

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

Agenda

Wednesday, August 17, 2022

10:00 AM

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)
Jennifer LeSar, 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 November 16, 2021 Board meeting.

2. ELECTION OF OFFICERS

3. STATUS UPDATE ON 2022 WORKPLAN

Dr. Nikia Clarke, Executive 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

Board Comment

Adjournment

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

Minutes

Tuesday, November 16, 2021

1:00 P.M.

Port of San Diego Boardroom

3165 Pacific Highway

San Diego, CA 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 on Tuesday, November 16, 2021, at the San Diego Unified Port District, Administration Building, 3165 Pacific Highway, San Diego, CA 92101.

ROLL CALL:

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

Absent: Board Members: None

NON-AGENDA PUBLIC COMMENT: None

REPORTS AND ACTION ITEMS

1. APPROVAL OF MINUTES:

RECOMMENDATION: Approve the Minutes of the June 2, 2021 Regular Board meeting.

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

2. AMEND THE BYLAWS OF THE WORLD TRADE CENTER SAN DIEGO INC.

RECOMMENDATION: Amend the bylaws of the World Trade Center San Diego, Inc. to allow all officers to authorize and execute required corporate documents.

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

3. STATUS UPDATE ON THE 2021 WORK PLAN:

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC), provided an update on the 2021 Work Plan that included updates on export, foreign investment and global identity strategies. The Board was briefed on MetroConnect, the Small Business Development Center, and Go Global 2025.

4. UPDATE ON GLOBAL COMPETITIVENESS COUNCIL, LICENSE HOLDER DELIVERABLES AND 2021 ANNUAL REPORT:

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC), provided an update on the license holder deliverables for the City of San Diego, the San Diego International Airport and the Port of San Diego. She also provided an overview of the Global Competitiveness Council (GCC) that included its purpose and membership as well as a year in review for the 2021 annual plan.

5. REVIEW AND ADOPT THE 2022 WORK PLAN:

Nikia Clarke, Executive Director, World Trade Center San Diego (WTC), provided a review of the 2022 Draft Work Plan, budget, staffing and contract highlights. The 2022 Work Plan continues to focus on areas of Exports, Foreign Investments and Global Identity.

ACTION: Moved by Board Member Bibler and seconded by Board Member LeSar to adopt the 2022 Work Plan. Motion carried unanimously.

6. BOARD COMMENTS:

Chairman Gleason announced that the clerking responsibilities for the 2022 World Trade Center Board of Director's meetings will transfer to the San Diego County Regional Airport Authority, and the Board will set the meetings for May and November in accordance with the usual schedule.

ADJOURNMENT: The meeting adjourned at 2:07 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:

DONNA MORALES
DISTRICT CLERK

ITEM 2

**There is no
information
for this item**



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REGIONAL
EDC

Items 3 & 4

WTC Inc. Board of Directors

Regular Meeting

August 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 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**

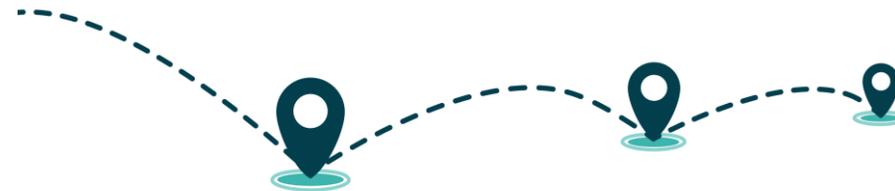
04

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
- Translation software
- Flight discounts
- 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

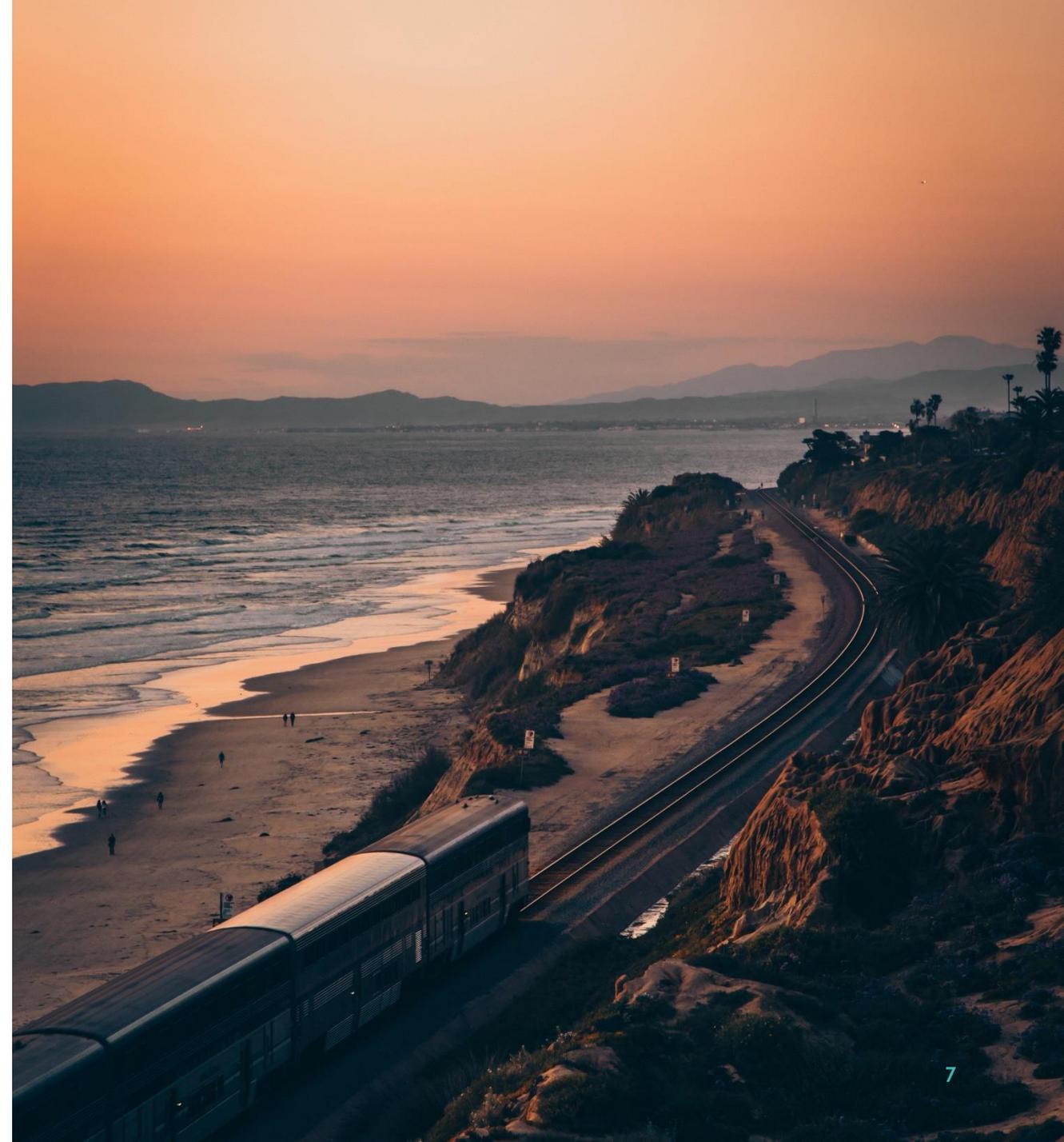
new overseas
facilities established

269

net increase in
San Diego employment

543

new international
contracts



Cohort VI





Export SBDC

Small business development center

- Export Education
- No-cost advising from technical consultants
- Market Intelligence
- Partnership with USD Global Readiness Program

7

workshops hosted
for SBDC clients

35

non-MetroConnect
companies supported

635

SBDC
counseling hours

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





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



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License holder deliverables & GCC

City of San Diego

FY22 Recap

Key Deliverables:

- MetroConnect V export support for 15 small businesses
- Ongoing covid relief consulting and support for 200+ small businesses



San Diego International Airport

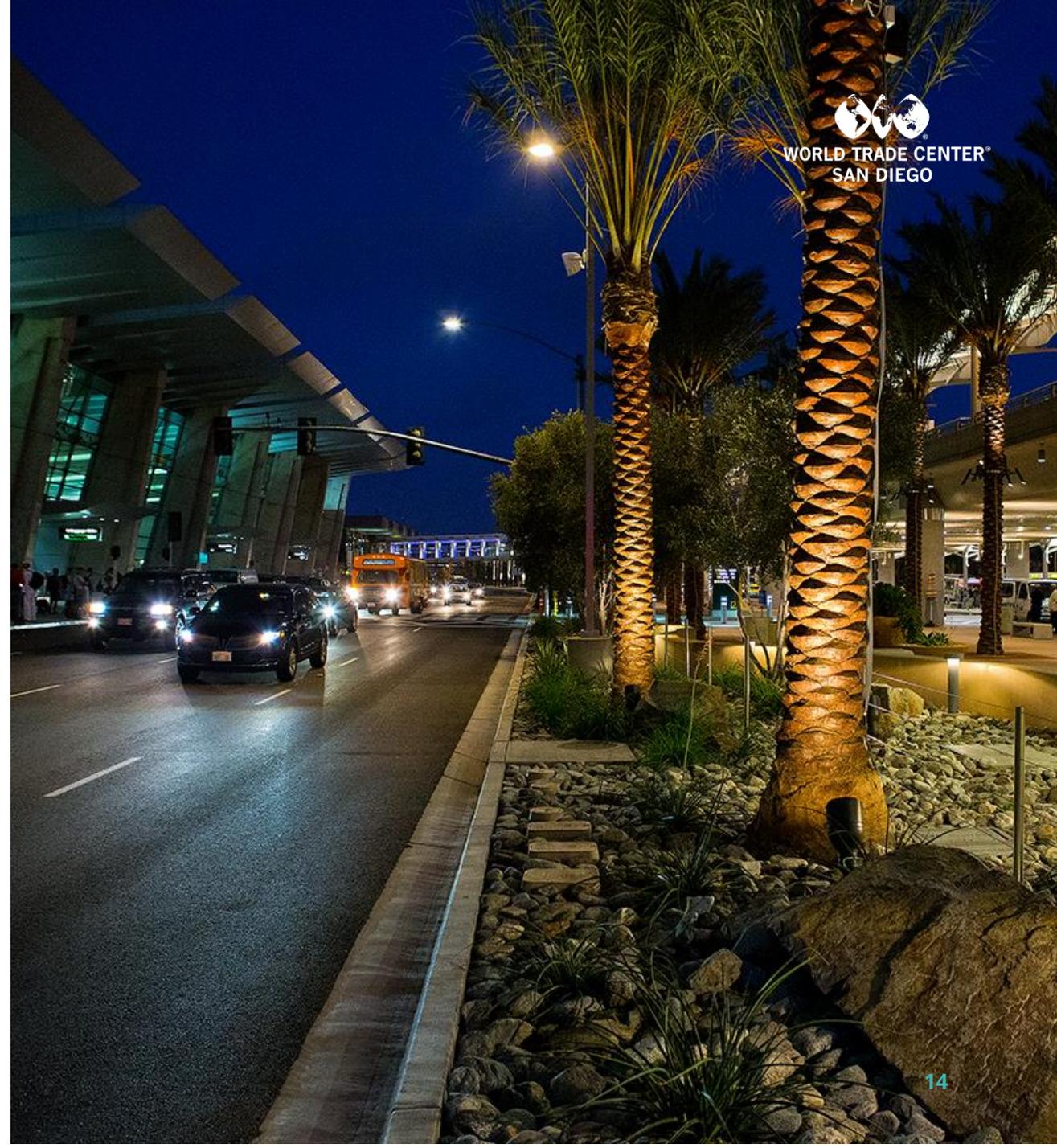
FY22 Recap

Key Deliverables:

- Corporate travel survey
- Market intelligence
- Support on air service webinars and events

“79 percent of businesses are willing to pay a premium to fly on a San Diego nonstop route versus flying from Tijuana or Los Angeles”

-WTC Corporate Travel Survey



Port of San Diego

FY22 Recap

Key Deliverables:

- Business landscape survey
- Container Service Expansion Report
- 2 roundtables on opportunities for inland exporters (webinar + in-person meeting)
- SBA Day panel opportunity in Imperial Valley

“14 percent of respondents already import/export from the Port of San Diego. 24 percent would like to if the Port can accommodate their goods”

-EDC Business Landscape Survey



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

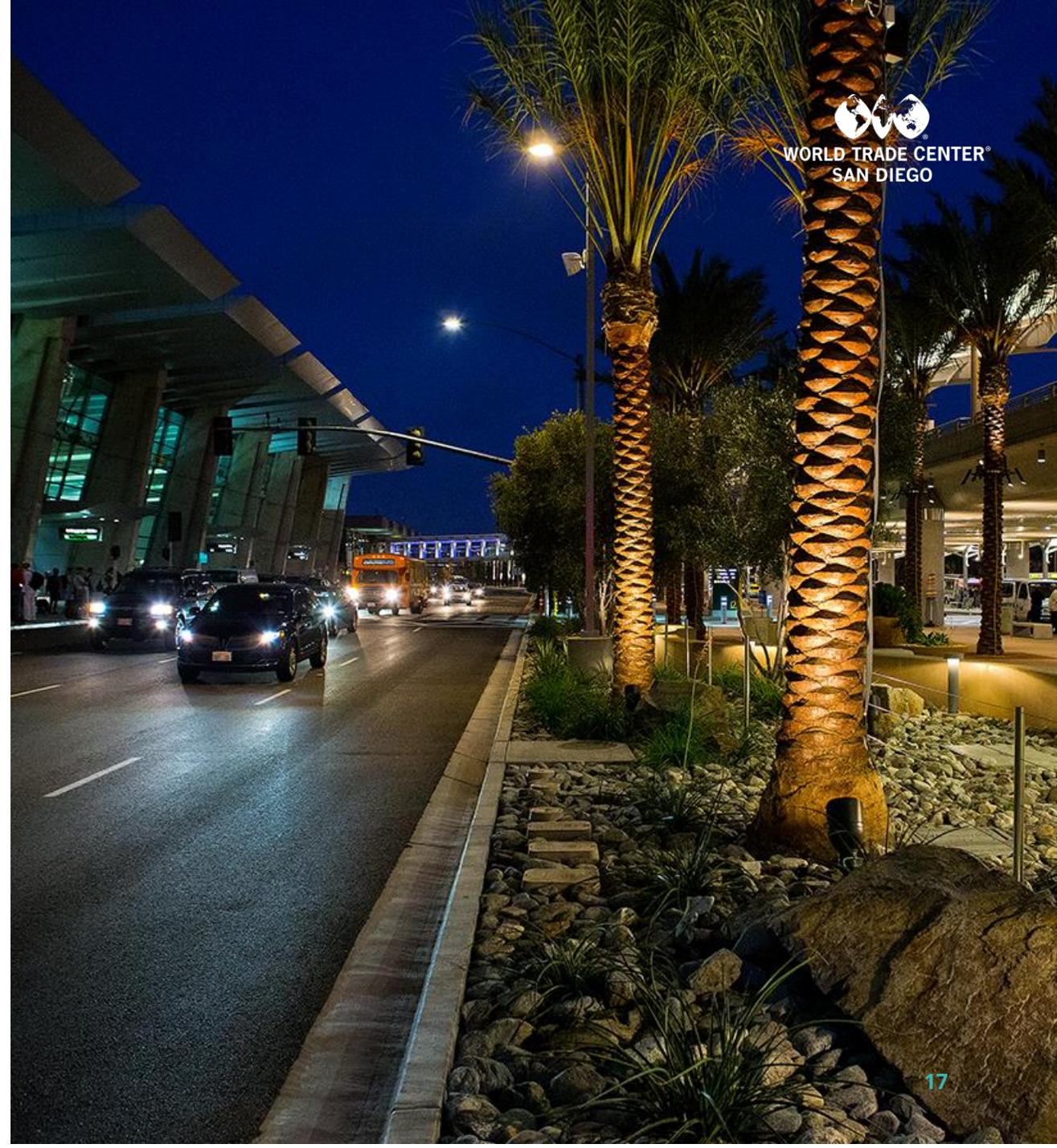


San Diego International Airport

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:

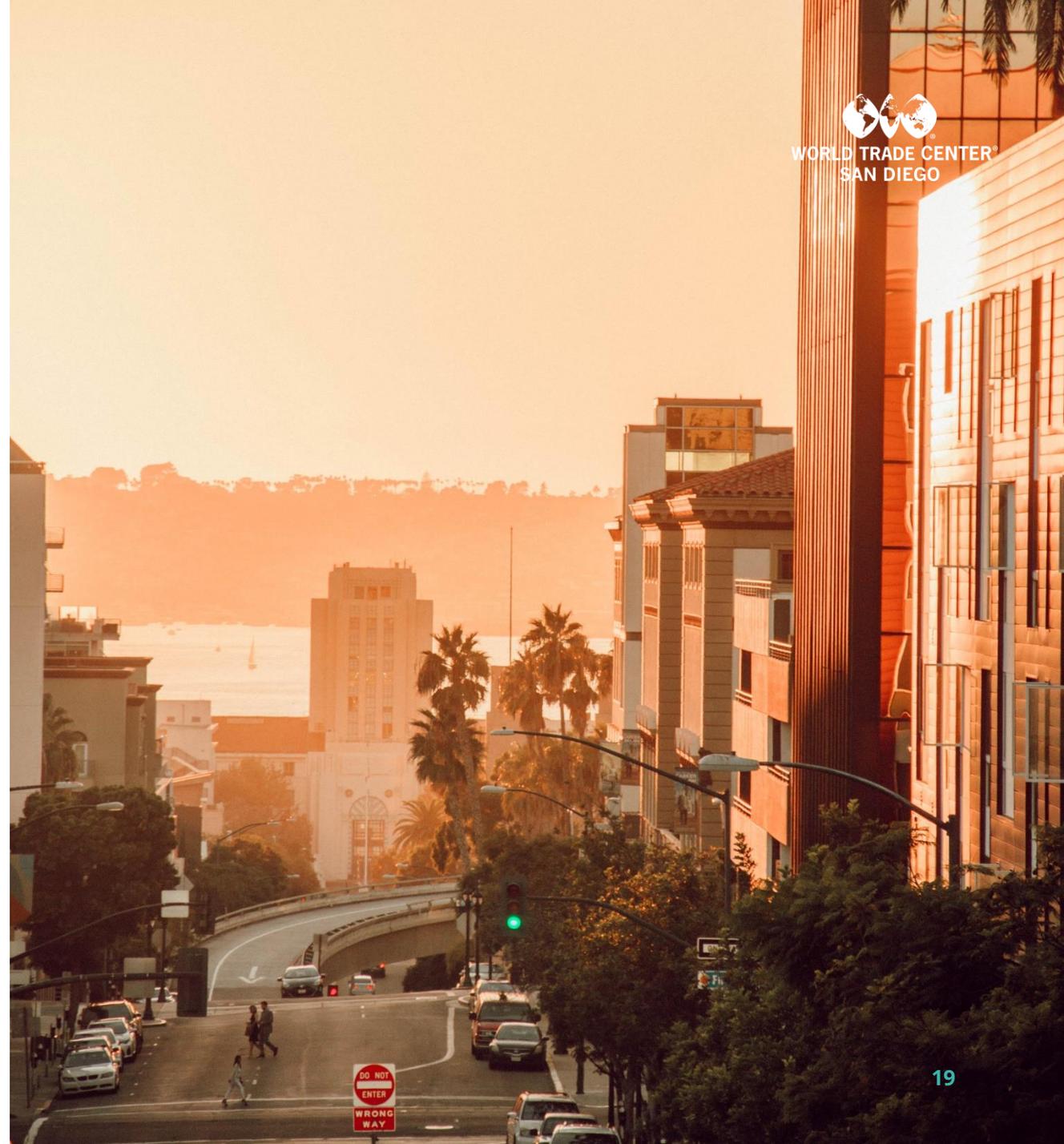
- Business Survey on demand for Port of San Diego maritime/commercial services
- 2 business roundtables (in-person/virtual)
- Cruise Report



Administration

Key Deliverables:

- Quarterly (virtual) meetings of the Global Competitiveness Council
- 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.

WEB wtcsd.org

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

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Global Competitiveness Council

Item 4

WHAT:

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.

WHEN:

The GCC meets quarterly. The schedule for 2022 is:

- **March 23, 2022 1:30-3pm (virtual)**
- **July 20, 2022 12:00-2:00PM (in-person)**
- **September 14, 2022 3:00-4:30pm (tentative)**
- **December 7, 2022 3:00-4:30pm (tentative)**

WHO:

Co-Chairs

San Diego County Regional Airport Authority:

ResMed:

Kimberly Becker, CEO

Rob Douglas, President & COO

Unified Port of San Diego Appointee:

City of San Diego Appointee:

San Diego Regional EDC Appointee:

World Trade Center San Diego Appointee:

Trade Organization Appointees:

Joe Stuyvesant

Christina Bibler

Mark Cafferty

Nikia Clarke

David Pasquini, UK Government Office

Karen Sleiman, Consulate of Canada

Carlos Gonzalez-Gutierrez, Consulate of Mexico

Kerri Kapich, San Diego Tourism Authority

Council Members

Yasmeen Ahmad, SVP Strategy, Teradata

Matthew Andersen, I.T.A. - Director - San Diego & Imperial Region, U.S. Department of Commerce

Paola Avila, Chief of Staff for Todd Gloria, City of San Diego

Mark Ballam, Managing Director, San Diego State University (CIBER)

Kimberly Becker, CEO, San Diego County Regional Airport Authority



Ken Behan, VP of Sales & Marketing, SYSTRAN

Neil Bence, VP Oncology Discovery/ SD Site Head, Bristol Myers Squibb

Rupinder Bhathal, Managing Director, Corporate Development, Kyocera International, Inc.

Christina Bibler, Director, Economic Development, City of San Diego

Greg Borossay, Principle, Maritime Business Development, Port of San Diego

Renee Bowen, School of Global Policy & Strategy, UC San Diego

Hampton Brown, VP, Revenue Generation, Marketing & Innovation, SD County Regional Airport Authority

David Buss, Senior Advisor, Individual

Alessandra Capritto, Commercial Banker, JPMorgan Chase & Co.

Eric Carr, Senior Vice President of System Operations, Cubic Global Defense

Mike Corbo, CEO & Executive Vice President, Mitsubishi Electric US

Peter Cowhey, Dean of the School of Global Policy & Strategy, UC San Diego

Mario Cugini, CEO, Foxfury

Isabel Del Valle, British Airways

Maritza Diaz, CEO, iTjuana

Pilar Dieter, Principal, YCP Solidiance

Rob Douglas, President & COO, ResMed

Flory Ellis, Director, Global Expansion, Northrop Grumman

Rita Fernandez, Mayor's Director of International Affairs, City of San Diego

Mark Field, Vice President of Software, Insulet

Danny Fitzgerald, Regional Director, Small Business Development Center Network

Rick Fultz, Sr. VP & Chief Business Officer, Biocom

Robert Gleason, President & CEO, Evans Hotels

Carlos Gonzalez-Gutierrez, Consul General of Mexico, Consulate of Mexico, San Diego

Jorge Goytortua, President & CEO, Cross Border Xpress

David Hester, Kyocera Mexicana President, Kyocera International, Inc.

Deborah Nguyen, Takeda San Diego & DMPK Site Head, Takeda Pharmaceuticals

Carlos Jaramillo, Chairman of the Board, Tijuana EDC

Zabrina Johal, Strategic Development Executive, General Atomics

Kerri Kapich, COO, San Diego Tourism Authority

Nate Kelley, Research Director, San Diego Tourism Authority

Heidi Knuff, Executive Director, General Atomics

Fabrice Kunzi, Senior Staff Engineer, Engineering Supervisor: Product Integration & New Ventures, General Atomics

Kristina Kim, General Counsel, Seltzer Caplan McMahon Vitek

Vivek Lall, Chief Executive, General Atomics

Jennifer LeSar, President & CEO, LeSar Development Consultants

Magda Marquet, Founder & Co-CEO, Alma Life Sciences

Paul Marttila, Vice President of Global Business Development

Deborah Nguyen, Vice President, Head of GI / Inflammation Drug Discovery Unit, Takeda Pharmaceuticals

Matt Newsome, VP/General Manager North America-CTS

Takatoshi Oda, Account Manager and Passenger Sales, Japan Airlines

Leslie Oliver, Director, Supply Chain, Solar Turbines Incorporated

Luis Palacios, Chief Commercial Officer, Otay Tijuana Venture LLC (DBA: Cross Border Xpress or CBX)

David Pasquini, Consul, U.K. Government Office

Kevin Pegels, Head of Global Quality and Operations, Illumina



Tom Pellette, CEO, Solar Turbines

Jim Perkins, COO, Procopio

Mary Anne Pintar, District Chief of Staff, Congressman Scott Peters 52nd District

Albert Pisano, Dean, Engineering, University of California, San Diego

Alfredo Ramirez, VP Engineering, Northrop Grumman

John Reeves, Executive Director Strategic Government Initiatives, Viasat

Garry Ridge, President & CEO, WD-40 Company

Monique Rodriguez, VP of Government Affairs, Qualcomm

Steve Rosetta, Chief Investment Officer, IQHQ

Aaron Ryan, Executive Director, San Diego Middle Market Banking, JPMorgan Chase

Sue Saarnio, Former Consul General, US Consulate General, Tijuana

Kiana Sabet, Western US, Lufthansa

Rene Sanchez, Global Logistics Senior Manager, TaylorMade

Karen Sleiman, Consul, Head of Office and Trade Commissioner, Consulate of Canada

Daniel Spurling, SVP Product Engineering, Teradata

Sadie Stern, EVP and CHRO, Dexcom

John Stevens, Vice President, IT, Thermofisher Scientific

Jason Strohm, WW VP, GM Dispensing and Preparation Technologies, BD

Joe Stuyvesant, President & COO, Unified Port of San Diego

Dave Thomas, Vice President, General Manager, BAE

Jose Torres, Chief Accounting Officer, Illumina

Joel Valenzuela, Director, Maritime Business Line, Port of San Diego

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