



WORLD TRADE CENTER

SAN DIEGO

What is Global Trade?

- The exchange of Capital, Goods and Services across international borders
- Values for Goods only trade:
 - 2006 = \$12.8 T (+7%)
 - 2007 = \$13.6 T (+6%)
 - 2008 = \$15.8 T (+16.2%)
 - 2009 = \$12.1 T (-23.4%)
 - 2010 = \$14.9 T (+23.1%)



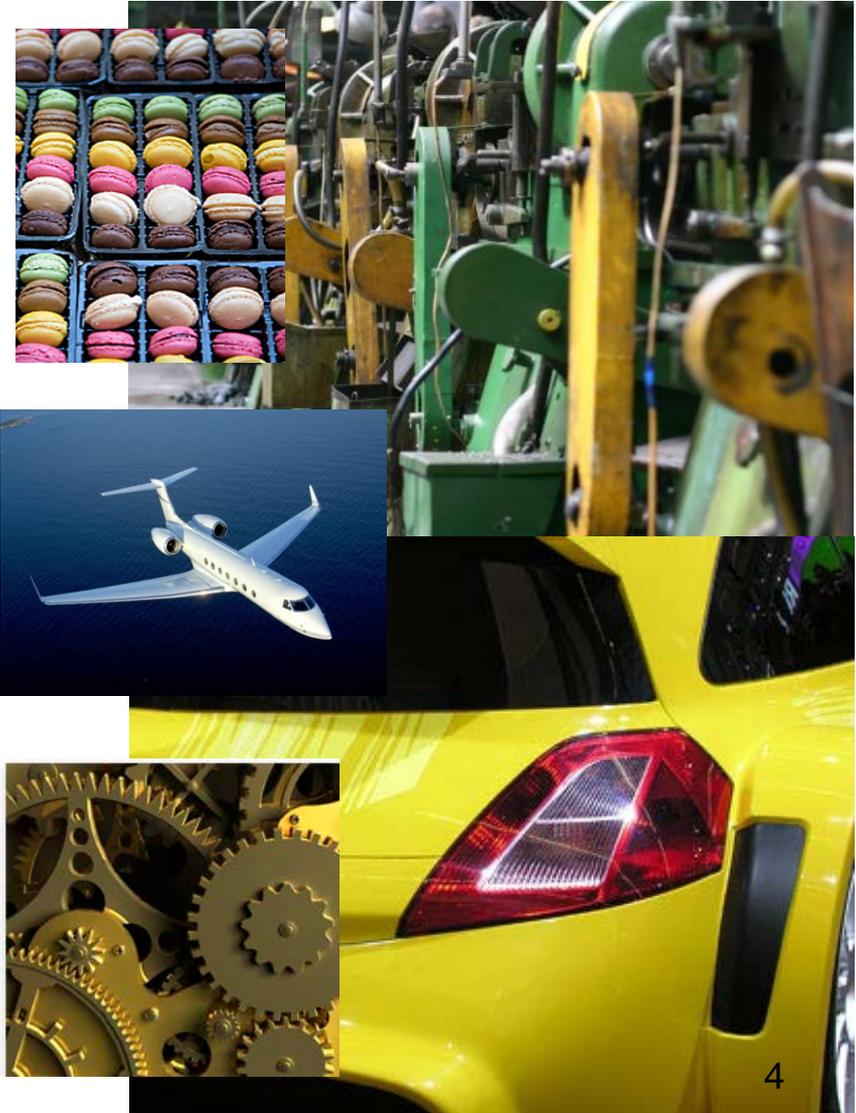
U.S. Main Trading Countries

	Exports	Imports
Canada	19%	14%
Mexico	13%	12%
China	7%	20%
Japan	5%	6%



U.S. Imports & Exports

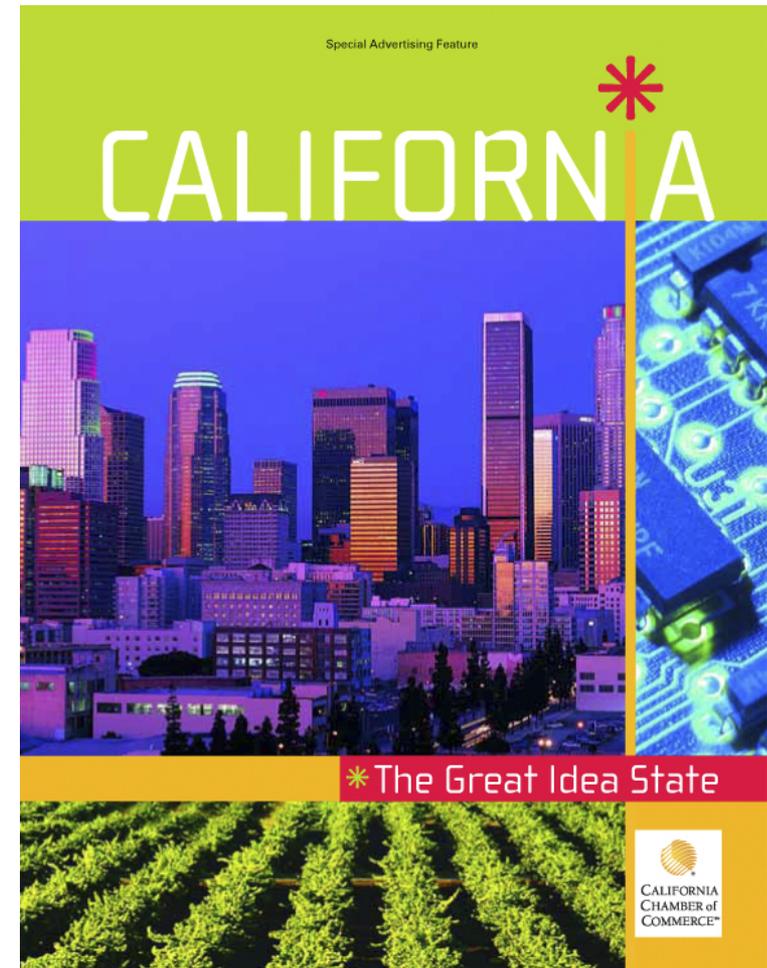
- Trade in 2010
 - Exports: \$1.83 Trillion (+14%)
 - *Products*: \$1.29 Trillion (+17%)
 - *Services*: \$ 0.55 Trillion (+10%)
 - Imports: \$2.34 Trillion (+21%)
 - *Products*: \$1.93 Trillion (+23%)
 - *Services*: \$0.40 Trillion (+8%)
- Main Trading Items – Industrial Supplies, Consumer Goods, Food & Beverages, Automotive, Aircraft Parts & engines, Capital goods



California Exports

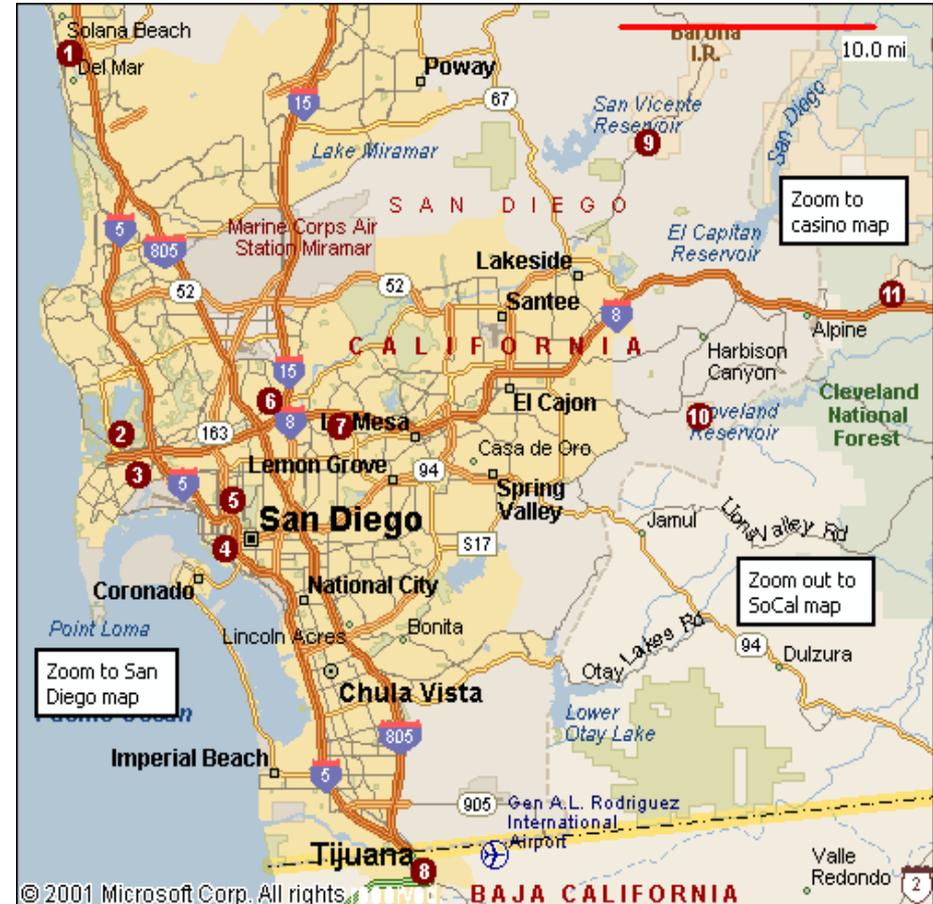
- 2009 Exports: \$120 B
- 2010 Exports: \$143 B (+19 %)
- Top Export Markets:
 - Mexico, Canada, China, Japan, South Korea, Hong Kong, Taiwan, Germany, U.K., Netherlands
- Top Exporting Products:
 - Computer & Electronic Products, Transportation Equipment, Machinery, Chemicals, Agricultural Products, Food & Kindred Products, Waste & Scrap, Petroleum & Coal

Source: WISERTrade at HCC



San Diego Region

- San Diego & Tijuana, 10th largest urban area of the 3 NAFTA countries
- Largest metropolitan area along US-Mexico border, 35% border population
- 2010 Products & Services Exports: \$16 B, Imports: \$34 B
- Key exports: Biochemistry, Biotech & Pharma, Telecommunications & Wireless Technology, Computer & Electronics, Defense & Transportation, Tourism
- Major Markets: Mexico, Canada, China, Japan, Western Europe
- Fastest Growing Markets: Brazil, China & Hong Kong, India, South Korea, Vietnam, Thailand, Middle East



Source: McKinsey and Company



San Diego Metropolitan

EXPORTS COMPOSITION, 2010 – GOODS AND SERVICES

SAN DIEGO



UNITED STATES



** Source: Brookings analysis of data from BEA, BLS, IRS, Moody's Analytics, NAFSA, and USITC.



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EXPORTS VALUE,
BILLIONS, 2010

\$16.0

RANK, LARGEST 100 METROS

17th

DIRECT EXPORT-PRODUCTION
JOBS, THOUSANDS, 2010¹

65.5

RANK, LARGEST 100 METROS

17th

ANNUALIZED EXPORT
GROWTH RATE, BY VALUE,
2003-2008

9.3%

RANK, LARGEST 100 METROS

36th

EXPORTS SHARE OF
METRO GDP, 2010

9.3%

RANK, LARGEST 100 METROS

55th

TOTAL EXPORT-SUPPORTED
JOBS, THOUSANDS, 2010²

113.4

RANK, LARGEST 100 METROS

18th

EXPORT GROWTH RATE, BY
VALUE, 2009-2010

11.1%

RANK, LARGEST 100 METROS

46th



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San Diego Exporting Companies			
Company	Export Value	Export %	Primary Product Description
Solar Turbines Incorporated	\$80,472,054	97%	Steam, Gas & Hydraulic Turbines & Engines
Sony Electronics Inc	\$50,585,204	42%	Household Audio & Video Equipment
Panasonic Avionics Corporation	\$13,579,848	87%	Radio & T V Communications, Equipment, Broadcast/Studio
Hobie Cat Company	\$12,354,611	54%	Boat Building & Repairing
Hawthorne Machinery Co	\$6,398,683	94%	General Automotive Repair Shop
Toro Company	\$4,476,183	81%	Farm Machinery & Equipment
Crystal Forwarding Inc	\$2,338,642	80%	Freight Forwarding & Arrangement
Alignent Software Inc	\$2,338,642	80%	Custom Computer Programming Services
Maxwell Technologies Inc	\$1,797,209	41%	Electrical Industrial Apparatus, NEC
Arna Trading Inc	\$1,571,712	99%	Plastics Materials & Basic Shapes Wholesale
Bee Bumble Foods Llc	\$1,261,539	8%	Fish & Seafoods, Canned & Cured
Bekaert Progressive Composites Llc	\$1,190,287	13%	Fabricated Plate Work



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TOP FIVE EXPORT INDUSTRIES, BY DOLLAR VALUE
AND SHARE OF METRO EXPORTS, 2010

COMPUTERS AND ELECTRONICS · \$3.03 BILLION · 18.9%



TRANSPORTATION EQUIPMENT · \$2.27 BILLION · 14.2%



CHEMICALS · \$1.82 BILLION · 11.3%



BUSINESS SERVICES · \$1.79 BILLION · 11.2%



ROYALTIES · \$1.41 BILLION · 8.8%



** Source: Brookings analysis of data from BEA, BLS, IRS, Moody's Analytics, NAFSA, and USITC.

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TOP FIVE EXPORT MARKETS FOR PRECISION INSTRUMENTS, BY DOLLAR VALUE, 2010 ³

CANADA · \$86.4 MILLION



CHINA · \$77.8 MILLION



JAPAN · \$67.2 MILLION



GERMANY · \$61.7 MILLION



MEXICO · \$45.4 MILLION



** Source: Brookings analysis of data from BEA, BLS, IRS, Moody's Analytics, NAFSA, and USITC.



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TOP THREE LOSSES IN EXPORTS, BY VALUE, 2009-2010

INSURANCE SERVICES · \$-6.9 MILLION

TELECOM SERVICES · \$-2.5 MILLION

FORESTRY AND FISHING · \$-1.7 MILLION

**Source: Brookings analysis of data from BEA, BLS, IRS, Moody's Analytics, NAFSA, and USITC.



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TOP THREE GAINS IN EXPORTS, BY VALUE, 2009-2010

COMPUTERS AND ELECTRONICS · \$373.3 MILLION



CHEMICALS · \$287.7 MILLION



TRANSPORTATION EQUIPMENT · \$265.2 MILLION



** Source: Brookings analysis of data from BEA, BLS, IRS, Moody's Analytics, NAFSA, and USITC.

What is the WTCA?

- Founded in 1970
- Headquartered in NY
- 333+ WTC's in 100 countries
- 1,000,000+ members/affiliates worldwide





WTCA's by Region

- Europe: 125
- North America: 76
 - Asia: 62
- Middle East & North Africa: 30
- Sub-Saharan Africa: 11
 - Latin America: 22
 - The Pacific: 1
- Central American & Caribbean: 6



WTC's Around the World

Santiago



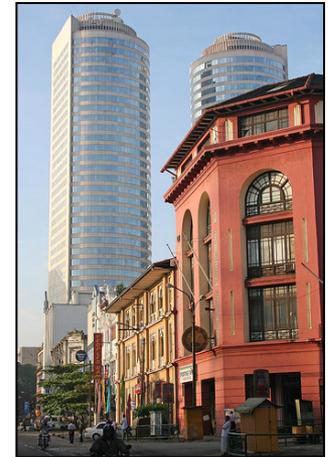
Dubai



Bahrain



Colombo



Denver



Boston



Osaka



Barcelona



WORLD TRADE CENTER San Diego

- Public/Private partnership for world-wide trade expansion
- Non-political / Non-governmental/ Non-profit
- Licensed member of WTCA since 1994
- Located at San Diego International Airport
- Linking Global Markets



**“WTCSD positions San Diego and regional
businesses for international recognition and
market success”**

Learn · Connect · Prosper

Mission Statement



WTCSD Membership Benefits

- Worldwide Reciprocal Membership
- Trade Services
- Networking
- Educational Programs
- Public Policy Advocacy





+1 REASONS COMPANIES JOIN!

1. Peer Networking in SD
2. International Connections
3. Visibility
4. Educational Programs
5. Trade Research
6. One-on-One Matchmaking



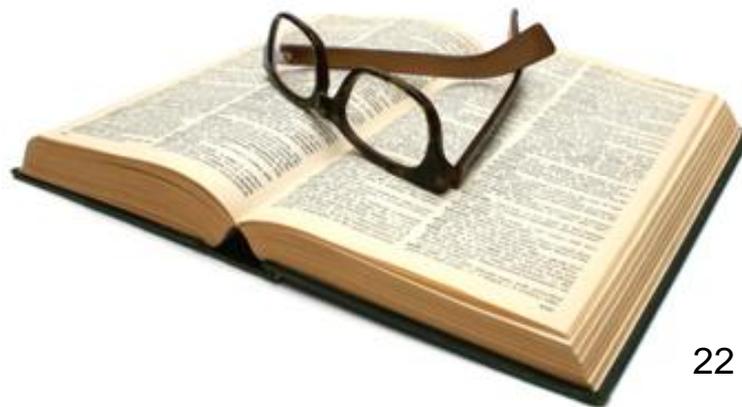
Local Access to Global Markets

- Trade Missions
- Information
- Research
- Asia Desk
- Connections
- Communications
- Seminars & Training Programs
- Trade Services



Trade Research

- Research and analysis of major markets in the world to identify trade opportunities
- Industry and product specific
- Information on political, regulatory, customs, tariffs, trade agreement, relative to market entry and competition
- Specified project research for members: Port of San Diego, Regional Airport Authority, etc.





Situation	Solution	Outcome
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Swenson Advisors wanted to expand into Asian market	Trade research, introductions, and meetings	38 offices in East Asia, expanding into Africa and Central America
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Asia Desk

Facilitates access to government and business in 24 Asian markets:

- Asia Trade Assistance
- Business Development Assistance
- Counseling
- Educational Forums/Seminars
- Round Table Meetings
- In-bound Delegations
- Trade Missions



Sponsors



Whitney M. Skala, A P.C.

WTCSD Trade Missions





Situation Solution Outcome

Palomar
Technologies
needed a cost-
effective
marketing
platform while
training new
sales team

SD pavilion at
China High
Tech Fair

Increased
sales by \$2
million in 60
days

WTCS D Programs

- 40-50 Events each year
 - Topic & region specific workshops
 - Series: Asia Desk Business– China Business Outlook
 - Annual Logistics/Supply Chain Symposium
 - International Business Leadership Awards
 - Networking mixers
 - LA/LB Port Excursions

Ports Excursions



CROSS CULTURAL BUSINESS SERIES



Mayor Jerry
Sanders
Speaking at the
World Trade
Center



Challenges of Protecting & Managing IP Assets in a Global Economy

Wednesday, September 19, 2012

Register at: www.wtcsd.org

Join the intellectual property law firm, Sughrue Mion PLLC, for a discussion of what you need to know when seeking protection of your intellectual property in today's global economy

Fee: \$20

Presentation: 3:00-5:15pm

Networking Reception: 5:15-6:00pm

Hors d'Oeuvres, wine, and beverages will be served

Sughrue Mion, PLLC

4250 Executive Square
Suite 900

La Jolla, California 92037

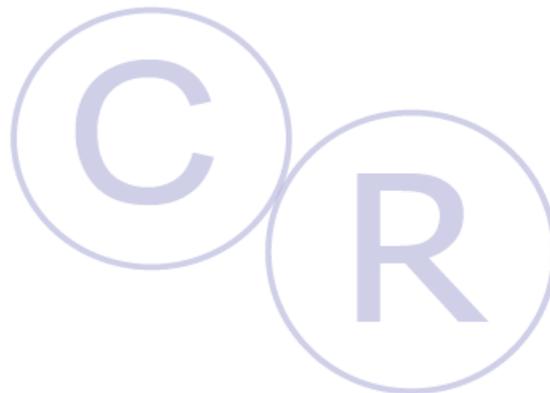
Complimentary Parking

Speakers:

Raja N. Saliba, Partner,
Sughrue Mion, PLLC

John B. Scherling, Partner,
Sughrue Mion, PLLC

Antony M. Novom, Of Counsel,
Sughrue Mion, PLLC





WORLD TRADE CENTER
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WORLD TRADE CENTER
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Resiliency & Resumption

Free Workshops: Disaster Planning for Your Business
Take the proactive approach to learn the tools
and strategies to stay in business

Is Your Business Ready?



Homeland
Security

Three Dates to Choose From:

Dates: September 11, 2012

September 27, 2012

October 25, 2012

Time: 10:00-12:00PM

Location: WORLD TRADE CENTER San Diego
2980 Pacific Highway, San Diego 92101



2012 International Business Leadership Awards

OCTOBER 4, 2012
SHERATON CARLSBAD
RESORT & SPA

REGISTRATION
5:00-5:30PM

WELCOME & CEREMONY
5:30-9:00PM



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AWARD SPONSORS



IMPORTER
OF THE YEAR



EXPORTER
OF THE YEAR

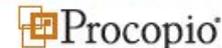
SUPPORTING SPONSOR



VIP RECEPTION SPONSOR



RECEPTION SPONSORS



SAN MARCOS
SERVICE PROVIDER
OF THE YEAR



San Diego International Airport
ESSENCE OF
TRADE AWARD

STRATEGIC PARTNER



Center for International Business
Education and Research

2012 INTERNATIONAL BUSINESS LEADERSHIP AWARDS (IBLA)

Join us for our annual awards ceremony where WORLD TRADE CENTER San Diego recognizes companies in San Diego & Imperial Counties, for excellence in international trade. Nominations are reviewed by a panel of respected judges from San Diego & Imperial Counties, who then select the winners.



KEYNOTE BY
ROD LANTHORNE
FORMER PRESIDENT/VICE CHAIRMAN
KYOCERA INTERNATIONAL, INC.



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Japan Business Outlook

November 1, 2012
11:00 AM - 2:00 PM

WORLD TRADE CENTER San Diego

TAKEO HOSHI

Professor, University of California San Diego
School of International Relations & Pacific Studies (IR/PS)

KENJI FUNAHASHI

Partner
Jones Day

DAVE TUITES

President
Japan Society of San Diego & Tijuana



\$35 Members

\$55 Non-Members

\$25 Students

Cross Cultural Business Communication Workshop **COLOMBIA**



When: November 13, 2012
11:30AM - 2:00PM
Where: WORLD TRADE CENTER
San Diego
2980 Pacific Highway, CA 92101

Price: \$35 for Members
\$55 for Non-Members
\$25 for Students

Traditional Colombian lunch to be served

Visit us at www.wtcsd.org

Presenter:
Geoffrey Bogart
U.S. Foreign Commercial Service Officer
U.S. Department of Commerce

Learn About:

- Background on Colombia
- Business entertaining
- Non-verbal communication
- Negotiating differences
- Business scenarios





Tap the \$ 50 Billion Gulf Water Market

Gulf Water Tech Trade Mission 2013

Exhibit in the U.S. Pavilion at the International Water Summit
The trade mission includes 60 sq.ft. of exhibition space for each participating company in the U.S. Pavilion at the International Water Summit trade show in Abu Dhabi, United Arab Emirates, www.internationalwatersummit.com the Gulf's leading water trade show. The U.S. Pavilion is arranged by the WORLD TRADE CENTER San Diego.

Meet Key Government Decision-Makers and Business Partners
Receive a customized schedule of Gold Key one-on-one meetings with key contacts in the Gulf water market, including national government and municipal officials, potential customers and distributors; Business briefings by U.S. Embassy staff and leading industry consultants; Networking receptions with industry and government.

Tap into Regional Markets

Expand your market reach to Qatar and Saudi Arabia with optional mission segments to Doha and Riyadh. Additional cost for each segment is \$2,500, plus travel, meals and lodging. Both segments include Gold key match-making meetings and networking receptions with industry and government.

Gulf Water Market Opportunities

- \$34 billion current spending on power & water in UAE
- 500 liters per day per capita water consumed in UAE
- 9 billion cubic meters demand for water in UAE
- \$20 billion market value of water projects in KSA
- \$53 billion budget for water in next 10 years in KSA

**Apply Now,
Space is Limited!**




WORLD TRADE CENTER
SAN DIEGO

www.wtcsd.org/wemi

**International Water Summit Jan 14-18
Abu Dhabi, United Arab Emirates**

SME (<500 employees): **\$3,500**
\$500 for more than one participant
Travel, lodging and most meals not included
**SMEs are eligible for reimbursement
of \$2,000 in travel costs**
Your state may have additional STEP
grant funds available to assist you.

Doha, Qatar	Jan 11-14	\$2,500
Optional addition		
Riyadh, Saudi Arabia	Jan 18-21	\$2,500
Optional addition		

DEADLINE: Nov 1, 2012
Must complete application and
include \$500 non-refundable deposit

For application and More Information:
Hugh Constant
Executive Vice President
hconstant@wtcsd.org



SAN DIEGO

Business Mission

June 1 - 8, 2013



WORLD TRADE CENTER San Diego is organizing a business mission to Japan. Join us as we strengthen ties between San Diego and Japan, with visits to leading Japanese companies in Tokyo, Yokohama, Nagoya, Osaka, & Kyoto.

Industry-focused Cooperators will arrange tracks including: Life Sciences, IT, & Communications, Software, Electronics, Tourism and Leisure, and may have separate meetings during the day, with a focus on increasing exports to Japan, with networking events in the evening for all.

San Diego companies and business development associations with an interest in commerce, trade, and investment with Japan are invited together to present opportunities with our region.



For more information please email: hconstant@wtcsd.org





International Relations Office

- ## San Diego at Your Service
- Matchmaking
 - Roundtable Groups
 - Event Planning
 - Airport Arrivals and Departures
 - Lodging, Transportation
 - Itineraries
 - Interpreting
 - International Protocol
 - Fee-for-Service



“Your Connection to Commerce and Culture”



Our Team

100+ years cumulative international trade experience with a staff of seven professionals and 40 part-time associates!



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WORLD TRADE CENTER
SAN DIEGO

Global Partners



Strategic Partners



SAN DIEGO STATE
UNIVERSITY



THE UNIVERSITY CLUB
ATOP SYMPHONY TOWERS
A Member of the ClubCorp Family



Premier, Patron & Partner Members



Recommendations to City of San Diego

1. Assist federal and state government to complete improvements to land ports at border with Mexico, including cross-border air terminal.
2. Encourage CBP to provide adequate staffing at airport for international flights from Canada, Japan, Mexico, and United Kingdom.
3. Fund the development and implementation of metro export plan.
4. Fund WTCSD for services provided to the city by the International Relations Office.
5. Send council member on Japan Business Mission 1–8 June 2013.

Contact Information



WORLD TRADE CENTER
— SAN DIEGO —

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www.wtcsd.org