego staff met with over a dozen companies from Israel to China and the UK to Japan about their interests in California. Some of these companies are actively exploring expansion in California and were seeking information about San Diego's industries and incentives to inform their analysis of where to expand. As states and regions compete to attract foreign investment, increased coordination and collaboration across California helps us combat negative narratives and highlight the success of our economy.

BI-NATIONAL FOCUS

Tijuana is Helping San Diego's Software Companies Grow

EDC's Trade and Competitiveness in North America study launched in 2017 identified the innovation economy as a growing industry in San Diego County, Imperial County, and Baja California—otherwise known as Cali Baja. According to the study, by 2020, 51% of total trade within Cali Baja will take place in the service sector. This growth creates a service sector that creates opportunities within San Diego and Tijuana for cross-border collaboration.

To further support this trend, WTC San Diego worked with the Economic Development (EcoDev) team at San Diego Regional EDC to take over all Mexico expansion projects. Typically EcoDev had in the past worked directly with San Diego companies looking to build manufacturing or software operations in Tijuana. Now that work will be led by WTC San Diego. In 2019, WTC San Diego offered consultative services to tech companies considering expansion into Tijuana, Baja California. Within 2019, several large technology companies engaged as confidential clients with WTC San Diego have begun to expand their presence in Tijuana to leverage the growing tech scene to support their San Diego teams.

INBOUND DELEGATIONS

African Investment Roundtable

WTC San Diego hosted consulate representatives from Ethiopia, Zambia, and South Africa to discuss investment opportunities with San Diego business leaders. The day was broken into several sessions that touched on key industries and sectors primed for growth as well as those with vulnerabilities. Local attendees included the City of San Diego, EDC, Cleantech San Diego, LunaDNA, Takeda Research, Viasat, and several MetroConnect 2018 companies. The day was comprised of three roundables: Life Sciences and Tech, Economic Development and Tourism, and Energy, Infrastructure, and Transportation.



WTC San Diego and Regional Chamber Welcome Australian Ambassador

WTC San Diego and the San Diego Regional Chamber of Commerce hosted a business roundtable briefing with Australian Ambassador Joe Hockey. Local business leaders engaged in discussions with the Ambassador regarding the US/Indo-Pacific international trade landscape and the U.S.- Australian trade and investment relationship.

Experience America Ambassador Breakfast

WTC San Diego and the San Diego Regional Chamber of Commerce organized a breakfast and panel discussion with Solar Turbines and ResMed for 40 ambassadors, from the Experience America Delegation. The program is led by the United States Department of State to encourage foreign ambassadors to learn about American culture, history, and industry.



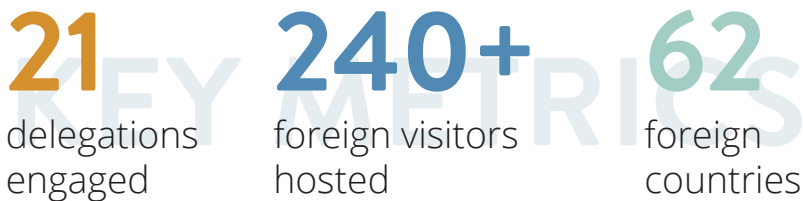
Germany Energy Delegation

WTC San Diego hosted 15 cleantech companies with the German Energy Storage Association for a discussion of San Diego's new Community Choice Aggregation (CCA) plan with Erik Caldwell and Cody Hooven and two representatives from San Diego Gas and Electric. Several of the companies in attendance are actively looking to establish a US presence in San Diego.

Swedish UAS MOU

San Diego has been leading the country in the development of drone technology as one of ten locations selected for the FAA's Unmanned Aerial Systems Integrated Pilot Program (IPP). As a result, the region has become the focus of national and international attention. A Swedish delegation visited to form a partnership with San Diego that would allow companies engaged in either region's drone programs to collaborate on outcomes and projects. As a result of the meeting, WTC San Diego and Urban ICT Arena in Sweden have signed an MOU.

2019 FDI Program Key Performance Indicators



Founding Partner Profile

San Diego County Regional Airport Authority

San Diego County Regional Airport Authority (SAN) is one of the three founding partners of WTC San Diego. SAN works to improve the region's connectivity with international and domestic markets. Studies show a clear link between global connectivity and increased foreign direct investment, with research suggesting that FDI increases by more than 33 percent in two years after the opening of new international airport routes. SAN has invested heavily in improving the airport's ability to service both international and domestic customers and achieved a significant milestone in 2018 when it opened the newly constructed Terminal 2, a 130,000 sq ft facility five times larger than the previous terminal. In 2019, SAN continued to make strides to improve airport access by advancing plans for a \$3 billion redevelopment of Terminal 1.

Throughout 2019, WTC San Diego partnered with SAN to support its efforts around route development and international partnerships. WTC San Diego led a trade mission to Frankfurt and Munich, Germany, with Congressman Scott Peters, SAN, and 25 civic and business leaders. In Germany, WTC San Diego and SAN met with Lufthansa, Fraport, LabMunich, and highlighted the region's continued support for its direct flight between San Diego and Frankfurt. Additionally, SAN leadership participated in a panel discussion on the impacts that unmanned aerial vehicles will have on the future of airports and commercial aviation.

WTC San Diego assisted with ongoing route development by providing data on global connectivity between San Diego and several key global markets, including existing FDI and export data for Latin America, Australia, and New Zealand.

[Key Deliverable – Lufthansa Kickoff Event](#) | WTC San Diego joined SAN to host a kickoff event in San Diego, highlighting the Lufthansa flight in preparation for the Germany trade mission.



GLOBAL IDENTITY

Enhance the San Diego region's reputation and visibility in order to underpin investment retention and attraction efforts as well as global connectivity goals.

RESEARCH

Invest in SD Revamp

WTC San Diego conducted market research among WTC San Diego's stakeholders to determine what data would resonate the most with international businesses. After compiling new data, the team produced a new Invest in SD brochure to help partners communicate San Diego's strengths to a global audience.

The Invest in SD brochure is now available in German, French, Japanese, Chinese, Korean and Spanish.



ROUTE DEVELOPMENT

Support Nonstop Flights to Panama City, New Zealand & Australia

In 2019, WTC San Diego produced market research on San Diego's connectivity to Latin America for the San Diego County Regional Airport Authority. San Diego County Regional Airport Authority and Copa Airlines are exploring the possibility of a direct flight to Panama City. Additionally, WTC San Diego provided connectivity data to both the Australian and New Zealand markets.

FRENCH TRADE MISSION

WTC San Diego, along with the Port of San Diego, joined Biocom, Tijuana EDC, and French-American Chamber of Commerce on a trade mission to the South of France in support of an MOU between San Diego and Southern France around life sciences and maritime technology.

CALIFORNIA'S GLOBAL STRATEGY IN CHINA

The trade relationship between California and China is one of the largest in the world, with two-way trade valued at \$177 billion in 2018. This year, WTC San Diego took part in the Advisory Committee that formed California's global strategy in China along the California Governor's Office of Business and Economic Development (GO-Biz).

From this committee, GO-Biz announced the expansion of the China Trade & Investment Network (CTIN), a multi-organizational partnership focused on expanding the state's trade and investment efforts in China. WTC San Diego, along with other EDOs across California, have joined this network in an effort to advance the California and China trade relationship.





SAN DIEGO TRADE MISSION- GERMANY

WTC San Diego, and Congressman Scott Peters, led a delegation of 20+ senior business, academic, and government leaders from San Diego to Frankfurt, Stuttgart, and Munich, Germany. With increased access to the German market provided by Lufthansa’s direct flight to Frankfurt, this mission was designed to provide an opportunity for companies to connect with key international business contacts and represent San Diego on the global stage to foster collaboration and investment in the San Diego region. The trade mission to Germany was programmed around the themes of intelligent mobility, smart cities, and precision health – three sectors that are vital to the future of San Diego’s economy.

Why Germany?

Disruptive technologies are converging to transform nearly every industry: from healthcare to manufacturing to transportation to communications. San Diego and Germany—with world-class expertise in AI, precision health, 5G, mobility, and data science—are on the cutting edge of both the development and deployment of these technologies. German firms already employ 2,700 San Diegans; the introduction of non-stop San Diego-Frankfurt service aboard Lufthansa and a shift in economic power resulting from Brexit means that Germany will become an increasingly important trade and investment partner for the region.

Sponsored by



Delegates Represented

Alexandria Real Estate Equities, Inc.
City of San Diego
Cubic Transportation Systems
General Atomics Aeronautical Systems Inc.
Mitsubishi Electric North America

Pasha Automotive Services
Port of San Diego
Qualcomm
San Diego Association of Governments
San Diego County Regional Airport Authority
San Diego Regional Economic Development Corporation

San Diego State University
Takeda Pharmaceuticals U.S.A., Inc.
UC San Diego
U.S. House of Representatives (CA-52)
U.S. Marine Corps
World Trade Center San Diego

SAN DIEGO



Highlights

FRANKFURT



Brexit, Europe & the Global Financial System

As home to the European Central Bank and a robust financial sector, Frankfurt plays a crucial role in the European financial system. Framed by the moving target of Brexit, senior officials at the ECB guided a conversation that explored how changing trading dynamics and Brexit are impacting the calculations of global firms.

House of Logistics and Mobility & Cubic Transportation Systems

This module explored Frankfurt’s and the broader RMV approach to mobility, which has been aided by San Diego-based Cubic Transportation Systems. Framed by Frankfurt’s forward-thinking approach to smart cities, this conversation analyzed how mobility-as-a-service has adapted for the digital age, and discussed the region’s growth impact in years to come.

Reception hosted by U.S. Consul General Patricia Lacina & American Chamber of Commerce in Germany

Hosted by U.S. Consul General Patricia Lacina, in collaboration with the American Chamber of Commerce in Germany (AmCham), the reception featured 65 senior business and political leaders, and other VIP invites from the Frankfurt region, interested in pursuing business opportunities in San Diego.

SAN DIEGO



Highlights

MUNICH



BioM: Precision Health in Bavaria

Munich is looking to lead the way when it comes to precision health, mirroring the San Diego story. This module explored different strategies each region has taken to develop and propel its precision health initiatives. Delegates received an in-depth overview of DigiMed, BioM’s venture in P4 medicine (predictive, preventive, personalized, participatory) and were able to share some insights of how Universities and industry have partnered in San Diego to create the robust industry that exists today.

Takada & Evotec Announcement

At a reception attended by more than 20 CEO’s of Bavarian biotech and lifesciences companies, Dave Weitz, Head of Takeda California and Global Research Externalization, TakedaCalifornia and Werner Lanthaler, CEO of Evotec announced a new partnership between Takeda & German-based Evotec. The partnership will be lead through Takeda’s San Diego office and will increase the companies ability to help their client’s with drug discovery and development.

BMW Autonomous Vehicles & Qualcomm

Delegates learned about BMW’s partnership with Qualcomm, which leverages their 5G technology to create a cellular vehicle-to-vehicle communication network. Following the discussion, the delegates toured BMW’s advanced manufacturing facility. BMW is spearheading the “factory of the future,” where technology, big data, and cutting-edge manufacturing techniques coalesce to deliver seamless products that move millions of customers across the globe.

Tour of IBM Watson IoT Industry Lab

IBM Watson IoT Lab is the only division of IBM not headquartered in the United States. IBM selected Munich to leverage the facility as the testing ground for its most advanced center for AI and the Internet of Things. During the tour, the delegation explored use cases for IoT, including the company’s work leveraging big data to increase efficiencies and mitigate climate change at one of the world’s biggest ports. Following the tour, the delegation participated in a discussion over lunch highlighting San Diego’s smart city & transportation initiatives.

WTC SAN DIEGO STAKEHOLDERS

WTC SAN DIEGO BOARD OF DIRECTORS

Robert Gleason, Chair
Immediate Past Board Chair
San Diego County Regional Airport Authority

Marshall Merrifield, Treasurer
Commissioner
Port of San Diego

Erik Caldwell, Secretary
Deputy Chief Operating Officer, Smart and Sustainable Communities
City of San Diego

History

In 1994, the City of San Diego, Port of San Diego and San Diego County Regional Airport Authority came together in order to found WTC San Diego. The function of this new organization was to develop, maintain and strengthen trade and investment ties for the San Diego region.

Over the 22 year history of the organization, the founding partners' leadership supported WTC San Diego in its mission to successfully assist companies going global. In 2015, the Founding Partners re-launched WTC San Diego as an affiliate of San Diego Regional EDC. With and through the guidance and direction of the founding partners, WTC San Diego works to:

- (1) Build an export pipeline of companies
- (2) Attract and retain foreign investment in San Diego
- (3) Strengthen San Diego's global identity and position it as a destination for investment

Founding Partners



GLOBAL COMPETITIVENESS COUNCIL

The Global Competitiveness Council (GCC) is a group of senior business, academic, government and civic partners that oversee WTC San Diego's execution of the Go Global San Diego initiative advise on programming, generate public support, coordinate mechanisms for the broader initiative and issue periodic trade policy recommendations on behalf of the region. The GCC met quarterly in 2019.

FOUNDING PARTNER APPOINTEES

Kimberly Becker, President & CEO
San Diego County Regional Airport Authority

Mark Cafferty, President & CEO
San Diego Regional EDC

Randa Coniglio, President & CEO
Port of San Diego

Nikia Clarke, Executive Director
WTC San Diego

Erik Caldwell, Deputy Chief Operating Officer, Smart and Sustainable Communities
City of San Diego

COUNCIL MEMBERS

Matt Cole, President- Chair
Cubic Transportation Systems

Jen Landress, Senior Vice President & COO
Biocom

Ken Behan, Vice President Sales & Marketing- Vice Chair
SYSTRAN

Kathy Lynch, Vice President of Government Affairs
Illumina

Mark Ballam, Managing Director
San Diego State University (CIBER)

Magda Marquet, Founder & Co-CEO
Alma Life Sciences

Kim Benson, President & CEO
Zenaida Global

David Pasquini, Consul, Government and Business Affairs
Uk Government Office

Carla Cabrera, Director of Sales for North America
Hainan Airlines

Takatoshi Oda, Account Manager and Passenger Sales
Japan Airlines

Eric Carr, Senior Vice President of System Operations
Cubic Global Defense

Jim Perkins, COO
Procopio

Rick Cooper,
MANTA Instruments

Fabienne Perlov, Executive Director
San Diego Diplomacy Council

Mike Corbo, COO & Executive Vice President
Mitsubishi Electric US

Randy Pruitt, Director of Construction & Facilities
Stone Brewing Co.

Peter Cowhey, Dean of the School of Global Policy & Strategy
UC San Diego

Bo Reed, Senior Corporate Counsel
Solar Turbines

Mario Cugini, CEO
Foxfury

Garry Ridge, President & CEO
WD-40 Company

Flory Ellis, Director of Global Expansion
Northrop Grumman

Monique Rodriguez, Senior Director of Government Affairs
Qualcomm

Debbie Espe, Executive Director
Retina World Congress

Aaron Ryan
JPMorgan Chase

Mark Field, Vice President of Software
Insulet

Kiana Sabet, New Business and SME Account Manager
Lufthansa

Paul Flynn, Vice President of International Market Development
Dexcom

Rene Sanchez, Global Logistics & Senior Manager
TaylorMade

Jorge Goytortua, President & CEO
Cross Border Xpress

Jason Strohm, worldwide Vice President and General Manager
BD

David Hester, Kyocera Mexicana President
Kyocera

David Weitz, Head of Takeda CA and Global Research Externalization
Takeda Pharmaceuticals

Richard Howe, Senior Director Corporate Communications
BioMed Realty

Barbara Wight, CFO
Taylor Guitars

Kerri Kapich, COO
San Diego Tourism Authority

Zach Zimmerman, CEO
Forge Therapeutics

Kristina Kim, General Counsel
Seltzer Caplan McMahon Vitek

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