



WORLD TRADE CENTER®
SAN DIEGO

INVEST IN SAN DIEGO



The City of
SAN DIEGO

 **PORT of
SAN DIEGO**

 **SAN DIEGO**
INTERNATIONAL AIRPORT

LET'S GO

INVEST IN SAN DIEGO

With roots in life sciences, tech, and defense, and home to world-class research institutions, San Diego is consistently recognized as an R&D powerhouse and one of the most innovative cities in the U.S. Additionally, home-grown companies such as Qualcomm, Sempra, Illumina, and Viasat are further evidence that the region is constantly shaping the future of the world we live in.

San Diego's beautiful landscape only amplifies the region's opportunities for career and personal growth.

This is the place where life-saving research, life-altering innovation, and life-changing opportunity all come together. **Welcome to San Diego.**

SAN DIEGO AT A GLANCE

LIFE SCIENCES

Top 3 Life Sciences cluster in the U.S.¹

\$2.6B total Life Sciences venture capital investment in 2022²

\$27B in GRP attributed to Life Sciences industry³

DEFENSE

#1 concentration of military assets in the world⁴

\$19.3B annual Defense-related contract spending⁵

\$3.5B regional economic impact of Cybersecurity industry⁶

TECHNOLOGY

1 in 4 firms engaged in AI⁷

\$27B in GRP attributed to Tech industry⁸

108K STEM workers in San Diego⁹



SAN DIEGO COUNTY FOREIGN INVESTMENT

\$25B
goods exports¹⁰

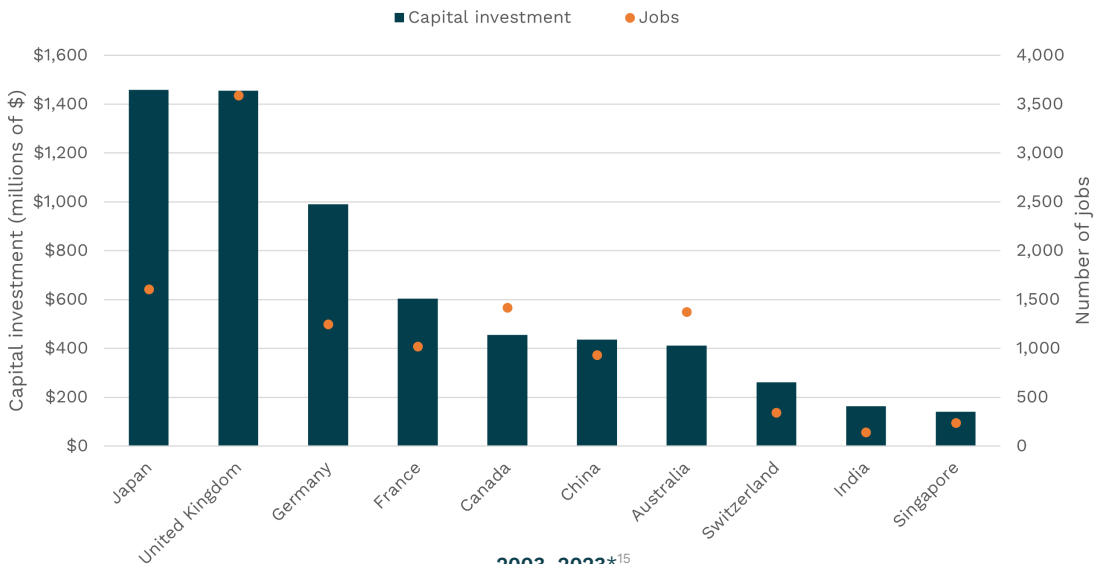
\$5B
VC funding¹¹

\$17B
foreign M&A¹²

1.6K
foreign-owned enterprises (FOEs)¹³

71K
employed by FOEs¹⁴

TOP COUNTRIES BY INVESTMENT INTO SAN DIEGO



2003–2023*¹⁵

*not inclusive of mergers and acquisitions (M&A)

NOTABLE EXPORTS

- » Medical devices
- » Electronic/semiconductor components
- » R&D services
- » Wireless communications
- » Navigation instruments

KEY EMPLOYERS

- » Qualcomm
- » Illumina
- » Viasat
- » Dexcom
- » General Atomics
- » Solar Turbines
- » WD-40
- » TaylorMade Golf
- » Taylor Guitars
- » General Dynamics

¹ JLL, 2020
² CONNECT, 2022
³ Lightcast, 2022

⁴ SDMAC, 2022
^{6,12} San Diego Regional EDC, 2021
⁷ San Diego Regional EDC, 2020

¹⁰ U.S. Census Bureau, 2022
^{13,14} Dun & Bradstreet, 2023
¹⁵ FDI Markets, 2023

SAN DIEGO

WHERE CALIFORNIA BEGINS

SACRAMENTO
SAN FRANCISCO
SILICON VALLEY

LOS ANGELES
ORANGE COUNTY

Home to some of the world's most iconic companies, **California is the 5th largest economy in the world¹** and the **top U.S. destination for foreign capital.²**

3 land border crossings

2 international airports

2 commercial seaports

SAN DIEGO COUNTY

3.3 million residents—
California's second largest county³

Among the world's largest lithium reserves⁴

IMPERIAL VALLEY

EL CENTRO

SAN DIEGO

TECATE

TIJUANA

ENSENADA

Busiest land border crossing in the Western Hemisphere⁵

DID YOU KNOW

San Diego/Tijuana is a **top medical device cluster globally.⁶**

\$6.2 billion of the binational region's exports stay within CaliBaja.⁷

1.1K+ companies in the Baja California region participate in the IMMEX program.⁸

San Diego/Tijuana was named **World Design Capital 2024**, the first binational region to be awarded the distinction.

LEARN MORE:
WTCSD.ORG

MEXICO
BAJA CALIFORNIA

¹ USA Today, 2018

² GO-Biz, 2019

³ Lightcast, 2022

⁴ Forbes, 2022

⁵ U.S. Department of Transportation, 2019

⁶ University of San Diego, 2022

⁷ San Diego Regional EDC, 2018

⁸ National Institute of Statistics and Geography, 2023