



## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

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### **TIJUANA EDC LAUNCHES NEW STRATEGIC PLAN, ANNOUNCES NEW STATE-OF-THE-ART LOCATION**

*With the recent unveiling of a new location, mission statement, Board of Directors, and President, the Tijuana EDC announced a new 5-year strategic plan for building upon Tijuana’s image on a regional and international scale. With new opportunities on the horizon, it is the goal of the new President and Board of Directors to highlight the vast resources available within the great city and let the world know why, “It’s Time for Tijuana.”*

**Tijuana, Baja California, September 29, 2010** – The Tijuana Economic Development Corporation (DEITAC) has added some new, dynamic leadership to their Board of Directors. The list includes long-time EDC members with proven leadership and production capabilities. In coordination with the new Board members, DEITAC has also revamped their staff by adding new marketing specialists in efforts to support and implement their newly-developed communication strategies. New DEITAC President, Jaime Gonzalez, hopes that these new personalities can provide the essential input necessary in furthering Tijuana’s image as one of the great cities and metropolitan areas of North America.

Along with an expanded membership, the Tijuana EDC has announced plans to expand into a new, state-of-the-art location – Via Corporativo, a new 14-story *Leadership in Energy and Environmental Design* (LEED) Gold-Rated building, and one of only three such buildings in all of Mexico with this LEED distinction. Not only will this location provide improved access and convenience, but it also reflects the future of Tijuana – in terms of the city’s growing ecological awareness and interest in high-tech, sustainably-designed architecture. This move by the Tijuana EDC also underscores a goal of promoting investment and helping “greentpreneurs” involved with eco-industries such as solar panel manufacturing, energy and water conservation, electric vehicles, and other green technologies into Tijuana’s burgeoning business sector.

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Further, with the help of a world renowned consulting firm, the Tijuana EDC is implementing a five-year, strategic plan focusing mainly upon organizational promotion and sustainability. DEITAC's new mission statement to, "*Provide industrial entrepreneurs high value assistance and the tools to make their projects successful,*" highlights the core elements of its five-year plan including: creating new entrepreneurial opportunities from joint ventures, incubating manufacturing projects, and establishing a "venture fund" for seed capital. "We are moving forward from being the facilitators, to engaging as a participant in the industrial development of Tijuana," explains DEITAC President Gonzalez.

The strategic plan for Tijuana's EDC hopes to raise positive awareness of the city on a domestic and international level, emphasizing the opportunities and resources available in terms of location, environment, and human capital. Part of the new vision is also to develop effective communication with potential investors – which the Tijuana EDC is working to achieve through their development of a new set of tools including DVDs, information kits, and a fresh new logo as part of their strategy to incorporate their progressive outlook.

"It is essential to continue to increase the global flow of information regarding the opportunities and resources that the Tijuana metropolitan region has to offer, as well as business expansion news in the industrial sector," explains Executive Director, Flavio Olivieri. "By moving beyond preconceptions that many now have and focusing on facts, substantive discussions and information, our team at Tijuana EDC will ensure the long-term economic goals, international visibility, and accurate, effective regional promotion for our great city."

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*The Tijuana EDC's new offices will be located in Tijuana's Rio Zone on the 5<sup>th</sup> floor at Via Corporativo, 10643 Via Rapida Poniente, Zona Urbana, Tijuana. For further information regarding DEITAC, the new Board of Directors, or details on the Tijuana EDC's strategic plan for the future, you can visit [www.Tijuana-EDC.com](http://www.Tijuana-EDC.com), or contact the Tijuana Economic Development Corporation toll-free from the U.S. at 1-888-TIJU-EDC.*