



CALI BAJA

BI-NATIONAL MEGA-REGION

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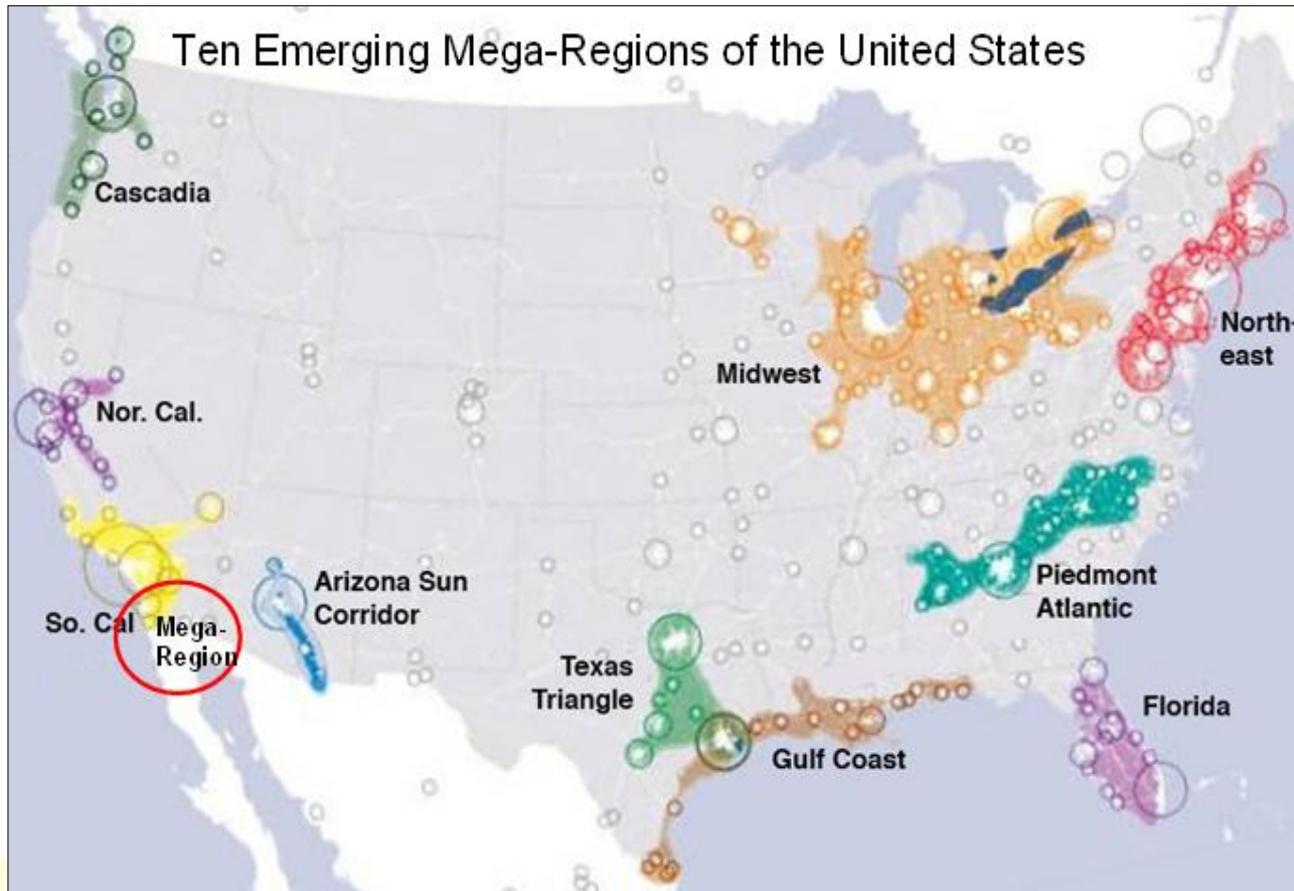
Invest. Innovate. Grow.

What is the Mega-Region Initiative?

- A long-term economic development strategy partnering Imperial County, San Diego County and Baja California for global competition
- A U.S. Economic Development Administration sponsored bi-county partnership (SDREDC & IVEDC) for long-term economic development
- A model for bi-national economic development collaboration
- A marketing campaign based on brand development emphasizing complementary assets to attract, retain and grow high value business and industry

America 2050

Emerging Mega-Regions





Targeted Industries

Cleantech



Applied Biotech



Specialized Manufacturing



Logistics



Strategy - Combined Assets

Baja California	Imperial County	San Diego County
Sophisticated manufacturing	Leader in renewable energy	Knowledge based economy
Competitively priced labor	Large tracts of developable land	Educated Workforce
Steady supply of engineers	Water	World class academic and research centers

Economic Development Opportunities

Market mega-region strengths and assets

- Attract U.S. business expansion
- Attract Foreign Direct Investment (FDI)

Provide existing businesses opportunities to expand within mega-region

Connect regional universities/centers of research with business application opportunities within mega-region



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