

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

**Agenda**

Wednesday, November 6, 2024  
2:00 PM

San Diego International Airport  
Administration Building  
1<sup>st</sup> Floor – Board Room  
2417 McCain Road  
San Diego, CA 92101

***Board of Directors***

James Sly, Chair (SDCRAA)  
Christina Bibler, Secretary (City of San Diego)  
Ann Moore, Treasurer (SDUPD)

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**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 July 25, 2024, Board meeting.

**2. STATUS UPDATE ON 2024 WORKPLAN**

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

**3. UPDATE ON GLOBAL COMPETITIVENESS COUNCIL, LICENSE HOLDER DELIVERABLES**

Lucas Coleman, Director, World Trade Center San Diego

**4. REVIEW AND ADOPT 2025 WORKPLAN**

**5. BOARD COMMENTS**

**6. ADJOURNMENT**

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

**Minutes**

Thursday, July 25, 2024

**10:00 A.M.**

SDCRAA Administration Building  
1<sup>st</sup> Floor – Tin Goose Conference Room  
2417 McCain Road  
San Diego, California 92101

***Board of Directors***

James Sly (SDCRAA)  
Christina Bibler (City of San Diego)  
Ann Moore (SDUPD)

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**CALL TO ORDER:** Board Member Bibler called the special meeting of the Board of Directors of the World Trade Center San Diego, Inc. to order at 10:11 a.m. on Thursday, July 25, 2024, in the Tin Goose Conference Room at the San Diego County Regional Airport Authority, Administration Building, 2417 McCain Road, San Diego, California 92101.

**ROLL CALL:**

Present: Board Members: Christina Bibler, James Sly (Chair), Ann Moore  
Absent: Board Members: None

**NON-AGENDA PUBLIC COMMENT:** None

**REPORTS AND ACTION ITEMS**

**2. ELECTION OF OFFICERS:**

**ACTION:** Moved by Board Member Moore and seconded by Board Member Sly to appoint James Sly as Chair; Christina Bibler as Secretary, and Ann Moore as Treasurer. Motion carried unanimously.

**1. APPROVAL OF MINUTES:**

RECOMMENDATION: Approve the Minutes of the November 16, 2023, Regular Board meeting.

**ACTION: Moved by Board Member Bibler and seconded by Chair Sly to approve staff's recommendation. Noting the abstention of Board Member Moore.**

**3. CONFLICT OF INTEREST CODE:**

David Jones, Deputy General Counsel, Port of San Diego, provided an overview of the proposed Conflict of Interest Code of the World Trade Center San Diego, Inc. RECOMMENDATION: Adopt the drafted World Trade Center Conflict of Interest Code.

**ACTION: Moved by Board Member Bibler and seconded by Chair Sly to adopt the Conflict of Interest policy. Motion carried unanimously.**

**4. STATUS UPDATE ON 2024 WORKPLAN:**

Nikia Clarke, Senior Vice President, San Diego Regional EDC and Lucas Coleman, Director, World Trade Center San Diego, provided an overview of the 2024 Workplan, which included WTC Governance Highlights, Budget and Staffing, WTC San Diego Priorities, Program Timelines, 2024 Work Plan, MetroConnect, Cohort VII, Export.

**5. 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 City of San Diego, Port of San Diego and Port of San Diego Cargo Survey Highlights.

**BOARD COMMENTS:**

Board Member Bibler requested a 2025 Workplan update to be presented on the next meeting date.

**ADJOURNMENT:** The meeting adjourned at 11:22 a.m.

APPROVED BY A MOTION OF THE WORLD TRADE CENTER SAN DIEGO, INC. BOARD  
THIS 6<sup>th</sup> DAY OF NOVEMBER 2024.

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JAMES SLY  
CHAIR  
WORLD TRADE CENTER SAN DIEGO, INC.  
BOARD OF DIRECTORS

ATTEST:

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ANNETTE FAGAN ORTIZ  
AUTHORITY CLERK, OFFICE OF THE AUTHORITY CLERK

# WTC Inc. Board of Directors

Regular Meeting

Wednesday, November 6, 2024



# Meeting Agenda

- Status update on 2024 workplan
- Update on GCC and FY24 license holder deliverables
- 2025 work plan



# Status update on 2024 work plan



# WTC San Diego priorities



## Export Assistance

Cultivating a pipeline of export-ready firms to engage in foreign markets



## Foreign Investment

Stewarding inbound investment partnerships and supporting route service development



## Global Identity

Positioning San Diego through trade missions and thought leadership



# 2024 Work Plan



## Export Assistance

**Launch** Year 7 of MetroConnect program

**\$3M+** new international sales

**Bolster** Export SBDC online presence to recruit exporters

**\$50K** STEP grant funding assisted



## FDI

**6 – 8** FDI projects

**BIO Convention** activations to engage w/ FDI targets

**5 – 8** priority delegations



## Global Identity

**Execute** Singapore Trade Mission

**Complete** 4x impactful GCC meetings

**Research & Surveying** for license holders to enhance trade connectivity

# MetroConnect VII

## MC7 Timeline

- January 2024: Kickoff event – [remarks from Mayor Todd Gloria](#)
- February – June 2024: 10 executive workshops complete
- October 2024: Midterm KPI's due
- May 2025: Grand Prize Pitchfest

## 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

## Work with small business clients

- 120 companies assisted through in-person seminars, webinar trainings, and 1:1 counseling activities
- 700 counseling hours
- Key workshops/seminars: Export Controls with BIS, Business Culture & Product Readiness, STEP Funding
- STEP grant funding awarded: 7 companies/\$39,476 (current round is ongoing)



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 Save



# SD to Singapore Trade Mission

Focus and goals

Themes:

- Biotechnology
- Advanced manufacturing
- Semiconductors
- Urban infrastructure and resilience

San Diego delegation:

- 40 government, academic, and private sector leaders

Outcomes:

- *Transactional*: 2-3 announcements (expansions/partnerships)
- *Best practices*: 2-3 learning experiences or best practices for delegation implementation
- *Promotional*: 2 public receptions/events that communicate San Diego's innovation story



#SDinSG

# Delegation

40 government, academic, and private sector leadership from the binational region



# Trade Mission Highlights

- Spotlight on San Diego luncheon
- Visit to Woodlands border checkpoint
- VIP meeting with Deputy Prime Minister
- Tour of City Gallery with leaders at Urban Redevelopment Authority
- Port meetings with MPA, PSA International, and target carriers/ship operators
- Visits to Illumina and ResMed



# Trade mission follow up

- Singaporean companies interested in San Diego, such as AEM Americas, FathomX, and Durapower
- Bioling and Visaic continuing conversations with Temasek's US entity following pitches
- Port of San Diego relationship Swire, Norden, G2 Ocean, and other targets
- MELIC Ventures collaborations with Visaic and Skyports Singapore
- UCSD expanding partnership with NUS



View the draft 2024  
WTC Annual Report [here](#)



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SAN DIEGO



# FY 2024 License holder deliverables and GCC



# City of San Diego

## Key Deliverables for FY24:

Singapore trade mission – complete

MetroConnect VII – in progress

European trade mission – in progress



# San Diego International Airport

## Key Deliverables for FY24:

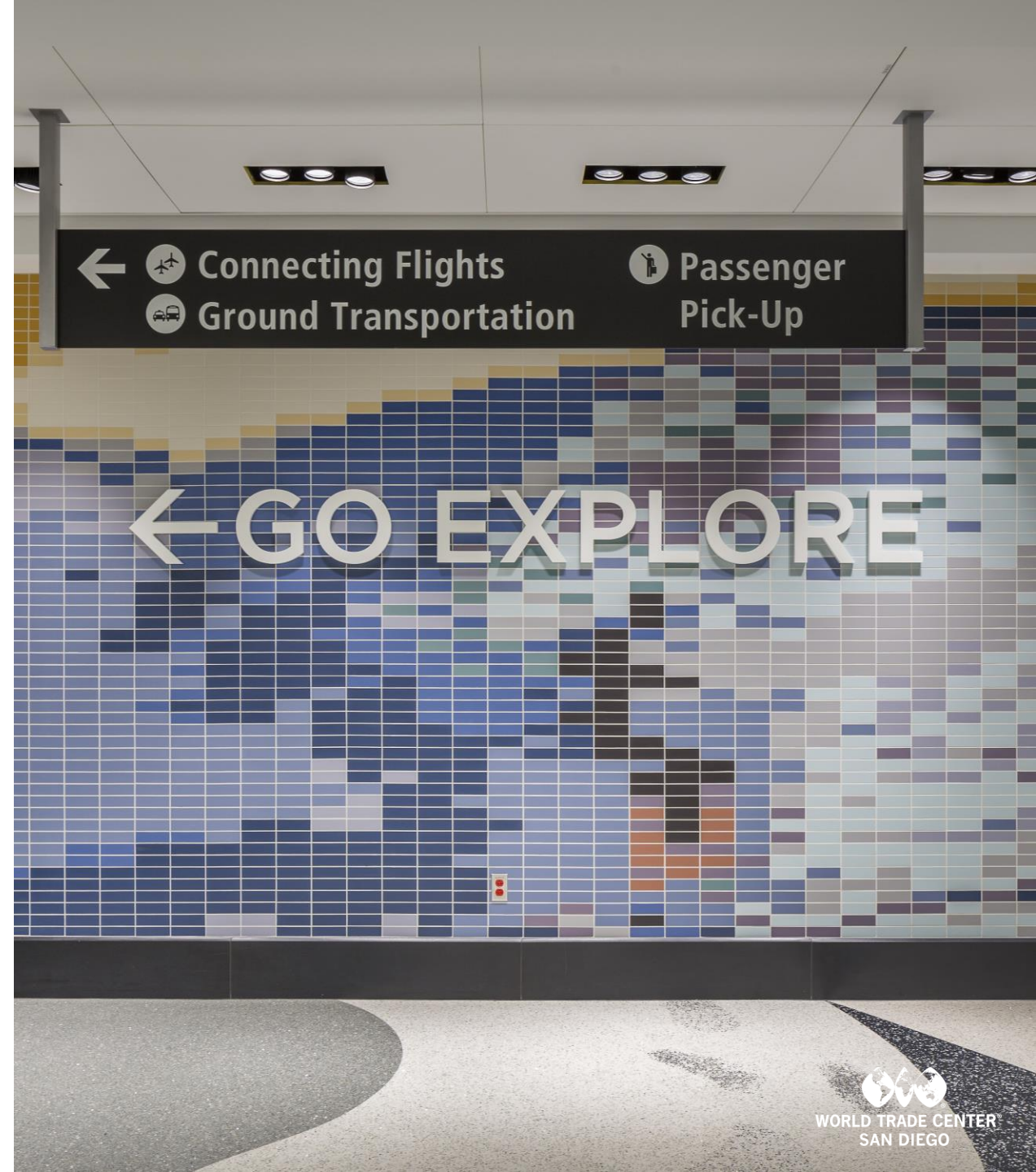
### Market intelligence

- Data for Europe and Latin America – complete
- FDI data dashboard – complete

DCA support campaign – complete & win

Singapore trade mission – complete

KLM/Air France attraction – in progress



# Port of San Diego

## Key deliverables for FY24:

Trade mission (MPA Singapore & PSA International) – complete

Cargo opportunities webinar – complete

Maritime business demand survey – complete

Webinar or roundtable convening – in planning



# Global Competitiveness Council (GCC)

## 2024 Convenings

- Launch of MetroConnect VII & Qualcomm Deep Dive
- Impact of Mexican Elections on U.S. businesses @ Cubic
- SAN Terminal 1 Redevelopment & Singapore Trade Mission
- Global Economic Trends for 2025



# 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]**  
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

Monique Rodriguez, Vice President, Government Affairs, Qualcomm **[CO-CHAIR]**  
Scott Russel, Principal (Americas West), Arup  
Jennie Brooks, Executive VP, Booz Allen Hamilton  
Jason Jager, Senior Partner & Managing Director, Boston Consulting Group  
Neil Bence, VP of Encology and SD Site Head, Bristol Myers Squibb  
Mark Ballam, Managing Director, San Diego State University (CIBER)  
Dan Hedstrom, VP & Chief Information Officer, Cubic Global Defense  
Zafer Sahinoglu, General Manager MELIC Ventures, Mitsubishi Electric US  
Peter Cowhey, Dean of the School of Global Policy & Strategy, UC San Diego  
Rho Cauley-Bruner, Director of Programs, Northrop Grumman  
Mark Field, Vice President of Software, Insulet  
Jake Leach, COO, Dexcom  
Ashley Van Zeeland, VP Corporate Development, Illumina

## Council Members - Continued

Hampton Brown, VP of Revenue, Marketing and Innovation/CRO, San Diego County Regional Airport Authority  
Mike LaFleur, VP (Maritime), Port of San Diego  
Greg Borossay, Principle (Maritime Business Development), Port of San Diego  
Cristina Hermosillo, President, Tijuana EDC  
Aron Davidson, Director (San Diego & Imperial), U.S Commercial Service  
Jorge Goytortua, President & CEO, Cross Border Xpress  
Zabrina Johal, Director of Business Development, General Atomics  
Nate Kelley, Research Director, San Diego Tourism Authority  
Kristina Kim, General Counsel, KS Kim Law  
Magda Marquet, Founder & Co-CEO, Alma Life Sciences  
Takatoshi Oda, Account Manager and Passenger Sales, Japan Airlines  
Jim Perkins, COO, Procopio  
Tyler Baldridge, Director, Global Affairs, Viasat  
Tiffany Yarling, Manager, Corporate Communications, Solar Turbines  
Steve Brass, President & CEO, WD-40 Company  
Aaron Ryan, Managing Director, JPMorgan Chase  
Reggie LeBlanc, VP Manufacturing, Integrated Supply Chain, BD  
Barbara Wight, CFO, Taylor Guitars  
Pilar Dieter, Managing Partner, YCP Solidiance  
Shawn Dixon, COO, San Diego Zoo Wildlife Alliance

# Administration

## Key Deliverables:

Quarterly invoices & reports to license holders

Quarterly Global Competitiveness Council meetings

Monthly founding partner staff calls

Management of WTC brand and license/ WTCA coordination & reporting



# 2025 Work Plan





# 2025 Work Plan



## Export Assistance

**Conclude** Year 7 of MetroConnect program

**\$3M+** new international sales

**800** hours of export counseling to SMEs

**Launch** MetroConnect VIII cohort



## FDI

**Release** cross-border trade report w/ binational partners

**6 – 8** FDI projects

**5 – 8** priority delegations



## Global Identity

**Execute** European Trade Mission

**Complete** 4x impactful GCC meetings

**Research & Surveying** for license holders to enhance trade connectivity

**Go Global** interviews & research

# Go Global 2030:

## Trade & Investment Plan for San Diego



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# Go Global Report (2015)

## What is Go Global?

- Initially released in 2015, alongside the City of San Diego, JPMorgan Chase, and the Brookings Institution
- Part of the Global Cities Initiative, which analyzed how globally integrated regional economies were and what could be done to grow export opportunities
- Led to the launch of World Trade Center San Diego, under the purview of the San Diego Regional EDC
- Findings informed the creation of MetroConnet export accelerator



**GO GLOBAL**  
SAN DIEGO'S GLOBAL TRADE  
AND INVESTMENT INITIATIVE



# Go Global 2030 – Process and Timeline

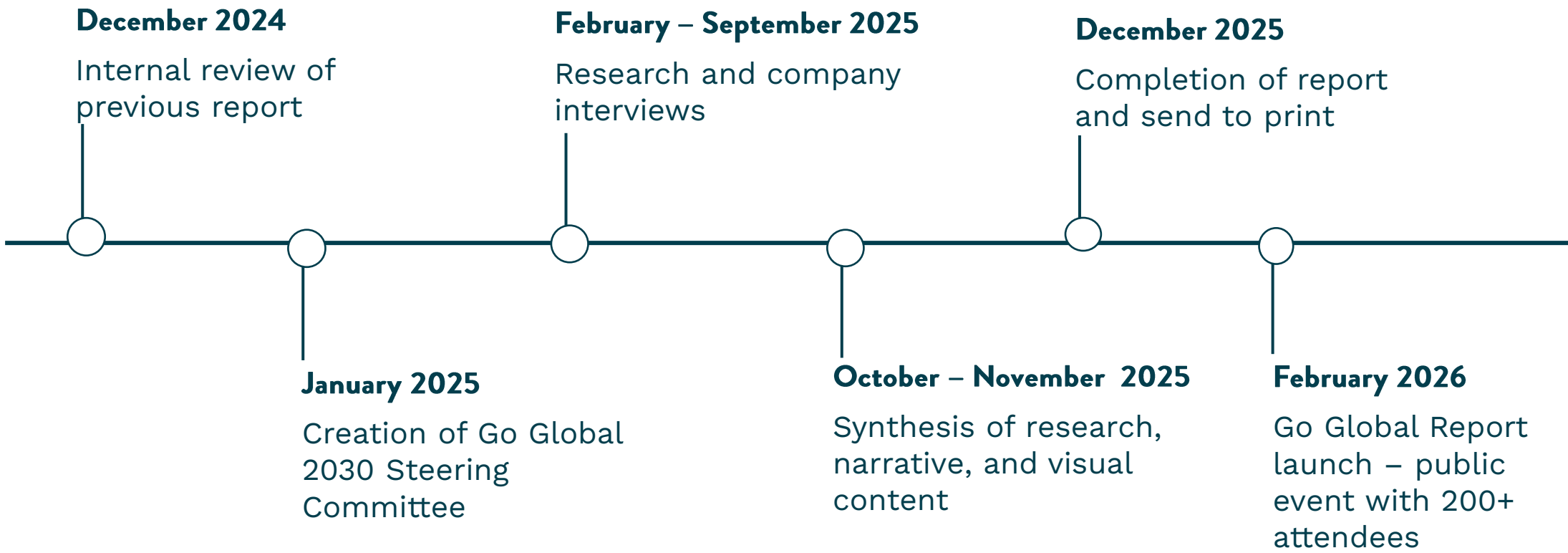
## Assemble Go Global Steering Committee

- WTCSD Founding Partners – City of SD, Port Authority, Airport Authority
- Trade associations and civic organizations with global interests – Chamber, Tijuana EDC, Biocom, Connect
- Key private sector employers – Qualcomm, Illumina, Sempra, ASML, Dexcom, BD, etc.
- Innovative small and medium-sized businesses – MetroConnect alumni, Cool Companies, etc.

## Process

- Monthly Founding Partner calls to track progress
- 20 – 25 executive interviews with companies and organizations
- Data cooperation with key university partners
- Cross-border collaboration with Baja partners to ensure that binational economy is represented

# Go Global - report timeline



View the previous Go Global report [here](#)



» Go Global 2025:  
San Diego's Trade and Investment Initiative



# Thank you!

Connect with us on social [@WTCSanDiego](#)  
and visit our website [wtcsd.org](#)

# Global Competitiveness Council – Q1 Meeting

Wednesday, March 27, 2024  
3:00 PM – 4:30 PM

Qualcomm

5775 Morehouse Drive San Diego, CA 92121

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- I. Welcome (3:00 PM)
  - [Monique Rodriguez](#), VP Government Affairs, Qualcomm
  - [Kim Becker](#), President & CEO, San Diego County Regional Airport Authority
- II. Discussion: Building a Comprehensive CSR Framework (3:15 PM)
  - *Moderator:* Nikia Clarke, Senior Director, WTCSD
  - [Monique Rodriguez](#), VP Government Affairs, Qualcomm
  - [Shawn Dixon](#), Chief Operating Officer, San Diego Zoo Wildlife Alliance
  - [Leah Sicat](#), Global Head of Employee Giving and Regional Community, ASML
  - [Sarah Hassaine](#), Head of Diversity and Inclusion at ResMed
  - [Sarah Bowles](#), VP and Program Officer, Global Philanthropy at JP Morgan
  - Speaker, Role, Arcadis
  - Speaker, Role, ServiceNow
  - Speaker, Role, Eli Lilly
  - Speaker, Role, Amazon
- III. Aquacycl Pitch (4:04 PM)
  - [Orianna Bretschger](#), CEO, Aquacycl
- IV. VECKTA Pitch (4:12 PM)
  - [Gareth Evans](#), CEO, VECKTA
- V. World Trade Center San Diego Update (4:20 PM)
  - Lucas Coleman, Director, World Trade Center San Diego
- VI. Closing (4:30 PM)
  - [Monique Rodriguez](#), VP Government Affairs, Qualcomm
  - [Kim Becker](#), President & CEO, San Diego County Regional Airport Authority



# Global Competitiveness Council – Q2 Meeting

Wednesday, June 5, 2024  
3:00 PM – 4:30 PM

## Cubic

9233 Balboa Ave, San Diego, CA 92123

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- I. Welcome (3:05 PM)**
  - a. Monique Rodriguez, VP Government Affairs, Qualcomm
  - b. Dan Hedstrom, VP and Chief Information Officer, Cubic
  
- II. Overview of Mexican Elections (3:10 PM)**
  - a. *Moderator:* Nikia Clarke, Senior Vice President, Executive Director, WTCSD
  - b. Rafael Fernandez De Castro, Director, UCSD Center for U.S.-Mexican Studies
  
- III. World Trade Center San Diego Update (3:20 PM)**
  - a. Lucas Coleman, Director, World Trade Center San Diego
  
- IV. MetroConnect Company Pitches (3:25 PM)**
  - a. Jamar Williams, Founder & CEO, Promo Drone
  - b. Jessica Kissell, Business Development Manager, GALT Aerospace
  
- V. Cubic Update (3:40 PM)**
  - a. Dan Hedstrom, VP and Chief Information Officer, Cubic
  
- VI. Cubic Tour (4:00 PM)**
  - a. Dan Hedstrom, VP and Chief Information Officer, Cubic
  
- VII. Closing (4:30 PM)**
  - a. Monique Rodriguez, VP Government Affairs, Qualcomm

## Global Competitiveness Council – Q3 Meeting

Wednesday, September 19, 2024  
3:00 PM – 4:30 PM

San Diego Regional Airport Authority  
2417 McCain Road, San Diego, CA 92101

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### Overview:

The third Global Competitiveness Council meeting will be held at the new San Diego Regional Airport Authority Administration Building, emphasizing the region's trade infrastructure. The agenda includes updates on global travel and progress in the Terminal 1 remodel project. Attendees will also gain insights from the WTCSD team about the upcoming Singapore trade mission, which will focus on key industries such as biotechnology, advanced manufacturing, and semiconductors. Additionally, attendees will hear from two local companies that have been selected for WTCSD's flagship export accelerator.

- I. Welcome (3:05 PM)
  - a. Kim Becker, President and CEO, San Diego County Regional Airport Authority
  - b. Monique Rodriguez, VP Government Affairs, Qualcomm
- II. San Diego International Airport Update (3:10 PM)
  - a. Kim Becker, President & CEO, San Diego County Regional Airport Authority
- III. Discussion: San Diego's Trade Infrastructure (3:20 PM)
  - a. *Moderator:* Kenia Zamarripa, Vice President, International and Public Affairs, San Diego Regional Chamber of Commerce
  - b. Hampton Brown, Vice President, Revenue Generation, Marketing & Innovation
  - c. Mike Le Fleur, Vice President Maritime, Port of San Diego
  - d. Naomi Young, Principal Economist, SANDAG
- IV. MetroConnect Company Pitches (4:00 PM)
  - a. Kanaan Jemili, CEO, Visaic
  - b. Cristobal Murillo, Founder & CEO, Selk'bag
- V. World Trade Center Q3 Update (4:15 PM)
  - a. Lucas Coleman, Director, World Trade Center San Diego
- VI. Closing (4:30 PM)
  - a. Monique Rodriguez, VP Government Affairs, Qualcomm

## Global Competitiveness Council – Q4 Meeting

Wednesday, December 4, 2024

3:00 PM – 4:30 PM

Venue TBD

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- I. Welcome (3:05 PM)
  
- II. World Trade Center San Diego Update
  - a. Lucas Coleman, Director, World Trade Center San Diego
  
- III. Panel: Economic Trends for 2025
  
- IV. Closing (4:30 PM)
  - a. Monique Rodriguez, VP Government Affairs, Qualcomm
  - b. Kim Becker, President & CEO, San Diego County Regional Airport Authority