



**OFFICE OF BINATIONAL AFFAIRS  
CITY OF SAN DIEGO**



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CITY OF SAN DIEGO

# 2012-2013 Activities

## Office of Binational Affairs



**Tijuana**

La ciudad más visitada del mundo

**San Diego**

America's Finest city



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## **Agenda:**

1. Why Baja California/Mexico matters.
2. Binational issues facing our region.
3. Binational projects in our region.
4. Binational actors and issues.
5. Role of the City of San Diego.
6. Next steps.



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## **MISSION:**

The Office of Binational Affairs is responsible for developing and implementing the City of San Diego's policies and priorities on binational matters, contributing to the advancement of the San Diego/Baja Mega Region's long-term goals for economy prosperity, environmental protection and educational resilience.

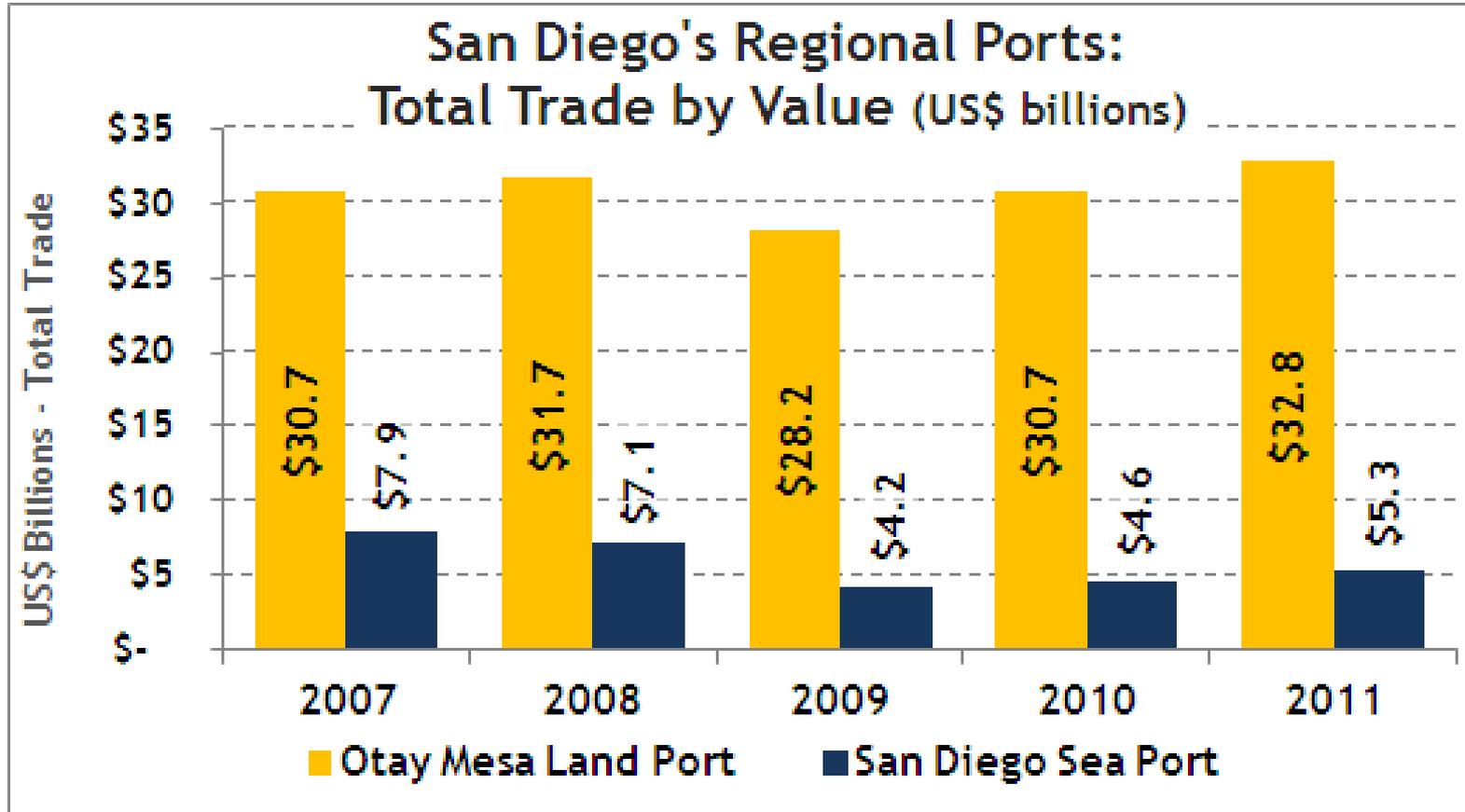


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## I. Why Mexico matters History /Culture/Commerce

1. San Diego was first the first European settlement in California (**1542**) - its been described as "the birthplace of California."<sup>1</sup>
2. CA is the state with the largest Hispanic population in the US - over 14 million people or 38.1% of its total population (31.4% change from 2000 to 2011) - San Diego's Latino population is around 32% .
3. San Diego's Spanish speaking population is 21.56% (2008).
4. The Cities of San Diego and Tijuana were both founded in 1889.
5. México is CA's number one trade partner - \$38 B in trade alone passed through the OM Port (2011).
6. México has 10 Consulates in California: Calexico, Fresno, Los Angeles, Oxnard, Sacramento, San Bernardino, San Diego, San Francisco, San Jose and Santa Ana.
7. According to a recent INEGI study, the middle class in Mexico includes 39.2 percent (44 million people) of the country's total population. Mexico's middle class increased 11.4 percent during between 2000 and 2010.
8. California's exports to Mexico reached \$26.3 billion dollars, an increase of \$19.7 billion since NAFTA.
9. California's exports to Mexico have grown at an annual average rate of 7.6% since NAFTA.
10. California's exports to Mexico have increased by 303% (overall), while those to the rest of the world rose 130%. This means that the export growth rate to Mexico is 2.3 times higher than the export growth rate for the rest of the world.
11. California ranked 2nd among all U.S. states as an exporter of goods to Mexico.
12. Mexico accounted for 16.3% of California's exports.
13. Baja California consumers and Mexican tourist have a high purchasing power.

# LAND PORT VS. SEA PORT

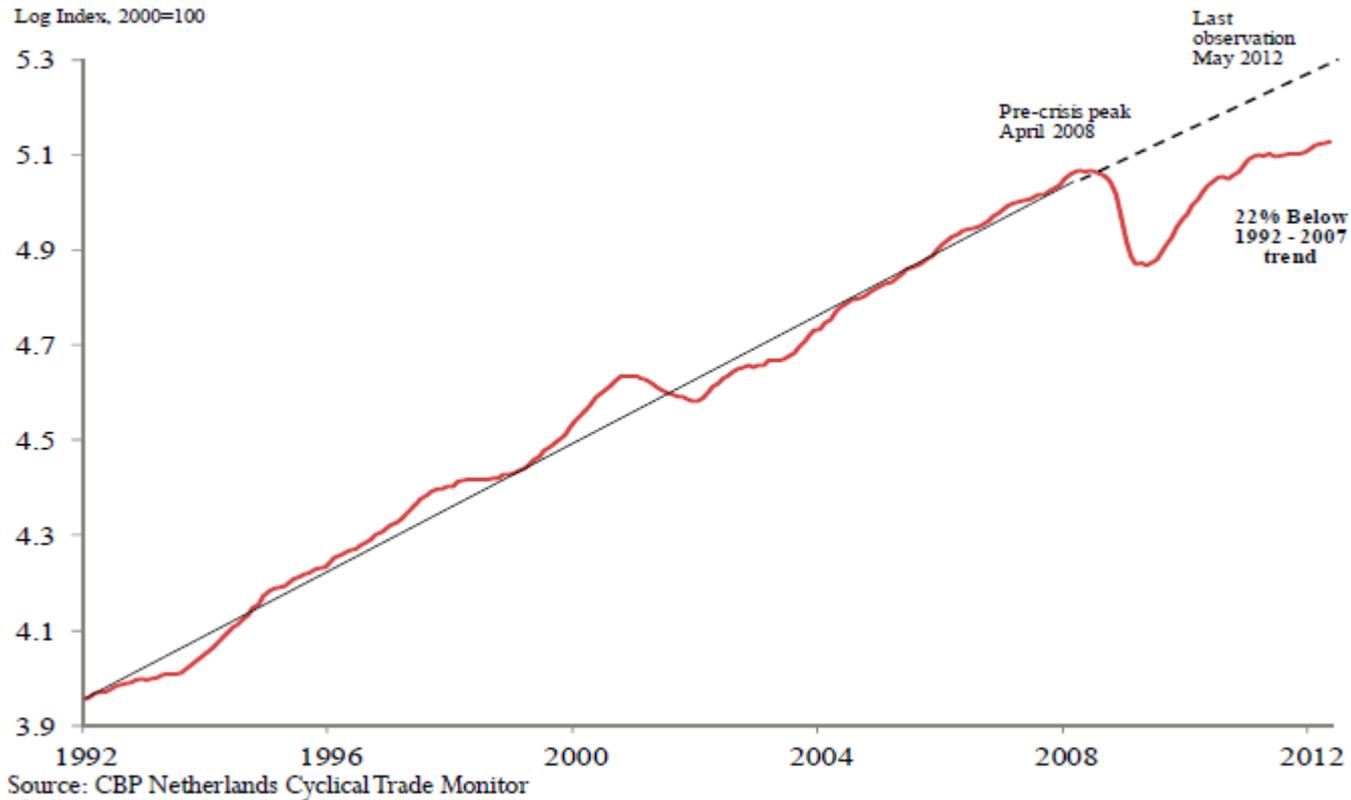






# US-Mexico Industrial Sector : Below pre-prisis trend

OFICINA DE ASUNTOS BINACIONALES  
ALCALDE DE SAN DIEGO





OFICINA DE ASUNTOS BINACIONALES  
ALCALDE DE SAN DIEGO

## Border States Trade with Mexico (2012)

State	Total
Texas	\$151 Billion
California	\$53 Billion
Arizona	\$10 Billion
New Mexico	\$1 Billion

Source: US Department of Commerce/ Secretaria de Economia



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## II. Binational issues facing our region.

1. Border wait times – delays are costing the region over 7 billion in foregone gross output and more than 62,000 jobs (2007 SANDAG).
2. Inadequate border infrastructure / lack of funding for infrastructure and staffing / lack of regional lobbying strategy.
3. Sports fishing industry hurt by new Mexican immigration enforcement.
4. Lack of binational planning models.
5. Lack of adequate cross border collaboration mechanisms.
6. Lack of an integrated economic development strategy.
7. Lack of formal work agenda between the San Diego/Baja region.
8. Lack of regional understanding of the importance of cross border relations to San Diego and CA's future.
9. Lack of studies around the border economic relations.



**NEW**  
**OLD**

*International Border*

**TIJUANA**



**CROSSING THE  
BORDER**



## San Ysidro/El Chaparral POE

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Illustration by Erik T. Johnson

### Opening Remarks

## Mexico: The Stranger Next Door

By Andrés Martínez

May 01, 2013

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Not so long ago, if you believe what you read in the papers and see on TV, Mexico was the next Afghanistan. It was poor, lawless, and plagued by drug violence, a failed-state-in-the-making whose problems and people would soon cascade over the border. In early 2009 a U.S. Joint Forces Command report speculated that, in the next quarter-century, Pakistan and Mexico could prove the most worrisome flash points for American security.

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### SIEMENS





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## EXAMPLE OF STUDY DONE IN TEXAS

A 10% increase in Maquiladora input in Mexican sides of the border creates:

- 4% increase in total employment in El Paso
- 3.6 % increase in Laredo
- 1.9 % increase in Brownsville
- 5.9 % increase in McAllen

\*FED RESERVE BANK OF DALLAS







### III. Binational Actors and Issues

EDUCATION ORGANIZATIONS AND THINK TANKS	Border wait times	San Ysidro POE Phase II and III	Virginia Ave. Transit Center	Clay Mesa I and II	Binational Airport Terminal	Economic Development	Planning and Infrastructure	Environmental	Education and Research	Humanitarian	Health	Arts and Culture	Binational Olympics	Security	Immigration Reform	Innovation, Education and Research	Trade and Investment
Americas Society and Council of the Americas (AS/COA)									•					•	•	•	•
Casa Familiar																	
San Diego State University (SDSU)						•			•					•	•	•	•
• Institute for regional Studies of the Californias																	
San Diego University (USD)						•			•					•	•	•	•
• Trans-border Institute																	
University of California, San Diego (UCSD)								•	•		•			•	•	•	•
• Institute of the Americas (IOA)																	
• Center for U.S.-Mexican Studies																	
• Border Health Network (BHEN)																	
Woodrow Wilson International Center for Scholars, Washington D.C.									•					•	•	•	•
Autonomous University of Baja California (UABC)									•								
CETYS University									•								
Ibero-American University (UIA)									•								
The College of the Northern Border (COLEF)								•	•					•	•	•	•
CIVIC ORGANIZATIONS	Border wait times	San Ysidro POE Phase II and III	Virginia Ave. Transit Center	Clay Mesa I and II	Binational Airport Terminal	Economic Development	Planning and Infrastructure	Environmental	Education and Research	Humanitarian	Health	Arts and Culture	Binational Olympics	Security	Immigration Reform	Innovation, Education and Research	Trade and Investment
Alliance San Diego									•	•	•						
Alter Terra									•	•	•					•	
American Civil Liberties Union (ACLU)									•	•	•					•	
American Red Cross, San Diego									•	•	•						
Bilateral Safety Corridor Coalition									•	•	•						
Border Angels									•	•	•					•	
Border Council of Arts and Culture									•	•	•						
• La Casa del Tunel Art Center												•					
Border Philanthropy Partnership (BPP)									•	•	•	•					
CIVIC San Diego		•	•	•	•				•	•	•						
Environmental Education Council for the Californias (EECC)								•	•	•	•						
Environmental Health Coalition									•	•	•						
Ford Foundation									•	•	•						
International Community Foundation									•	•	•	•					
Las Damas de San Diego Foundation									•	•	•	•					
Mexican American Business and Professional Association (MABPA)	•					•	•		•	•	•						•
Planned Parenthood									•	•	•						
San Diego Diplomacy Council						•			•	•	•						
San Diego Opera									•	•	•	•					
Smart Border Coalition	•	•	•	•	•	•	•	•	•	•	•						
The San Diego Foundation									•	•	•						
Unified Port of San Diego						•	•		•	•	•						



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### III. Binational Actors and Issues

CIVIC ORGANIZATIONS	Border wait times	San Ysidro POE Phase II and III	Virginia Ave. Transit Center	Clay Mesa I and II	Binational Airport Terminal	Economic Development	Planning and Infrastructure	Environmental	Education and Research	Humanitarian	Health	Arts and Culture	Binational Olympics	Security	Immigration Reform	Innovation, Education and Research	Trade and Investment
Alliance San Diego									•	•					•		
Alter Terra								•	•	•	•						
American Civil Liberties Union (ACLU)									•	•					•		
American Red Cross, San Diego										•	•						
Bilateral Safety Corridor Coalition										•	•						
Border Angels										•	•				•		
Border Council of Arts and Culture • La Casa del Tunel Art Center									•			•					
Border Philanthropy Partnership (BPP)									•	•	•	•					
CIVIC San Diego		•	•	•	•		•										
Environmental Education Council for the Californias (EECC)								•	•								
Environmental Health Coalition									•		•						
Ford Foundation										•							
International Community Foundation								•	•	•	•	•					
Las Damas de San Diego Foundation										•	•						
Mexican American Business and Professional Association (MABPA)	•					•	•										•
Planned Parenthood									•	•	•						
San Diego Diplomacy Council						•		•	•	•		•					
San Diego Opera										•		•					
Smart Border Coalition	•	•	•	•	•	•	•	•			•						
The San Diego Foundation									•								
Unified Port of San Diego						•	•										
Urban Land Institute (ULI)		•	•	•	•		•										
Wildcoast								•	•		•						
El Trompo Interactive Museum									•								
Entjuanarte Foundation									•			•					
Foundation for the Children of the Californias • Children of the Californias Hospital									•		•	•					
Fundación Internacional de la Comunidad A.C.								•	•	•	•	•					
Mexican Red Cross, Tijuana										•	•						
Tijuana Cultural Center (CECUT)										•	•	•					
Tijuana Innovadora	•					•		•	•	•	•	•					



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## IV. Binational projects.

1. Expansion of the San Ysidro Port of Entry.
2. Otay Mesa II Port of Entry (toll).
3. Binational Airport Terminal.
4. San Ysidro Intermodal Center (ITC).
5. Virginia Ave. Pedestrian Port of Entry / Transit Facility.
6. CA-BAJA Border Master Plan.
7. San Diego – Arizona Binational Rail Road.
8. San Diego Convention Center expansion vis-à-vis the Baja Convention Center.
9. US/MX Border Mayors Association

Other issues to take into consideration:

- Immigration reform.
- High Level Economic Dialogue (HLED).



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The Office of Binational Affairs serves as a liaison between the City of San Diego and the following groups:

1. COBRO /Borders Committee (SANDAG).
2. Smart Border Committee (SD Chamber).
3. CaliBaja Mega Region (SD EDC)
4. Tijuana EDC
5. Tijuana CONVIS
6. South County EDC
7. San Ysidro Chamber of Commerce
8. Otay Mesa Chamber of Commerce
9. San Diego Alliance
10. Other



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Jerry Brown in China

Chasing the dragon

An old relationship presents fresh opportunities

Apr 13th 2013 | LOS ANGELES | From the print edition

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CALIFORNIA'S economy was almost twice the size of China's when Jerry Brown last visited, in 1986. Today, the governor of America's biggest state (and the world's ninth-largest economy, down from seventh in 1986) is the first to admit that things look different, as he and a 90-strong business entourage embark on a week-long trade and investment tour of China. Chinese investors, reckons Mr Brown, have \$400 billion-\$500 billion burning a hole in their pockets. "They like our almonds, our wine, our brains," he says. "Instead of buying T-bills in Washington, they should be investing in California."



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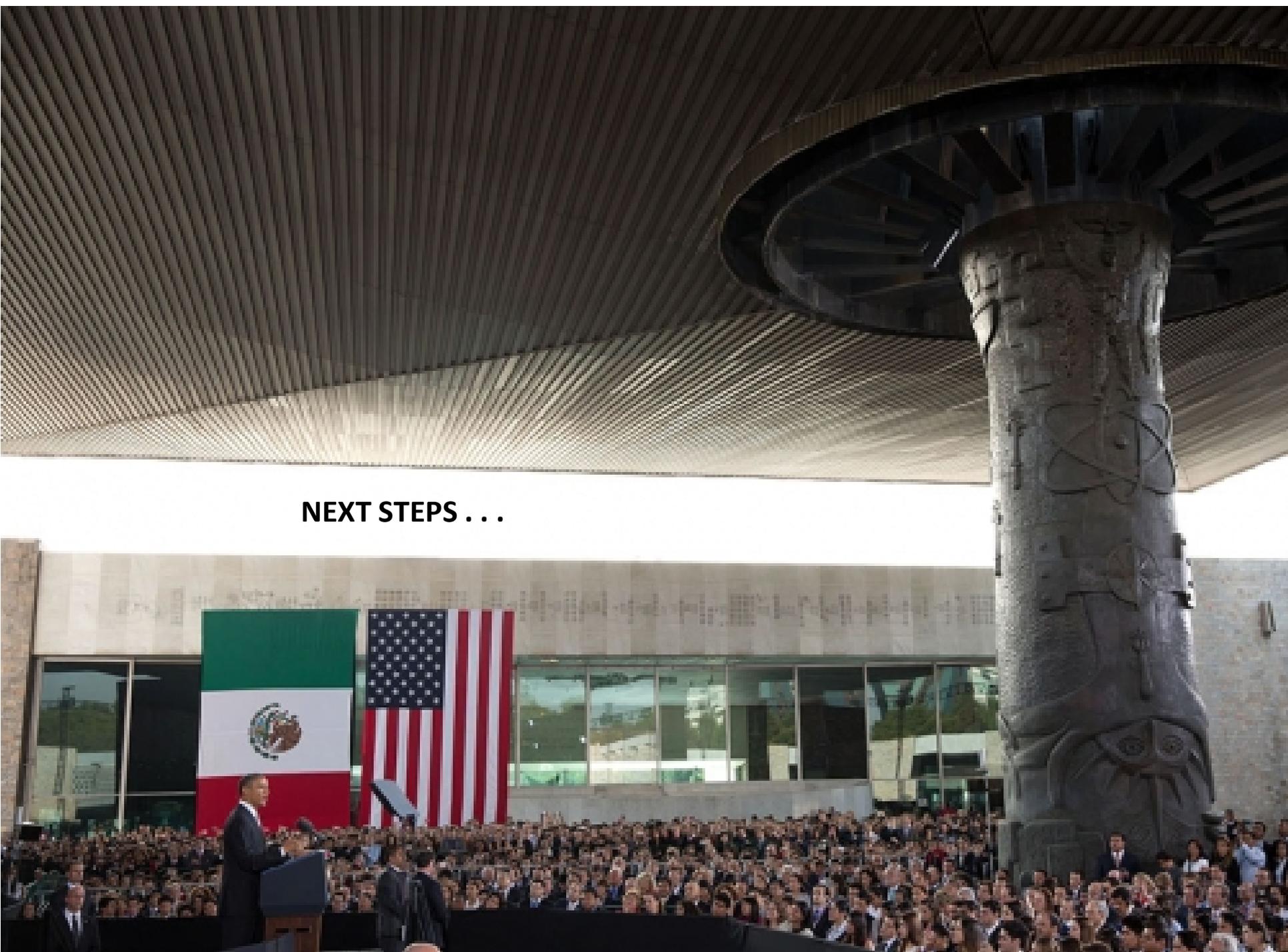
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## EXAMPLES OF ACTIVITIES:

1. Opened the first office of the City of San Diego in Tijuana.
2. Introduce the Mayor to President Enrique Peña Nieto of Mexico.
3. Coordinated meetings between Mayor Gloria and Mayor Bustamante of Tijuana.
4. Organized the first binational meeting of Directors of City Departments.
5. Congratulations letter to Ambassador Medina Mora of Mexico.
6. Participation in the Centennial binational effort.
7. Translation of important binational news stories.
8. Liaison with Spanish media outlets.
9. Participation in Tijuana Innovadora binational committee.
10. Participation of the City of San Diego in officials events of the Mexican Consulate in San Diego – the City of Tijuana – the Government of Baja California.



**NEXT STEPS . . .**





City of San Antonio

# INTERNATIONAL RELATIONS OFFICE

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## Foreign Offices Promote Business Growth

Casa San Antonio is the direct link to Mexico for all of our partners and the San Antonio business community. We reinforce your business strategies by providing in-country logistical and communications support. Our Casa program assists companies interested in exporting products and services to Mexico, facilitates imports and investment opportunities by developing international partnerships. We're committed to creating mutually beneficial business partnerships for your company, around the world.

## Business Matchmaking

This service provides companies that need assistance in finding useful international business matches. The Casa San Antonio puts the network of key contacts, chambers of commerce, and trade organizations, to meet the specific needs of your company by providing a vetted list of companies willing to discuss business opportunities.

## Customized Trade Missions

One of the most effective ways to do business continues to be face-to-face. Trade missions are 2-3 day business visits to meet with pre-approved companies selected to meet the needs of your

## Morning Edition



Oct 21, 2013, 5:58am MST

## Phoenix looks to open Mexico City trade, tourism office

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Staff  
Phoenix Business Journal

The city of Phoenix is looking at opening a new trade and tourism office in Mexico City.

The Phoenix City Council could soon consider a \$200,000 proposal to hire a Mexican consulting firm to help run the office, KTAR reports.

Mayor Greg Stanton and the Greater Phoenix Economic Council have traveled to Mexico trying to improve relations frayed by Arizona's immigration debate.

Mexico is Arizona's largest trading partner. The state, however, is also one of the main entry points in the U.S. for drug smuggling and illegal immigration from Mexico.



The city of Phoenix wants to open a Mexico trade and tourism office.



Volunteer Michael Cleveland teaches teens to believe in themselves.

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Thursday, October 31, 2013

## Asian and European Delegations Visited Tijuana to Further Economic Integration

By Tijuana EDC- Mexico's economic growth and financial stability has attracted the interest of elite industrialized countries for investment; on May Tijuana received two delegations from Europe and Japan, interested in business opportunities to supply Tijuana's manufacturing base.

Tijuana, Mexico (PRWEB) May 16, 2012

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Representatives of the Society of Japanese Aerospace Companies (SJAC) visited Tijuana to learn about the sector's growth in the City and establish relationships with industry leaders. Tijuana EDC, the Baja California Aerospace Cluster in coordination with Federal, State and Municipal authorities hosted the delegation comprised of seven firms from Japan including Mitsubishi Heavy Industries, Sumitomo Precision Products, Shin-Maywa Industries, Sumitomo Corporation, Hitachi Metals and the International Aircraft Development Fund.

The 2 day trade mission focused on business opportunities where the delegation learned about



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Home > The Commerce Blog > 2013 > August > U.S. Secretary of Commerce Announces First Business Development Mission to Mexico

## U.S. Secretary of Commerce Announces First Business Development Mission to Mexico

Submitted on August 9, 2013 - 2:00pm

Categories: Business development Mexico Trade mission International Trade Administration Office of the Secretary Secretary of Commerce Penny Pritzker

Printer-friendly version

Secretary of Commerce Penny Pritzker recently announced that she will lead her first business development mission to Mexico City and Monterrey, Mexico from November 18-22, 2013. This mission will promote U.S. exports to Mexico by helping export-ready U.S. companies launch or increase their business in a number of key industry sectors, including: advanced manufacturing, information and communications technology, and health IT and medical devices.

In announcing the mission, Secretary Pritzker said, "Exports are an essential component for spurring growth and creating jobs in America. The United States and Mexico have strong business ties and increasing opportunities for trade and collaboration between our two nations will help bolster economic success across

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San Diego Could Be Exporting More, Report Finds

Originally published May 13, 2013 at 6 a.m., updated May 13, 2013 at 12:51 p.m.
By Claire Trageser

KPBS Radio News
00:00 / 00:00
San Diego Could Be Exporting More, Report Finds
Aired 5/14/13
San Diego's exports are far behind where they could be, a new report from UC San Diego finds.



San Diego's exports are far behind where they could be, a new report finds.

Although San Diego is the 17th most populous U.S. metropolitan area and 17th biggest producer of goods and services in the country, it ranks 55th in the share of the U.S.'s gross domestic product it exports, the analysis found.

San Diego was one of eight U.S. cities selected by the non-profit think tank Brookings Institution to examine the role exports play in national job growth. That study was undertaken because of President Barack Obama's plan to double the country's exports by 2015. The School of International Relations and Pacific Studies at UC San Diego carried out the study.

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Apr 12, 2013, 1:37pm PDT

California opens trade office in China



Christopher Arns
Staff Writer-
Sacramento Business Journal
Email | Twitter | LinkedIn | Google+

As of today, California is open for business again in China.

Gov. Jerry Brown unveiled a new trade and investment office in Shanghai on Friday, the state's first foreign trade bureau since 2008. The governor is currently traveling around China hoping to boost economic ties between the world's second and ninth largest economies.



Courtesy of the Office of the Governor
California Gov. Jerry Brown unveiled a new trade and investment office in Shanghai on Friday, the state's first foreign trade bureau since 2008.

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Joseph Parilla and Alan Berube | September 20, 2013 12:04pm

Why the U.S.-Mexico High Level Economic Dialogue Should Engage Sub-National Leaders

THE AVENUE
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## V. NEXT STEPS

1. Foster a relationships with Governor Francisco Vega and the Sate of Baja California - Mayor Gloria is the first Mayor of San Diego to attend a swearing in ceremony.
2. Continue to work with border stakeholders on lobbying strategy for border funding.
3. Establish a binational meetings of City Departments.
4. Work with UCSD on the Ford Foundation grant to develop a binational vision document.
5. Working with Economic Development Department to include an International Trade component to the Econ Dev Strategy.
6. Work with the SD EDC – TJ EDC – Econ Dev Department on a mexico biz promotion program.
7. Office of Binational Affairs website – cross border information.
8. Continue to learn more about what the HLED.



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## FACT SHEET: U.S.-Mexico High Level Economic Dialogue

- Vice President Joe Biden, together with the Mexican government, launched the **U.S.-Mexico High Level Economic Dialogue (HLED)**, co-chaired by the U.S. Department of State, U.S. Department of Commerce, Office of the U.S. Trade Representative and their Mexican counterparts and Secretary of Commerce Penny Pritzker.
- In May 2013, President Obama and President Peña Nieto announced the formation of the High Level Economic Dialogue to advance strategic economic and commercial priorities central to promoting mutual economic growth, job creation, and global competitiveness. The global competitiveness of both of our countries requires continued and deepened economic integration, commercial exchange, and policy alignment.
- The High Level Economic Dialogue will meet annually at the Cabinet level and will bring together leaders from the public and private sectors to build on and promote sustained progress on a range of existing successful bilateral dialogues and working groups. Mexico and the United States have developed an initial work plan laying out potential areas for cooperation under three broad pillars:
  1. Promoting Competitiveness and Connectivity
  2. Fostering Economic Growth, Productivity, Entrepreneurship, and Innovation
  3. Partnering for Regional and Global Leadership

# NORTH AMERICAN COMPETITIVENESS & INNOVATION CONFERENCE

*Three Nations - Two Borders - One Economy*



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San Diego, CA

