

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

Agenda

Thursday, November 17, 2022

1:00 PM

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)
Christina Bibler, Secretary (City of San Diego)
Dan Malcolm, (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 August 17, 2022 Board meeting.

2. ELECTION OF OFFICERS

3. STATUS UPDATE ON 2022 WORKPLAN AND ANNUAL REPORT

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

4. UPDATE ON GLOBAL COMPETITIVENESS COUNCIL AND LICENSE HOLDER DELIVERABLES

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

5. REVIEW AND ADOPT THE 2023 WORKPLAN

Board Comment

Adjournment

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

Minutes

Wednesday, August 17, 2022

10:00 A.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)
Jennifer LeSar, 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 10:15 a.m. on Wednesday, August 17, 2022, at the San Diego County Regional Airport Authority, Administration Building, 3225 N. Harbor Drive, San Diego, California 92101.

ROLL CALL:

Present: Board Members: Christina Bibler, Robert H. Gleason
Absent: Board Members: Jennifer LeSar

NON-AGENDA PUBLIC COMMENT: None

REPORTS AND ACTION ITEMS

1. APPROVAL OF MINUTES:

RECOMMENDATION: Approve the Minutes of the November 16, 2021, Regular Board meeting.

ACTION: Moved by Board Member Bibler and seconded by Chair Gleason to approve staff's recommendation. Motion carried unanimously, noting Board Member LeSar as ABSENT.

2. ELECTION OF OFFICERS:

ACTION: This item was continued to the November 17, 2022, meeting.

3. STATUS UPDATE ON THE 2022 WORK PLAN:

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC) and Lucas Coleman, Senior Manager, 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, International Sales Accelerator Program; Cohort VI; Export Small Business Development Center; Foreign Direct Investment MNE Stewardship+Cross-border Strategy; and Global Identity Netherlands – Mayoral Trade Mission.

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

Lucas Coleman, Senior Manager, World Trade Center San Diego, provided an update on the Global Competitiveness Council and License Holder Deliverables that included the 2022 meeting schedule; Co-chair, and Council Members of the Council and License Holders Deliverables – FY 22 Recap and FY23 Objectives.

BOARD COMMENTS:

ADJOURNMENT: The meeting adjourned at 11:03 a.m.

APPROVED BY A MOTION OF THE WORLD TRADE CENTER SAN DIEGO, INC. BOARD THIS 17th DAY OF NOVEMBER, 2022.

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

Item 3

WTC Inc. Board of Directors

Regular Meeting

November 17, 2022

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 2022 workplan
- Update on GCC and license holder
FY23 deliverables





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REGIONAL
EDC

Status update: 2022 workplan

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

01

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

02

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

03

Prioritize market access for **small business**

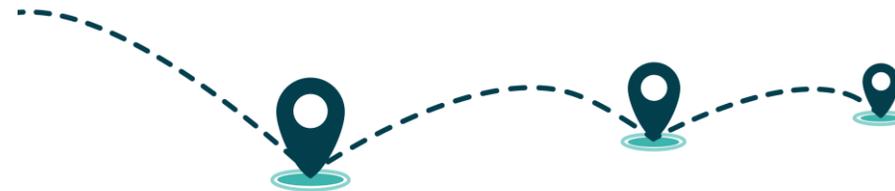
04

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

05

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

goglobal2025.wtcsd.org



98 percent of US exporters are small businesses

2022 Work Plan

Exports

Launch Year 6 MetroConnect cohort

\$3M+ new international sales for Year 6 MetroConnect cohort

Enhance Export Specialty SBDC services

Foreign Investment

Execute binational investment attraction strategy

Complete five cross-border company projects

Retain international nonstop service to Europe & Asia

Global Identity

Execute 2022 Thriving Cities Trade Mission

Complete 4x impactful GCC meetings

Support investments in critical trade infrastructure

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

80

companies
across five cohorts

\$890K

export grants awarded
by MetroConnect

\$95M

net increase
in exports

22

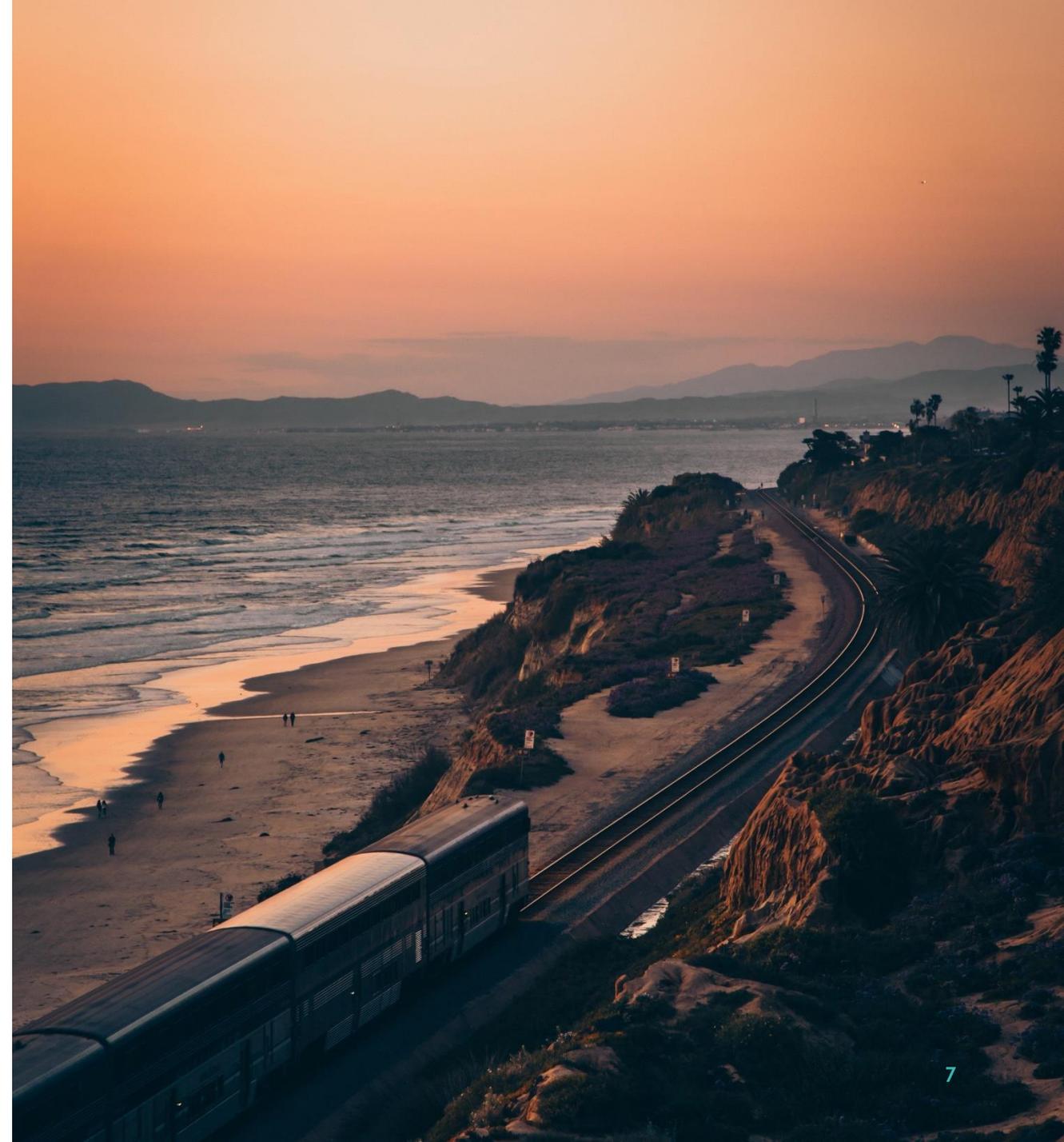
new overseas
facilities established

269

net increase in
San Diego employment

543

new international
contracts



Cohort VI



Company Highlight – 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

- Export Education – Exporting Foundations series
- No-cost advising from technical consultants
- Market Intelligence
- Consulting partnerships with universities

17

Non-MC
projects

7

Exporting
Webinars

Foreign Direct Investment

MNE stewardship + cross-border strategy

- Flight Retention – esp. Europe & Asia routes
- Baja innovation tours – tech & manufacturing
- MNE stewardship – 8 projects

3

Binational
Tours

8

Projects

3

Priority
Delegations



FDI Spotlight

Silvent – San Diego Market Entry

About Silvent

Sweden-based company developing innovative, energy efficient products to optimize industrial manufacturing.

Silvent came to WTC interested in establishing a West Coast office.

WTC Support:

- Informed decision to locate office in SD, over peer metros
- Site selection
- HR & legal/accounting guidance
- Connections to manufacturing and talent organizations
- Opportunities to engage with cross-border manufacturing partners



SILVENT 



Global Identity

Netherlands – Mayoral Trade Mission

- **25+ business, academic, and civic leaders**
- **Themes**
 - Urban planning (housing + mobility)
 - AI and Machine Learning
 - Precision healthcare
- **Desired Outcomes**
 - Support priorities of SD's multinational employers
 - Open doors from local SMEs
 - Build institutional relationships
 - Explore unique approaches to regional challenges

Netherlands Trade Mission

Programming Highlights

- **Thriving Cities Mayoral Forum**
- **Mayor Gloria on Mayor's Manual podcast**
- **Qualcomm expansion of AI Research Hub/QUVA**
- **Trabus and Nano PharmaSolutions pitch**
- **Visits to major foreign investors – ASML + Philips**
- **SANDAG demo of TNO Digital Twin tool**
- **Port of SD presentation & meeting w/ Port of Rotterdam leadership**



Company Highlight – Trabus Technologies

Trabus pitches to Port of Rotterdam

About Trabus

Minority-owned, service-disabled veteran-owned small business (SDVOSB).

Trabus provides solutions for the federal government and contractors in the areas of wireless tech, AI, data science, cybersecurity, maritime logistics, and environmental informatics.

Trade Mission outcomes:

- Exclusive pitch to a group of Port of Rotterdam officials
- Follow up meetings post-trade mission
- Introductions to inland waterway partners in EU
- Connections to European consultants



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FOR THE INLAND WATERWAYS***

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World Trade Center San Diego Annual Report 2022



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EDC

License holder deliverables & GCC

City of San Diego

FY23 Objectives

Key Deliverables:

- MetroConnect VI export support for 15 small businesses
- Netherlands Trade Mission focusing on urban planning/mobility, infrastructure, AI, and health tech

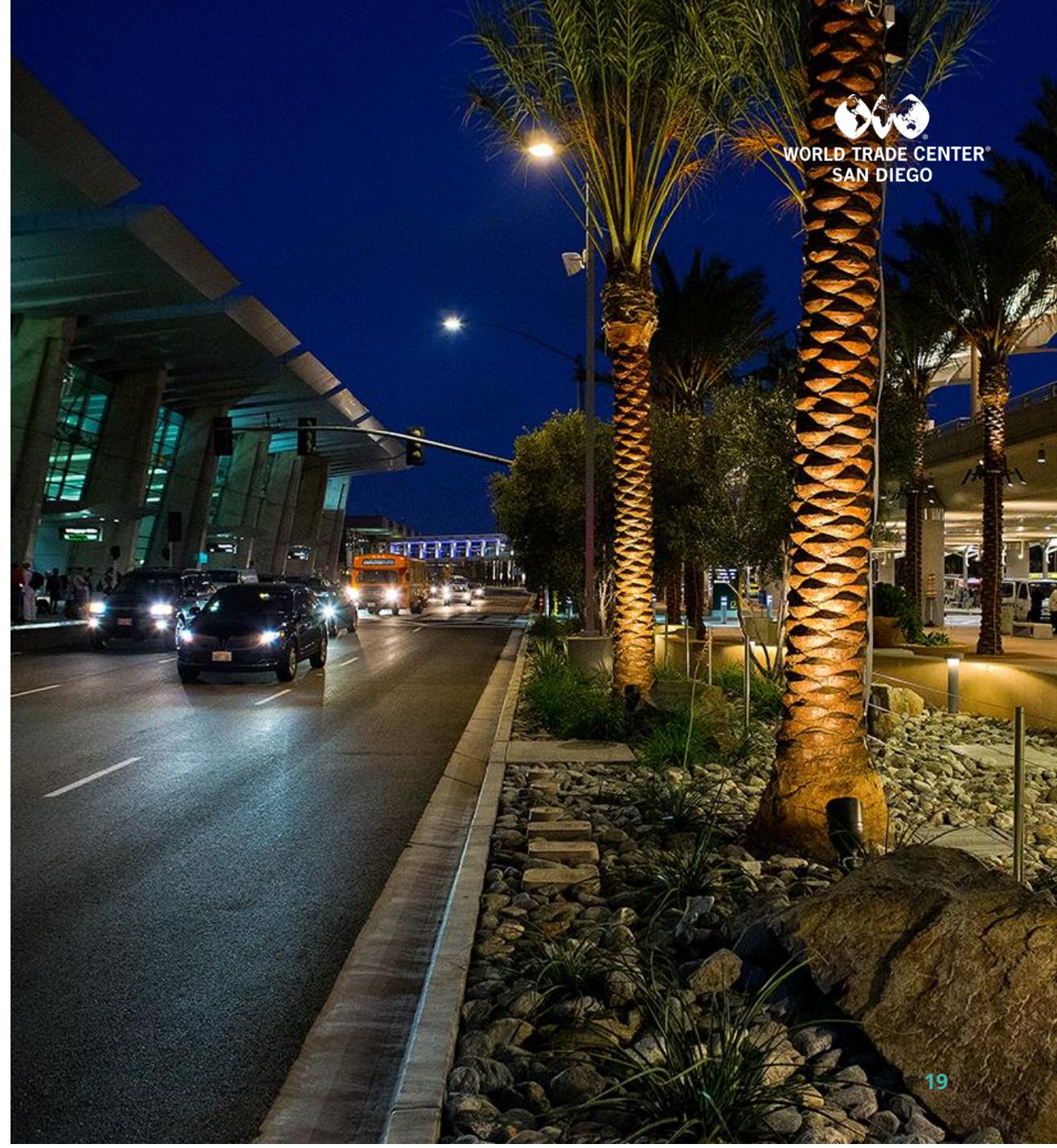


San Diego International Airport

FY23 Objectives

Key Deliverables:

- Trade Mission support of Lufthansa
- Market intelligence
- Support on air service webinars and community events



Port of San Diego

FY23 Objectives

Key Deliverables:

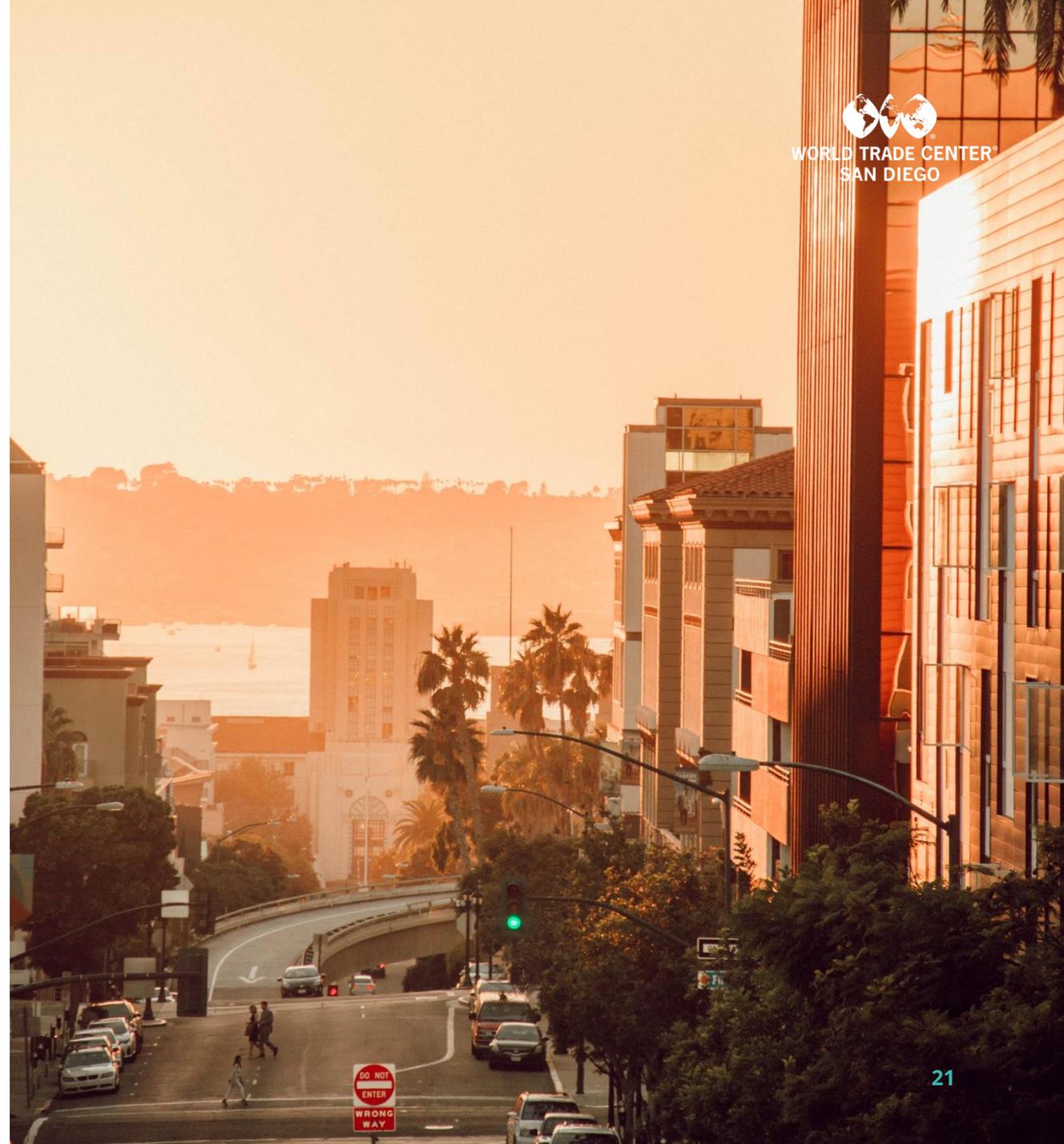
- Business Survey on demand for Port of San Diego maritime/commercial services
- 2 business roundtables (in-person/virtual)
- Cruise Report



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.

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ITEM 5

**There is no
information
for this item
at this time**