

# WORLD TRADE CENTER SAN DIEGO

Board of Directors | 2019-2020 Work Plan Update

**Nikia Clarke, Ph.D**

Executive Director, World Trade Center San Diego

Thursday, November 14, 2019



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**SAN DIEGO**

# 2019 Outcomes

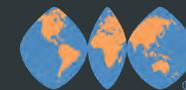
## Mission

Cultivate a pipeline of export-ready firms, maximize foreign direct investment (FDI) opportunities and enhance San Diego's global identity in order to boost the region's global fluency and competitiveness

**EXPORTS**

**FDI**

**GLOBAL ID**



# Exports: MetroConnect

Thank you to our sponsors



# MetroConnect: By the Numbers

65

companies graduated

\$775 K

grants awarded

112x

return on investment from \$775k in grants

269

new jobs

\$85M

new international sales

18

new overseas facilities



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# FDI Attraction & Retention

21

Delegations engaged  
(2019)

240+

Foreign visitors  
met  
(2019)

62

foreign  
countries  
(2019)

## Experience America Ambassador Breakfast

WTC San Diego and the San Diego Regional Chamber of Commerce organized a breakfast and panel discussion with Solar Turbines and ResMed for 40 ambassadors, from the Experience America Delegation. The program is led by the United States Department of State to encourage foreign ambassadors to learn about American culture, history and industry.



# Global Identity

4

Marquee trade missions

2

Trade reports

4

new international flights

16

GCC convenings



# Germany Trade Mission

**October 21 – 25, 2019**  
**Frankfurt, Stuttgart and Munich, Germany**



# Germany Trade Mission: By the numbers



3  
days

25  
delegates

14  
events

200+  
German business and  
political leaders

# Germany Trade Mission

## Monday: Frankfurt & Stuttgart

- ❖ Delegation Arrives
- ❖ Porsche Meeting & Tour
- ❖ Mercedes Benz Meeting & Tour
- ❖ Welcome Dinner

## Tuesday: Frankfurt

- ❖ Welcome & Economic Briefing
- ❖ Future of Autonomy in Commercial Aerospace
- ❖ Intelligent Mobility in the RMV
- ❖ Fiscal Policy Assessment of Brexit Risks & U.S. Trade Policy
- ❖ Reception with U.S. Consul General Patricia Lacina & AmCham Germany

## Wednesday: Munich

- ❖ BioM Tour of Campus & Max Planck Society (institutes)
- ❖ Panel Discussion: Precision Health & DigiMed Initiative
- ❖ Reception with BioM: Evotec Announcement
- ❖ Formal Delegation Dinner

## Thursday: Munich

- ❖ Siemens HQ Mobility & Healthcare
- ❖ IBM Watson IoT Industry Lab
- ❖ 5G Automobiles of the Future & BMW Plant Tour
- ❖ Closing Reception with U.S. Consul General Meghan Gregonis & AmCham



# Port Deliverables: 2019



- Cruise Ship Research
- Taiwan Country Profile
- South of France Trade Mission
- Port of Longbeach Workshop
- Trucking Roundtable
- FTZ Workshop
- **Key Deliverable:**  
Germany Trade Mission- Auto-OEM meetings; Porsche, Mercedes Benz, BMW

# Airport Deliverables: 2019



- Germany trade mission
- Market Research and support for Copa Airlines direct flight to Panama
- Market Research for Australia and New Zealand in support of nonstop flight to Southwestern Pacific
- **Key Deliverable:**  
Lufthansa Kickoff Event

# City Deliverables: 2019



- Germany trade mission
- PACA MOU support
- African Investment Roundtable
- Australian Ambassador roundtable
- Invest in San Diego refresh
- **Key Deliverable:**  
MetroConnect Program

# 2020 Work Plan Highlights

## Export Pipeline

**MetroConnect**  
SAN DIEGO

presented by  
JPMORGAN CHASE & CO.

- 15** Year 5 MetroConnect cohort
- \$6M+** new international sales for Year 5 MetroConnect cohort
- 3-5** Export workshops/seminars

## Foreign Investment

- 20** High-level delegations
- 25** FDI qualified leads
- fDi Markets** WTC will leverage new data tools to create country profiles for partners

## Global Identity

- 1** Sector specific trade mission for SMEs
- 2025 Go-Global Strategy**  
Release updated global strategy
- Marketing Campaign** One targeted digital marketing campaign designed for a specific international market



# 2020 Founding Partner Contract Highlights



- Route Development Support
- New market scan template & intelligence tools



- Briefing packets for international travel
- Export opportunity research



- MetroConnect 5 Program Delivery
- 2020 Trade & Investment Strategy Launch

# Calendar of Events

- ❖ 2019 Q4 Events
  - **Germany Trade Mission** (October 21 – 25)
  - **MetroConnect Grand Prize PitchFest** (November 13)
  - **Q4 GCC Meeting & Happy Hour** (December 19)
  
- ❖ 2020 Q1 Events
  - **MetroConnect Kickoff Event**
  - **Q1 GCC Meeting** (March 2020)
  - **WTC General Assembly Taipei** (March 1-4)
  
- ❖ 2020 Q2 Events
  - **SelectUSA in Washington DC** (June 1-4)
  - **BIO San Diego** (June 8-11)
  - **Q2 GCC Meeting** (June 2020)



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