

## FOR IMMEDIATE RELEASE

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### **CHAMBER'S "INTERNATIONAL TRIBUTE LUNCHEON" CELEBRATES BINATIONAL LEADERS**

*Consul General Sue Saarnio, SDTA, COTUCO, and Chosen Foods to receive awards*

SAN DIEGO (Nov. 21, 2019) – The Cali-Baja region is a national model for productive and collaborative cross-border trade and commerce and plays a pivotal role in the evolving relationship between the U.S. and Mexico. Today, the San Diego Regional Chamber of Commerce celebrated the region's outstanding commitment to binational collaboration and honored those from San Diego and Baja who are leading the way at the International Tribute Luncheon.

"At the Chamber, we are champions of the Cali-Baja region and we are proud to celebrate the people, success stories, and qualities that make this one of the most dynamic regions in the world," said Jerry Sanders, Chamber President and CEO. "Together with our many partners on both sides of the border we continue to set an example for what is possible when neighbors work together."

Nearly 200 business, government, community, and international trade leaders from across the region joined in celebration of the vibrant Cali-Baja region at the annual event. Three awards were presented to those whose efforts have helped define the region's cooperative spirit. This year's International Tribute awardees are:

- Cross-Border Leadership award – **U.S. Consul General in Tijuana Sue Saarnio**, whose efforts to empower women leaders, promote environmental concerns, and highlight the importance and potential of the U.S.-Mexico relationship have enhanced our region.
- Cross-Border Business of the Year award – **Chosen Foods**, a global company rooted in San Diego and Mexico committed to developing products that not only sustain our bodies and lives, but sustain the community.
- Cross-Border Collaboration award – **San Diego Tourism Authority and Comité de Turismo y Convenciones de Tijuana** (Tijuana's tourism agency), for their "Two Nation Vacation" cooperative marketing campaign which promotes a shared vision of an economically vibrant binational mega region.

Guests also enjoyed a panel discussion on U.S. economic and diplomatic relationships, trade, and our region's strong cross-border ties featuring U.S. Consul General Sue Saarnio, Consul and Trade Commissioner Karen Sleiman with the Consulate of Canada in San Diego, and Natalia Figueroa, Consul for Political and Economic Affairs at the Mexican Consulate in San Diego.

For highlights from the 2019 International Tribute Lunch, search the hashtag #ChamberTribute19 on social media.

**About the San Diego Regional Chamber of Commerce**

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 local 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](http://SDChamber.org) or call 619-544-1300.

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