

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

Agenda

Tuesday, November 17, 2020
3:00 PM

San Diego International Airport
SDCRAA Administration Building – Third Floor

Board of Directors

Robert H. Gleason, Chair (SDCRAA)
Erik Caldwell, Secretary (City of San Diego)
Marshall Merrifield, Treasurer (SDUPD)

This meeting of the Board of the World Trade Center San Diego, Inc. will be conducted pursuant to the provisions of California Executive Order N-29-20 which suspends certain requirements of the Ralph M. Brown Act. During the current State of Emergency and in the interest of public health, all Board members will be participating in the meeting electronically. In accordance with the Executive Order, there will be no members of the public in attendance at the Board Meeting. We are providing alternatives to in-person attendance for viewing and participating in the meeting. In lieu of in-person attendance, members of the public may submit their comments in the following manner.

Comment on Non-Agenda Items

Public comments on non-agenda items must be submitted to the Authority Clerk at clerk@san.org, no later than 4:00 p.m. the day prior to the posted meeting in order to be eligible to be read into the record. The Authority Clerk will read the first 30 comments received by 4:00 p.m. the day prior to the meeting into the record. The maximum number of comments to be read into the record on a single issue will be 16. All other comments submitted, including those received after 4:00 p.m. the day prior and before 8:00 a.m. the day of the meeting, will be provided to the Authority Board and submitted into the written record for the meeting.

Comment on Agenda Items

Public comments on agenda items received no later than 8:00 a.m. on the day of the meeting will be distributed to the Board and included in the record.

If you'd like to speak to the Board live during the meeting, please follow these steps to request to speak:

- **Step 1:** Fill out the online [Request to Speak Form](#) to speak during the meeting via teleconference. The form must be submitted by 4 p.m. the day before the meeting or by 4:00 p.m. the Friday before a Monday meeting. After completing the form, you'll get instructions on how to call in to the meeting.
- **Step 2:** Watch the meeting via the Webcast located at the following link, <https://www.san.org/World-Trade-Center-San-Diego?EntryId=13744>

- **Step 3:** When the Board begins to discuss the agenda item you want to comment on, call in to the conference line, you will be placed in a waiting area. ***Please do not call until the item you want to comment on is being discussed.***
- **Step 4:** When it is time for public comments on the item you want to comment on, Authority Clerk staff will invite you into the meeting and unmute your phone. Staff will then ask you to state your name and begin your comments.

You may also view the meeting online at the following link: <https://www.san.org/World-Trade-Center-San-Diego>

REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS

As required by the Americans with Disabilities Act (ADA), requests for agenda information to be made available in alternative formats, and any requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting the Authority Clerk at (619) 400-2550 or <mailto:clerk@san.org>. The Authority is committed to resolving accessibility requests swiftly in order to maximize accessibility.

This Agenda contains a brief general description of each item to be considered. The indication of a recommended action does not indicate what action (if any) may be taken. ***Please note that agenda items may be taken out of order.*** If comments are made to the Board without prior notice or are not listed on the Agenda, no specific answers or responses should be expected at this meeting pursuant to State law.

Staff Reports and documentation relating to each item of business on the Agenda are on file in Board Services and are available for public inspection.

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 September 24, 2020 Special Board meeting.

2. UPDATE ON THE 2020 WORK PLAN AND ANNUAL REPORT:

Nikia Clarke, Executive Director, World Trade Center and Mark Cafferty, President & CEO, San Diego Regional EDC

3. UPDATE ON THE 2020 GLOBAL COMPETITIVENESS COUNCIL AGENDAS AND ROSTER:

Nikia Clarke, Executive Director, World Trade Center and Mark Cafferty, President & CEO, San Diego Regional EDC

4. REVIEW OF THE 2021 DRAFT WORK PLAN AND 2021 DRAFT BUDGET; ADOPTION OF THE 2021 WORK PLAN:

Recommendation: Adopt the 2021 Work Plan.

Nikia Clarke, Executive Director, World Trade Center and Mark Cafferty, President & CEO, San Diego Regional EDC

5. UPDATE AND DISCUSSION REGARDING THE FRAMEWORK AND TIMELINE FOR THE "GO GLOBAL" STRATEGIC PLAN:

Nikia Clarke, Executive Director, World Trade Center and Mark Cafferty, President & CEO, San Diego Regional EDC

Board Comment

Adjournment

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

Thursday, September 24, 2020

3:00 P.M.

SDCRAA Administration Building - Third Floor
3225 N. Harbor Drive
San Diego, CA 92101

Board of Directors

Robert H. Gleason, Chair (SDCRAA)
Erik Caldwell, Secretary (City of San Diego)
Marshall Merrifield, Treasurer (SDUPD)

CALL TO ORDER: Chair Gleason called the special meeting of the Board of Directors of the World Trade Center San Diego, Inc. to order electronically and via teleconference, pursuant to Executive Order N-29-20, at 3:05 p.m., on Thursday, September 24, 2020, at the San Diego International Airport, Administration Building, 3225 N. Harbor Drive, San Diego, CA 92101.

ROLL CALL:

Present: Board Members: Erik Caldwell, Robert H. Gleason, Marshall Merrifield
Absent: Board Members: None

NON-AGENDA PUBLIC COMMENT: None

REPORTS AND ACTION ITEMS

1. APPROVAL OF MINUTES:

RECOMMENDATION: Approve the Minutes of the July 13, 2020 Special Board meeting.

ACTION: Moved by Board Member Caldwell and seconded by Board Member Merrifield to approve staff's recommendation. Motion carried unanimously.

2. STATUS UPDATE ON LICENSEHOLDER DELIVERABLES AND 2020 WORK PLAN:

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC) and Mark Cafferty, President & CEO, San Diego EDC provided a status update on license holder deliverables and the 2020 Work Plan that included efforts to cultivate exporting companies, global connectivity, retention of international air service, refresh of the strategic plan, assisting small businesses and funding for Metro Connect.

3. DISCUSSION REGARDING THE IMPACTS OF COVID ON THE GOALS AND PLANS OF THE WORLD TRADE CENTER OF SAN DIEGO:

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC) and Mark Cafferty, President & CEO, San Diego EDC provided an update on the Global Competitiveness Council (GCC) meeting and stated that they continue to meet quarterly to discuss how global trends impact the local economy.

The Board also discussed the governance structure of the WTC and how to make licenseholder collaboration with the GCC more efficient. The discussions also included how and if meetings of the GCC and WTC could be combined.

BOARD COMMENTS: None

ADJOURNMENT: The meeting adjourned at 4:38 p.m.

APPROVED BY A MOTION OF THE WORLD TRADE CENTER SAN DIEGO, INC. BOARD
THIS 17TH DAY OF NOVEMBER, 2020.

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

ATTEST:

TONY R. RUSSELL, DIRECTOR
BOARD SERVICES/AUTHORITY CLERK



Global Competitiveness Council

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.

WHEN:

The GCC meets every three months on the first or third Thursday from 12:00 – 1:30 PM (lunch will be provided). The schedule for 2020 is:

- **Thursday, March 19-** *cancelled due to COVID-19*
- **Thursday, June 18-** Implications of COVID-19 on the regional economy
- **Thursday, September 17-** Geopolitics of AI
- **Thursday, December 3-** Future of Trade with UK and EU Post Brexit

WHO:

Chair:

Vice-Chair:

San Diego County Regional Airport Authority Appointee:

Unified Port of San Diego Appointee:

City of San Diego Appointee:

San Diego Regional EDC. Appointee:

World Trade Center San Diego Appointee:

Trade Organization Appointees:

Cubic Transportation Systems

Ken Behan, Systran Technologies

Kimberly Becker [or as assigned]

Randa Coniglio [or as assigned]

Eric Caldwell [or as assigned]

Mark Cafferty

Nikia Clarke

Jen Landress, Biocom

David Pasquini, UK Government Office

Fabienne Perlov, San Diego Diplomacy Council

Joe Terzi, San Diego Tourism Authority



Council Members

Mark Ballam, Managing Director, San Diego State University (CIBER)
Kim Benson, President & CEO, Zenaida Global
Carla Cabrera, Director of Sales for North America, Hainan Airlines
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
Flory Ellis, Director of Global Expansion, Northrop Grumman
Debbie Espe, Executive Director, Retina World Congress
Mark Field, Vice President of Software, Insulet
Paul Flynn, Vice President of International Market Development, Dexcom
Jorge Goytortua, President & CEO, Cross Border Xpress
David Hester, Kyocera Mexicana President, Kyocera
Richard Howe, Senior Director Corporate Communications, BioMed Realty
Zabrina Johal, Director of Business Development, General Atomics
Kerri Kapich, COO, San Diego Tourism Authority
Kristina Kim, General Counsel, Seltzer Caplan McMahon Vitek
Kathy Lynch, Vice President of Government Affairs, Illumina
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
Garry Ridge, 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
Jason Strohm, Worldwide Vice President and General Manager, BD
David Weitz, Head of Takeda CA and Global Research Externalization, Takeda Pharmaceuticals
Barbara Wight, CFO, Taylor Guitars
Zach Zimmerman, CEO, Forge Therapeutics

QUARTERLY REPORT

JANUARY- MARCH 2020

EXPORTS

MetroConnect

With the support of our sponsors and partners, WTC San Diego, recruited 48 companies to apply for its flagship export assistance program MetroConnect V. This quarter, WTC and its judging committee selected the top 15 export ready firms to join the program.

Join the World Trade Center San Diego team in welcoming a new cohort of companies to the fifth year of a program which has supported 65 companies in generating \$85 million in new international sales.

MetroConnect V cohort

[Amavara](#)
[Blue Sky Network, LLC.](#)
[Dynam.AI](#)
[Forward Slope, Inc.](#)
[LunaPBC](#)

[Mayan Robotics LLC](#)
[Modern Times Drinks, Inc.](#)
[MRlaudio Inc.](#)
[Omni2Max, Inc.](#)
[Semantic AI](#)

[SIDUS Solutions](#)
[TradeSun, Inc.](#)
[Trex Enterprises Corp](#)
[Uprise Energy](#)
[White Labs, Inc.](#)

FOREIGN INVESTMENT

BY THE NUMBERS

6
Priority
Delegations
Hosted

14
Countries
Hosted



GLOBAL CONNECTIVITY

Last year, WTC San Diego started the review and analysis of its Foreign Direct Investment strategy utilizing a baseline of newly acquired FDI data. By leveraging a number of FDI datasets, WTC San Diego is in the process of compiling, analyzing, and identifying trends as pertaining to FDI in order to better support founding partners and regional stakeholders.

As a thought leader on trade and investment in the region, WTC San Diego will share the findings of this analysis as part of the Go Global 2025 launch in 2020.

GO GLOBAL STRATEGY

Since 2014 WTC has in collaboration with dozens of government, academic, corporate, and non-profit partners executed the Go Global strategy. Developed with Brookings Institution through the Global Cities Initiative, this five-year strategy helped create momentum for WTC's key programs and established common terminology and data regarding the region's competitiveness on exports and FDI.

This year, WTC San Diego will work with and through its license holders, global companies, and key partner organizations to develop a new regional five-year strategy to be launched in 2020. In Q1, WTC San Diego convened the first steering committee meeting comprised of the organization's founding partners and outlined the scope of work for the new 2025 strategy.

CALIFORNIA EXPORT TRAINING NETWORK

WTC San Diego has joined the California Export Training Network, a multi-organizational partnership focused on better preparing California's small- to medium-sized businesses enter and expand into international markets.

Upcoming Events

MetroConnect Kick Off & Global Services Expo

Date: TBD

Q2 Global Competitiveness Council

June 18, 2020 | 12 - 1:30pm

Location: TBD

[@WTCSanDiego](#)

[@World Trade Center San Diego](#)

[wtcsd.org](#)

As the international affiliate of San Diego Regional EDC, World Trade Center San Diego cultivates a pipeline of export-ready firms, maximizes foreign direct investment (FDI) opportunities, and enhances San Diego's connectivity to the markets that matter most.



QUARTERLY REPORT

JANUARY- MARCH 2020

CASE STUDIES & BLOGS

IRELAND IS LOOKING TO SAN DIEGO FOR CYBERSECURITY TALENT SOLUTIONS

According to the Center for Strategic and International Studies (CSIS), the global cybersecurity workforce shortage is projected to reach 1.8 million unfilled positions by 2022. As a hub for cybersecurity companies and research, San Diego has been piloting programs to address talent shortages that are plaguing this ubiquitous industry. San Diego's collaborative efforts, combined with its unique concentration of academic, private sector, government, and non-profit industry, have attracted the attention of global technology markets.



In late February, WTC San Diego – EDC's international economic development arm – and the Cyber Center of Excellence (CCOE) hosted 15 delegates from Ireland-based government and academic intuitions. The delegation was touring San Diego to learn about the region's cybersecurity industry and efforts to support its ongoing growth.

San Diego companies that attended the roundtable discussed technologies they were developing and strategies for addressing talent shortfalls. San Diego's cybersecurity industry, anchored by the presence of NAVWAR, has become a hub for cybersecurity companies. Based on research conducted by San Diego Regional EDC and the CCOE, San Diego's cyber industry generated \$2.2 billion in economic impact in 2018, with more than 8,450

employees working directly for cybersecurity firms San Diego companies in attendance also had a lot to learn.

WTCSD ASSISTS IN PORT BUSINESS DEVELOPMENT

Securing container shipments through the Port of San Diego can often be challenging due to its close proximity to the major commercial ports of LA and Long Beach. The Port of San Diego has developed superior capabilities geared toward specialty cargos, like roll-on-roll-off commodities. This has allowed for a focus on importing, exporting, handling, and processing autos at the National City Marine Terminal. It has become an important revenue source for the Port of San Diego and cultivating it is a strategic priority.

During its Germany Trade Mission in October 2019, WTCSD leveraged the participation of U.S. Congressman Scott Peters to secure meetings with BMW, Daimler, and Porsche to facilitate new business and increase the frequency of existing business through the aforementioned terminal. BMW inquired about a spot shipment for 300 transshipped automobiles, and sent representatives from its China team to assess the capabilities of the terminal.

Pasha Automotive Services (the Port's auto terminal operator) has benefited from closer relations with the Porsche team, as it embarks upon a \$7M project to improve the original equipment manufacturer's (OEM) Port of San Diego facilities. This year, approximately 50 percent of all West coast electric Porsche units will enter the United States through this facility.

To learn more, visit sandiegobusiness.org/about-edc/our-results.



@WTCSanDiego



@World Trade Center San Diego



wtcsd.org

As the international affiliate of San Diego Regional EDC, World Trade Center San Diego cultivates a pipeline of export-ready firms, maximizes foreign direct investment (FDI) opportunities, and enhances San Diego's connectivity to the markets that matter most.

Global Competitiveness Council Meeting

Thursday, June 18th, 2020
12:00 PM – 1:30 PM

Virtual

Zoom meeting: <https://us02web.zoom.us/j/88528315779>
Meeting ID: 885 2831 5779

- I. Welcome (5 minutes)**
Ken Behan, Vice-Chair Global Competitiveness Council
- II. Covid-19 and the Global Economy: 3 Thoughts in 5 Minutes**
Renee Bowen, PhD, Director, Center for Commerce and Diplomacy, UC San Diego
- III. Update SAN and Global Travel for 2020 (5 minutes)**
Kim Becker, President & CEO, San Diego County Regional Airport Authority
- IV. Panel: Global Enterprise Response to COVID and Predictions for 2020 (45 minutes)**
 - *Moderator: Nikia Clarke, PhD, Executive Director, WTC San Diego*
 - *Yasmeen Ahmad, PhD, VP of Global Business Analytics, Teradata*
 - *Rob Douglas, President and COO, ResMed*
 - *Monique Rodriguez, Senior Director, Government Affairs, Qualcomm*
- V. Discussion (Chatham House Rules apply) (15 Minutes)**
- VI. WTC San Diego update (5 minutes)**
Jesse Gipe, Director, WTC San Diego
- VII. Closing/Adjourn (2 minutes)**
Ken Behan, Vice-Chair Global Competitiveness Council

Global Competitiveness Council Meeting

Thursday, September 17th, 2020
12:00 PM – 1:30 PM

Virtual

Zoom meeting: <https://us02web.zoom.us/j/84308489469>
Meeting ID: 843 0848 9469

I. Welcome

Ken Behan, Chair, Global Competitiveness Council

II. AI Overview: Policy & Technology

Peter Cowhey, Ph.D., Dean and Qualcomm Endowed Chair in Communications and Technology Policy, UC San Diego

III. Panel: Geopolitics of AI

- *Moderator: Bahija Humphrey, CEO, Data Science Alliance*
- *Dawn Barry, Co-Founder & President, LunaPBC*
- *Di Le, Lead A.I. Product Designer, ServiceNow*
- *Fabrice Kunzi, Ph.D., Engineering Supervisor, General Atomics Aeronautical Systems*
- *Joseph Rohner, Director/Principal of Analytics & Artificial Intelligence, Booz Allen Hamilton*

IV. Discussion (Chatham House Rules apply)

V. WTC San Diego update

Nikia Clarke, Ph.D., Executive Director, WTC San Diego

VI. Closing/Adjourn

Ken Behan, Chair, Global Competitiveness Council

Global Competitiveness Council Meeting

Thursday, December 3rd, 2020
12:00 PM – 1:30 PM

Virtual

Zoom meeting: <https://us02web.zoom.us/j/84308489469>

Meeting ID: 843 0848 9469

- I. Welcome**
Ken Behan, Chair, Global Competitiveness Council
- II. 2020 Global Economy: 3 Thoughts in 5 Minutes**
Renee Bowen, PhD, Director, Center for Commerce and Diplomacy, UC San Diego
- III. Future of Trade with UK and EU Post Brexit**
Antony Phillipson, Her Majesty's Trade Commissioner (HMTC) for North America, UK Government
- IV. 2021 Global Trade Outlook**
- V. Discussion (Chatham House Rules apply)**
- VI. WTC San Diego update**
Nikia Clarke, Ph.D., Executive Director, WTC San Diego
- VII. Closing/Adjourn**
Ken Behan, Chair, Global Competitiveness Council



Global Competitiveness Council

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.

WHEN:

The GCC meets every three months on the first or third Thursday from 12:00 – 1:30 PM (lunch will be provided). The schedule for 2021 is:

- **Thursday, March 18 (virtual meeting)**
- **Thursday, June 17 (virtual meeting)**
- **Thursday, September 16**
- **Thursday, December 2**

WHO:

Chair:

San Diego County Regional Airport Authority Appointee:

Unified Port of San Diego Appointee:

City of San Diego Appointee:

San Diego Regional EDC. Appointee:

World Trade Center San Diego Appointee:

Trade Organization Appointees:

Ken Behan, Systran Technologies

Kimberly Becker [or as assigned]

Randa Coniglio [or as assigned]

Eric Caldwell [or as assigned]

Mark Cafferty

Nikia Clarke

Jen Landress, Biocom

David Pasquini, UK Government Office

Fabienne Perlov, San Diego Diplomacy Council

Joe Terzi, San Diego Tourism Authority



Council Members

Mark Ballam, Managing Director, San Diego State University (CIBER)
Kim Benson, President & CEO, Zenaida Global
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Flory Ellis, Director of Global Expansion, Northrop Grumman
Debbie Espe, Executive Director, Retina World Congress
Mark Field, Vice President of Software, Insulet
Paul Flynn, Vice President of International Market Development, Dexcom
Jorge Goytortua, President & CEO, Cross Border Xpress
David Hester, Kyocera Mexicana President, Kyocera
Richard Howe, Senior Director Corporate Communications, BioMed Realty
Zabrina Johal, Director of Business Development, General Atomics
Kerri Kapich, COO, San Diego Tourism Authority
Kristina Kim, General Counsel, Seltzer Caplan McMahon Vitek
Kathy Lynch, Vice President of Government Affairs, Illumina
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
Garry Ridge, 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
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David Weitz, Head of Takeda CA and Global Research Externalization, Takeda Pharmaceuticals
Barbara Wight, CFO, Taylor Guitars
Zach Zimmerman, CEO, Forge Therapeutics

WORLD TRADE CENTER SAN DIEGO

WTCSD INC BOARD OF DIRECTORS

November 17, 2020



**WORLD TRADE CENTER®
SAN DIEGO**



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



II. 2020 Work Plan & Annual Report



III. Global Competitiveness Council

IV. Draft 2021 Work Plan & Budget



V. Go Global Strategy: Framework & Timeline

A YEAR IN REVIEW 2020



[CLICK HERE](#) FOR THE ANNUAL REPORT

A smiling woman with short dark hair, wearing a red short-sleeved shirt and a blue and white striped apron, stands in front of a glass storefront. The background shows a blurred interior of a shop with shelves and a sign that says 'PLEASE'.

COVID-19 SMALL BUSINESS SUPPORT

180

Companies
Supported

\$2.4M

Capital
Funding
Supported

1,543

Jobs
Supported

6

Workshops
available to all
SMEs

CORPORATE TRAVEL SURVEY

WTC's Corporate Travel Survey In support of SAN's efforts, WTC launched a corporate travel survey to gauge business sentiment related to future travel behavior.

Key takeaways:

- 52% of companies have not cut travel budgets for 2021
- 64% anticipated increased support in local businesses and economy
- 76% of companies expect for domestic U.S. travel to resume within the next 6 months
- 3% of companies expect for international travel to Europe to resume within the next 6 months





EXPORT SPECIALTY CENTER

“By formalizing this partnership with WTCSD, the SBDC network now has a dedicated center focusing on export issues and advising here in San Diego and Imperial County. Exporting makes companies stronger and more resilient—especially important amid an economic downturn spurred by COVID-19,”

Daniel Fitzgerald, Associate Regional Director, SBDC



WORLD TRADE CENTER®
SAN DIEGO



SAN DIEGO AND IMPERIAL NETWORK

PORT OF SAN DIEGO



Key Deliverables:

- Foreign Trade Zone 153 advising for regional exporters
- Track impacts of COVID-19 on large real estate projects
- Germany Trade Mission Follow-up: Pasha Facility Opening
- Port marketing support on WTCA platform
- Go Global: San Diego's Global Trade and Investment Initiative

SAN DIEGO INTERNATIONAL AIRPORT



Key Deliverables:

- Corporate Travel Survey and COVID-19 Impacts
- One-on-one meetings with San Diego business executives to assess COVID-19 impacts and collect feedback
- Assist SAN on Letters of Support from San Diego companies for resumption of service
- Support on air service webinars

CITY OF SAN DIEGO



Key Deliverables:

- MetroConnect V Program launch and execution
- Convene quarterly Global Competitiveness Council Spanish Aerospace Delegation and Roundtable
- Germany Trade Mission follow-up: IBM Watson and City of San Diego pilot program
- Go Global: San Diego's Global Trade and Investment Initiative

3

GLOBAL COMPETITIVENESS COUNCIL

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Founding Partner Appointees

Kimberly Becker, President & CEO, San Diego County Regional Airport Authority
Randa Coniglio, President & CEO, Port of San Diego
Mark Cafferty, President & CEO, San Diego Regional EDC
Nikia Clarke, Executive Director, WTC San Diego
Erik Caldwell, Deputy Chief Operating Officer, City of San Diego

Council Members

Mark Ballam, Managing Director, San Diego State University (CIBER)
Kim Benson, President & CEO, Zenaida Global
Carla Cabrera, Director of Sales for North America, Hainan Airlines
Eric Carr, Senior Vice President of System Operations, Cubic Global Defense
Rick Cooper, Entrepreneur in Residence, UC San Diego
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Flory Ellis, Director of Global Expansion, Northrop Grumman
Debbie Espe, Executive Director, Retina World Congress
Mark Field, Vice President of Software, Insulet
Paul Flynn, Vice President of International Market Development, Dexcom

Council Members - Continued

Jorge Goytortua, President & CEO, Cross Border Xpress
David Hester, Kyocera Mexicana President, Kyocera
Richard Howe, Senior Director Corporate Communications, BioMed Realty
Zabrina Johal, Director of Business Development, General Atomics
Kerri Kapich, COO, San Diego Tourism Authority
Kristina Kim, General Counsel, Seltzer Caplan McMahon Vitek
Kathy Lynch, Vice President of Government Affairs, Illumina
Magda Marquet, Founder & Co-CEO, Alma Life Sciences
Takatoshi Oda, Account Manager and Passenger Sales, Japan Airlines
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David Weitz, Head of Takeda CA and Global Research Externalization, Takeda Pharmaceuticals
Barbara Wight, CFO, Taylor Guitars
Zach Zimmerman, CEO, Forge Therapeutics

4

2021 WORK PLAN

Exports

Launch Year 6 MetroConnect cohort

\$6M+ new international sales for Year 5 MetroConnect cohort

Establish Export Specialty SBDC

Foreign Investment

Develop binational investment attraction strategy

20 cross-border company projects

Retain international nonstop service to Europe & Asia

Global Identity

Release 2025 Go Global Strategy

Brief local leaders on global issues affecting San Diego



2021 CONTRACT HIGHLIGHTS



- Route Development and Retention Support
- Corporate Travel Survey II (Mar-Apr)
- Airline Stewardship



- **No existing contract**



- MetroConnect Program
- Go Global Strategy Launch



BUDGET & STAFFING

PARTNER	WTC AMOUNT	VEHICLE	NOTES
PORT	\$50K	Fee for service contract with detailed scope. Quarterly reporting. <i>Suspended for FY21. No current contract.</i>	\$12k license renewal paid to WTCA directly \$15k board dues to EDC paid
AIRPORT	\$50K	Fee for service contract with detailed scope. Monthly reporting.	\$25k additional for route service development \$5k EDC board dues paid
CITY	\$50K	Fee for service contract with detailed scope. Quarterly reporting.	\$100K in other contracted EDC activities for FY21. <i>Additional \$45K WTC (MetroConnect) contribution from TOT funds suspended for FY21</i>
SBDC	\$200K	Fee for service contract with detailed scope. Quarterly reporting.	New in October 2020 to establish SBDC export specialty center @WTCSD
EDC	\$150k+	Private sector sponsorships and membership dues	JPMC underwrote MetroConnect at \$250k/year from 2015-2019. \$75k of sponsorships pass-through to grantees.

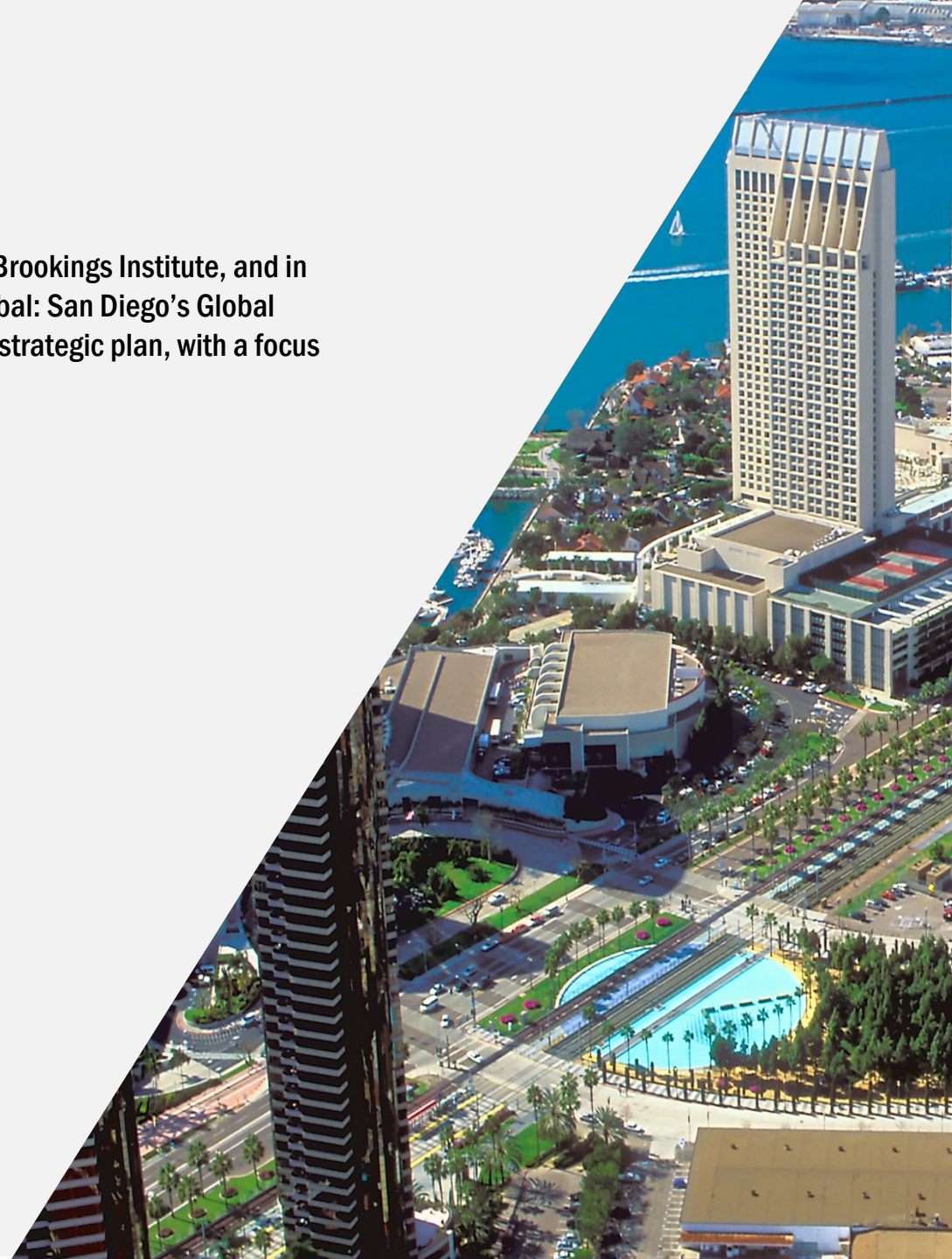
*EDC staffs the WTC work with a team of 3FTEs plus 30% of an Executive Director and comms/research/accounting support.

GO GLOBAL STRATEGY

2025 Trade & Investment Strategy In 2015, as part of a strategic partnership with the Brookings Institute, and in consultation and collaboration regional stakeholders, WTC San Diego released Go Global: San Diego's Global Trade and Investment Initiative. Five years later, WTCSO will be refreshing this regional strategic plan, with a focus on how global engagement can serve as an engine for recovery and resilience.

Priorities

- Global Economic Trends
 - Capital & real estate
 - Supply Chains
 - Digital trade
 - Policy
- Trade infrastructure
 - Ports: land, air & sea
 - Border
 - Digital
- Exports
 - Industry & market assessments
 - Company support
 - Foreign Trade Zones
- Investment
 - Industry & market assessments
 - Marketing
- Global Identity & Thought Leadership
 - Bilateral & multilateral partnerships
 - Trade missions & branding
 - Regional policy priorities



GO GLOBAL STRATEGY

Timeline *(revised)*

- Project Scoping- *Completed*
- **Founding Partners Feedback *(staff)* - Completed**
- Data Collection and Analysis- Aug. to Nov 2020
- Partnership with UCSD GPS- Nov 2020
- Executive Interviews- Sept. to Nov 2020
- **Founding Partners Feedback *(staff)* – Nov. to Dec. 2020**
- Update GCC- Dec. 2020
- Stakeholder Roundtable- Dec. to Jan 2021
- **Founding Partners Draft Review *(staff & board)* – Feb 2020**
- GCC report launch- March 2021
- Interactive Report Launch- March 2021

Deliverables

- Interactive web report
- Go Global “Pitch Deck”
- Fast facts one-pager

Research Focus

- Market assessments
 - Exports
 - Foreign Direct Investment
- Policy & industry trend analysis
- San Diego industry survey
- Executive Interviews



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Tuesday, November 17, 2020



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