



WORLD TRADE CENTER®  
SAN DIEGO

# Annual Report 2017









**WORLD TRADE CENTER®**  
**SAN DIEGO**

Dear Friends of WTC San Diego,

Thank you for making 2017 another stellar year for World Trade Center (WTC) San Diego. This time last year we celebrated the one year anniversary of the organization's successes, guided by our Founding Partners: the City of San Diego, the Port of San Diego, and the San Diego County Regional Airport Authority (SAN).

We have made great progress in our second full year towards increasing our region's global connectivity and competitiveness. In 2017, WTC San Diego kicked off year three of MetroConnect, featuring an expanded suite of programmatic resources. We also launched a digital portal for inbound delegations to consolidate and maximize foreign investment opportunities, partnered with UC San Diego on a Global Forum series, convened export roundtables with the Port of San Diego, and welcomed three new international flights to Frankfurt, Germany, Mexico City, Mexico, and Zurich, Switzerland in partnership with SAN.

This year, WTC San Diego hit the road in a big way with our business, civic and elected leaders. We executed two trade missions to two key international markets – Vancouver, Canada and London and Cambridge, United Kingdom (U.K.). These trade missions, led by San Diego Mayor Kevin Faulconer and Congressman Scott Peters (CA-52), respectively, reflected the support of a broad coalition of partners in our region, elevated San Diego's "Life. Changing." global brand and opened doors of opportunity for San Diego companies.

In terms of thought leadership, we were able to secure two op-eds in the San Diego Union-Tribune. The first one was penned by Matt Cole of Cubic Transportation Systems, Magda Marquet of Althea Ajinomoto and Michelle Sterling of Qualcomm, who advocated for strong leadership in global trade. I was also proud to represent WTC San Diego in an op-ed of my own, that recapped the U.K. trade mission and why international missions – jointly attended by elected officials and business leaders – are important to the long-term growth and prosperity of the region.

WTC San Diego's continued collaboration with the Brookings Institution contributed to the region's selection as one of seven U.S. metros for the Global Cities Initiative. Over the course of the year, we worked to develop and leverage a unique methodology in ascertaining where the region should be focusing its efforts in terms of exports and FDI. In addition to guiding our strategy as an organization, this methodical approach positions San Diego as a thought leader in global trade and investment for years to come.

With the shifting currents of the global economy increasingly anchored by strong leadership at the metro level, it is imperative now, more than ever, for our region to advocate a clear vision of our place within the global economy and collaboratively execute on a strategy that keeps us ahead of the curve. If we are able to do this together, as we have for the past two and a half years, I have no doubt in my mind 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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**WORLD TRADE CENTER®**  
**SAN DIEGO**

## ABOUT

World Trade Center San Diego (WTC) is an organization dedicated to growing international trade and investment opportunities for the San Diego region. As an affiliate of the San Diego Regional EDC and alongside its Founding Partners, WTC aims to cultivate a pipeline of export-ready firms, maximize foreign investment opportunities and enhance the region's international identity in order to boost San Diego's global fluency and competitiveness.

### • FOUNDING PARTNERS



# SAN DIEGO'S GLOBAL IMPACT

With a burgeoning tech industry, international port and airport, and access to advanced manufacturing resources both in California and Mexico, San Diego's capacity for international trade is significant.



The region exported nearly \$23B worth of goods and services in 2016



The region's exports support more than 130,000 local jobs<sup>1</sup>



R&D services, pharmaceuticals and aircraft products and parts are the region's top export industries



The United Kingdom, Japan and Germany account for nearly half of San Diego's foreign investment<sup>2</sup>



Biotech, medtech and pharmaceuticals are the region's leading industries for foreign investment<sup>3</sup>

<sup>1</sup> Export Monitor. Brookings Institution, 2017.

<sup>2</sup> Foreign Direct Investment in Southern California. World Trade Center Los Angeles, 2016.

<sup>3</sup> San Diego Investment Tracker. World Trade Center San Diego, 2016-2017.

# WTC PROGRAMMING

## EXPORTS

WTC leverages its extensive network and knowledge base to support local firms making an entrance into the global marketplace. MetroConnect, an export assistance program presented by JPMorgan Chase, provides an annual cohort of San Diego small businesses with a suite of financial and programmatic resources in their efforts to expand international sales.

### • METROCONNECT TO DATE

- » Launched in 2015, now in its third year of programming
- » Assisted more than 40 local companies
- » Multiple industries represented, including biotech, software, consumer goods, drones and beer
- » More than \$13M in new export sales for the region
- » 70 new sales contracts signed
- » 50 new jobs added to the region

**MetroConnect**  
SAN DIEGO

presented by  
JPMORGAN CHASE & CO.

### • RECENT ROUTE ADDITIONS

**EDELWEISS AIR (Zurich) | 2017**

**ALASKA AIR (Mexico City) | 2017**

**LUFTHANSA (Frankfurt) | 2018**

## FOREIGN INVESTMENT

WTC plays an instrumental role in encouraging foreign investment by stewarding the region for high-priority foreign delegations and supporting international route service development alongside the San Diego County Regional Airport Authority. Retention and expansion consulting services are also offered to foreign firms employing San Diegans.

## GLOBAL IDENTITY

WTC seeks to amplify the region's economic brand abroad by spearheading annual trade missions to key international markets, as well as creating and distributing global marketing materials. In 2017, alongside local business leaders and elected officials, WTC led missions to Vancouver, Canada and London and Cambridge, UK.

London and San Diego are two cities that share a strong culture of business and innovation. We see a great opportunity to work with San Diego to establish greater trade and investment links to help high-flying companies maximize opportunities on both sides of the pond.

– TONY MARGIOTTA | LONDON & PARTNERS

AN AFFILIATE OF



» To learn more, please visit [wtcsandiego.org](http://wtcsandiego.org)

530 B St. San Diego, CA 92101 | (619) 234-8484

# STATE OF TRADE AND INVESTMENT

San Diego aims to leverage international exports and foreign direct investment (FDI) to create jobs, increase competitiveness and boost the region's global identity. Achieving these objectives requires a strategic and collaborative approach drawing on the relative strengths of dedicated government, industry and academic partners.

## EXPORTS

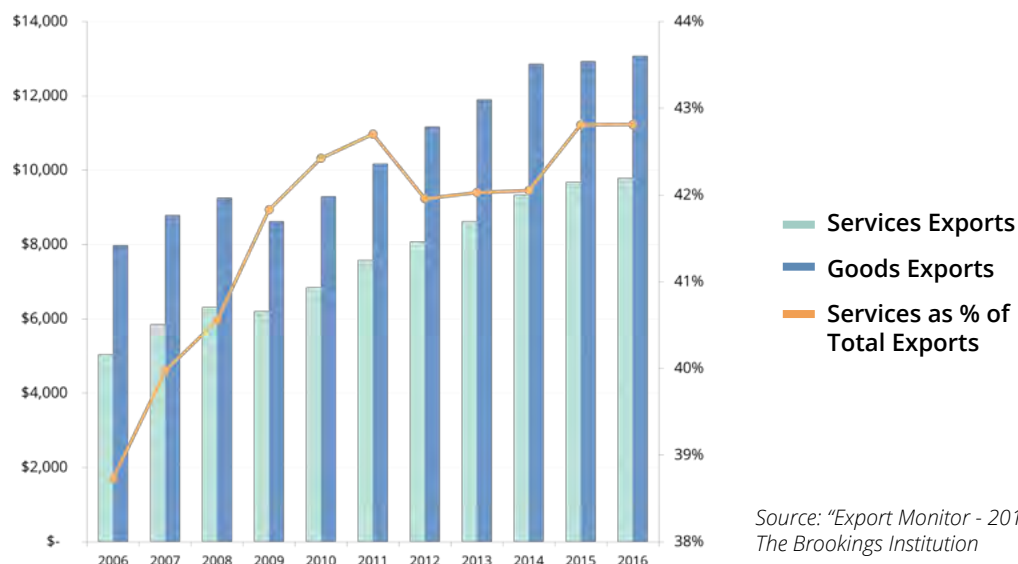
According to the Brookings Institution, San Diego was the 15th largest exporter in the U.S. in 2016. The region experienced 3.8 percent annualized growth in real exports since 2008, ranking it 5th among U.S. metros in terms of growth, with real exports totaling \$22.9 billion in 2016.

Accounting for 11 percent of total California goods exports, exports in San Diego increased by 33 percent over the past decade. The top five industries contributing to that percentage also represent the region's top specialized industries: aircraft products and parts, R&D services, pharmaceuticals, precision instruments and communications equipment.

Small- and medium-sized enterprises (SMEs) accounted for more than 92 percent of all goods exports. In 2016, San Diego's top export markets were Mexico (\$5.9 billion), Canada (\$1.07 billion), China (\$794 million) and Japan (\$777 million), totalling more than 46 percent of all goods exports.

Lastly, services have been increasingly important to San Diego's exports over the past decade. Although both goods and services have grown, services outpaced goods, growing from 39 percent of the region's exports to more than 43 percent in 2016. Assisting San Diego companies in these industries will have greater effect on regional growth, especially as the global economy shifts towards an increasingly

San Diego Exports – Goods & Services



Source: "Export Monitor - 2017".  
The Brookings Institution





## FOREIGN DIRECT INVESTMENT

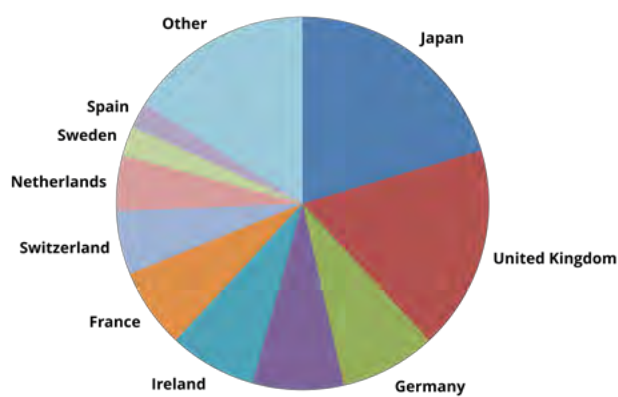
The innovation-based industries that produce San Diego's leading exported goods and services are also the main sources of FDI. WTC San Diego tracks regional FDI in two ways: (1) by counting the number of jobs in the San Diego region tied to foreign-owned establishments in partnership with WTC Los Angeles; and (2) consolidating public-facing information on foreign acquisitions and deal flow in an investment tracker.

According to employment data provided by WTC Los Angeles, San Diego's top 10 sources of FDI accounted for more than 83 percent of all employment in foreign-owned enterprises. These same 10 countries accounted for a majority of the foreign employment in advanced industries.

When examining the investment tracker, there was more than \$3.2 billion in foreign activity for 2017. The top five deals for the year came from Switzerland,

Canada, China and Japan. Historically, Japan and the U.K. have been the largest sources of investment, but with Switzerland and China appearing in the investment tracker – comprising almost 60 percent of the foreign activity – these two countries will become more important as WTC San Diego focuses on countries for foreign investment attraction.

**Top 10 Sources of Foreign Employment, 2016**



Source: WTC Los Angeles



# 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. In 2017, WTC San Diego responded to feedback from previous MetroConnect participants by building out a comprehensive suite of services and increasing engagement between companies in the cohort.

## METROCONNECT: EXPORT ASSISTANCE PROGRAM

MetroConnect, the flagship program of WTC San Diego, provides SMEs with the resources they need to engage in global markets.

On August 1, San Diego Mayor Kevin Faulconer, JPMorgan Chase & Co. and local business and civic leaders unveiled the new cohort of 15 companies selected to participate in the third iteration of MetroConnect. The launch event took place at the University Club atop Symphony Towers and included a Global Services Expo, which showcased the resources available to exporters in the region. Partners from BDO, Air Canada, JAL, JETRO, CITD, Export-Import Bank, CDC Loans, U.S. Commercial Service, and San Diego State University filled the room with table top displays as more than 100 guests from the local export community helped kick off the 2017 program.



100+ leaders from San Diego convene to kick off MetroConnect 2017

### Case Studies



Problem:  
Shipping from SD to international markets and port of exit/entry = \$\$\$\$\$\$

WTC San Diego Solution:  
Working with BNSF, Port of SD, and Dpt. of Commerce to explore cost saving solutions



Problem:  
Sought marketing assistance to help spread the global brand of the company

WTC San Diego Solution:  
Secured a profile of the company and its leadership in British Airways' in-flight magazine and other publications



Problem:  
Sought connections to local and international attractions and education on tax credits

WTC San Diego Solution:  
Intro'd to SD Zoo, SeaWorld and international partners; helped secure Cal Competes Tax Credit

### 2017-2018 Sponsors







## TRADE EDUCATION

### International Sales & IP Protection Workshop hosted by Taylor Guitars

WTC San Diego organized an Export Compliance Workshop, sponsored and hosted by Taylor Guitars on September 14. Barbara Wight, CFO at Taylor Guitars, presented on the topic of IP Protection and the difficulties the company has encountered abroad. Wight also touched on business ethics and corruption laws. These presentations were followed by a lesson on market prioritization from Bryan Bear, director of finance at Taylor Guitars. In addition to the lessons in international business, Taylor Guitars gave a tour of its manufacturing facility.

### Mentor On Road

WTC San Diego partnered with the U.S. Department of Commerce and Indian Prime Minister Narendra Modi's Mentor on Road series. Launched in early 2017 in order to catalyze new business opportunities with India, WTC San Diego hosted an educational roundtable when Mentor on Road came to San Diego. Renowned Indian business leader Jagat Shah presented a comprehensive overview of the Indian economy, noted new resources being offered to international companies and addressed general concerns around doing business in the country, including IP protection and transparency.

### JETRO & KOTRA Market Education

With numerous San Diego companies expressing an increasing interest in the Japanese and Korean marketplaces, WTC San Diego made sure to establish close connectivity to each country's respective trade arm - Japan's External Trade Organization (JETRO) and the Korean Trade-Investment Promotion Agency (KOTRA). Through the development of these relationships, WTC San Diego was able to organize a series of curated, one-on-one meetings between San Diego businesses and relevant JETRO and KOTRA reps. Throughout these sessions, companies were privy to detailed information about these international markets and received impactful strategy recommendations and high-level B2B introductions.

#### 2015-2017 MetroConnect Program Key Performance Indicators

**45**

companies  
engaged

**\$535K**

in grants awarded

**70**

new contracts  
signed

**50**

new jobs

**\$13M**

in new  
export sales

**9**

new overseas  
facilities

# KEY CLIENT WORK

## COMPANY SUPPORT

In 2017, WTC San Diego, in conjunction with EDC, supported **48** global companies. WTC San Diego prepared packets of economic information, facilitated access to new markets for exporters, and supported local companies in their search for foreign investment. Here are some examples:

### Export Assistance

**VAVi Sport & Social** – When \$1 million worth of VAVi goods were unloaded and seemingly forgotten about on storage docks in South Korea, threatening to sink the company financially, CEO Steve Stoloff called on EDC and WTC San Diego to leverage its international network for support. WTC San Diego called upon partners at the U.S. Department of Commerce and abroad to coordinate transportation of the goods so that they could reach their final destination of Sydney, Australia. Ultimately, WTC San Diego and its network were able to assist the former MetroConnect company, and salvage one-fifth of the company's yearly projected sales.

### International Market Consulting

**Arctic Zero** – WTC San Diego worked with the ice cream manufacturer to explore potential opportunities in the Asian market. WTC San Diego connected the company with country-specific partners, such as KOTRA and JETRO, who advised the company to target specific distributors in country. The company signed agreements with the two organizations to further its global brand and marketing efforts.

### Trade Missions & Trade Shows

**Planck Aerosystems** – WTC San Diego worked with the unmanned maritime technology company in helping form and execute its international engagement strategy. After its acceptance into the MetroConnect program, Planck Aerosystems joined the team as an official business partner of the Vancouver trade mission, where it had the opportunity to pitch its products to the Port of Vancouver.

### Incentives & Tax Credits



**Cal Competes: Hyperikon & The Guru** – WTC San Diego advised former and current MetroConnect companies Hyperikon and The Guru on their Cal Competes Tax Credit applications. This program is an income tax credit available to businesses that want to locate, stay or grow in California. The two companies were awarded **\$975,000** and **\$300,000**, respectively, in tax credits for the creation of more than 110 jobs.

*“As a MetroConnect company, we have been exposed to many other programs we can take advantage of as a small company, chief among these being the Cal Competes Tax Credit from GO-Biz. WTC San Diego and San Diego Regional EDC helped advise us on our application. We were able to secure a \$300,000 tax credit that will help us create 39 jobs over the next couple of years.”*

**– Paul Burke, CEO, The Guru**



## Founding Partner Profile

### Port of San Diego

The Port of San Diego is one of the three founding partners of WTC San Diego. With an economic impact of \$8.3 billion supporting 68,300 jobs, it is an indispensable cog in the regional economy. **Throughout 2017, WTC San Diego partnered with the Port of San Diego to support its efforts around cargo inducement, global connectivity, and community engagement.**

In June of this year, WTC San Diego led a mayoral trade mission to Vancouver, Canada. Port of San Diego connectivity was an integral part of the trade mission and WTC San Diego facilitated introductions between the Port of San Diego and Vancouver Fraser Port Authority leadership. The meeting focused on the sharing of sustainability best practices and company introductions. Additionally, the Port of San Diego and WTC San Diego brought local drone startup Planck Aerosystems on the trade mission to pitch its products and services to the Port of Vancouver.

**Key Deliverable – Port Roundtables** | WTC San Diego organized and hosted three roundtables with the Port of San Diego around imports and exports. These roundtables brought together companies, ancillary organizations and service providers, such as BNSF and Duncan & Son Lines. The three roundtables were:

1. **San Diego Craft Beer Roundtable on June 15:** This roundtable explored the needs of local brewers and demand for increased shipping capacity. The event, which took place at Iron Fist Brewing Barrio Logan, featured a presentation by Stefan Baumann on the logistics and transportation options currently available to the San Diego craft brewer community.
2. **Maritime Opportunities on June 27:** Hosted alongside the Maritime Business Development unit, this roundtable brought more than 15 companies together at Ballast Point to talk through maritime opportunities that the Port of San Diego could begin to pursue in order to assist with exports and imports from the region.
3. **BNSF Railway Roundtable on December 7:** As a follow up from the June 15 roundtable, many of the breweries expressed interest in loading the BNSF train at the Port of San Diego to ship their beer around the U.S. and internationally. At this roundtable, four select breweries and representatives from the Port of San Diego attended and heard a proposal from BNSF on options for breweries to use that help offset shipping costs.





# FDI ATTRACTION & RETENTION

Maximizing foreign investment opportunities for the region requires building and institutionalizing linkages with strategic markets abroad, as well as better leveraging local companies, partners and assets. In 2017, WTC San Diego hosted **58** foreign delegations and launched a foreign investment portal to maximize incoming FDI opportunities.

## PROTOCOL NETWORK

### Foreign Investment Portal

With dozens of foreign trade delegations visiting San Diego and requiring programming assistance throughout 2017, WTC San Diego saw an opportunity to use technology to help streamline these inbound requests and launched the Protocol Network in 2016. Participants in this network include the City of San Diego, San Diego County Board Supervisor Ron Roberts, Biocom, San Diego Diplomacy Council, Qualcomm, Port of San Diego, UC San Diego, and more.

The Protocol Network worked closely with WTC San Diego to build a comprehensive website meant to service inbound foreign delegations, “discoversdbiz.com”. Visitors to San Diego can now articulate their specific interests in the local economy and then receive connections to relevant companies via the site’s automated backend processes.

The site was beta-tested at BIO 2017, which attracted more than 16,000+ biotechnology and pharma leaders to San Diego. WTC San Diego and Biocom piloted the “discoversdbio” web tool. Thirty-three delegations were hosted through the website and connected to the San Diego community as a result.

With the successful launch of the tool during BIO, the site was further built out to include additional industries, companies and organizations.



  [Discoversdbiz.com](https://discoversdbiz.com)





## Case Studies

### Gafcon & Zizhu Development in Shanghai

As a result of the Protocol Network's partnership with San Diego County Board Supervisor Ron Roberts, local construction firm Gafcon signed a deal with the Shanghai-based Zizhu Hi-Tech Industrial Development Zone. This arrangement includes Zizhu investing into one of Gafcon's projects in San Diego, and Gafcon managing the expansion of Zizhu's riverside development in Shanghai.

### Kyoto University Office

WTC San Diego and UC San Diego, working together through the Protocol Network, bolstered the university's efforts to build stronger connections with Japan by reinforcing the university's relationship with Kyoto University. In late 2016, a delegation from Kyoto traveled to San Diego to meet with leadership from industry and UC San Diego. WTC San Diego attended this meeting and assisted with establishing connections for the university to incubators and businesses in the region. These efforts coalesced in early 2017 with Kyoto University announcing the opening of its San Diego office.

*"As a medium-sized company, time and money are very precious and scarce resources. As a result of our partnership with WTC San Diego, we were invited to a dinner with a visiting delegation from Shanghai, China, which turned into not only Gafcon being appointed as development manager for a 3,000 acre project in Shanghai, but also to an investment partnership in a large project we are undertaking in San Diego. Who would ever have imagined that one meeting and six months of relationship building could lead to this?"*

**-Yehudi "Gaf" Gaffen, CEO, Gafcon**

## INBOUND DELEGATIONS

### City of Yokohama's Life Innovation Platform

WTC San Diego partnered with the JETRO to host the City of Yokohama at a lunch event to honor the sister-city relationship and expand partnerships between San Diego and Yokohama. More than 50 business and civic leaders attended the event, where Biocom signed an MOU with the City of Yokohama to promote life sciences trade and investment between the two regions.

### World Trade Centers of China

Partnering with the World Trade Centers Association after the General Assembly, WTC San Diego worked with the Port of San Diego to host a delegation of WTCs from China. These WTCs represented ports and government agencies from multiple regions of the country. Investment opportunities and information on the San Diego region was shared with the group.

### Follow up from London Trade Mission – English Genomics Company

WTC San Diego's trade mission to London and Cambridge opened the door to meeting with a Cambridge-based genomics company. The company is exploring the U.S. market and considering potential partnerships. A representative traveled to San Diego and met with local startups and other genomics companies to understand the ecosystem and viability of the market.

### Exponential Medicine – Bayer Executives

WTC San Diego assisted the Exponential Medicine conference in organizing three tours for attending executives. Chief among these tours was a group of 20 Bayer executives that traveled to San Diego from Germany and sought to learn about the life sciences environment. The executives toured The Scripps Research Institute and Human Longevity, Inc.

#### 2017 FDI Program Key Performance Indicators





## Founding Partner Profile

### San Diego County Regional Airport Authority

San Diego County Regional Airport Authority (SAN) sits as one of the three founding partners of WTC San Diego. SAN provides the San Diego region its ability to connect with the international and domestic markets. There is a clear link between the 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. **Throughout 2017, WTC San Diego partnered with SAN to support its efforts around route development and international partnerships.**

WTC San Diego led a trade mission to Vancouver, Canada with San Diego Mayor Kevin Faulconer, SAN, and 15 civic and business leaders. Mayor Faulconer and SAN highlighted San Diego's partnership with Vancouver International Airport during this mission, emphasizing the two airports' involvement on the Airport Council International – North America's Sustainability Sub-Committee, which SAN chairs. Additionally, this trade mission re-asserted SAN's leadership with its LEED Platinum certified Terminal 2 being a topic of focus during the mission.

**Key Deliverable – Route Development** | WTC San Diego helped promote and launch direct international flights. These include:

1. **Frankfurt, Germany:** in partnership with the German-American Chamber of Commerce in San Diego and Mayor Faulconer, WTC San Diego hosted a more than 100 person event to launch the flight's seasonal route into the region.
2. **Zurich, Switzerland:** WTC San Diego provided research support on the economic activity between San Diego and Switzerland, making the business case for executives on the airline to connect the two regions.
3. **Mexico City, Mexico:** WTC San Diego procured letters of support from businesses in San Diego to assist Alaska Airlines' efforts to launch the direct service to Mexico City.

WTC San Diego also assisted with ongoing route development projects by providing local business outreach and overseas market research.





# GLOBAL IDENTITY

Enhancing the San Diego region’s reputation and visibility underpins investment retention and attraction efforts as well as global connectivity goals. In 2017, WTC San Diego and EDC placed 23 stories in top-tier media, launched the San Diego: Life. Changing. campaign, and led two international trade missions to Vancouver and London.

## SAN DIEGO: LIFE. CHANGING.

San Diego is one of the most innovation-rich cities in the nation, but it is not always projecting itself that way. If San Diego wants to compete in the global economy, it must take a multi-channeled approach to communicating its identity and competitive advantage. Beginning in 2016, WTC San Diego convened a Brand Alliance – marketing and HR individuals from San Diego’s most visible and internationally-relevant brands – to discuss how the region could elevate its international profile.



Following a comprehensive research phase in 2016, WTC San Diego worked through the Brand Alliance to develop San Diego: Life. Changing., a fresh take on communicating San Diego’s value proposition as a mission-driven place to live, work and invest, and to define the region’s target audience. Additionally, WTC San Diego worked to implement the brand in key international markets. Key milestones include:

### Brand Alliance

Hosted four Brand Alliance meetings, engaging more than 90 stakeholders, with all three WTC San Diego founding partners represented and most of the GCC

### August 10

Hosted “Masters of Change” fundraiser and campaign preview event, which was attended by more than 300 San Diegans, including Bill Walton. Event was sponsored by Chase and Alexandria Real Estate

### September 19

Launched San Diego: Life. Changing. at a Padres Game with more than 15,000 people in attendance

### Trade Missions

Deployed brand during London and Vancouver Trade missions

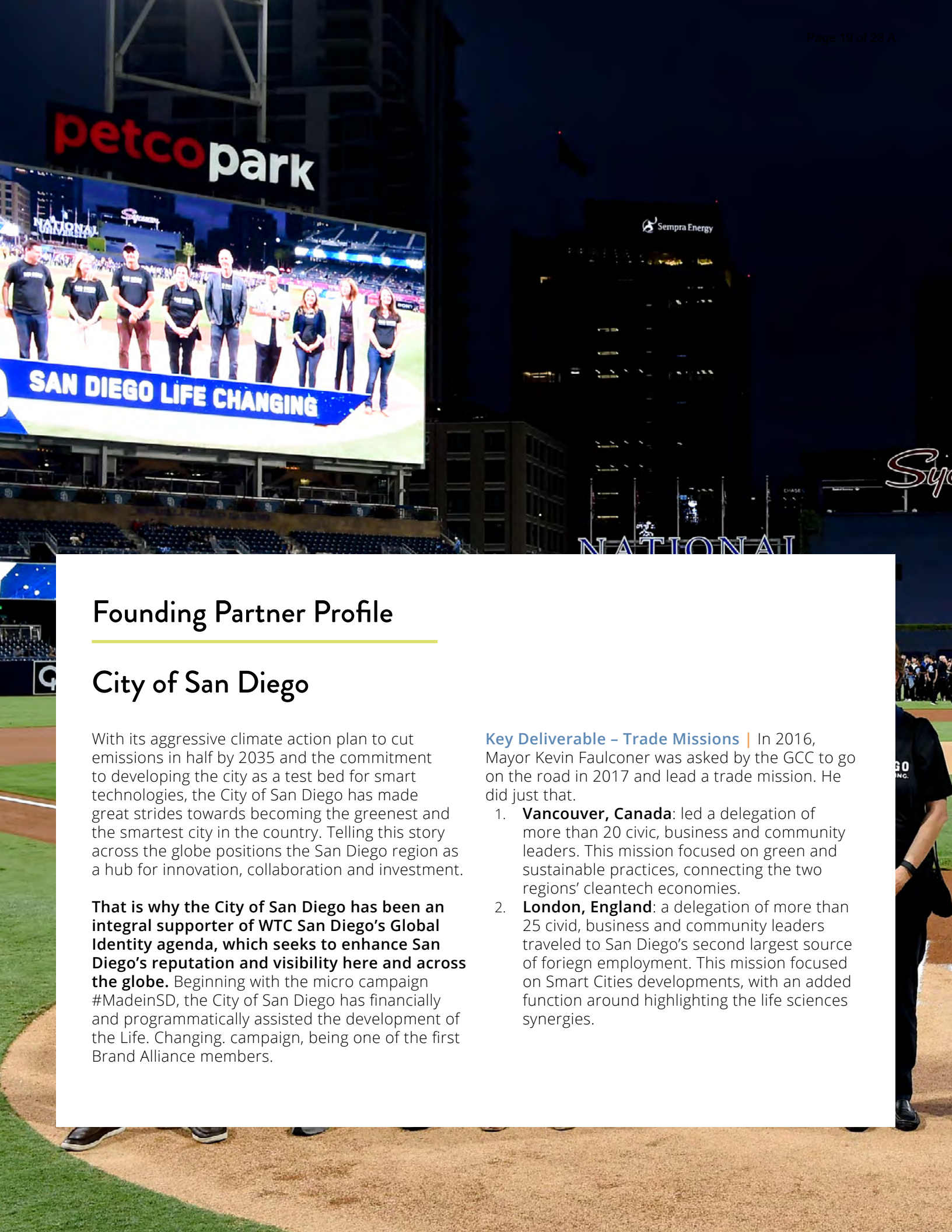
### Digital Tools & Marketing

Launched and developed SDlifechanging.org, which includes video profiles, a blog and other marketing content

### 2018 and beyond

WTC plans to leverage the brand in all of its 2018 programming – from MetroConnect to trade missions to Discoversdbiz





## 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 test bed 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 positions the San Diego region as a hub for innovation, collaboration and investment.

**That is why the City of San Diego has been an integral supporter of WTC San Diego's Global Identity agenda, which seeks to enhance San Diego's reputation and visibility here and across the globe.** Beginning with the micro campaign #MadeinSD, the City of San Diego has financially and programmatically assisted the development of the Life. Changing. campaign, being one of the first Brand Alliance members.

**Key Deliverable – Trade Missions** | In 2016, Mayor Kevin Faulconer was asked by the GCC to go on the road in 2017 and lead a trade mission. He did just that.

1. **Vancouver, Canada:** led a delegation of more than 20 civic, business and community leaders. This mission focused on green and sustainable practices, connecting the two regions' cleantech economies.
2. **London, England:** a delegation of more than 25 civic, business and community leaders traveled to San Diego's second largest source of foreign employment. This mission focused on Smart Cities developments, with an added function around highlighting the life sciences synergies.

TRADE MISSIONS

Government leaders of every major U.S. city are on the road like never before, opening doors for the expansion of their regional economies. This is often the origin of deals being made and businesses expanding. WTC San Diego knew that if the region wanted to be seen, it also needed to be heard from. In 2016, leadership from the Global Competitiveness Council went to Mayor Faulconer and asked him to travel internationally. WTC San Diego committed to flanking the Mayor with a delegation made of public/ private partners and some of San Diego’s most innovative startups and larger companies.

“World’s Greenest Cities” – Vancouver, Canada

Sponsors



San Diego’s economy is inextricably linked to Mexico, but its second-largest trading partner to the North – Canada – also plays an important role in the region’s economic well-being. Amid NAFTA renegotiations, WTC San Diego led a trade mission of 26 civic and business leaders to Vancouver, Canada – an international city that is quicker to fly to than it is to drive to Los Angeles – focusing on green, sustainable practices.

Over the course of two days, WTC San Diego coordinated nine events that underpinned San Diego’s commitment to developing economic ties between the two regions.

Delegate Affiliations

City of San Diego	San Diego Country Regional
Cleantech San Diego	Airport Authority
CONNECT	San Diego Metropolitan Transit
Cubic Transportation Systems	System
Department of Trade, Canada	San Diego Regional Chamber of
Gafcon	Commerce
Lumira Capital	San Diego Regional EDC
Planck Aerosystems	San Diego State University
Port of San Diego	SDG&E
Qualcomm	World Trade Center San Diego
	UC San Diego

*“The Vancouver trade mission with Mayor Faulconer was a great step toward widening the spotlight on all San Diego has to offer on a global scale. Collaboration is key to advancing new ideas and technologies – and is a core component of our mission at Cubic Transportation Systems where every day is an opportunity to bring new partners to the mobility table. Vancouver, one of our customer cities with its Compass card system, has opened its doors to our Mayor to talk about public transportation, sustainability and the green economy, port-to-port connections and university partnerships – among a range of connected interests. Thank you to WTC San Diego for including Cubic, a San Diego-headquartered company, in this initiative to grow these important relationships with cities around the world.”*

**-Matt Newsome, Vice President & General Manager, Cubic Transportation Systems, Americas**



## Vancouver Highlights



### “Port-to-Port Connections”

The Port of Vancouver and Port of San Diego participated in a best practices exchange around sustainability. During the meeting, Planck Aerosystems, a San Diego-based drone startup, pitched its technology for potential adoption by the Port of Vancouver.



### “CTS Announcement”

San Diego-based Cubic Transportation Systems and TransLink, Vancouver’s transportation provider, announced the milestone that two million Compass Cards were in circulation.



### “Connecting Global Cities”

SAN and the Vancouver International Airport established a green practices exchange, in conjunction with their work with the Airports Council International – North America.



### “Company Expansion in SD”

Vancouver-based Phoenix Molecular Designs, a diagnostics company, announced that it opened an office in San Diego, creating 15 jobs over two years.



### “Energy Leadership Forum”

WTC San Diego and the Vancouver Board of Trade hosted a roundtable discussion between SDG&E and BC Hydro, Vancouver’s energy utility, that shared and advanced best practices in energy leadership.





### "World's Smartest Cities" – London & Cambridge, United Kingdom

Amidst a landscape of shifting political ideologies and national uncertainty in both the U.S. and the U.K., San Diego leaders have made sustaining key trade relationships a priority. Building on the success of Vancouver, WTC San Diego organized a four day October trade mission to the U.K., led by Congressman Scott Peters (CA -52). The trade mission was themed around smart cities technologies and life sciences, with the delegation spending time in both London and Cambridge.

Over the course of the three day trade mission, WTC San Diego coordinated 14 events that celebrated these burgeoning partnerships across the pond and further drove economic connections with the European economic hub.

#### *Sponsors*



#### **Delegate Affiliations**

U.S. House of Representatives  
City of San Diego  
Alexandria Real Estate Equities  
Ardea Biosciences  
Biocom  
BioMed Realty  
Cubic Transportation Systems  
Edico Genome

Forge Therapeutics  
NuVasive  
Procopio  
Qualcomm  
San Diego Regional EDC  
San Diego State University  
SDG&E  
SLP Urban Planning

Takeda Pharmaceuticals  
UC San Diego  
UK Department of International Trade  
UK Foreign & Commonwealth Office  
ViaSat  
World Trade Center San Diego



### Role of Smart Infrastructure

San Diego-based Cubic Transportation Systems (CTS) with its partnership with Transport for London (TfL) discussed how the collaboration moves millions of people across London daily. CTS and TfL subsequently announced a joint deal to modernize New York City's transportation network worth upward of \$500 million.



### Life Sciences MOU: Biocom and OneNucleus

Biocom and OneNucleus, both trade organizations that represent the life sciences sector in their respective locations, signed an MOU to strengthen Trans-Atlantic partnerships in the life sciences industry.



### Catalyzing and Funding Innovation

At an event where more than 50 business leaders from London attended, it was announced that San Diego became the first west coast city to enter London's Business Welcome Programme. As part of the agreement inked between WTC San Diego and London & Partners, London-based companies will have access to up to three months of free space at WeWork San Diego, as well as a suite of other services designed to accelerate their ability to grow in San Diego.



*San Diego's economy is a center for international trade thanks to innovation and leadership in our key industries. Our world-class life sciences and defense sectors opened new markets in the U.K. and every day there are more opportunities for collaboration. In today's increasingly global economy, supporting San Diego's role in international trade markets supports economic growth and jobs back home.*

**-Congressman Scott Peters, CA-52**



### Building Cities of the Future

Qualcomm and SDGE participated in a panel about leveraging electric vehicle technology as a key platform for smart cities in the U.K. Chargemaster, a licensee of Qualcomm's wireless electric vehicle charging technology, announced it opened the world's first EV Experience Centre in Milton Keynes in the U.K. and is looking to expand elsewhere around the world.

### Addressing Public Health Crises

San Diego-based Forge Therapeutics announced the launch of BLACKSMITH, a new platform being developed in partnership with Evotec AG's U.K. team. With more than 23,000 people dying in the U.S. annually due to resistance to anti-biotic superbugs, Forge's new platform will aid in bringing lifesaving drugs to the market and will double Forge's presence in San Diego.

### Partnership Launch with BioMed Realty

At an event in Cambridge for a ground-up development project by San Diego-based BioMed Realty, the company announced the launch of a 100,000 sq. ft. space on the Babraham Research Campus. The event was attended by newly-elected Cambridgeshire and Peterborough Mayor James Palmer.



### Genomics: Turning Science into Life Saving Applications

A new partnership between San Diego-based Edico Genome and U.K.-based Congenica was announced. Simultaneously, Edico Genome, in coordination with Amazon Web Services and Children's Hospital of Philadelphia, set a GUINNESS WORLD RECORD title for "Fastest time to analyze 1,000 human genomes." The award was presented at the American Society of Human Genetics 2017 Annual Meeting in Orlando.

GLOBAL FORUMS

San Diego Global Forum is a joint initiative between WTC San Diego and UC San Diego's School of Global Policy and Strategy (GPS). Sponsored by Bank of America, the initiative offers GPS's high-profile, visiting scholars a chance to address the region's local business community. Guest speakers share their views on a wide range of geopolitical and trade-related topics regarding key international markets. WTC San Diego partnered with GPS on three Global Forum events in 2017.

sponsored by



Japan-US Relations with Yoriko Kawaguchi

The first Global Forum program of 2017 featured the Former Minister of Foreign Affairs in Japan, the Honorable Yoriko Kawaguchi. WTC San Diego provided opening remarks and then ceded the floor to Yoriko Kawaguchi, where she discussed the future of the U.S.-Japan relationship in a post-Trans Pacific Partnership world, the diplomatic relationship between the two countries and more.

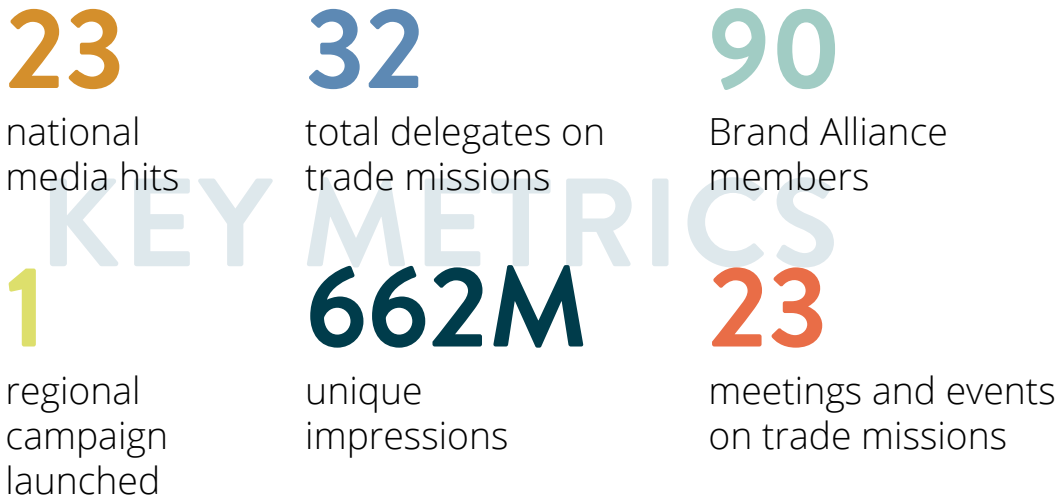
Europe between Brexit and the Migration Crisis

Former Italian Prime Minister and current Dean of the Paris School of International Affairs at Sciences Po, Enrico Letta, addressed the causes of Brexit and the ensuing European Migration Crisis drawing from his experiences as head of state of an EU border country.

The Intensifying Battle for the Chinese Market

Alan Beebe, president of the American Chamber of Commerce in China provided insight on the obstacles American firms continue to face in China, and what opportunities need to be taken advantage of to remain competitive in the world's most populous country. The presentation incorporated findings from AmCham's 2017 Business Climate Survey Report, which collected data from 462 AmCham China member companies.

2017 Global Identity Program Key Performance Indicators







# WTC SAN DIEGO BOARD OF DIRECTORS

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## **Marshall Merrifield, Treasurer**

Immediate Past Board Chair  
Port of San Diego

## **David Graham, Secretary**

Deputy Chief Operating Officer, Neighborhood Services  
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 2017.

## FOUNDING PARTNER APPOINTEES

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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  
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Erik Caldwell, Director of Economic Development  
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Solar Turbines

Barbara Wight, CFO  
Taylor Guitars

Jennifer Landress, COO & Senior Vice President  
Biocom

Jim Zortman, Sector VP, Global Logistics and Support  
Northrop Grumman



*This report and programming are made possible by the leadership  
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530 B Street, 7<sup>th</sup> Floor  
San Diego, CA 92101

619-234-8484  
[wtcsandiego.org](http://wtcsandiego.org)