



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

\$2.3B total Life Sciences venture capital investment²

\$30B in GRP attributed to Life Sciences industry³

DEFENSE

#1 concentration of military assets in the world⁴

\$19B annual Defense-related contract spending⁴

\$4B regional economic impact of Cybersecurity industry⁵

TECHNOLOGY

1 in 4 firms engaged in AI⁶

\$33.2B in GRP attributed to Tech industry³

140.6K STEM workers in San Diego⁷



SAN DIEGO COUNTY FOREIGN INVESTMENT

\$33B
goods exports⁸

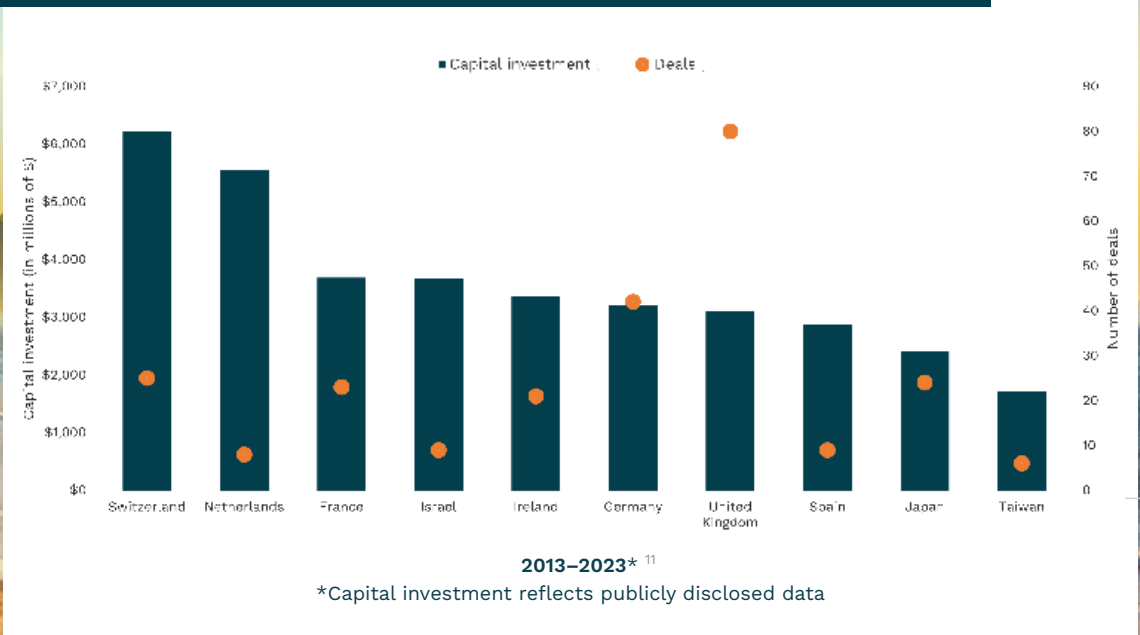
\$4B
VC funding²

\$1.2B
foreign M&A⁹

1.7K
foreign-owned enterprises (FOEs)¹⁰

79K
employed by FOEs¹⁰

TOP COUNTRIES BY INVESTMENT INTO SAN DIEGO



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
- » Cubic Corporation
- » General Dynamics

¹ JLL, 2022
² CONNECT, 2023
³ Lightcast, 2023

⁴ SDMAC, 2023
⁵ San Diego Regional EDC, 2023
⁶ San Diego Regional EDC, 2020

⁷ Bureau of Labor Statistics, 2023
⁸ U.S. Census Bureau, 2023
⁹ Pitchbook, 2023

¹⁰ Dun & Bradstreet, 2024
¹¹ fDi Markets, Pitchbook, 2024

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 world**¹ 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

DID YOU KNOW

Busiest land border crossing in the Western Hemisphere⁵

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

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

1,100+ companies in the Baja California region participate in the IMMEX maquiladora program for cross-border manufacturing.⁸

The Port of San Diego's new all-electric cranes offer the **heaviest lift capacity on the West Coast** for heavy cargo like solar, wind, and industrial energy equipment.

ENSENADA

MEXICO
BAJA CALIFORNIA

LEARN MORE:
WTCSD.ORG

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