



WORLD TRADE CENTER®
SAN DIEGO

BINATIONAL TRADE & COMPETITIVENESS



**HARNESSING
OPPORTUNITY IN
THE CROSS-BORDER ECONOMY**

TRADE & COMPETITIVENESS IN NORTH AMERICA

We win when we make things together.

In 2020, the **United States–Mexico–Canada Agreement (USMCA)** deepened nearly three decades of North American trade. Since its implementation, **Mexico has overtaken China as the United States’ top trading partner** ¹, with total goods trade reaching \$840 billion ² and capital goods imports from Mexico up 43 percent ³, underscoring how binational integration and co-production can strengthen North American competitiveness and drive sustained economic growth.

USMCA fast facts:

\$1.6T
total value of goods trade in 2024 between USMCA partners, a 31 percent increase since 2019 ⁴

\$4.4B
daily U.S. trade between USMCA partners in 2024 ⁴

30%
of foreign value added to U.S. exports is from USMCA partners ⁵

97%
of U.S. exporters are small businesses ⁶

Binational trade fuels strategic sectors & jobs.

Trade in intermediate goods supports robust binational supply chains, with **1.5 million northbound truck crossings in 2024** and a **92 percent increase in loaded containers** since USMCA began.

SAN DIEGO-IMPERIAL → MEXICO

Motor Vehicle Parts

Electrical Equipment & Semiconductors

Medical Equipment & Supplies

97% of \$34.6B in San Diego-Imperial exports went to Mexico in 2024 ⁴

95K jobs in San Diego and Imperial Counties rely on global goods exports ⁷

Navigational Instruments

Other Machinery

Top five goods trade sectors ⁴

SAN DIEGO-IMPERIAL ← MEXICO

82% of \$53.2B in San Diego-Imperial imports were from Mexico in 2024 ⁴

Audio & Video Equipment

Motor Vehicles

Navigational Instruments

Medical Equipment & Supplies

Motor Vehicle Parts

Top five goods trade sectors ⁴

Binational industry hubs drive cross-border integration.

Medical device

475+ combined firms ⁸
87K+ combined jobs ⁸

Aerospace

1.1K+ combined firms ⁹
70K+ combined jobs ⁹

Scaling high value industries, together.

1.2K nearshoring firms in Baja ¹⁰

60 industrial parks across Baja ¹⁰

3.1K+ software firms located in San Diego and Tijuana ¹¹

22.9K annual STEM degrees conferred in San Diego and Baja California ¹²

BD

Collins Aerospace

CUBIC

DEXCOM

GKN AEROSPACE

Honeywell

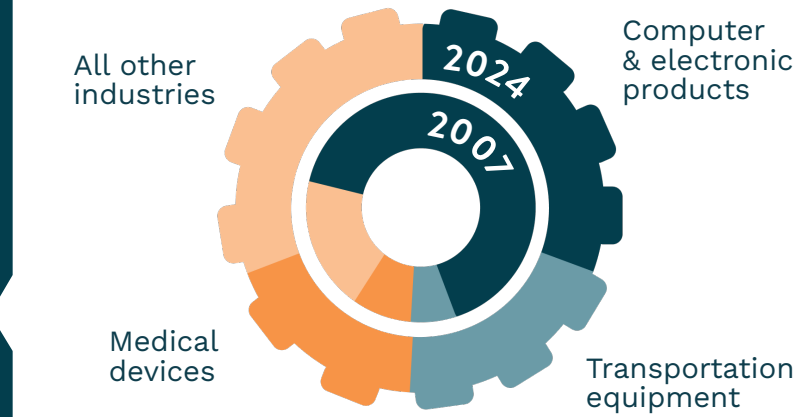
HYUNDAI

Infineon

ThermoFisher SCIENTIFIC

TOYOTA

98% of Baja exports are Manufacturing-related, with increasing diversification since 2007 ¹³



“We have access to highly skilled talent right across the border, and that’s been the difference between stagnation and growth. **Without our workers in Mexico, we would not be as big in San Diego.**”

—David Orth, Business Unit Director, GKN Aerospace

1 ITA, 2024 3 World Bank WITS, 2022 5 BEA, 2024 7 IMPLAN, 2024 8 San Diego Regional EDC, 2024; Tijuana EDC, 2022 10 Secretaría de Economía Baja California, 2024 12 Lightcast, 2022; Tijuana EDC, 2023
2 USTR, 2024 4 Brookings Institution, 2024 6 SBA, 2024 9 San Diego Regional EDC, 2024; Baja Aerospace, 2021 11 San Diego Regional EDC, 2024; Tijuana EDC, 2023 13 INEGI, 2024

TRADE & COMPETITIVENESS IN NORTH AMERICA

Binational innovation fosters competitiveness.

» Modernize border and civil infrastructure.

Expand and upgrade ports of entry and reliable infrastructure (such as energy, water, and roads) to reduce congestion, improve freight flows, and support predictable supply chains.

» Incentivize nearshoring to boost regional supply chains in strategic industries.

Align tax and trade incentives with USMCA rules and boost trilateral collaboration in semiconductors, aerospace, clean energy, and medical devices to strengthen regional competitiveness and encourage firms to nearshore production as an alternative to China.

» Protect and expand USMCA commitments.

Safeguard existing provisions on intellectual property, labor, and environmental standards, while updating rules to reflect the rise of digital services and AI.

» Invest in tomorrow's talent.

Prioritize funding for binational workforce development in advanced manufacturing, engineering, and digital skills to sustain and grow critical regional industries, such as semiconductors and services.

Services: U.S.-Mexico's fastest growing trade sector.

+54% U.S. services exports
to Mexico since USMCA,
with \$50.5 billion in 2024 ⁴

+46% U.S. services imports
from Mexico since USMCA,
with \$45.1 billion in 2024 ⁴

The binational advantage:

“Tijuana's exceptional talent and proximity to San Diego create an ideal environment for nearshoring software, IT, and professional services.”

—Maritza Diaz, CEO, ITJ

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