

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

Agenda

Wednesday November 16, 2016
9:00AM

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

Board of Directors

Robert H. Gleason, Chair (SDCRAA)
David Graham, Secretary (City of San Diego)
Marshall Merrifield, 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 July 18, 2016 board meeting.

2. UPDATE ON 2016 WORK PLAN OUTCOMES AND RECEIVE DRAFT ANNUAL REPORT FOR FEEDBACK

RECOMMENDATION: Receive Update and Draft Annual Report
Presented by Nikia Clarke, Director, World Trade Center San Diego

3. PRESENTATION OF CONFLICT OF INTEREST POLICY

RECOMMENDATION: Adopt the drafted World Trade Center – San Diego Conflict of Interest policy.

Presented by Amy Gonzalez, General Counsel, SDCRAA and Dave Catalino, Attorney, SDUPD

4. ADMINISTRATIVE SUPPORT OF WTC BOARD

Board discussion of requirements and responsibilities for each organization in administrative support for WTC Board.

Adjournment

ITEM 1: APPROVAL OF MINUTES

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

Minutes

Monday, July 18, 2016

2:00 P.M.

San Diego International Airport
San Diego County Regional Airport Authority Administration Building
Tuskegee Conference Room

Call to Order: Board Member Gleason called the special meeting of the Board of Directors of the World Trade Center San Diego, Inc. to order at 2:06 p.m., on Monday, July 18, 2016, in the Tuskegee Conference Room of the San Diego International Airport, SDCRAA Administration Building, 3225 N. Harbor Drive, San Diego, CA 92101.

Roll Call:

Present: Board Members: Robert H. Gleason, David Graham, Marshall Merrifield
Absent: Board Members: None

Public Comment: None

Reports and Action Items

1. APPROVAL OF MINUTES:

RECOMMENDATION: Approve the Minutes of the March 4, 2016 Board meeting.

ACTION: Moved by Chair Gleason and Seconded by Board Member Merrifield to approve staff's recommendation. Motion carried noting Board Member Graham as ABSENT.

2. REPORTS AND UPDATES CONCERNING FORMATION AND GOVERNANCE DOCUMENTS:

Board Member Graham arrived to the World Trade Center San Diego Committee meeting at 2:14 p.m.

3. APPROVAL OF REVISED 2016 WORK PLAN AND RECEIVE CURRENT STATUS REPORT:

Nikia Clarke, Director, World Trade Center San Diego, distributed and provided an overview of the 2016 Work Plan.

Board Member Merrifield reported that the Port Commissioner discussed import and export plans within the Work Plan.

Bob Nelson, Port Commissioner, stated that there are international businesses in shipping that don't know about San Diego. He suggested that the EDC and WTC provide a presentation to Port Commissioners later in the year.

RECOMMENDATION: Approve the revised 2016 work plan.

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

4. PRESENTATION OF 2015 WTC SAN DIEGO ACTIVITIES AND DEVELOPMENT OF ANNUAL REPORT TEMPLATE:

Nikia Clarke, Director, World Trade Center San Diego, provided a report on the 2015 WTC San Diego Activities and Development of Annual Report Template.

Chair Gleason requested that the EDC reach out to each member organization to get their input on the report and to update the data within the report; that the report covers a calendar year; and ensure that all regional partners are included in the report.

5. DISCUSSION OF MEMBERSHIP OF GLOBAL COMPETITIVENESS COUNCIL AS OUTLINED IN 2016 WORK PLAN:

Chair Gleason suggested that individuals representing organizations designated as Global Competitiveness Council members should be so noted on the official roster.

6. DISCUSSION OF ETHICS CODE / CONFLICT OF INTEREST POLICY:

Amy Gonzalez, General Counsel, San Diego County Regional Airport Authority, recommended that the WTC adopt an ethics code. She stated that she would like to research if WTC employees are required to file the Form 700.

Chair Gleason requested that legal counsel draft an ethics code to be presented at the next board meeting for discussion and possible action.

Mark Cafferty, President and CEO of San Diego Regional Economic Development Corporation, requested that legal counsel also research whether he would be considered a lobbyist in his capacity at EDC.

7. APPROVAL OF PROPOSED DATES AND LOCATION OF REGULAR WTC SAN DIEGO BOARD MEETINGS:

The Board agreed that WTC San Diego Board Meeting should be held on Wednesdays. They also agreed that Board meetings would alternate between the San Diego County Regional Airport Authority and the San Diego Port District Offices on an annual basis.

Chair Gleason requested that Authority staff poll Board Members on their availability for a meeting in November 2016.

Chair Gleason also requested that an item be added to the next agenda to discuss administrative support for meetings.

RECOMMENDATION: Approve dates and location of 2017 WTC San Diego Board Meetings presented by Hampton Brown, Director, Air Service Development, San Diego County Regional Airport Authority.

ACTION: No action taken.

Adjournment: The meeting was adjourned at 3:30 p.m.

APPROVED BY A MOTION OF THE WORLD TRADE CENTER SAN DIEGO, INC. BOARD THIS 16th DAY OF NOVEMBER, 2016.

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

**ITEM 2: UPDATE ON 2016 WORK PLAN OUTCOMES AND RECEIVE DRAFT
ANNUAL REPORT FOR FEEDBACK**



WORLD TRADE CENTER[®]
SAN DIEGO

ANNUAL REPORT 2016

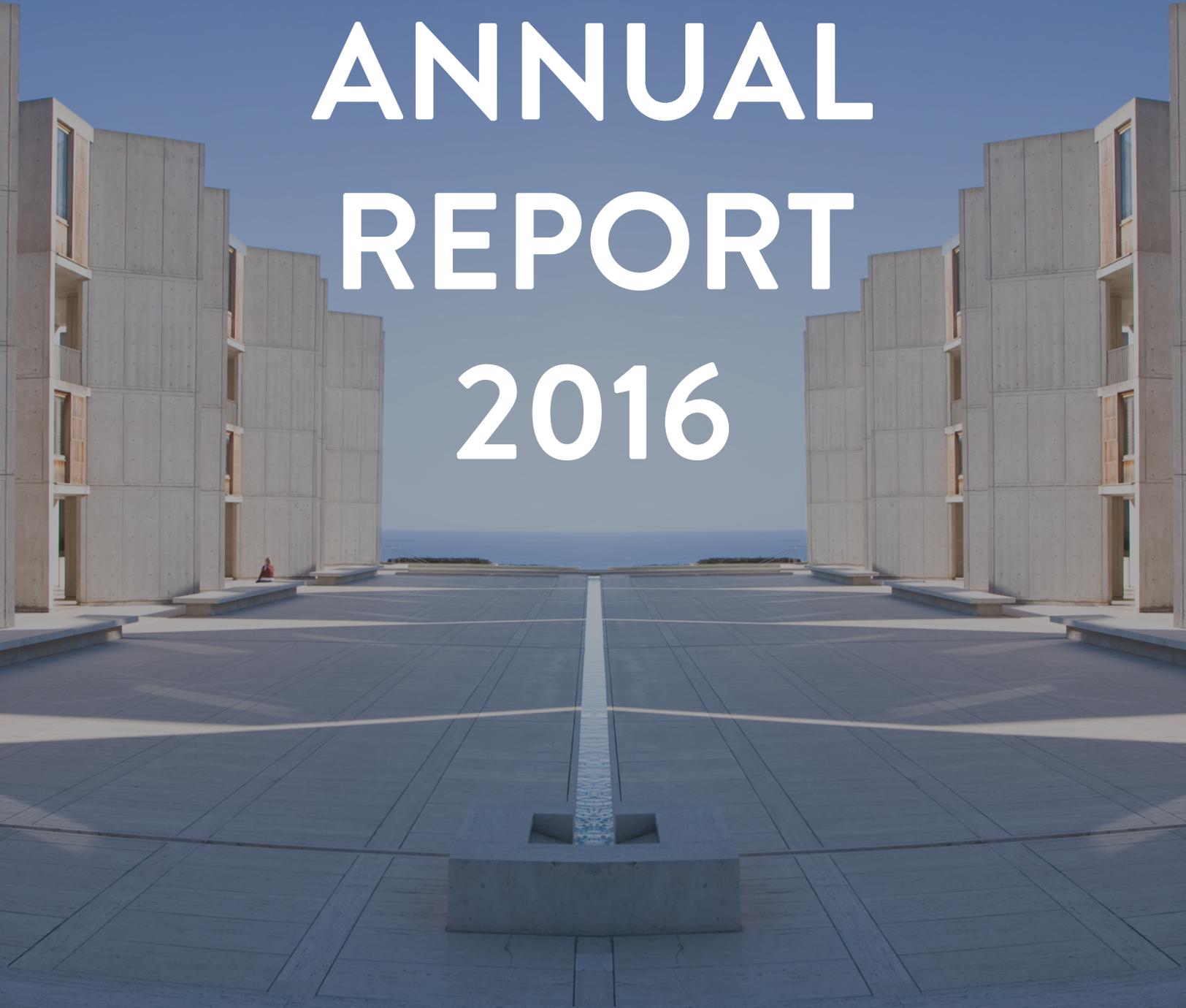


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State of Trade and Investment

95% of the world's consumers live outside of the U.S.

San Diego must leverage international exports and foreign direct investment (FDI) to create jobs, increase competitiveness and boost the region's global identity. Achieving these objectives will require a strategic and collaborative approach drawing on the relative strengths of dedicated government, industry and academic partners.

EXPORTS

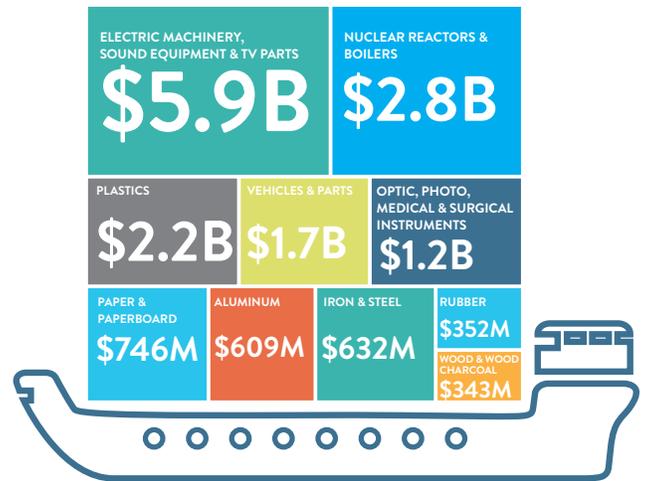
According to the International Trade Administration, San Diego experienced 30 percent growth in its goods exports since 2009, a \$4 billion increase. In 2015, San Diego goods exports totaled \$17.4 billion and increased, on average, by 2.8 percent over the last ten years.

San Diego's most concentrated industries also represent the region's largest export industries. Audio and video equipment manufacturing, communications equipment manufacturing, electronic instrument manufacturing, and pharmaceutical and medicine manufacturing represent the region's most concentrated industry clusters and the highest value exports.

In 2015, services exports represented close to 45 percent of all exports from San Diego. Research and development services led these exports. This reflects San Diego's competitive advantage in this industry, which the employment in the region is five times more concentrated than the national average

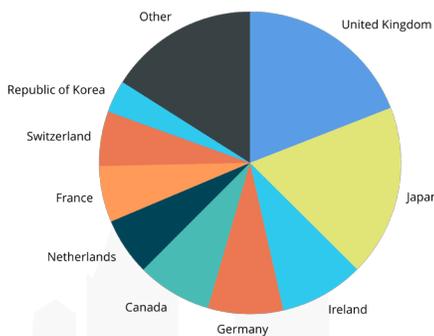
Businesses that export goods from San Diego are primarily small- and medium-sized enterprises, which accounted for more than 92 percent of all goods exports. In 2015, the top export markets were Mexico (\$5.5 billion), Canada (\$921 million), China (\$776 million) and Japan (\$712 million), which all combined for more than 45 percent of all goods exports.

TOP 10 HIGHEST VALUE EXPORTS



FOREIGN DIRECT INVESTMENT

Top Ten Sources of Foreign Employment, 2015



The innovation-based industries that produce San Diego's leading exported goods and services are also the drivers of FDI into the region. Foreign investment, at a metropolitan level, is tracked by counting the amount of jobs in San Diego tied to foreign-owned establishments.

In 2015, four of the top ten industries for foreign-owned employment in San Diego were advanced industries, or innovation-based clusters. Companies within the electronic instrument manufacturing, pharmaceutical manufacturing, ship building, and semiconductor manufacturing accounted for more than 44 percent of the top ten industries.

More than 84 percent of all foreign-owned employment was from the top ten countries, of which nine out of the top ten were Western European or East Asian countries. Additionally, most of these countries accounted for a majority of the advanced industry employment.

A Regional Framework

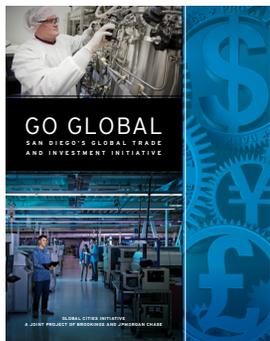
A REGIONAL GLOBAL STRATEGY

In an increasingly integrated global economy, strategic global economic engagement will prove crucial to San Diego's sustained economic competitiveness and resilience. Ongoing urbanization and the growing middle class across the globe ensure that export markets will continue to grow. Similarly, global FDI has increased more than five-fold between 1991 and 2011 to more than \$25 trillion. When more than 127,900 jobs are tied to exports and 54,000 people are employed by foreign-owned businesses, building upon these global trends strengthens the rationale for San Diego taking a more deliberate approach to global engagement.

San Diego's participation in the Global Cities Initiative (GCI) began in 2012 when the Brookings Institution selected San Diego as a pilot city to participate in developing a data-driven approach to trade and investment plan. The GCI – now comprised of more than 30 U.S. and international metros – seeks to help cities reorient their economies towards global markets. The development of a comprehensive strategy was led by a core team with representatives from WTC San Diego and each of its Founding Partners – City of San Diego, Port of San Diego and San Diego County Regional Airport Authority – San Diego Regional EDC, Biocom, Qualcomm, UC San Diego and the Governor's Office of Business and Economic Development.



RE-LAUNCH OF WTC SAN DIEGO



After three years of development and with input from more than 350 businesses, 30 regional partners launched the Go Global San Diego Initiative in March 2015. This trade and investment initiative was created to grow jobs through increasing exports, enhancing the region's global identity and strengthening connections to the global markets that matter most to the region's competitiveness.

In late 2015, the Founding Partners restructured WTC San Diego and relaunched it with a revitalized mandate. Operating as an affiliate of San Diego Regional EDC, its main mission is to build on a regional legacy of trade services provision in order to execute the Go Global initiative. This strategic move unifies the global engagement priorities of the region under the WTC San Diego banner, and positions San Diego to compete on the global stage. With and through the Founding Partners, WTC San Diego works to:

- Cultivate a pipeline of export-ready firms
- Attract and retain foreign investment in San Diego
- Strengthen San Diego's global identity and position it as the destination for investment.

Export Pipeline

Cultivating a pipeline of globally competitive local firms boosts exports, strengthens the industry clusters that draw foreign investment and generates impacts throughout the regional innovation ecosystem. In 2016, WTC San Diego built out a curated program of educational workshops and services, and hired a full-time trade and investment manager.

METROCONNECT: EXPORT SUPPORT PROGRAM

MetroConnect, the flagship program of WTC San Diego, provides small- and medium-sized enterprises (SMEs) the resources they need to engage in global markets.



presented by
JPMORGAN CHASE & CO.

On June 30, fifteen San Diego-based companies were chosen to participate in the program and received \$10,000 grants each, along with access to a suite of company support services from WTC San Diego and EDC. These services included mentorship matchmaking, introductions to country-specific resources, customized market research reports, press opportunities, speaker panel participation throughout San Diego and attendance at relevant trade missions and trade shows.

2016 Cohort



Trade Education

In 2016, WTC San Diego built out a calendar of trade education opportunities for MetroConnect participants. These included a global services expo, workshops on export compliance and export financing, access to language translation services, air travel and a mentorship network. In its second year, MetroConnect engaged with a number of partners in order to deliver the customized education and services required by participating companies.

1

global services expo

200 attendees

Cohort announced by
Mayor Faulconer

2

workshops



3

service provider partners

Systran
translation software

Agnew Multilingual
direct translation

Japan Airlines
nonstop flight to Tokyo, Japan

Export Pipeline

Grand Prize PitchFest

In November, WTC San Diego announced five finalists - Calbiotech, Deering Banjo Company, MANTA Instruments, Rough Draft Brewing, and VaultRMS - that pitched their international expansion strategies for an additional \$35,000 in prize money. These companies competed in front of more than 100 business and community leaders, who voted on the winner.



MetroConnect Grand Prize Winner

Brief profile of pitchfest winner

Name
Title
Company



2016 Program Key Performance Indicators

15

companies
engaged

\$175K

in grants awarded

35

countries
targeted

42

new jobs

\$6M

in new
export sales

6

new overseas
facilities

Since the program's launch, MetroConnect has engaged with 30 companies, of which were awarded a total of \$385,000 in grants, targeted 35 countries and built 9 new overseas facilities.

Export Pipeline

TRADE MISSIONS

Oi oceanology
international
2016 15-17 MARCH 2016, LONDON, EXCEL



=

31,000

total attendees
at both

520+

total companies
at both

WTC San Diego participated in a trade mission to England and France in coordination with The Maritime Alliance and City of San Diego. This group and ten water technology companies attended Oceanology International – coming to San Diego in 2017 for the first time – as well as explored export and expansion opportunities in the U.K. and Southern France.

in partnership with



10

San Diego water
tech companies


World Business
Forum
BioJapan 2016
Y O K O H A M A

=

14,000

total attendees

31+

countries and
regions represented

WTC San Diego traveled to Yokohama, Japan with Biocom, UC San Diego and four San Diego life sciences companies to attend BioJapan. BioJapan hosted 800 companies, 15,000 visitors and was sponsored by San Diego employers, such as Takeda Pharmaceuticals, Ajinomoto, Kyowa Kirin, Chugai and J&J Innovation, among others.

in partnership with



UC San Diego

4

San Diego life
sciences companies

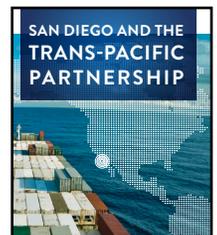
TRADE RESEARCH

WTC San Diego, in partnership with UC San Diego, produced the “San Diego and the Trans-Pacific Partnership” study. The study focuses on the effects the TPP will have on the San Diego economy and will serve as a template for other metropolitan regions to duplicate.



WTC San Diego coordinated a launch event for the TPP study alongside Qualcomm. More than 400 people attended the event to hear remarks from U.S. Secretary of Commerce Penny Pritzker, Qualcomm CEO Steven Mollenkopf and UC San Diego Interim Executive Vice Chancellor Peter Cowhey.

WTC San Diego’s advisory board, the GCC, then joined Secretary Pritzker and Mollenkopf in the Qualcomm board room for a private discussion on trade policy.



FDI Attraction & Retention

Maximizing foreign investment opportunities for the region requires building and institutionalizing linkages with strategic markets abroad, as well as better leveraging local companies, partners and assets. In 2016, WTC San Diego hosted 32 foreign delegations, traveled to eight global metro markets and launched a regional Protocol Network to maximize incoming FDI opportunities.

INBOUND DELEGATIONS



WTC San Diego hosted 32 foreign delegations from more than 54 countries. The delegations visited San Diego for many different reasons – from a Japanese delegation looking to meet with medical device companies in the region, to eight Swedish companies seeking investments in clean technologies and partnership opportunities with the City of San Diego, to the U.S. Economic Development Administration that brought more than 24 Latin American countries to San Diego to seek investment and partnership opportunities. In all cases, WTC San Diego worked to showcase the region’s best assets and create partnerships with local companies.

Selected Project Leads from Foreign Delegations

Project Pottery – WTC San Diego worked with a local conservation company in order to determine the legitimacy of a high-priority foreign investment lead for the region. The client can now confidently move forward and pursue a partnership with the foreign delegation.

Project Plutus – WTC San Diego hosted a real estate company from China in partnership with Supervisor Ron Roberts and San Diego Association of Realtors. Through the introductions and meetings organized for the delegation, executives from the company are investing significantly in projects in San Diego.

32

foreign
delegations

54

countries

235

people
hosted

FDI Attraction & Retention

PROTOCOL NETWORK

WTC San Diego and its core working group partners, City of San Diego and Qualcomm, drafted a regional Protocol Network strategy. Based on best practices interviews with peer metros, and feedback from ten local partners, this strategy seeks to improve coordination mechanisms among regional partners, reduce replication of effort for network partners, and maximize the opportunities presented by foreign delegations. WTC San Diego launched a three month pilot in late March with a group of ten network partners to build and test coordinating infrastructure. This group consists of representatives from Biocom, City of San Diego, CONNECT, Office of San Diego Mayor Kevin Faulconer, Office of San Diego County Supervisor Ron Roberts – District 4, Port of San Diego, Qualcomm, San Diego Diplomacy Council, San Diego Regional Chamber of Commerce and WTC San Diego.

The group reconvened in October to discuss the challenges still to overcome and improvements to the network. It was decided to organize the network into three distinct tracks:

1. Partner organizations
2. Universities and research institutions
3. Foreign consulates

In addition to organizing the network into distinct tracks, the group recommended creating a proactive plan around international conferences in San Diego. Specifically, the group is targeting BIO 2017, a life sciences conference that attracts more than 15,000 attendees.



中华人民共和国商务部
MINISTRY OF COMMERCE OF THE PEOPLE'S REPUBLIC OF CHINA



British Embassy

WTC San Diego launched a quarterly calendar of consular outreach activities. In 2016, WTC San Diego formalized working relationships with consulates from Japan, U.K., Israel, Canada, Germany, Malaysia and China. As a result, Japan External Trade Organization and U.K. Trade and Investment have been integrated into MetroConnect programming and other activities, and WTC San Diego has been appointed the lead agency for a new private sector secretariat under the California-China Trade and Investment MOU. This designation by the state enables San Diego to host vetted delegations. Additionally, WTC San Diego worked with the U.K. Consulate to open a San Diego branch office to strengthen relationships between the San Diego region and the U.K.

21

delegations
coordinated

15

partners
engaged

4

consulates
engaged

KEY METRICS

FDI Attraction & Retention

OUTBOUND DELEGATIONS



WTC San Diego attended the nanotech 2016 convention in Tokyo and partnered with UC San Diego to host a Technology Symposium and investor reception. WTC San Diego also participated in the SelectUSA Roadshow in Tokyo, Nagoya and Osaka. During these trips, WTC San Diego had touch points with more than 400 Japanese investors and met with Denso, Nitto Denko and Takeda Pharmaceuticals to continue to build relationships with the foreign headquarters.

400

potential Japanese investors



WTC San Diego traveled to Stockholm for a GCI forum to speak on panels in order to share San Diego's experience with building a data-driven trade and investment strategy and lay the foundation for key economic ties. WTC San Diego met with the Stockholm Chamber of Commerce, the Mayor's office, the Governor's office, CONNECT Sweden, the Stockholm Airport Authority, and the CEO of AstraZeneca.

5

partnerships established



WTC San Diego traveled to Washington D.C. with the City of San Diego and the City of Chula Vista to attend the SelectUSA Summit, which brought more than 2,400 visitors from 70 international markets interested in investing in U.S. cities.

40

international companies and investors hosted



WTC San Diego traveled to the Farnborough International Airshow and Trade Show in England with ProMexico and Tijuana EDC. This trip highlighted how actively San Diego supports Baja California's robust aerospace and manufacturing economy. The trip also helped lay the groundwork for a 2017 trade mission to London.

71

percent of exhibitors were international

FOREIGN DIRECT INVESTMENT RESEARCH

WTC San Diego partnered with WTC San Diego Los Angeles to research and publish "Foreign Direct Investment in Southern California." This report analyzed 2015 data of foreign-owned establishments (FOE) in six of the counties located in southern California: Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura.

San Diego, by the numbers:

#3

in SoCal in terms of foreign employment

54,743

people employed by FOEs

\$3.3B

in estimated wages by FOEs

39.4%

FOE jobs in UK- and Japan-owned businesses

Global Identity

Enhancing the San Diego region's reputation and visibility nationally and globally around talent, R&D capacity, innovation and livability underpins investment retention and attraction efforts as well as global connectivity goals. In 2016, WTC San Diego and EDC placed 13 stories in top-tier media, launched a regional Brand Alliance and deployed the #MadeinSD micro-campaign.

BRAND ALLIANCE

In August 2016, WTC San Diego drafted a comprehensive global identity strategy and convened the first meeting of more than 60 community partners for the the Brand Alliance Working Group. The brand alliance committed to developing a cohesive set of messaging and tools (collateral and digital assets) to position the region as a global economic leader. A sub-committee met again in November to launch Phase I market research.

Invest San Diego

WTC San Diego released Invest San Diego collateral in English, Chinese, Japanese and Spanish. This brochure highlights San Diego's strengths as a global innovation hub for international audiences and acts as an investment attraction tool when foreign delegations seek information on the region. It is available for use by all Brand Alliance partners.



#MadeinSD

Through strong support from City of San Diego and input from regional stakeholders, WTC San Diego launched a San Diego brand mark to signify to the world that the best ideas, products and innovations are created here. To be used by any entity that creates or innovates in the region, the brand will serve to unite San Diego makers and tell the world of the region's strengths. The launch yielded local coverage in the San Diego Business Journal and NBC7. WTC San Diego and EDC also rallied the participation of eight local companies including SDMAC, Hunter Industries, General Dynamics NASSCO, Maker's Quarter, Carrier Johnson + CULTURE and more.



Global Forums

In partnership with UC San Diego's School of Global Policy & Strategy (GPS), WTC San Diego hosted three Global Forums, which brought discussions that focused on trade and investment to the community at large; the first of which focused on trade with China, the second on NAFTA and the cross border economy and the third on the impact of TPP on the San Diego economy.

in partnership with

UC San Diego

School of Global Policy and Strategy

Global Identity

GLOBAL RANKINGS

WTC San Diego launched a pilot effort in partnership with the Brookings Institution to improve the region's visibility on strategic, data-driven rankings where San Diego has a legitimate claim to international leadership. WTC San Diego targeted four rankings used by economic thought leaders, reporters and companies to gather information on target investment areas.

MEDIA RELATIONS

WTC San Diego and EDC contracted with a media relations firm to assist with San Diego's placement in national and international media outlets. The firm traveled to San Diego and participated in a familiarization tour of the San Diego region. Early outcomes from these efforts include coverage of San Diego's startup ecosystem, cross-border economy, technology industries and global connectivity in publications such as Mashable, CNBC, Worth, Forbes, the Economist and others, reaching more than 429 million individuals globally.



Key Client Work

ROUTE DEVELOPMENT

Condor Airlines – WTC San Diego supported the efforts of San Diego County Regional Airport Authority to bring Condor's nonstop service to Frankfurt. WTC San Diego prepared a package that included research related to economic ties between Germany and San Diego, and company case studies. Condor will commence seasonal service beginning Summer 2017.

Project Nonstop Asia – WTC San Diego supported efforts of the San Diego Regional Airport Authority by engaging with an Asian airline for nonstop service. WTC San Diego prepared a report on the number of Asian businesses in San Diego and provided economic data. If successful, this flight will be another crucial connection from San Diego to the Pacific market.

U.S. Investment Advisory Council (IAC) – WTC San Diego, through its appointment to the U.S. Department of Commerce's IAC, recommended an increase in frequency allocations to foreign markets, in particular the China market.

Edelweiss Airlines – WTC San Diego supported efforts of the San Diego Regional Airport Authority and the San Diego Tourism Authority to bring an additional nonstop service from San Diego to continental Europe. Edelweiss, a Swiss leisure carrier, announced that it will offer flights between San Diego and Zurich twice a week in 2017.

Project Nonstop SE Asia – WTC San Diego traveled with the San Diego County Regional Airport Authority to Brisbane and Auckland to support route development efforts and meet with client companies to support growth abroad.

COMPANY SUPPORT

*In 2016, WTC San Diego, in conjunction with EDC, supported **57** global companies and influenced **1,276** jobs. Below are highlights of some of the companies assisted:*

Project Flower – WTC San Diego provided the global technology company with a package of materials according to its search criteria – highlighting San Diego's strengths in talent, software and biotech. The company is considering San Diego as the location for a southern California R&D facility, which would bring 500 jobs to the region.

Hydranautics-Nitto Denko – The Japanese water membrane manufacturer, located in Oceanside, secured a contract with a Vietnamese appliance manufacturer to expand export opportunities to Southeast Asia. WTC San Diego met with the Vietnamese firm to help with its North American expansion and facilitated the partnership by providing local market research and economic intelligence.

Calbiotech – The immunoassay products manufacturer and MetroConnect company was connected to the EXIM Bank and U.S. Commercial Service. Through these contacts and educational resources provided by WTC San Diego, Calbiotech was able to mitigate some of its financial risk and ensure enhanced piece of mind when entering new foreign markets.

UK Consulate – WTC San Diego worked with the U.K. Consulate for more than ten months to set up a San Diego office and coordinate a launch event. The new office opened in October and will support two full-time consular staff who will work primarily in developing economic ties between the San Diego region and the U.K.

STA Pharmaceuticals/WuXi Apptec – Through connections with the Chinese Consulate in LA, WTC San Diego contacted the Chinese contract pharmaceutical manufacturer. The company opened an operation in San Diego and WTC San Diego is assisting the company by promoting the opening of its new office, providing expansion services and conducting research. The company plans to expand by 28 jobs.

Rough Draft Brewing Company – The local craft beer producer and MetroConnect company worked with the WTC San Diego team on its international sales strategy. The company received guidance on translation for the European market, media coverage opportunities and initial, high-value introductions to key contacts in Japan and Latin America.

Global Competitiveness Council

The Global Competitiveness Council (GCC) is a group of senior business, academic, government and civic partners that oversee WTC San Diego's execution of the Go Global San Diego initiative. The GCC advises WTC San Diego on programming, helps generate public support, coordinates mechanisms for the broader initiative and issues periodic trade and investment policy recommendations on behalf of the region.

CHAIR

Barbara Wight, CFO
Taylor Guitars

FOUNDING PARTNER APPOINTEES

Thella Bowens, President & CEO
San Diego County Regional Airport Authority

Randa Coniglio, President & CEO
Port of San Diego

David Graham, Deputy Chief Operating Officer
City of San Diego

Mark Cafferty, President & CEO
San Diego Regional Economic Development Corporation

Nikia Clarke, Executive Director
World Trade Center San Diego

TRADE ORGANIZATION APPOINTEES

Cindy Gompper-Graves, President & CEO
South County EDC

Fabienne Perlov, President & CEO
San Diego Diplomacy Council

Joe Terzi, President & CEO
San Diego Tourism Authority

COUNCIL MEMBERS

Dana Alligood, Market Executive, Southern California
Bank of America Merrill Lynch

Kim Benson, President
Zenaida Global

Peter Cowhey, Interim Executive Vice Chancellor
UC San Diego – School of GPS

Mark Field, CTO and Vice President Software Services
Thermo Fisher Scientific

Pablo Koziner, President
Solar Turbines

Andrew Lee, CEO
ESET North America

Shelley Lyford, COO
Gary & Mary West Foundation

Magda Marquet, Founder & Co-Chairman
Alma Life Sciences

Garry Ridge, President & CEO
WD-40

Monique Rodriguez, Director, Government Affairs
Qualcomm

David Schultz, CFO
Quantum Design

Steve Shewmaker, Chairman
Cubic Transportation Systems

David Weitz, Head of Takeda California
Takeda Pharmaceuticals

Tim West, Executive Director & Region Manager
JPMorgan Chase & Co.

Jim Zortman, Sector VP, Global Logistics and Support
Northrop Grumman

THANK YOU TO THE FOUNDING PARTNERS



Unified Port
of San Diego



SAN DIEGO
INTERNATIONAL AIRPORT
LET'S GO.

The City of

**SAN
DIEGO**

ITEM 3: PRESENTATION OF CONFLICT OF INTEREST POLICY

**CONFLICT OF INTEREST CODE
OF THE
WORLD TRADE CENTER SAN DIEGO, INC.**

The Political Reform Act, Government Code Sections 81000, et seq., requires State and local government agencies to adopt and promulgate Conflict of Interest Codes. The Fair Political Practices Commission has adopted 2 Cal. Adm. Code Section 18730, which contains the standard model Conflict of Interest Code, which can be incorporated by reference, and which may be amended by the Fair Political Practices Commission to conform to amendments in the Political Reform Act after public notice and hearings. Therefore, the provisions of 2 Cal. Adm. Code Section 18730 and any amendments to it duly adopted by the Fair Political Practices Commission along with the attached Appendix A, in which officials and employees are designated, and Appendix B and Appendix C, in which disclosure categories are set forth, are hereby incorporated by reference and constitute the Conflict of Interest Code of the World Trade Center San Diego, Inc. (WTCSD). Designated employees listed in Appendix A of the Conflict of Interest Code of WTCSD shall disclose those financial interests which are within the categories represented by the numbers following the listed position as described in Appendix B and Appendix C. Designated employees shall file Statements of Economic Interests pursuant to 2 Cal. Adm. Code Section 18730 and this Code.

Individuals holding designated positions shall file their statements of economic interests (statements) with the San Diego Unified Port District's Office of the District Clerk (District Clerk), which will make the statements available for public inspection and reproduction in accordance with Government Code Section 81008. Upon receipt of the statements for the Members of the WTCSD, the District Clerk shall make and retain copies and forward the originals to the Clerk of the San Diego County Board of Supervisors in accordance with Government Code Section 87500. All other statements will be retained by the District Clerk.

**World Trade Center San Diego, Inc.
Conflict of Interest Code**

**Appendix A:
List of Designated Directors, Officers and Employees**

The following individuals must file Statements of Economic Interests pursuant to Government Code Section 87200 and are listed below for informational purposes only:

World Trade Center San Diego, Inc. - Chair, Secretary and Treasurer (or other Officers if designated)

World Trade Center San Diego, Inc. - Directors

San Diego Regional Economic Development Corporation, President and CEO

San Diego Regional Economic Development Corporation, Director World Trade Center San Diego, Inc.

An individual holding one of the above listed positions may contact the Fair Political Practices Commission for assistance of written advice regarding their filing obligations if they believe that their position has been categorized incorrectly. The Fair Political Practices Commission makes the final determination whether a position is covered by Section 87200

**World Trade Center San Diego, Inc.
Conflict of Interest Code**

**Appendix B:
Disclosure Categories for Designated Positions**

Category I

All sources of income, interests in real property and investments and business positions in business entities located in or doing business in San Diego County.

**World Trade Center San Diego, Inc.
Conflict of Interest Code**

Appendix C

Consultant Disclosure

Definition: Fair Political Practices Commission regulation [2 Cal. Code of Regulations Section 18700] defines “consultant” as an individual who, pursuant to a contract with a state or local governmental agency:

- (a) Makes a governmental decision whether to:
- (1) Approve a rate, rule or regulation;
 - (2) Adopt or enforce a law;
 - (3) Issue, deny, suspend, or revoke a permit, license, application, certificate, approval, order, or similar authorization or entitlement;
 - (4) Authorize the agency to enter into, modify, or renew a contract provided it is the type of contract which requires agency approval;
 - (5) Grant agency approval to a contract which requires agency approval and in which the agency is a party or to the specifications for such a contract;
 - (6) Grant agency approval to a plan, design, report, study, or similar item;
 - (7) Adopt, or grant agency approval of, policies, standards, or guidelines for the agency, or for any subdivision of the agency;
- or
- (b) Serves in an ongoing staff capacity with the agency and in that capacity performs the same or substantially all the same duties for the agency that would otherwise be performed by an individual holding a position specified in the agency’s local conflict of interest code.

“Consultant” does not serve in an ongoing staff capacity when:

- (1) Conducting research and arriving at conclusions with respect to his or her rendition of information, advice, recommendation or counsel independent of the control and direction of the agency or of any agency official, other than normal contract monitoring; and
- (2) He or she possesses no authority with respect to any agency decision beyond the rendition of information, advice, recommendation or counsel and only provides services on a sporadic basis.

Disclosure requirements for Sections (a) & (b) above:

Section (a): Investments and business positions in business entities and sources of income, which provide the type of services utilized by the agency.

Section (b): Consultants who serve in a staff capacity shall disclose those financial interests listed in the assigned disclosure category for the corresponding staff position listed in Appendix A.

The WTCSD Chair may determine in writing that a particular consultant, although a “designated position”, is hired to perform a range of duties that is limited in scope and thus is not required to comply fully with the disclosure requirements described in this section. Such determination shall include a description of the consultant’s duties and, based upon that description, a statement of the extent of disclosure requirements. The Chair’s determination is a public record and shall be retained for public inspection in the same manner and location as this conflict of interest code.