



CALI BAJA

BI-NATIONAL MEGA-REGION

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Invest. Innovate. Grow.

Mega Region Initiative General Overview

A stylized yellow sunburst graphic with several rays extending upwards and outwards from a central point at the bottom left, positioned behind the title text.

Global Potential for our Economy

In 2010, total GDP of East Asia
and the Pacific was
16,219,200,000,000 US\$

In 2010, total GDP of Europe
and East Asia was
20,075,300,000,000 US\$

Mega-Region

In 2010, total GDP of Latin
America and the Caribbean was
5,181,850,000,000 US\$

Source: World Bank World Development Indicators

Map: http://norris.org.au/sail/maps/wm_amr_gpsroute.png

Global Potential for our Economy

In 2009, total outbound FDI from E. Asia and the Pacific was 237,460,000,000 US\$

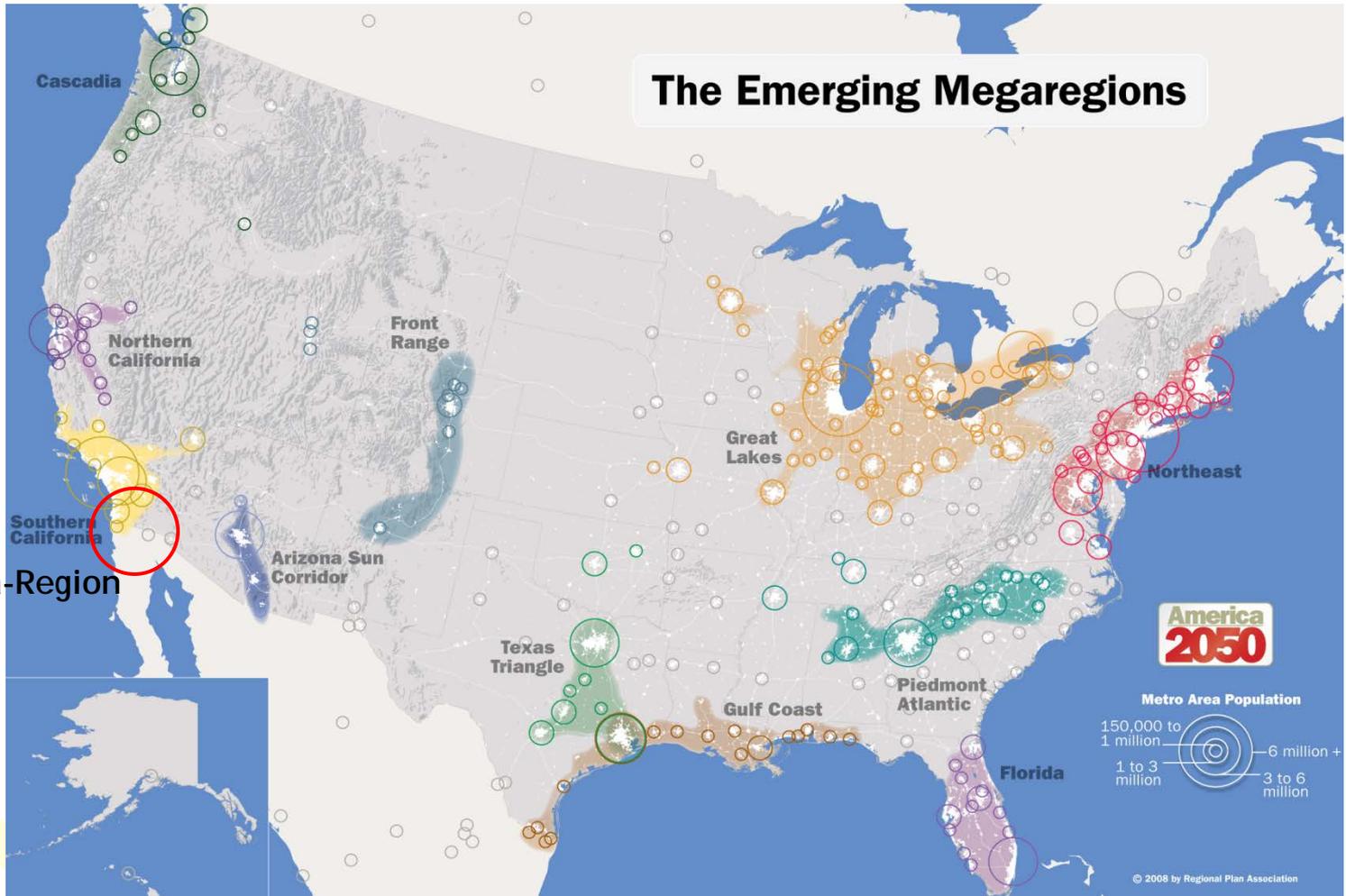
In 2009, total outbound FDI from Europe and East Asia was 683,961,000,000 US\$

In 2009, total outbound FDI from Latin America and the Caribbean was 12,256,030,182 US\$

Source: World Bank World Development Indicators

Map: http://norris.org.au/sail/maps/wm_amr_gpsroute.png

What is a Mega-Region?



Source: America2050.org



Targeted Industries

Cleantech



Applied Biotech



Advanced Manufacturing



Logistics



Stakeholder Participation



Stakeholder Participation





Economic Development Opportunities

Market mega-region strengths and assets

- Attract U.S. business expansion
- Attract Foreign Direct Investment (FDI)

Provide existing businesses opportunities to expand within mega-region

Connect regional universities/centers of research with business application opportunities within mega-region

Strategy - Combined Assets

San Diego County	Imperial County	Baja California
Knowledge-based economy	Leader in renewable energy	Sophisticated manufacturing
Educated workforce	Large tracts of developable land	Competitively priced labor
World class academic and research centers	Water	Steady supply of engineers



Where are we today?

- **Signed Marketing MOU: June 13, 2011**
 - Concrete Deliverables:
 - Marketing team
 - Asset map
 - Website
 - Newsletter
- **Next Steps: 2012/2013**
 - Governance & Sustainability

San Diego in the Mega Region

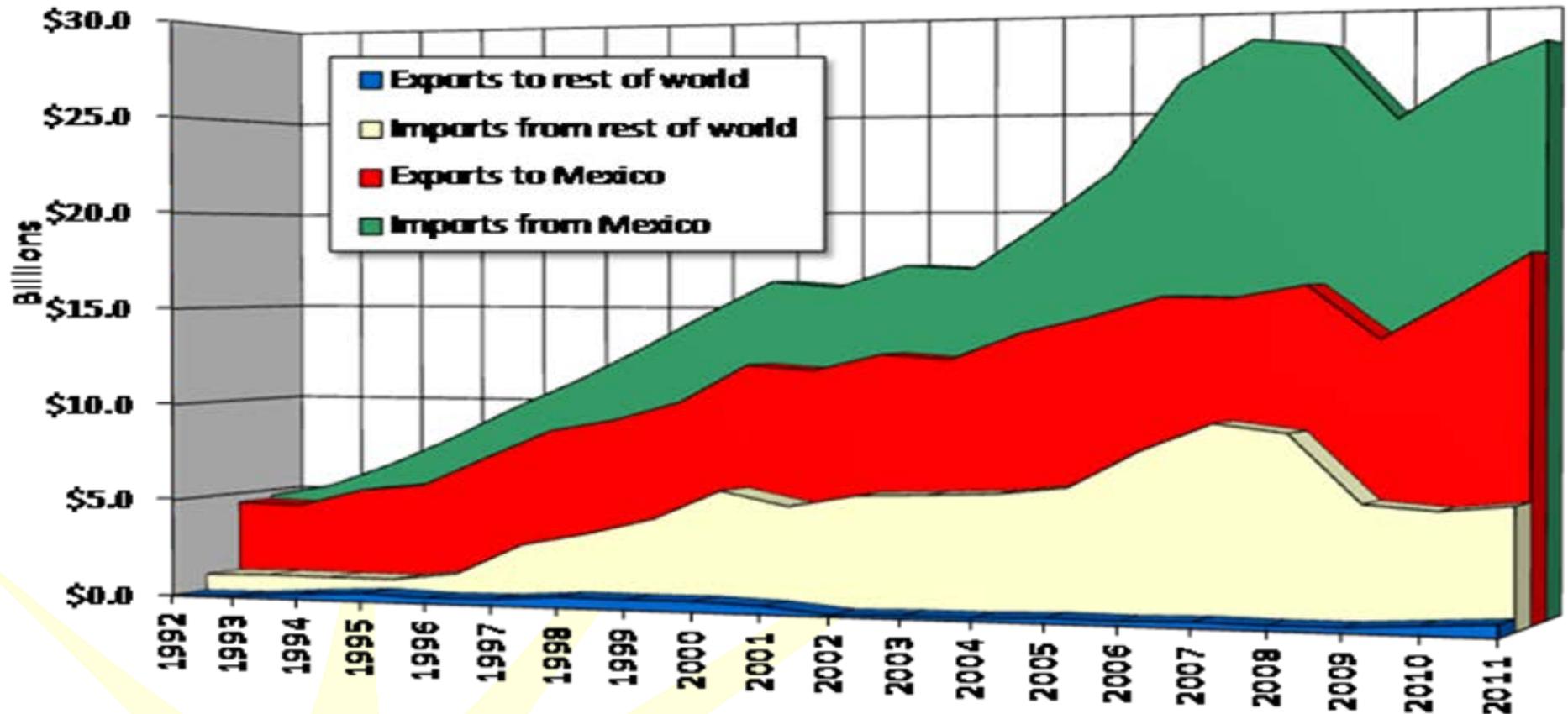
A stylized sunburst graphic with several rays emanating from the bottom left, rendered in a light yellow color. The rays extend upwards and to the right, partially overlapping the text.

San Diego International Trade (ITA-2011)

TOP SECTORS			TOP COUNTRIES		
Sector	Value	Share	Country	Value	Share
Miscellaneous Manufactured Commodities	\$5.0 billion	28.7%	Mexico	\$4.6 billion	26.5%
Computer and Electronic Products	\$2.9 billion	16.4%	Canada	\$929 million	5.3%
Machinery, Except Electrical	\$2.8 billion	16.1%	China	\$919 million	5.3%
Chemicals	\$1.8 billion	10.1%	Israel	Suppressed	-
Transportation Equipment	\$1.0 billion	6.0%	India	Suppressed	-

Note: The order in which sectors and countries are displayed does not necessarily reflect the true rank ordering of the top countries. The suppressed data may, in fact, be rightfully anywhere in the ranking.

San Diego International Trade



Source: U.S. Census Bureau, Foreign Trade Division; National University System Institute for Policy Research.

Key Takeaways

A large, stylized yellow sunburst graphic is positioned in the lower-left and center of the slide. It features several rays of varying lengths and widths, all originating from a common base at the bottom left and extending upwards and to the right. The rays are a bright yellow color and have a soft, feathered edge.



Takeaways: San Diego's Strengths

- Regional Infrastructure Assets
- Business Community
- Location
- “Mega” Regional Leader

Takeaways: Recommendations

- Establish a working group on trade issues
 - Tasked with:
 - Best practices report with recommendations (3-5 months)
 - Establishing a cross-border trade group



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