

EDC Overview & Metropolitan Export Initiative



SAN DIEGO
REGIONAL
EDC

AAPA Maritime Economic Development
Workshop
February 20, 2014



WHO WE ARE

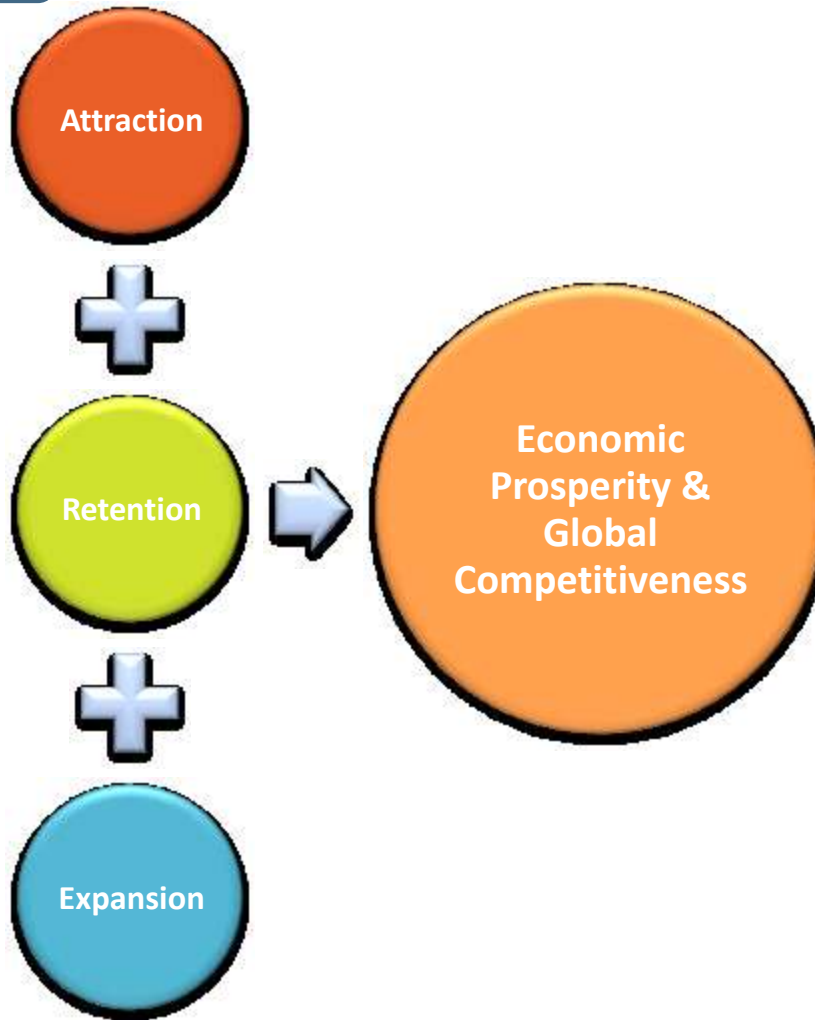


Mission: San Diego Regional Economic Development Corporation's mission is to maximize the region's economic prosperity and global competitiveness.

Vision: The San Diego Region will be a pillar of the global economy and a magnet for investment, talent and innovation.

Values: Collaboration, Integrity, Accountability, Innovation, Vision

WHAT IS ECONOMIC DEVELOPMENT?



ABOUT THE REGION



- The Cali Baja Bi-National Mega-Region includes **San Diego County, Imperial County and Baja California**
- **6.5 million** people live in the Mega-Region
- In the next 40 years, San Diego County's population is expected to **grow by 1.5M**
- **2** major international airports, **3** land ports of entry & **2** major seaports



Focus on Traded Economies



- Align Talent
- Attract FDI
- Engage SMEs



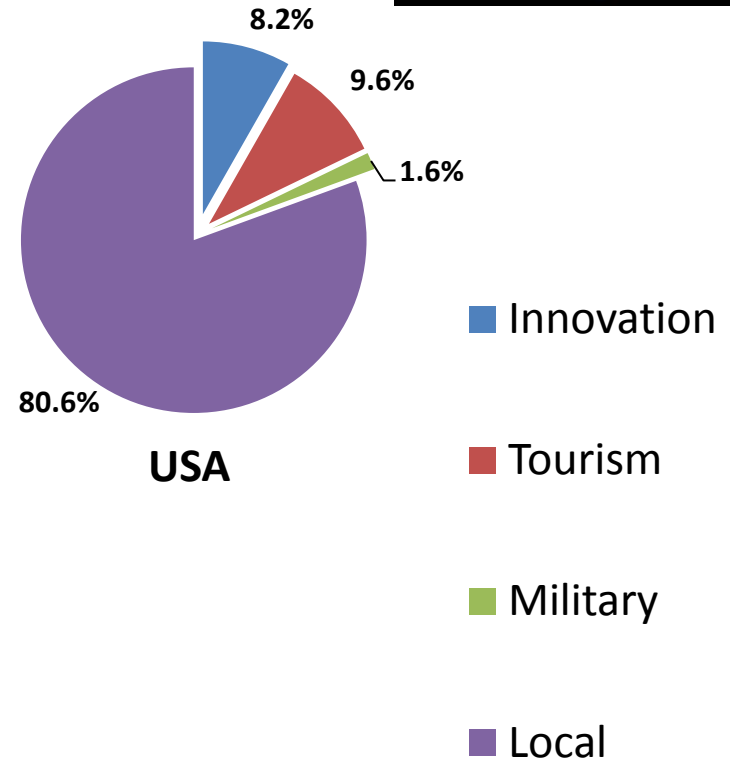
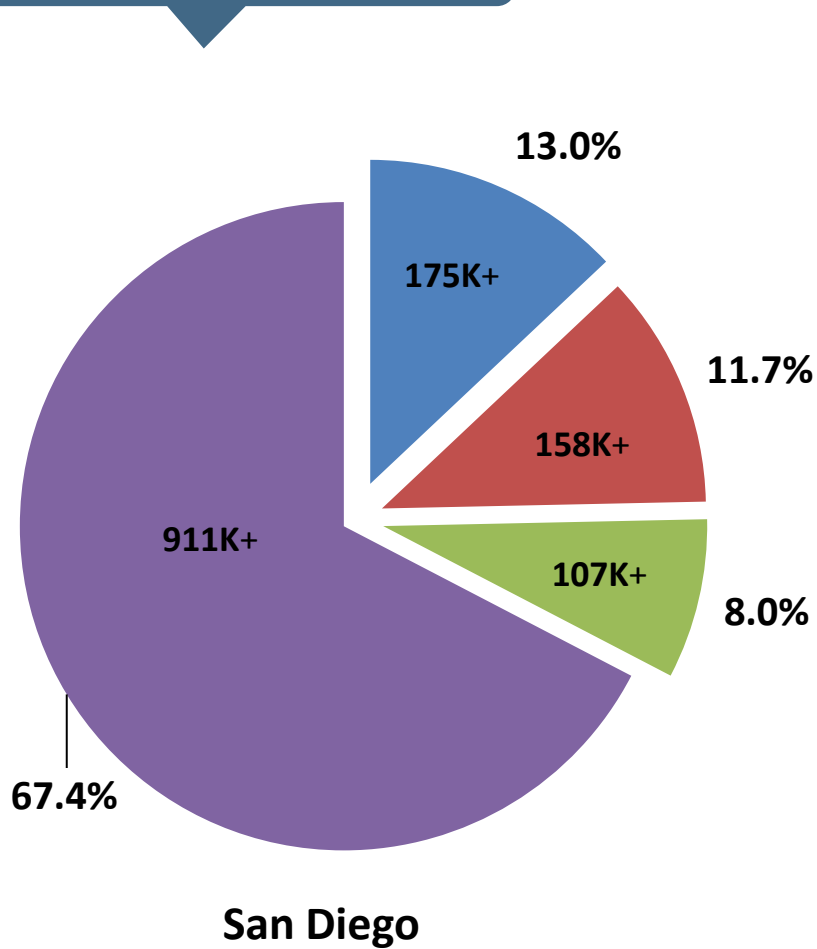
- Defend Assets
- Leverage Innovation
- Support Transitions



- Secure New Lift
- Leverage Conferences
- Unite San Diego Story



TRADED ECONOMIES



Source: San Diego Regional EDC; Bureau of Labor Statistics; 2011 QCEW Data; US Census Bureau, County Business Patterns, 2011; Bureau of Economic Analysis is used to determine Federal Military totals.

Strategic Programs and Initiatives

A CLOSER LOOK AT THE METROPOLITAN EXPORT INITIATIVE



EXPORT INITIATIVE

The Market Assessment will serve to inform the development of a regional export development plan, its mission, vision, and implementation strategy.

With extensive regional data and unparalleled insight from regional business leaders, the San Diego Metropolitan Export Initiative is poised to make a measurable impact on San Diego metro's export economy.

EXPORT FAST FACTS



Although San Diego ranks 17th in total export value, GMP, and population size, it is only 55th in terms of export intensity (export share of GDP).

Figure 1: Comparison Cities

Export GMP Rank	MSA	Exports Share of Metro GDP 2010
52	Portland - South Portland - Biddeford	9.30%
53	Hartford - West Hartford - East Hartford	9.30%
54	Albuquerque	9.30%
55	San Diego - Carlsbad - San Marcos	9.30%
56	Phoenix - Mesa - Glendale	9.10%
57	Providence - New Bedford - Fall River	9.10%
58	Memphis	9.10%

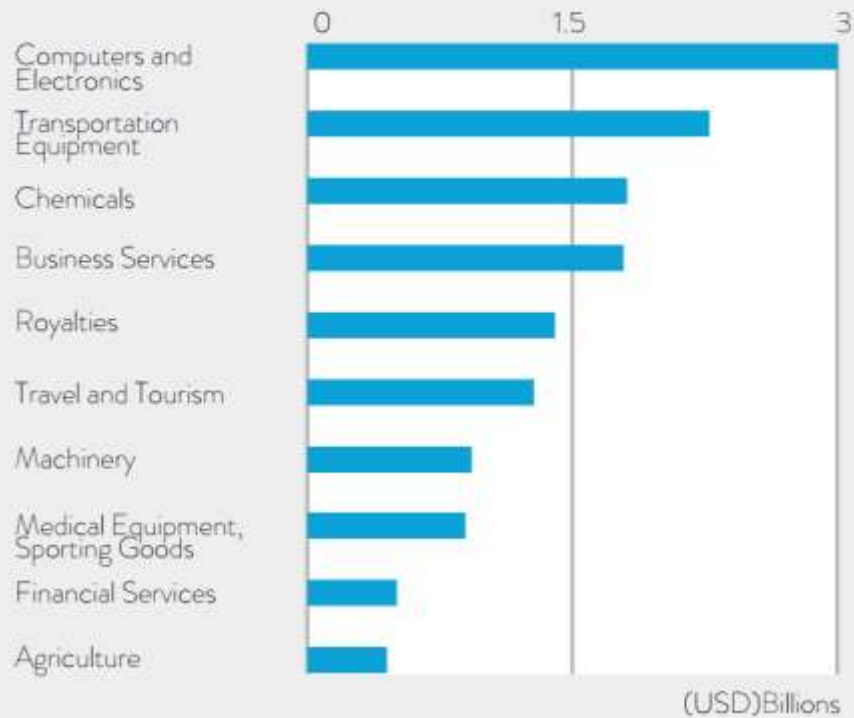
EXPORT FAST FACTS



San Diego's top five export industries account for \$10.3 billion or 64% of all San Diego exports.

San Diego's top 10 export industries account for 89% or \$14.3 billion in total value.

Figure 3: Top 10 Industries by Export Value Added (2009-2010)



EXPORT FAST FACTS

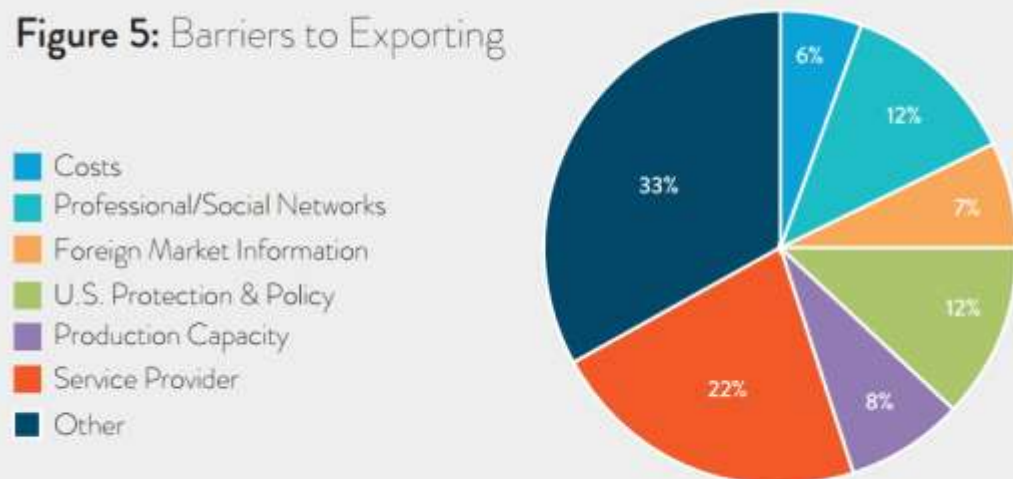


The lack of available information and benefits regarding export markets was identified as the most important barrier to exporting.

U.S. protection and policy, and lack of professional and social networks were identified as important barriers.

Surprisingly, costs were not identified as one of the top barriers to exports

Figure 5: Barriers to Exporting



EXPORT FAST FACTS



Regional infrastructure can serve as a severe bottleneck to exporting practices.

The three most important infrastructure types that need improvement are the airport, port and cyber infrastructure.

Figure 6: Infrastructure Improvement Needs





Key Objectives



- Create and retain jobs by growing our region's exports.
- Increase the number of SMEs participating in global trade.
- Create a more globally competitive brand for the region & increase global fluency.

MEI Policy Implications



- **Federal**
 - Funding and financing to support exports
 - Investments in key infrastructure
 - Immigration, visa and international tourism
- **State**
 - Public- private partnerships
 - California footprint in foreign markets
- **Local**
 - Land use and marine spatial planning
 - Infrastructure improvements

Thank You



SAN DIEGO
REGIONAL
EDC

