WHAT'S AT STAKE?
GLOBAL MARKET MIGRATION – 2030
SHARE OF GLOBAL TOTALS

7% North America
14% Europe
66% Asia Pacific

THE WORLD’S MIDDLE CLASS
GLOBAL MARKET MIGRATION
CREATING WEALTH & COMPETITION

Global FDI (Capital Investment) vs. US Share of Global FDI

- 1984: 45%
- 1990: 12%
- 1999: 12%
- 2004: 12%
- 2012: 12%
WHAT'S AT STAKE? Exports & FDI Share

Total Employment (110,000 Jobs)

- 8.3%

R&D

- 18.9%

Capital Investment

- 15.2%
WHY NOW?
WHY SAN DIEGO?

ECONOMIC STRENGTH

FISCAL STABILITY

POLITICAL LEADERSHIP
OUR KEY GLOBAL PARTNERS ADAPTING TO DISRUPTIVE TECHNOLOGIES AND DEMOGRAPHICS
EMPLOYMENT IN ADVANCED INDUSTRIES AS A SHARE OF TOTAL EMPLOYMENT IN GLOBAL FIRMS HAS GROWN TO 44%
PERCENT OF EMPLOYEES AT GLOBAL COMPANIES IN ADVANCED INDUSTRIES

SAN DIEGO  
44%

BAJA  
44%

Source: Dun & Bradstreet
THOSE EMPLOYEES WORK IN THE SECTORS THAT FUEL EXPORTS AND INVESTMENT IN OUR REGION

San Diego

- Electrical Components
- Computer Equipment
- Other
- Commercial Machinery
- Computer Systems
- Shipbuilding
- Scientific R&D
- Medical Equipment
- AV Equipment
- Aerospace
- Pharmaceuticals
- Communications Equipment
- Semiconductors
- Precision Instruments

Baja

- Electrical Components
- Computer Equipment
- Other
- Commercial Machinery
- Computer Systems
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- Scientific R&D
- Medical Equipment
- AV Equipment
- Aerospace
- Pharmaceuticals
- Communications Equipment
- Semiconductors
- Precision Instruments

Source: Dun & Bradstreet
PERCENT OF EMPLOYEES IN BAJA AT GLOBAL COMPANIES HEADQUARTERED IN CALIFORNIA

34%

Source: Dun & Bradstreet
GOAL & OBJECTIVES

Maximize our economic competitiveness through increased global engagement by:

- GROWING EXPORT & FDI RELATED JOBS
- CONNECTING WITH PEER GLOBAL METROS
- ADDRESSING OUR GLOBAL IDENTITY
"When someone boards a train in London – entering one of the world's most admired transportation systems – they probably do not have visions of pristine beaches and rolling surf. But they would not be wrong if they did........considering the (system) is powered by Cubic, a San Diego-based company with headquarters 5,500 miles down the road."
What can San Diego teach the world?

"San Diego exemplifies the metropolitan revolution"
GLOBAL CITIES INITIATIVE
A Joint Project of Brookings and JPMorgan Chase

London, UK
February 25 - 27, 2015
SELECT USA
INVESTMENT SUMMIT
WASHINGTON, DC | MARCH 23-24, 2015

March 23 - 24, 2015
Tokyo, Japan
May 19 - 21, 2015
13 Delegates
Growing Advanced Industries Through Innovation
Deputy Mayor, Taipei

Public-Private Regional Collaboration
Deputy Mayor, Sydney

How to Engage Strategically in the Global Economy
Deputy Mayor, Seoul