

**MEETING OF THE
BOARD OF DIRECTORS
OF
WORLD TRADE CENTER SAN DIEGO, INC.
June 2, 2021**



Agenda

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

June 2, 2021

1:00 PM

Virtual

Microsoft Teams Meeting

[Click here to join the meeting](#)

or

Phone: +1 619-535-7686

Conference ID No. 763 94 7420

Board of Directors

Robert H. Gleason, Chair (SDCRAA)

Christina Bibler (City of San Diego)

Jennifer LeSar (Port of San Diego)

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, 2020 Board meeting.

2. ELECTION OF OFFICERS

3. STATUS UPDATE ON 2021 WORKPLAN

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

4. STATUS UPDATE ON LICENSEHOLDER DELIVERABLES

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

5. STATUS UPDATE ON 2025 GO GLOBAL REGIONAL STRATEGY PLAN

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

Board Comment

Adjournment

1. Approval of Minutes

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

Minutes

Tuesday, November 17, 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 regular 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 3:00 p.m., on Tuesday, November 17, 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 September 24, 2020 Special Board meeting.

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

2. UPDATE ON THE 2020 WORKPLAN AND ANNUAL REPORT:

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC), provided an update on the 2020 Workplan and Annual Report that included an overview of COVID-19 Small Business Support, Corporate Travel Survey, Export Specialty Center and key deliverables of the Port of San Diego, San Diego International Airport and City of San Diego.

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

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC), provided an update on the Global Competitiveness Council (GCC) that included an overview of the Council's scope, 2020 agendas and membership roster information.

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

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC), provided a review of the 2021 Draft Work Plan and Draft Budget that included the areas of Exports, Foreign Investments and Global Identity.

ACTION: Moved by Board Member Caldwell and seconded by Board Member Merrifield to adopt the 2021 Work Plan, incorporating the 2021 Draft Budget. Motion carried unanimously.

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

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC) provided an update on the “Go Global” strategic plan that included Priorities, Timeline, Deliverables and Research Focus.

Board Member Merrifield and Chair Gleason concurred that the Board should review the Go Global Strategy towards the end of February or the beginning of March.

BOARD COMMENTS:

Chair Gleason suggested that Board Meetings for 2021 be scheduled for February, June and November. Chair Gleason reminded the Board that, as established in the guidelines, Port staff would be taking over the clerking and meeting management duties from the Airport Authority for 2021.

ADJOURNMENT: The meeting adjourned at 3:59 p.m.

APPROVED BY A MOTION OF THE WORLD TRADE CENTER SAN DIEGO, INC. BOARD
THIS ____ DAY OF _____, 2021.

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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REGIONAL
EDC

WTC Inc. Board of Directors June 2, 2021

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

June 2, 2021

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 2021 workplan
- Status update on license holder deliverables
- Status update on 2025 Go Global Regional Strategy Plan





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Status update on 2021 workplan

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

Execute five 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

MetroConnect V

International sales accelerator program

Financial Resources:

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

Programmatic Resources:

- Workshops
- Translation software
- Flight discounts
- Media and PR support
- Network of mentors, service providers & overseas contacts

AMAVARA



dynam.AI



Omni2Max

SEMANTIC AI

SIDUS



mRobotics.io

Modern Times BEER

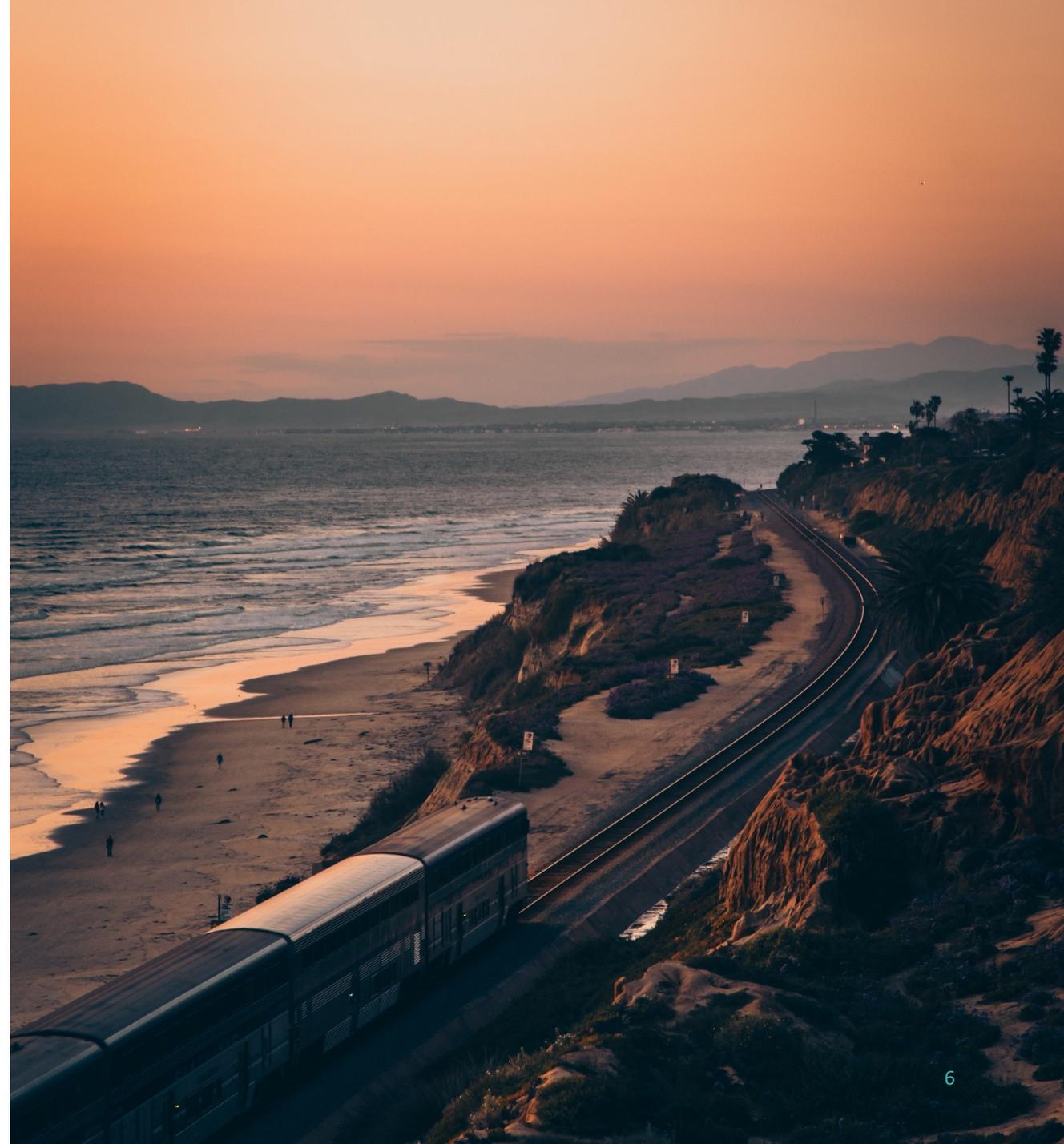


tradesun

TREX ENTERPRISES CORPORATION

UPRISE ENERGY

WHITE LABS PURE YEAST & FERMENTATION





Export SBDC

Small business development center

- Export Education
- Market Intelligence
- No-cost advising from technical consultants

MetroConnect

presented by
JPMORGAN CHASE & CO.  Procopio®

Financial Resources:

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

Programmatic Resources:

- Workshops
- Translation software
- Flight discounts
- Media and PR support
- Network of mentors, service providers & overseas contacts

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Omni 2Max

SEMANTIC AI™

SIDUS



mRobotics.io

Modern Times BEER



TREX ENTERPRISES CORPORATION

UPRISE ENERGY



Export SBDC (Small Business Development Center)

Established to allow WTC and the regional SBDC Network to provide export support to a wider audience of small businesses in the region

- Export Education
- Market Intelligence
- No-cost advising from technical consultants





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Status update on license holder deliverables

City of San Diego

Key Deliverables:

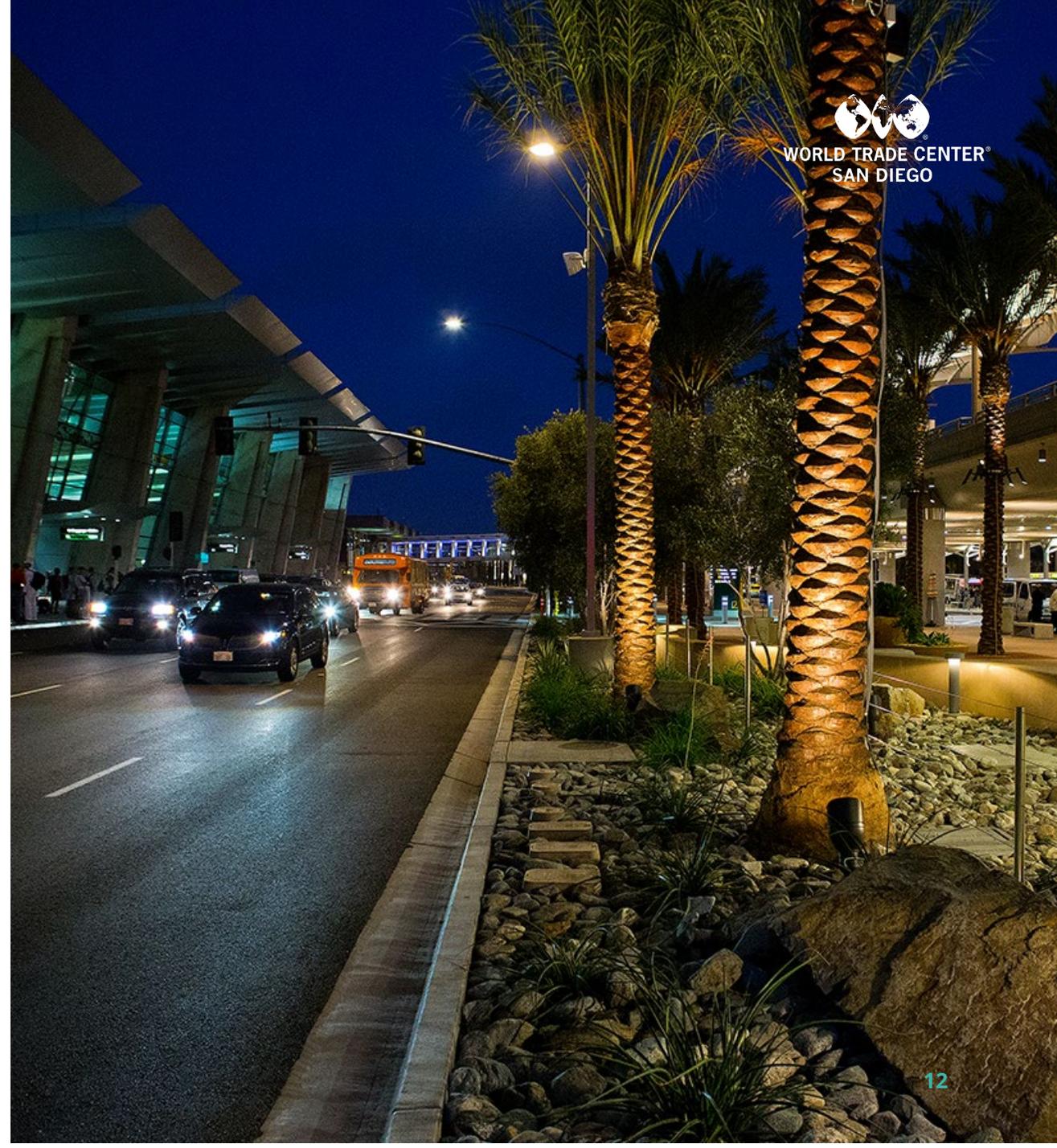
- MetroConnect V export support for 15 small businesses
- Covid relief consulting and support for 1000+ businesses



San Diego International Airport

Key Deliverables:

- Corporate travel survey and COVID-19 impacts
- Company outreach to assess COVID impact and business sentiment
- Support on air service webinars and events



Port of San Diego

Key Deliverables:

- Logistics advising for local firms
- Project scoping and support for trade expansion



Administration

Key Deliverables:

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





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Status update on Go Global 2025 regional strategy

Go Global 2025: San Diego's Trade & Investment Initiative

82% of San Diego businesses agree their companies will look fundamentally different

01

Lead with most **competitive** industries with highest job creation potential

goglobal2025.wtcsd.org

02

<http://goglobal2025.wtcsd.org/>

Capture investment all along the **cross-border** value chain

03

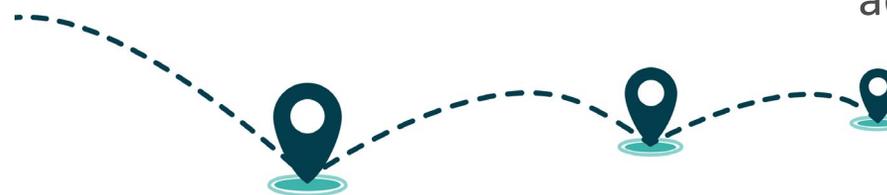
Prioritize market access for **small business**

04

Modernize and expand service through **international ports** of entry

05

Deepen public-private partnership & **diplomacy** on targeted international activity



98 percent of US exporters are small businesses



Unmute Stop Video

Participants 117 Chat Share Screen Record Reactions

Leave

Q1 - GLOBAL COMPETITIVENESS COUNCIL VIRTUAL MEETING

April 1 | 8:30 a.m. - 10 a.m. PDT |



Dr. Renee Bowen

Director, Center for
Commerce and Diplomacy,
UC San Diego



Garry Ridge

Chairman of the Board & CEO,
WD-40



Kathleen Lynch

Vice President, Global
Government Affairs & Public
Policy, Illumina



Maritza Diaz

CEO, iTjuana



Dr. Vivek Lall

Chief Executive, General
Atoms Global

Thank you.

Dr. Nikia Clarke

Executive Director, WTC San Diego
San Diego Regional EDC
nc@sandiegobusiness.org

WEB wtcsd.org

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

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APPENDIX



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Go Global 2025

San Diego's Trade and Investment Initiative

Q1 2021

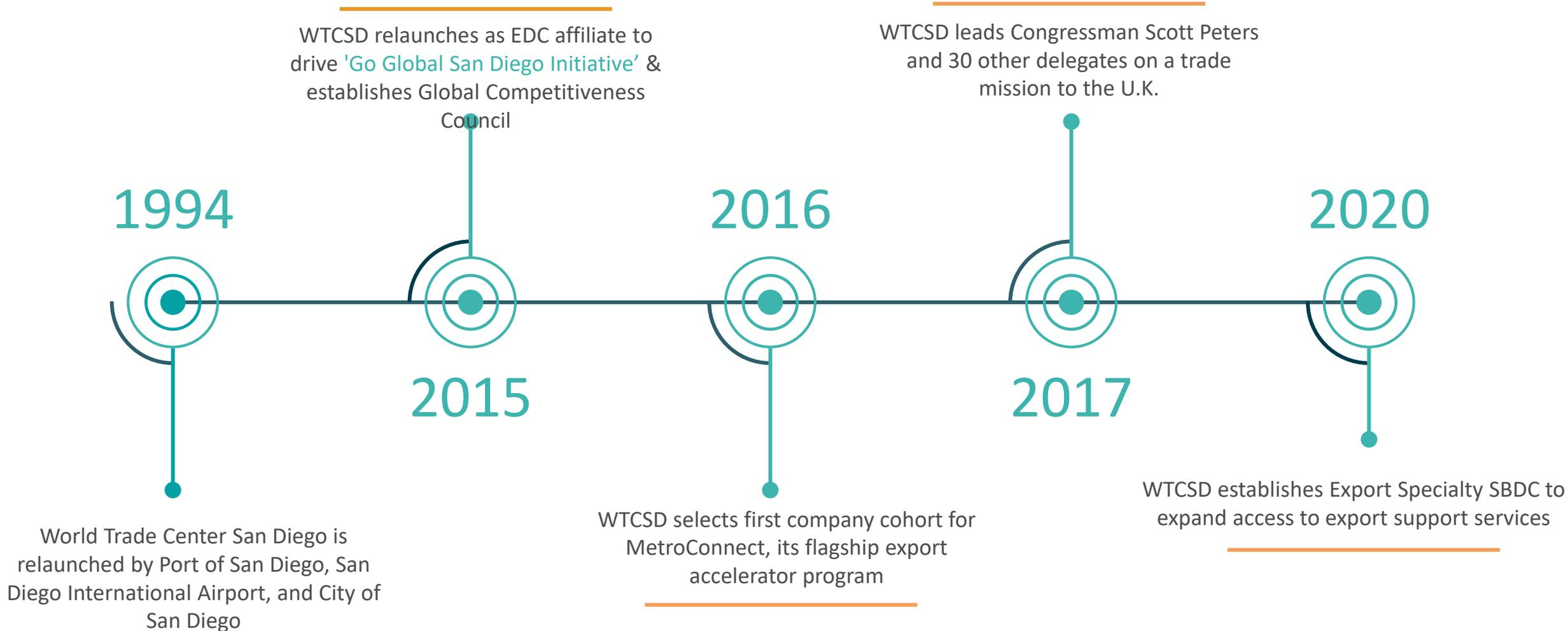
goglobal2025.wtcsd.org

As the international affiliate of San Diego Regional EDC, WTCSD cultivates a pipeline of export-ready firms, maximizes FDI opportunities, and enhances San Diego's connectivity to the markets that matter most.

FOUNDING PARTNERS



Our story





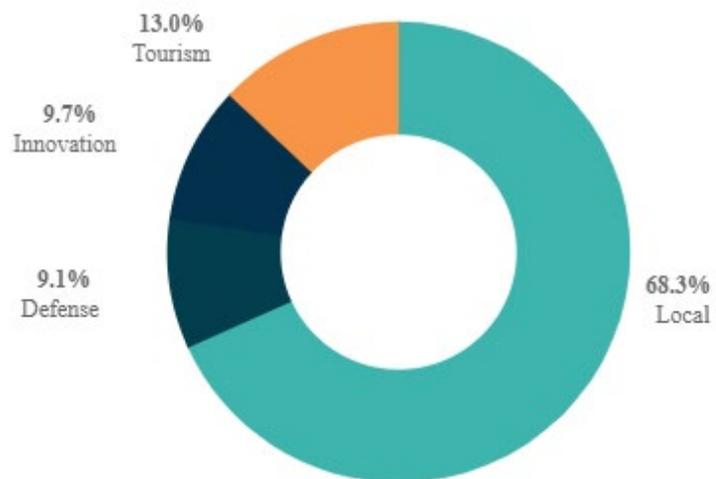
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Trade & Investment Overview

San Diego's Economy

Three traded clusters drive trade & investment outcomes



INNOVATION CLUSTER

- Information Communication Technology
- Aerospace & Navigation Technology
- Biotechnology & Pharmaceuticals
- Medical Device
- Cleantech

AVERAGE WAGES

\$55K
REST OF ECONOMY

\$155K
INNOVATION CLUSTER

\$3B

Foreign investment
into San Diego
(2020)

73%

of San Diego's total
inbound investment is
Life Sciences
(2020)

\$22B

Total exports
from San Diego
(2020)

\$46B

Total imports
to San Diego
(2020)

10%

Export growth
(2018)

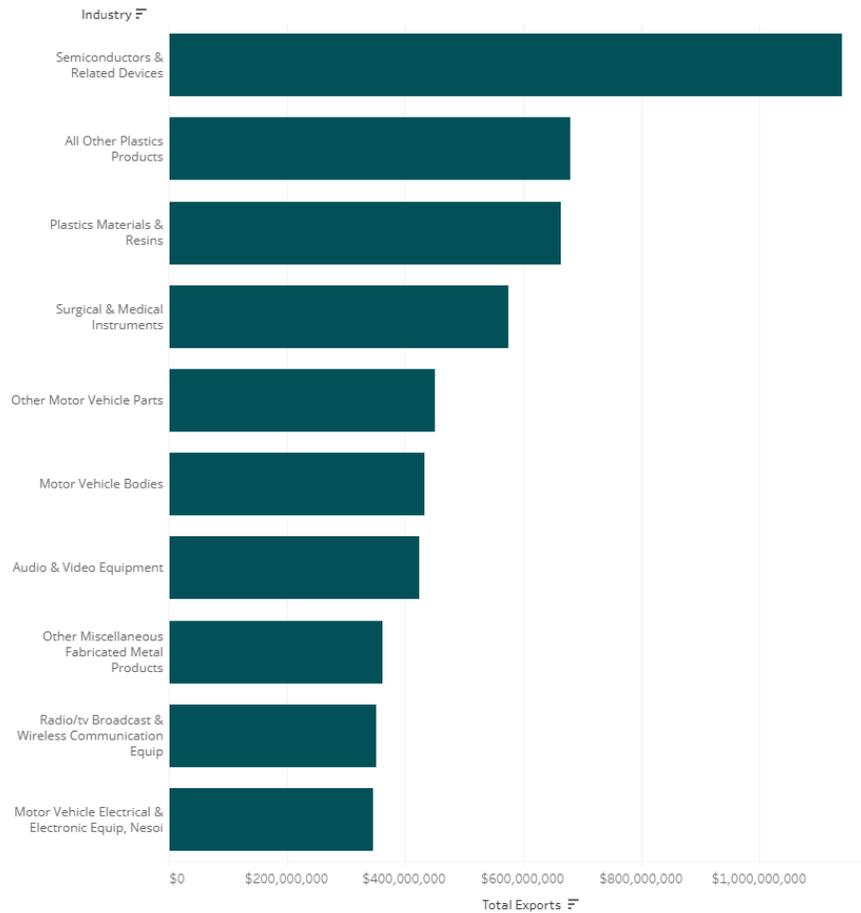
7

International ports
of entry in
Cali Baja region

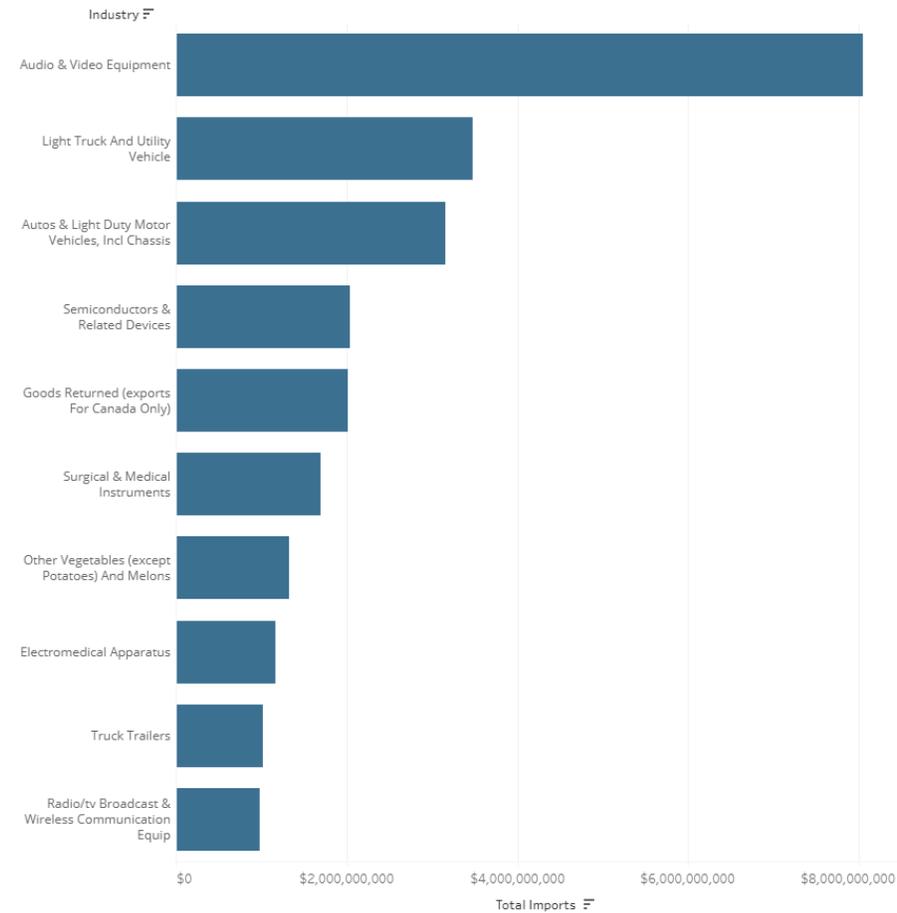
Goods trade

Goods trade reflects a robust cross border supply chain

TOP 10 EXPORT GOODS



TOP 10 IMPORT GOODS



20%

Decline
2020 exports

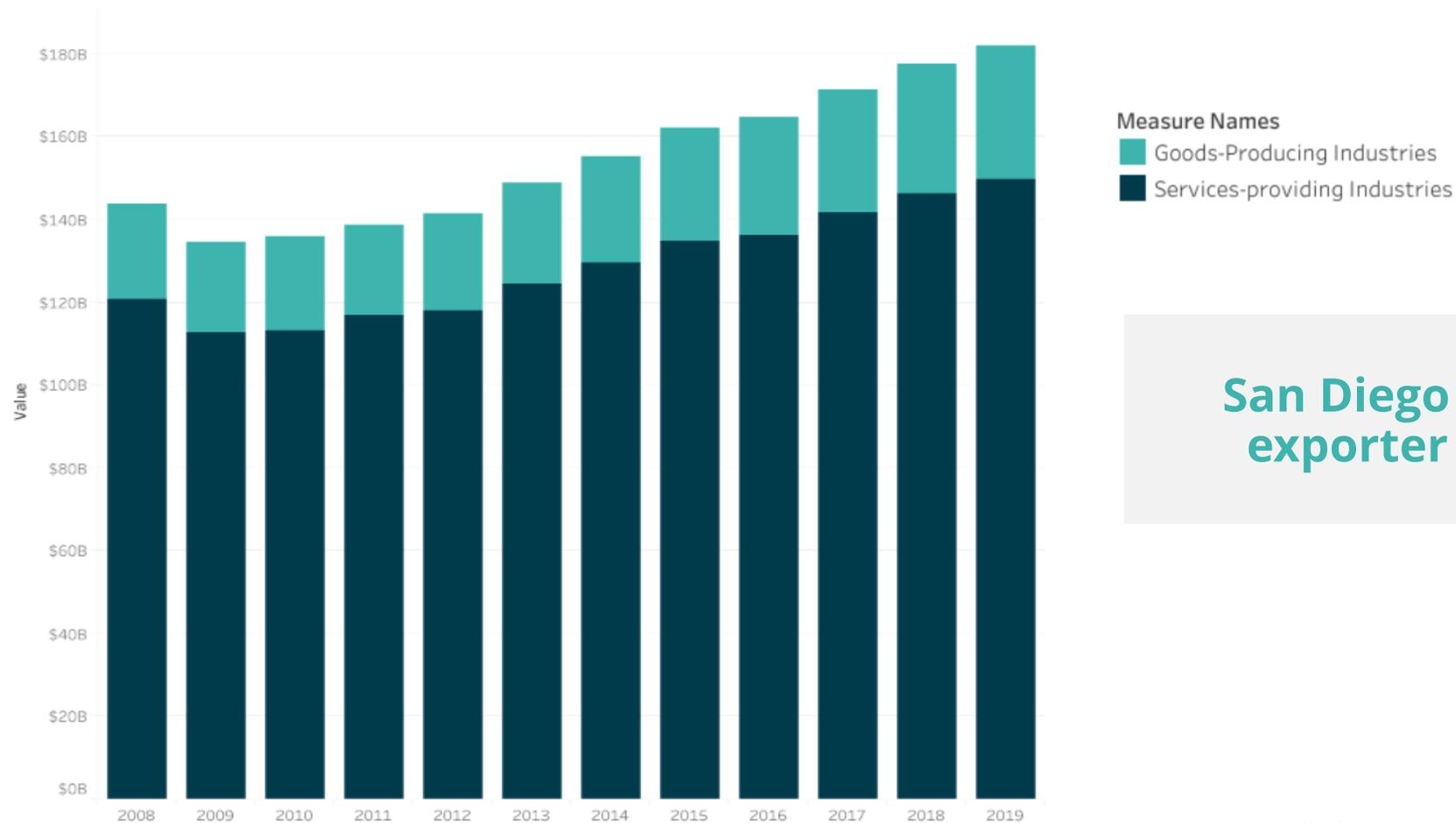
17%

Decline
2020 imports

Services trade

Most future growth will come from services exports

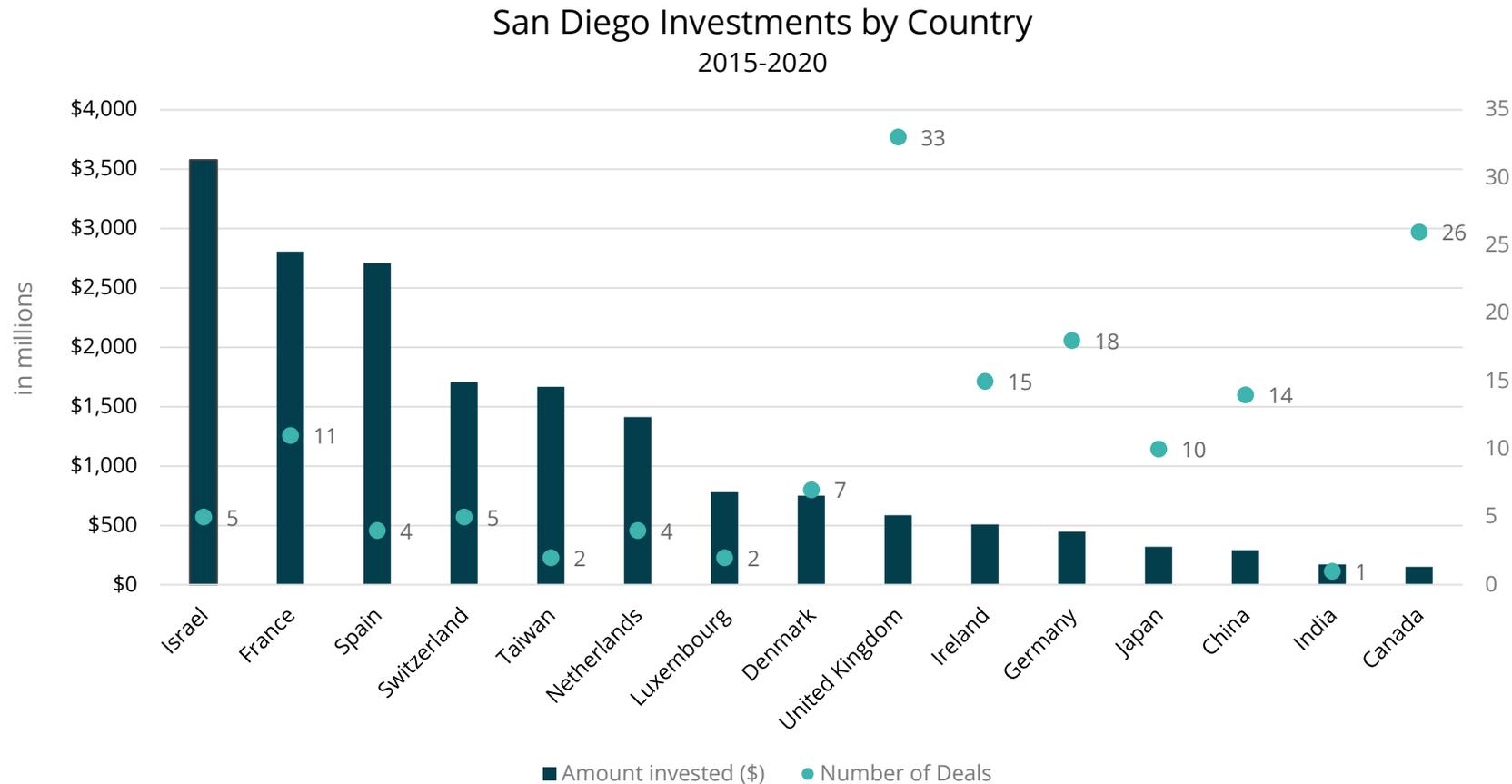
SAN DIEGO GOODS AND SERVICES INDUSTRIES



San Diego is a top 10 services exporter among US metros

Investment

Foreign direct investment (FDI) is concentrated in knowledge-intensive industries



94%

Total FDI is through M&A

73%

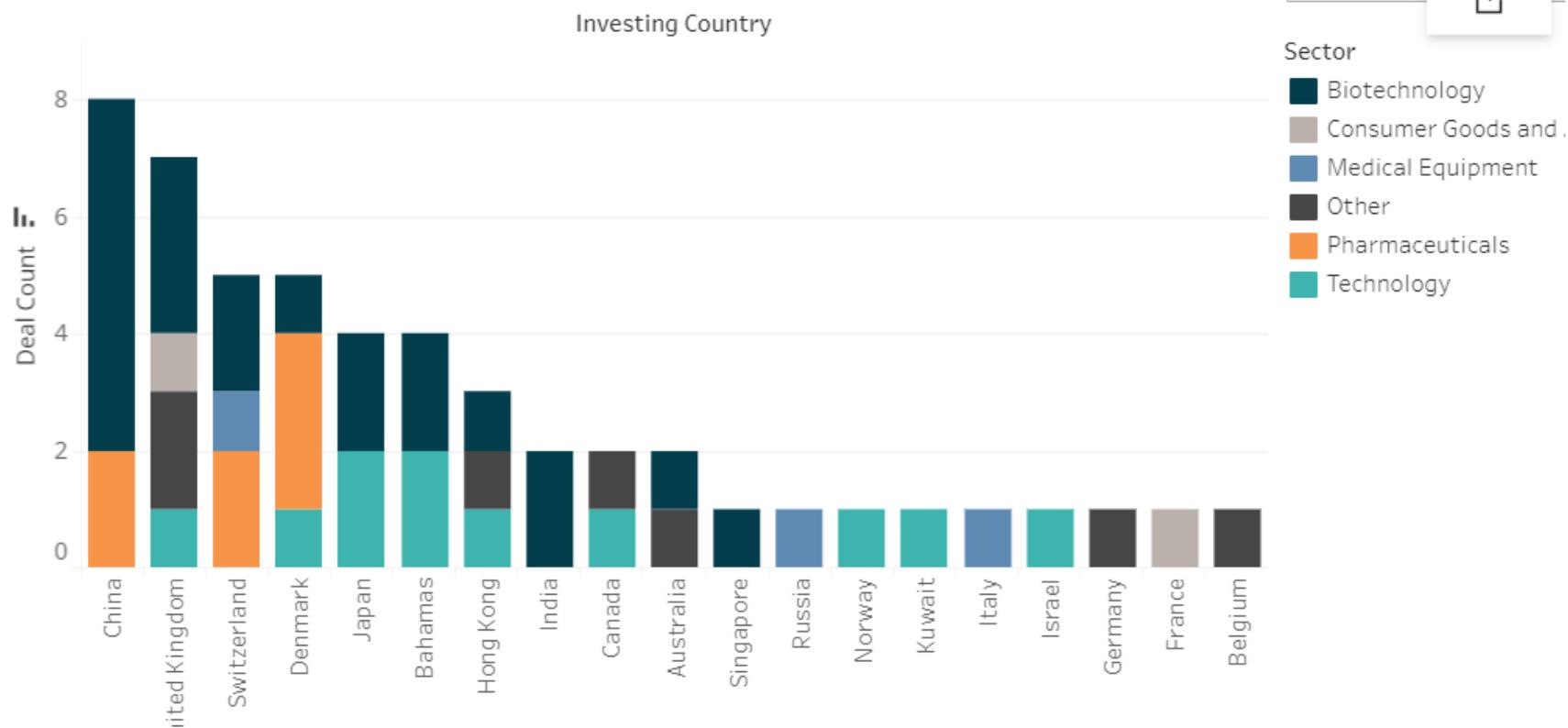
Total in Life Sciences

Venture Capital

VC trends reveal rising new foreign investors

Chinese firms have been involved in 35 deals since 2016.

VENTURE CAPITAL INVESTMENTS BY COUNTRY





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COVID-19 Impacts

Some trends are here to stay

82% of San Diego businesses agree their companies will look fundamentally different

01

Digital transformation has accelerated

02

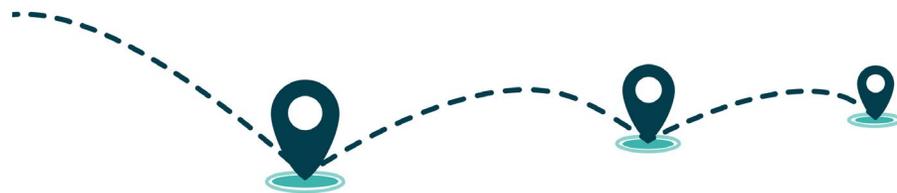
Supply chains must be efficient AND resilient

03

Small businesses face big headwinds

04

The future of the workplace is uncertain



98 percent of US exporters are small businesses



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Strategic Plan

01 Lead with most competitive industries

Most growth & job creation will come from innovation-based industries

Innovation-based industries where San Diego excels—life sciences, technology, aerospace, and defense—produce San Diego’s leading exported goods and services and attract the majority of foreign investment into the region. Supporting the internationalization of firms in these industries will grow quality jobs in San Diego.

San Diego is third-ranked life sciences cluster in the U.S.



02 Leverage binational assets to attract investment

Capture investment along entire value chain in priority industries



Cali Baja is home to the world's largest medical device cluster

Cali Baja can house the entire value chain for advanced industries within an hour's drive. At a time of significant global supply chain disruption, **the region can capture market-seeking foreign investment** by showcasing its \$2.5B cross-border supply chain and facilitating opportunities for binational expansion.

03 Prioritize market access for small businesses

Small businesses create most jobs but face higher barriers to internationalization

Small businesses employ 60 percent of San Diegans—**nearly double the national average**. Companies that export are more resilient and employ more people. Facilitating access to overseas customers and markets for small businesses will enable sustainable, quality job growth.

30% DOWN IN REVENUE FOR SAN DIEGO SMALL BUSINESSES

04 Invest in critical infrastructure

Modernize, maintain and expand service through international ports of entry

Supply chain resilience, business expansion, and tourism recovery all rely on maintaining, modernizing, and expanding air, sea, and land ports of entry. Supporting the retention of international air and liner service will augment trade and investment goals.



05 Enhance San Diego's global identity

Deepen public-private partnerships on focused international activity

Good data and a sound strategy accomplish much more when paired with thought leadership and global partnerships. **San Diego's innovation story is most powerful when told collectively** via focused marketing, research, and trade mission activity.



of executives interviewed say
trade missions by metro
leaders are “very valuable”

Thank you to our sponsors



The Center for Commerce and Diplomacy (CCD) is based at UC San Diego's School of Global Policy and Strategy (GPS). CCD's core mission is to produce high-quality research that informs government and business leaders about the challenges and institutions of international commercial diplomacy in a changing world.

FOUNDING PARTNERS



Thank you.

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