

**REGULAR MEETING OF
THE BOARD OF
DIRECTORS OF
WORLD TRADE CENTER SAN DIEGO, INC.
November 16, 2023**



**REGULAR MEETING OF THE BOARD OF
DIRECTORS OF WORLD TRADE CENTER
SAN DIEGO, INC.**

Thursday, November 16, 2023

2:00 PM

Port of San Diego
Don L. Nay Port Administration Boardroom
3165 Pacific Hwy.
San Diego, CA 92101

Board of Directors

Robert H. Gleason, Chair (SDCRAA)
Christina Bibler, Secretary (City of San Diego)
Daniel Malcolm, Jr., Treasurer (SDUPD)

CALL TO ORDER

ROLL CALL

NON-AGENDA PUBLIC COMMENT

Each individual speaker is limited to two (2) minutes

REPORTS AND ACTION ITEMS

1. APPROVAL OF MINUTES

RECOMMENDATION: Approve the Minutes of the May 18, 2023 Board meeting.

2. ELECTION OF OFFICERS FOR 2024

3. STATUS UPDATE ON 2023 WORKPLAN

Dr. Nikia Clarke, Executive Director, World Trade Center San Diego

**4. UPDATE ON GLOBAL COMPETITIVENESS COUNCIL, LICENSE HOLDER DELIVERABLES
AND 2023 ANNUAL REPORT**

5. REVIEW AND ADOPT 2024 WORKPLAN

6. BOARD COMMENTS

DRAFT
**MEETING OF THE BOARD OF DIRECTORS
OF WORLD TRADE CENTER SAN DIEGO, INC.**

Minutes

Thursday, May 18, 2023

3:00 PM

Port of San Diego
Don L. Nay Port Administration Boardroom
3165 Pacific Hwy.
San Diego, CA 92101

Call to Order: Chair Gleason called the meeting of the Board of Directors of the World Trade Center San Diego, Inc. to order at 3:08 p.m., on Thursday, May 18, 2023, in the Port of San Diego's Don L. Nay Port Administration Boardroom, 3165 Pacific Hwy, San Diego, CA 92101.

Roll Call:

Present: Board Members: Christina Bibler, Robert H. Gleason, Dan Malcolm
Absent: Board Members: None

Non-Agenda Public Comment: None

Reports and Action Items

1. APPROVAL OF MINUTES

RECOMMENDATION: Approve the Minutes of the November 17, 2022 Board meeting.

ACTION: Moved by Board Member Malcolm and seconded by Board Member Bibler to approve the minutes. Motion carried unanimously.

2. STATUS UPDATE ON 2023 WORKPLAN

Lucas Coleman, Director, World Trade Center San Diego, provided updates on the 2023 Workplan which included highlights of three main categories: Exports – generated over \$3 million in international sales; Foreign Direct Investment (FDI) – building an urban planning data module that can run complex data calculations in minutes; MetroConnect VI; and Global Identity - Korean Mayoral Trade Mission October 28 – November 3. The theme of the companies to be visited during Trade Mission is biotech/biomanufacturing, clean energy, and semiconductor/microelectronics.

3. UPDATE ON GLOBAL COMPETITIVENESS COUNCIL AND LICENSE HOLDER DELIVERABLES

Lucas Coleman, Director, World Trade Center San Diego, provided status regarding the license holder's key deliverables accomplishments and goals, as well as provided an update on the current Global Competitiveness Council (GCC).

Board Comment

None.

Adjournment: The meeting adjourned at 3:37 p.m.

APPROVED BY A MOTION OF THE WORLD TRADE CENTER SAN DIEGO, INC.
BOARD THIS _____ DAY

OF _____, 2023.

ROBERT H. GLEASON
CHAIR
WORLD TRADE CENTER SAN DIEGO, INC.
BOARD OF DIRECTORS

ATTEST:

DONNA MORALES
DISTRICT CLERK



WORLD TRADE CENTER®
SAN DIEGO

AN AFFILIATE OF



WTC Inc. Board of Directors Regular Meeting November 16, 2023

EDC operates **World Trade Center San Diego** as the regional leader on trade & investment. A globally connected economy creates quality jobs and makes the region more prosperous, competitive, and resilient

HOW WE DO IT

- Cultivate a pipeline of **export** ready firms
- Maximize foreign **investment** opportunities
- Enhance the region's global **identity** & connectivity

Meeting Agenda

- Status update on 2023 workplan
- Update on GCC and license holder
FY23 deliverables





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SAN DIEGO
REGIONAL
EDC

Status update: 2023 workplan

2023 Work Plan

Exports

Close out Year 6; **Launch** Year 7 of MetroConnect program

\$3M+ new international sales

Bolster Export SBDC online presence to recruit exporters

Foreign Investment

6 – 8 FDI projects

Create FDI Dashboard/Report

5 – 8 priority delegations

Global Identity

Execute Korea Trade Mission

Complete 4x impactful GCC meetings

Position and promote cross-border megaregion & its innovation opportunities

MetroConnect VI

International sales accelerator program

Financial Resources:

- \$5k Export Grant
- \$25K Grand Prize

Programmatic Resources:

- Workshops (8)
- Translation software
- Flight discounts with JAL/Lufthansa
- Media and PR support
- Network of mentors, service providers & overseas contacts

\$3.2M

Program End
Exports

60%

YOY Export
Growth

61

Growth SD
Employment



Cohort VI



MetroConnect VII

MC7 Timeline

- November 2023: Judges score applicants
- December 2023: Cohort Selection meeting with judging panel; Companies submit initial KPIs for benchmarking
- January 2024: Kickoff event – **Mayor invited**

Improvements in 2024

- 3 industry tracks: strategic tech, life sciences, consumer goods
- 10-workshop curriculum (mix of general export education & specialized industry content)
- Standardized process to secure additional export grants (WTC helped 10 SMEs capture \$55K in STEP grants this past year)

Booz | Allen | Hamilton

Deloitte.

JPMORGAN CHASE & CO.

Export SBDC

Emphasis on digital content to reach a wider audience

- 3 long-form webinars for general SBDC audience (apart from MetroConnect curriculum)
- 10 video shorts focused on exporting concepts/terms – **WTC plans to 2x this output in 2024**
- Outcomes: 7,200 Impressions (8.1% engagement rate)

7.2K
Impressions



Creating an Export Plan

San Diego & Imperial SBDC Southwestern College
992 subscribers

Subscribe

0 Like 0 Comment Share Download Clip Save



How to Save with Foreign Trade Zones...

WTC San Diego
1 subscriber

Subscribe

Like Comment Share Download Clip Save

Foreign Direct Investment

Digital Dashboard

- Leverage data from Q2 Invest in SD brochure update
- Estimated completion – Dec. 2023

Delegations

- 7 priority delegations hosted
 - UK, Japan, Germany, Korea, Mexico, Netherlands, France

Highlights

- 8+ FDI projects in process or completed
- TNO officially established in SD at SANDAG



An aerial photograph of the Seoul skyline at dusk. The Lotte World Tower, a tall, slender skyscraper with a glass facade, stands prominently in the center. The sky is a mix of blue and orange, with soft clouds. In the foreground, a river flows through the city, and various buildings and greenery are visible. The text 'FROM SAN DIEGO TO SEOUL' is overlaid on the left side of the image.

FROM SAN DIEGO TO SEOUL

October 28 - November 3, 2023

Global Identity

Korea – Mayoral Trade Mission

- **30 business, academic, and civic leaders**
- **Themes**
 - Biotech/Biomanufacturing
 - Clean Energy
 - Semiconductor/Microelectronics
- **Desired Outcomes**
 - Support priorities of SD's multinational employers
 - Open doors from local SMEs
 - Build institutional relationships
 - Explore unique approaches to regional challenges

Delegation



Government, academic, and private sector leadership from binational San Diego region



Founding Partner Modules

Meeting with Gyeonggi Provincial Government
at Governor of Gyeonggi Province's residence

Invest in San Diego Luncheon at Dentons

Port of Incheon Meeting and tour of container terminal

SAN meetings with Korean Air & Delta

City of Siheung Dinner and MOU signing



Other Highlights

Future of Health and Precision Medicine at Illumina with Korean Ministry of Health & Welfare

Discovery to Development at Samsung Biologics

Dexcom and Kakao Partnership on diabetes care

KoreaBIO Networking Lunch in Songdo

Qualcomm Semiconductor Partnerships ft. panel with ASML, Viasat, Paragraf



Elevating the region's global identity

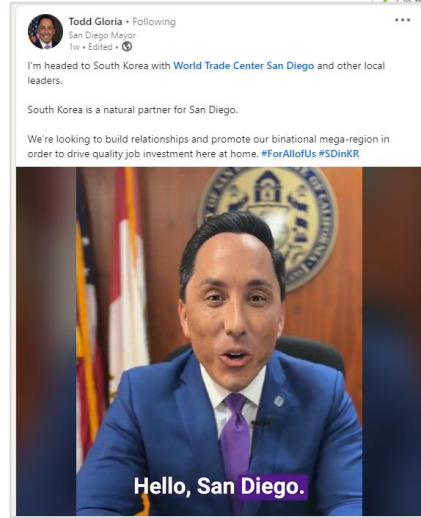
Comms wins

10

media hits
and counting

25.2K

social media
impressions,
up 10% from NL



Kim Dong-yeon meets with the mayor of San Diego to discuss high-tech industry exchange and cooperation plans



BUSINESS

Mayor Gloria, Supervisor Vargas Leading Binational Trade Mission to South Korea

ChosunBiz

국제 > 국제경제

San Diego trade delegation seeks stronger economic bonds with S. Korea

“South Korea is a critical global market and a natural partner for San Diego,” said Mayor Gloria

N 뉴스

파이낸셜뉴스

주요뉴스 스포츠 정치 경제 사회 생활 세계 IT 사설/칼럼 신문보기 랭킹

파이낸셜뉴스

시흥-샌디에이고, 경제발전·우호 증진 본격화

입력 2023.11.01 오후 2:29 · 수정 2023.11.01 오후 2:56 · 기사원문

노진균 기자

추천 1

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경제, 사회, 문화, 과학 및 '바이오 분야' 교류 협력 증대 기대



Supervisor Nora Vargas
@SupNoraVargas

Day 2 of our World Trade Center #SDinSK Trade Mission was a whirlwind of opportunities and connections! Starting with insights from the US Embassy, we had productive meetings with Dentons, National Assembly, Illumina, and more to explore exciting prospects. Stay tuned for Day 3!



1:01 PM · Oct 30, 2023 · 631 Views



World Trade Center San Diego Annual Report 2023



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REGIONAL
EDC

FY24 License holder deliverables & GCC

City of San Diego

Key Deliverables for FY24:

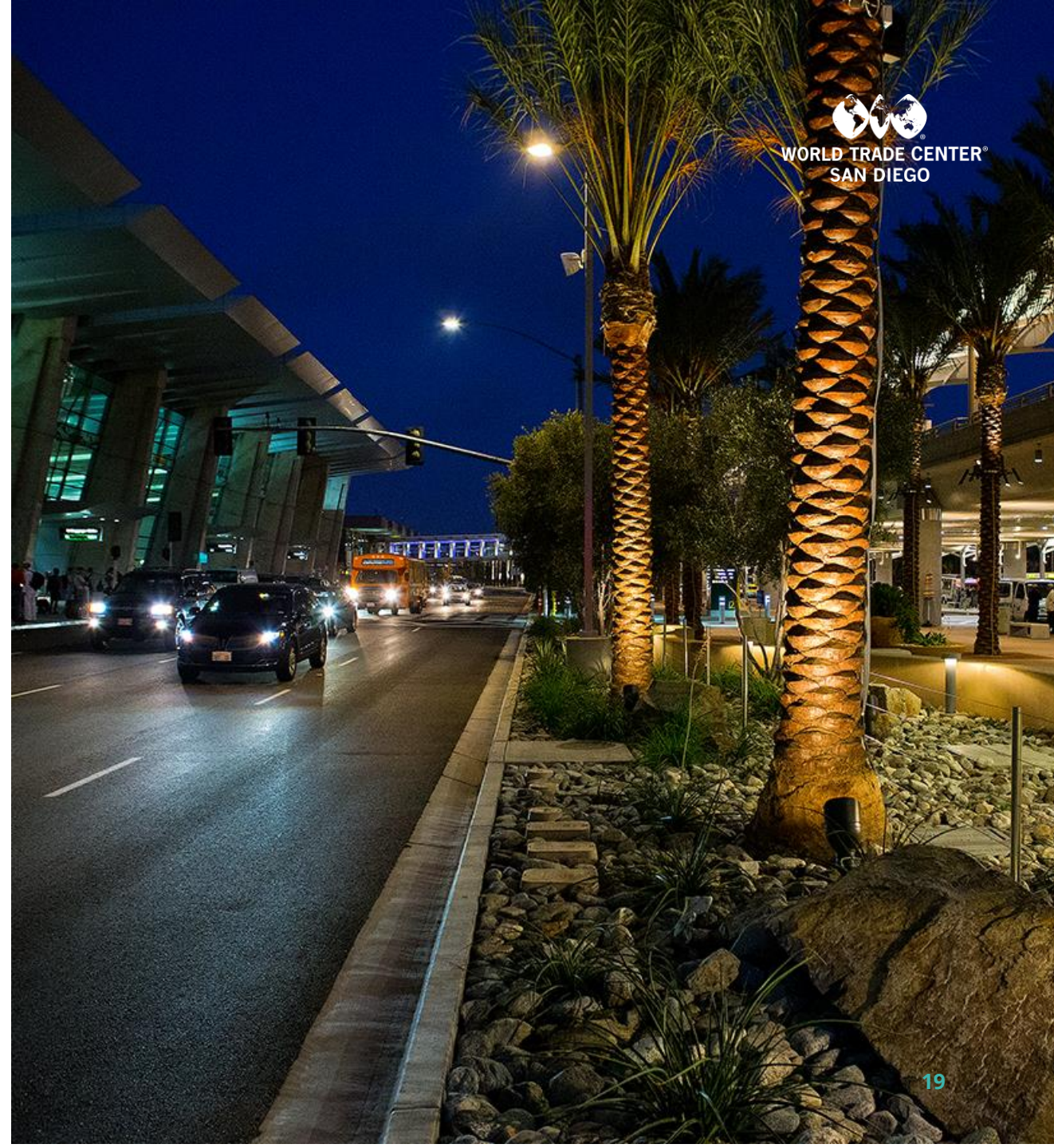
- Korea Trade Mission focusing on biotech, semiconductors, clean/renewable energy – complete
- MetroConnect VII export support for cohort of 15 small businesses



San Diego International Airport

Key Deliverables for FY24:

- Trade Mission (Korean Air) – complete
- Market intelligence
 - Corporate Travel Survey
 - FDI data dashboard
- Copa support letter campaign



Port of San Diego

Key Deliverables for FY24:

- Trade Mission (Port of Incheon) – complete
- Maritime business demand survey
- 2 business roundtables (in-person/virtual)
 - Content tbd early '24



Administration

Key Deliverables:

- Quarterly meetings of the Global Competitiveness Council (back to in-person)
- Monthly founding partner staff calls
- Management of WTC brand and license/
WTCA coordination & reporting



Global Competitiveness Council

The Global Competitiveness Council (GCC) is a group of senior business, academic, government, and civic partners that drives a comprehensive regional global engagement strategy and seeks to position San Diego as a thought leader on issues related to trade, investment, and competitiveness. The GCC advises on WTC San Diego programming; generates public support, financial resources, and coordination mechanisms for the broader initiative; and issues periodic trade and investment policy recommendations on behalf of the region.

Founding Partner Appointees

Kimberly Becker, President & CEO, San Diego County Regional Airport Authority **[CO-CHAIR]**

Rob Douglas, President & COO, Resmed **[CO-CHAIR]**

Mark Cafferty, President & CEO, San Diego Regional EDC

Nikia Clarke, Executive Director, WTC San Diego

Christina Bibler, Director Economic Development, City of San Diego

Joel Valenzuela, Director, Maritime Business Line, Port of San Diego

Council Members

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

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

Rick Cooper, Entrepreneur in Residence, UC San Diego

Mike Corbo, COO & Executive Vice President, Mitsubishi Electric US

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

Mario Cugini, CEO, Foxfury

Rho Cauley-Bruner, Director of Programs, Northrop Grumman

Mark Field, Vice President of Software, Insulet

Paul Flynn, Vice President of International Market Development, Dexcom

Ashley Van Zeeland, , Illumina

Council Members - Continued

Jorge Goytortua, President & CEO, Cross Border Xpress

Zabrina Johal, Director of Business Development, General Atomics

Kerri Kapich, COO, San Diego Tourism Authority

Kristina Kim, General Counsel, Seltzer Caplan McMahan Vitek

Magda Marquet, Founder & Co-CEO, Alma Life Sciences

Takatoshi Oda, Account Manager and Passenger Sales, Japan Airlines

Jim Perkins, COO, Procopio

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

Bo Reed, Senior Corporate Counsel, Solar Turbines

Steve Brass, President & CEO, WD-40 Company

Monique Rodriguez, Senior Director of Government Affairs, Qualcomm

Aaron Ryan, Executive Director, San Diego Middle Market Banking, JPMorgan Chase

Rene Sanchez, Global Logistics & Senior Manager, TaylorMade

Puneet Sarin, President MMS, BD

Natalie Hosea, Head of Takeda CA, Takeda Pharmaceuticals

Barbara Wight, CFO, Taylor Guitars

Zach Zimmerman, CEO, Forge Therapeutics

Thank you.

WEB wtcsd.org

SOCIAL [@WTCSanDiego](https://twitter.com/WTCSanDiego)

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WHAT:

The Global Competitiveness Council (GCC) is a group of senior business, academic, government, and civic partners that drives a comprehensive regional global engagement strategy and seeks to position San Diego as a thought leader on issues related to trade, investment, and competitiveness. The GCC advises on WTC San Diego programming; generates public support, financial resources, and coordination mechanisms for the broader initiative; and issues periodic trade and investment policy recommendations on behalf of the region.

WHO:

Co-Chairs

San Diego Regional Airport Authority

Kimberly Becker, President & CEO

ResMed

Rob Douglas, President & COO

City of San Diego Appointee:

Christina Bibler

San Diego Regional EDC Appointee:

Mark Cafferty

World Trade Center San Diego Appointee:

Nikia Clarke

Trade Organization Appointees:

Karen Sleiman, Consulate of Canada

Thomas Reott, Consulate of Mexico

Henk Hanselaar, Consulate of the Netherlands

Council Members

Mark Ballam, Managing Director, San Diego State University CIBER
John Paul Barraza, CEO Americas, SYSTRAN
Neil Bence, VP Oncology Discovery/ SD Site Head, Bristol Myers Squibb
Renee Bowen, School of Global Policy & Strategy, UC San Diego
Steve Brass, President & CEO, WD-40 Company
Terry Buis, Business Development Manager, BAE
Rho Bruner Cauley, Integrated Product Team (IPT) Lead, Northrop Grumman
Bambos Charalambous, Managing Director, JPMorgan Chase & Co.
Peter Cowhey, Dean Emeritus of the School of Global Policy & Strategy, UC San Diego
Isabel Del Valle, British Airways
Maritza Diaz, CEO, iTjuana
Pilar Dieter, Principal, YCP Solidiance
Mark Field, Vice President of Software, Insulet
Danny Fitzgerald, Regional Director, Small Business Development Center Network
Javier Gomez, Director of Global Affairs, Office of Mayor Todd Gloria
Jorge Goytortua, President & CEO, Cross Border Xpress
Cristina Hermosillo, Chairman of the Board, Tijuana EDC
Martina Hupach, General Manager Sales Southwest USA, Lufthansa
Jason Jager, Managing Director & Senior Partner, Boston Consulting Group
Zabrina Johal, Strategic Development Executive, General Atomics
Nate Kelley, Research Director, San Diego Tourism Authority
Kristina Kim, General Counsel, Seltzer Caplan McMahon Vitek
Paul Marttila, Vice President of Global Business Development SDAR
Deborah Nguyen, VP & Head of GI/ Inflammation Drug Discovery Unit, Takeda
Takatoshi Oda, Account Manager and Passenger Sales, Japan Airlines
Tom Pellette, CEO, Solar Turbines
Jim Perkins, COO, Procopio
Mary Anne Pinter, District Chief of Staff, Congressman Scott Peters 52nd District
John Reeves, Executive Director Strategic Government Initiatives, Viasat
Monique Rodriguez, VP of Government Affairs, Qualcomm
Steve Rosetta, Chief Investment Officer, IQHQ
Zafer Sahinoglu, General Manager, Mitsubishi Electric
Colleen Simons, Pacific South Regional Director, U.S. Department of Commerce
Jereme Sylvain, EVP & CFO, Dexcom
Puneet Sarin, President MMS, BD
Barbara Wight, CFO, Taylor Guitars
Dan Hedstrom, CIO, Cubic Transportation Systems

Global Competitiveness Council – Q1 Meeting

Wednesday, March 15, 2023

3:00 PM – 4:30 PM

General Atomics

11906 Tech Center Court; Building A24, Poway, CA 92064

Please park in the end lot- the security gate will direct you

- I. Welcome (3:00 PM)**
 - Nikia Clarke, SVP, San Diego Regional EDC; Executive Director, WTCSD
- II. General Atomics Overview (3:05 PM)**
 - Zabrina Johal, Strategic Development Executive, General Atomics
- III. World Trade Center Update (3:45 PM)**
 - Lucas Coleman, Director, World Trade Center San Diego
- IV. MetroConnect Company Pitch (3:50 PM)**
 - Melinda Burn, VP Strategic Marketing, Solecta
- V. General Atomics Tour (4:00 PM)**
- VI. Closing (4:30 PM)**

Global Competitiveness Council – Q2 Meeting
Monday, June 5, 2023
3:00 PM – 4:30 PM

San Diego Regional Airport Authority
[3225 N. Harbor Drive, San Diego, CA 92101](#)
Orville & Wilbur Wright Meeting Room (2nd floor)

Please Park in the Admin Parking Lot – directions found [here](#)

VII. Welcome (3:00 PM)

- Kim Becker, President & CEO, San Diego County Regional Airport Authority (SAN)
- Rob Douglas, President & COO, ResMed

VIII. Global Aviation Update (3:10- 4:00 PM)

- Kim Becker, President & COO, SAN
- Steve Van Beek, Director, Steer Group
- Hampton Brown, VP Revenue, Marketing, & Innovation, SAN

IX. Open Discussion (4:00- 4:15 PM)

- All attendees

X. WTCSD Update (4:15- 4:30)

- Javier De Leon, Manager, World Trade Center San Diego

XI. Closing/Adjourn (4:30)

Global Competitiveness Council – Q3 Meeting

Wednesday, September 6, 2023

3:00 PM – 4:30 PM

ResMed

9001 Spectrum Center Blvd, San Diego, CA 92123

XII. Welcome (3:00 PM)

- Rob Douglas, President & COO, ResMed
- Kim Becker, President & CEO, San Diego County Regional Airport Authority

XIII. ResMed Introduction (3:15 PM)

- Rob Douglas, President & COO, ResMed

XIV. AI and Data Privacy in Healthcare Panel (3:20 PM)

- Rob Douglas, President & COO, ResMed
- Puneet Sarin, President, BD Medication Management Solutions
- Louise Brandy, SVP & CIO, QuidelOrtho
- Nate Beyor, Managing Director & Partner, Boston Consulting Group

XV. Q&A (4:10 PM)

- All members

XVI. World Trade Center San Diego Update (4:20 PM)

- Lucas Coleman, Director, World Trade Center San Diego

XVII. Closing (4:30 PM)

- Rob Douglas, President & COO, ResMed
- Kim Becker, President & CEO, San Diego County Regional Airport Authority