Cali Baja Mega-Region: Who we are?

Calibaja Bi-national Mega Region

- Is a **Border wide** non-profit organization conformed by 3 mayor partners:
  - San Diego County
  - Imperial County
  - Baja California (Tijuana, Mexicali, Ensenada, Tecate and Rosarito)
Cali Baja Mega-Region: Who is it?

Short History of Mega-Region Initiative

- Unique binational economic development partnership began with EDA grant in 2008
- Following regional stakeholder outreach, bi-national marketing partnership was formalized in 2011
Cali Baja Mega-Region: What is it?

How the Partnership Works

• Funded by private- and public-sector
• Collaboration of the 7 EDOs to jointly market the Cali Baja Mega-Region
• Help with data, contacts and connections in the bi-national region

General Services the Mega-Region Provides

• Site selection assistance - Members
• Workforce information and contacts
• Sourcing and supplier development
• Incentive analysis and options – State Governments
• Economic data and market forecasts
Cali Baja Mega-Region: Our members / Board

San Diego

- Bob Watkins
  Chair
- Steve Williams
- James Perkins
- SD EDC

Imperial Valley

- Tom Topuzes
  Vicepresident
  Treasurer
- IV EDC

Baja California

- Cristina Hermosillo
  Vicepresident
  Secretary
- Mexicali EDC
  CDI
- Ensenada EDC
  COPREEN
- Tecate EDC
  COPRETEC
- Rosarito EDC
  CCDER
1. Foreign Direct Investment – Event April 2016

2. Border-wide research – Asset Map

3. Special Projects – Tesla

4. Awareness, regional Marketing
Cali Baja Mega-Region: How the asset map works?
Thank You / Gracias

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Thank You / Gracias