

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

Agenda

Thursday, May 18, 2023

3:00 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)
Dan Malcolm, 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 November 17, 2022 Board meeting.

2. STATUS UPDATE ON 2023 WORKPLAN

Lucas Coleman, Director, World Trade Center San Diego

3. UPDATE ON GLOBAL COMPETITIVENESS COUNCIL AND LICENSE HOLDER DELIVERABLES

Lucas Coleman, Director, World Trade Center San Diego

Board Comment

Adjournment

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

Minutes

Thursday, November 17, 2022

1:00 P.M.

SDCRAA Administration Building – Third Floor
Tuskegee Conference Room
3225 N. Harbor Drive
San Diego, California 92101

Board of Directors

Robert H. Gleason, Chair (SDCRAA)
Christina Bibler, Secretary (CITY OF SAN DIEGO)
Dan Malcolm, Treasurer (SDUPD)

CALL TO ORDER: Chair Gleason called the regular meeting of the Board of Directors of the World Trade Center San Diego, Inc. to order at 1:08 p.m. on Thursday, November 17, 2022, in the Tuskegee Conference Room at the San Diego County Regional Airport Authority, Administration Building, 3225 N. Harbor Drive, San Diego, California 92101. Chair Gleason began by welcoming Board Member Malcolm to his first meeting.

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

2. ELECTION OF OFFICERS:

ACTION: Moved by Board Member Malcolm and seconded by Board Member Bibler to appoint Robert Gleason as Chair; Christina Bibler as Secretary and Dan Malcolm as Treasurer. Motion carried unanimously.

1. APPROVAL OF MINUTES:

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

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

3. STATUS UPDATE ON THE 2022 WORK PLAN AND ANNUAL REPORT:

Nikia Clarke, Executive Director, Senior Vice President, San Diego Regional EDC and Lucas Coleman, Director, World Trade Center San Diego, provided an update on the 2022 Work Plan that included Go Global 2025: San Diego's Trade & Investment Initiative; Exports; Foreign Investment and Global Identity; MetroConnect VI; Cohort VI; Company Highlight – Access Trax; Export Small Business Development Center; Foreign Direct Investment MNE Stewardship+Cross-border Strategy; FDI Spotlight-Silvent-San Diego Market Entry; Global Identity Netherlands – Mayoral Trade Mission; Company Highlight – Trabus Technologies; and reviewed the Annual Report 2022.

In response to Board Member Malcolm regarding how the license holders money is being spent and how the public can find this information, Ms. Clarke stated that 100% of the license holders money is spent on staffing to run the WTC program for stakeholder deliverables in accordance with separate agreements with each licenseholders.

4. UPDATE ON GLOBAL COMPETITIVENESS COUNCIL (GCC) AND LICENSE HOLDER DELIVERABLES:

Lucas Coleman, Director, World Trade Center San Diego, provided an update on the Global Competitiveness Council (GCC) and License Holder Deliverables that included the Co-chair, and Council Members of the Council and License Holders Deliverables & FY23 Objectives.

5. REVIEW AND ADOPT THE 2023 WORKPLAN

Nikia Clarke, Senior Vice President, San Diego Regional EDC provided an overview of the 2023 Workplan that included Exports – Close out Year 6; Launch Year 7 of MetroConnect Program, \$3M+ new international sales, and Bolster Export SBDC online presence to recruit exporters; Foreign Investment – 6-8 FDI projects, Create FDI Dashboard/Report, and 5-8 priority delegations; and Global Identity – Execute Korea Trade Mission, Complete 4x impactful GCC and, Position and promote cross-border megaregion & its innovation opportunities.

ACTION: Moved by Board Member Bibler and seconded by Board Member Malcolm to adopt the 2023 Work Plan. Motion carried unanimously.

BOARD COMMENTS:

Chair Gleason requested that 1) the 2023 Work Plan that was provided verbally be sent to Board Members; 2) the Global Competitiveness Council documents be forwarded to the Authority Clerk for filing; 3) export data be added back in future presentations; 4) add Board Member Malcolm to the GCC list; and 5) send Board Member Malcolm the WTC contract scope of work.

Chair Gleason also reported that the 2023 WTC meetings will move back to the San Diego Unified Port District and requested that the 2023 Board meetings be scheduled soon for May and November 2023.

ADJOURNMENT: The meeting adjourned at 2:15 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:

TONY R. RUSSELL
DIRECTOR, BOARD SERVICES/
AUTHORITY CLERK



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AN AFFILIATE OF
SAN DIEGO
REGIONAL
EDC

WTC Inc. Board of Directors

Regular Meeting

May 18, 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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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

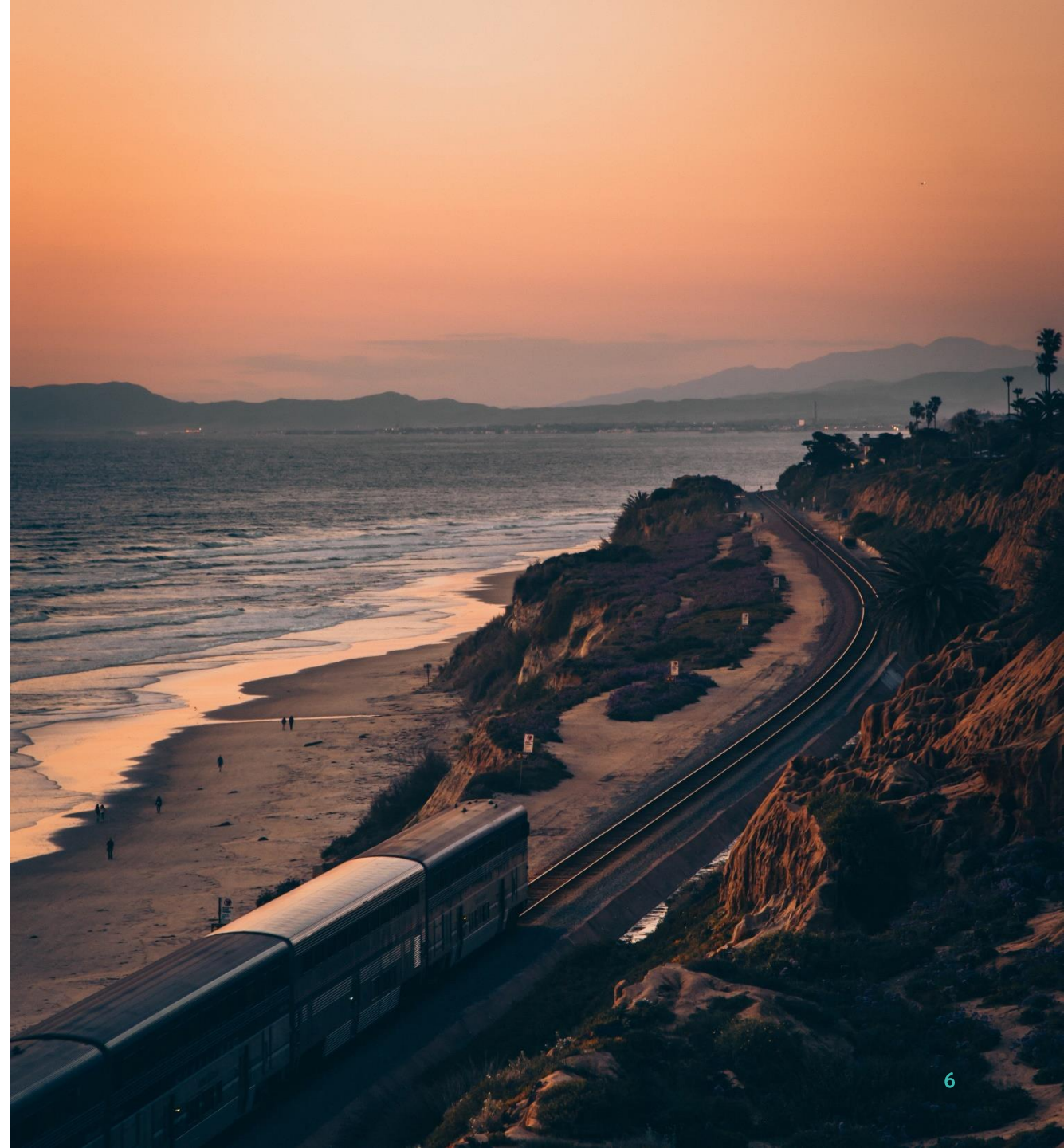
**Program End
Exports**

60%

**YOY Export
Growth**

61

**Growth SD
Employment**



Cohort VI



MetroConnect Grand Prize

Global Expo and Pitch Competition



200+
Attendees

13
Foreign offices
represented

4
Finalist pitches



MetroConnect VI Winner – Access Trax

About Access Trax

Access Trax is a woman-owned social impact business, making the outdoors accessible for all. The company produce ADA compliant portal access mats

WTC Support:

- Export Planning – Canada
- MetroConnect Grant: \$5,000
- MetroConnect workshops (8)
- Language translation software -- Spanish
- STEP Grant: \$5,000
- Trademark protection
- Website SEO & Digital Advertising
- International Market Check w/ US Commercial Service





Export SBDC

Small business development center

- Exporting Foundations series
- Short-form content on exporting concepts
- Recruitment of new advisors

8

Exporting
Webinars

10

Short-form
video content

FDI Spotlight #1

Foreign investment attraction

TNO North American office:

- TNO will locate it's first NA employee in San Diego
- Together we will build a digital twin for the region
- EDC has convened a working group
 - SANDAG, UCSD, etc.
- Initial pilot will examine the following:
 - Company expansion locations
 - Middle income housing
 - New childcare centers
 - Mixed-use development



FDI Spotlight #2

Invest in SD brochure



INVEST IN SAN DIEGO

With roots in life sciences, tech, and defense, and home to world-class research institutions, San Diego is consistently recognized as an R&D powerhouse and one of the most innovative cities in the U.S. Additionally, home-grown companies such as Qualcomm, Sempra, Illumina, and Viasat are further evidence that the region is constantly shaping the future of the world we live in.

San Diego's beautiful landscape only amplifies the region's opportunities for career and personal growth.

This is the place where life-saving research, life-altering innovation, and life-changing opportunity all come together. Welcome to San Diego.

SAN DIEGO AT A GLANCE

LIFE SCIENCES

- Top 3 Life Sciences cluster in the U.S.¹
- \$2.6B total Life Sciences venture capital investment in 2022²
- \$27B in GRP attributed to Life Sciences industry³

DEFENSE

- #1 concentration of military assets in the world⁴
- \$19.3B annual Defense-related contract spending⁵
- \$3.5B regional economic impact of Cybersecurity industry⁶

TECHNOLOGY

- 1 in 4 firms engaged in AI⁷
- \$27B in GRP attributed to Tech industry⁸
- 108K STEM workers in San Diego⁹

SAN DIEGO COUNTY FOREIGN INVESTMENT

\$25B

goods exports¹⁰

\$5B

VC funding¹¹

\$17B

foreign M&A¹²

1.6K

foreign-owned enterprises (FOEs)¹³

71K

employed by FOEs¹⁴

TOP COUNTRIES BY INVESTMENT INTO SAN DIEGO

Country	Capital investment (millions of \$)	Number of jobs
Japan	~\$1,400	~1,500
United Kingdom	~\$1,400	~3,800
Germany	~\$1,000	~1,500
France	~\$600	~1,000
Canada	~\$400	~1,000
China	~\$400	~1,000
Australia	~\$400	~1,000
Switzerland	~\$200	~1,000
India	~\$200	~1,000
Singapore	~\$200	~1,000

2003-2023*¹⁵
*not inclusive of mergers and acquisitions (M&A)

NOTABLE EXPORTS

- » Medical devices
- » Electronic/semiconductor components
- » R&D services
- » Wireless communications
- » Navigation instruments

KEY EMPLOYERS

- » Qualcomm
- » Solar Turbines
- » Illumina
- » WD-40
- » Viasat
- » TaylorMade Golf
- » Dexcom
- » Taylor Guitars
- » General Atomics
- » General Dynamics

¹ IHS, 2020; ² IZCONNECT, 2022; ³ IZCONNECT, 2022; ⁴ USMAC, 2020; ⁵ USMAC, 2020; ⁶ U.S. Census Bureau, 2022; ⁷ IZCONNECT, 2022; ⁸ San Diego Regional ITC, 2021; ⁹ San Diego Regional ITC, 2020; ¹⁰ IZCONNECT, 2022; ¹¹ IZCONNECT, 2022; ¹² San Diego Regional ITC, 2021; ¹³ IZCONNECT, 2022; ¹⁴ IZCONNECT, 2022; ¹⁵ IZCONNECT, 2022

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

- 25+ 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



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License holder deliverables & GCC

City of San Diego

Key Deliverables:

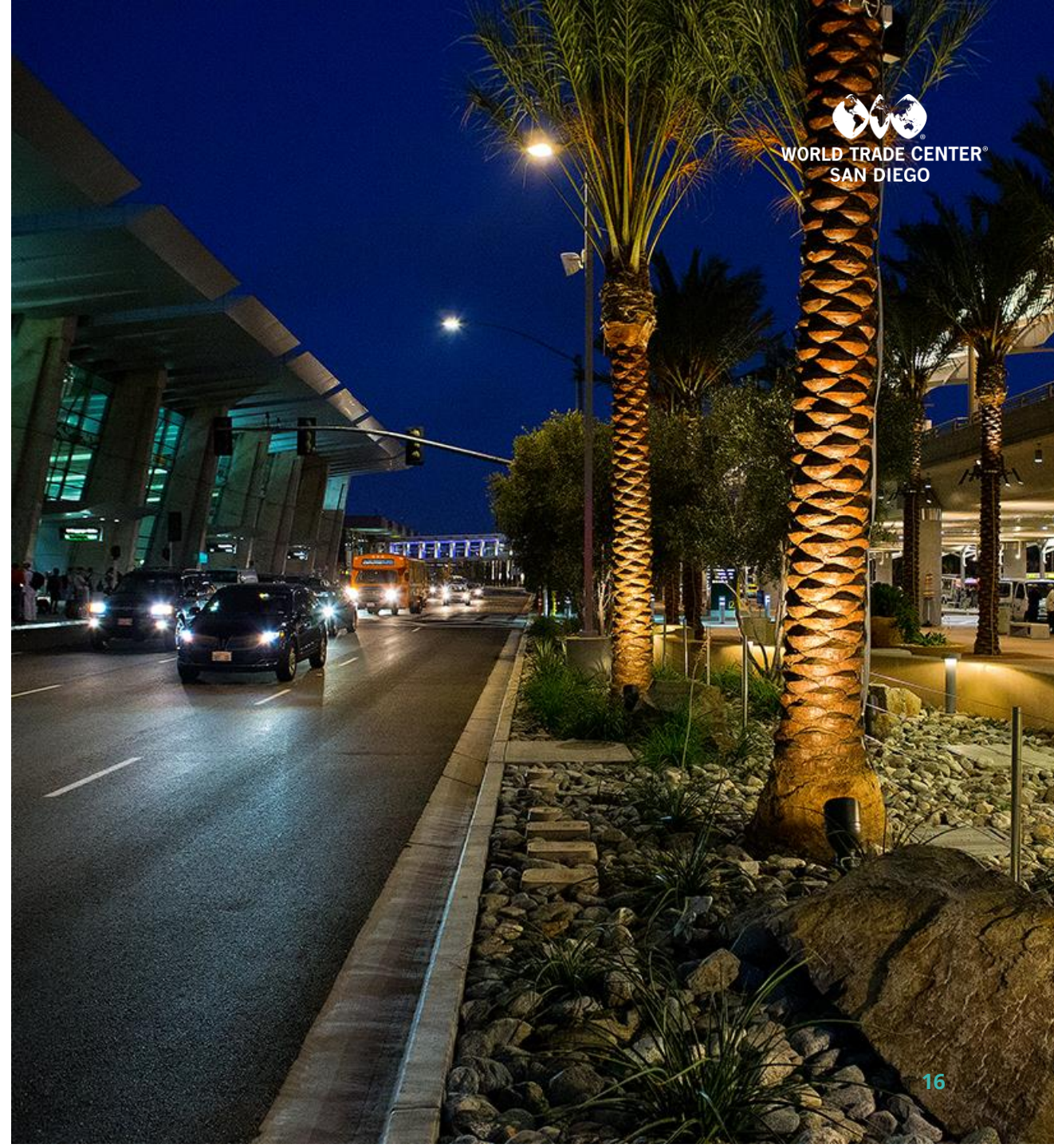
- MetroConnect VI export support for 15 small businesses.
- Korea Trade Mission focusing on urban biotech, semiconductors, clean/renewable energy.



San Diego International Airport

Key Deliverables:

- Trade Mission (Korean Air)
- Market intelligence
 - Corporate Travel Survey
- Support on air service webinars and community events



Port of San Diego

Key Deliverables:

- Business Survey on demand for Port of San Diego maritime/commercial services
- 2 business roundtables (in-person/virtual)
 - Trucker Roundtable (35 attendees)
- Cruise Report



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
Joe Stuyvesant, President & CEO, Port of San Diego
Mark Cafferty, President & CEO, San Diego Regional EDC
Nikia Clarke, Executive Director, WTC San Diego
Christina Bibler, Director Economic Development, City 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
Flory Ellis, Director of Global Expansion, Northrop Grumman
Mark Field, Vice President of Software, Insulet
Paul Flynn, Vice President of International Market Development, Dexcom
Jose Torres, Chief Accounting Officer, Illumina

Council Members - Continued

Jorge Goytortua, President & CEO, Cross Border Xpress
Rupinder Bhatla, General Manager, Kyocera
Zabrina Johal, Director of Business Development, General Atomics
Kerri Kapich, COO, San Diego Tourism Authority
Kristina Kim, General Counsel, Seltzer Caplan McMahon 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
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
Natalie Hosea, Head of Takeda CA, Takeda Pharmaceuticals
Barbara Wight, CFO, Taylor Guitars
Zach Zimmerman, CEO, Forge Therapeutics

Thank you.

WEB wtcsd.org

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