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CHAMBER LEADS BINATIONAL DELEGATION TO MEXICO CITY

Nearly 90 Cali-Baja business and community leaders advocate for region's cross-border commerce

SAN DIEGO (April 15, 2016) –The San Diego Regional Chamber will lead its 11th annual California-Mexico Trade Initiative to Mexico City, April 17 – 20. Nearly 90 business leaders and government officials from San Diego and Baja will attend, reinforcing the Chamber's role as a coalition builder, policy advocate, and resource for business on both sides of the border. The trip is key to the Chamber's international advocacy work to enhance cross-border business and showcase the region's global competitiveness.

"The strong, unified voice of San Diego and Baja leaders joining our annual delegation trip to Mexico City speaks volumes for the commitment to collaboration that is making our region a top global competitor," said Jerry Sanders, president and CEO of the San Diego Regional Chamber. "We are creating a unique opportunity for dialogue with the leadership in Mexico City, which is essential for our binational region because the positive impacts of our region's cross-border commerce don't always reach that level."

Delegates will meet with top Mexican government officials and agencies to advance current projects and bring forward new initiatives important to regional growth and business development. Focus areas for the trip include: border infrastructure, renewable energy projects, investment in the telecommunications industry, and cross-border tourism.

Taking part in the trip, and underscoring the region's collaborative spirit, are San Diego Mayor Kevin Faulconer and Tijuana Mayor Jorge Astiazarán. Other notable delegates include:

- William Ostick, US Consul General in Tijuana
- Oscar Escobedo, Secretary of Tourism for the State of Baja California
- Benjamin De Alba, Assistant Secretary for Rail and Ports, California State Transportation Agency
- Supervisor Ron Roberts, County of San Diego
- Mayor Serge Dedina, City of Imperial Beach
- Mayor Cesar Moreno, City of Tecate
- Mayor Mary Salas, City of Chula Vista
- Councilmember David Alvarez, City of San Diego
- Councilmember Martin Plascencia Avila, City of Tijuana
- Councilmember, Pamela Bensoussan, City of Chula Vista
- Councilmember Guillermo Zavala Camarena, City of Tijuana
- Councilmember Martha Leticia Castañeda, City of Tijuana
- Councilmember Prof. Irma Salgado Gonzalez, City of Tijuana
- Xavier Peniche, Secretary of Economic Development, City of Tijuana
- Mariano Escobedo, Director of International Relations, Government of Baja California
- Jerry Sanders, President and CEO, San Diego Regional Chamber
- Paola Avila, Vice President of International Business Affairs, San Diego Regional Chamber

Scheduled meetings for the trip include:

Sunday, April 17:

- Cultural outing to the Castillo de Chapultepec
- Delegation Briefing and Reception

Monday, April 18:

- Office of the Secretary of Foreign Relations, Federal Customs Administrator Paulo Carreño King
- Office of the Secretary of Communications and Transportation, Undersecretary of Infrastructure Raúl Murrieta Cummings
- Office of the Secretary of Foreign Relations, Paulo Carreño King, Undersecretary for North America
- National Institute of Migration
- Secretary of Tourism, Enrique de la Madrid Cordero
- MOU signing with American Chamber of Commerce of Mexico

Tuesday, April 19:

- Members of Mexican Congress
- Secretariat of Economy
- Institute of National Assests

- Undersecretary of Communications, Mónica Aspe Bernal
- US Embassy, William Duncan, Chargé d'Affaires ad interim, Commercial Affairs
- Secretariat of Energy, Pedro Joaquin Coldwell, and Federal Commission of Electricity

Wednesday, April 20:

- Senate President and representatives

About The San Diego Regional Chamber

The San Diego Regional Chamber is the hub for connections and collaboration among the regional business community, and uses that clout to advocate for public policies and candidates that support economic growth and the creation of jobs for all businesses. As the largest Chamber on the West Coast, representing approximately 2,500 businesses and an estimated 300,000 jobs, the San Diego Regional Chamber is fighting to make San Diego the most business-friendly region in California. For more information, please visit SDChamber.org or call 619-544-1300.

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