



05 THURSDAY  
OCTOBER, 2023



UC San Diego Park & Market  
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# AGENDA:

**START    END**

**9:00 AM - 9:40 AM    Nearshoring; Exploring the Global Economic Outlook and Emerging Opportunities**

Mexico's current stance on nearshoring tendencies, and the importance of the main industries to support the worldwide supply chain. What are the main opportunities to attract investment and strengthen the relationship with the USA?

**9:40 AM - 10:00 AM    Networking Break**

**10:00 AM - 10:10 AM    Opening Remarks**

Opening Remarks by our Chairwoman of the Board, Cristina Hermosillo.

**10:10 AM - 11:00 AM    Talent: A vital Asset for Accelerating Innovation in Cali-Baja**

Worldwide, Talent represents a challenge to continue providing the industry's evolution. A continuous collaboration between Tijuana and San Diego provides the Talent necessary for advancing companies in innovation and Life Sciences. The region's unique combination of expertise, resources, and innovation hubs makes it a prime source of Talent to drive the evolution of companies in these industries.

**11:00 AM - 11:20 AM    Networking Break**

**11:20 AM - 12:10 PM    The BioMed Tech Valley Initiative & Beyond**

Baja California is the leader in MedDev Mfg in America, with over 100 global companies. The Biotech cluster of San Diego is among the most recognized cities in the United States. How do we integrate the region's expertise, knowledge, technology, and adaptability to become the global leader in the Life Sciences industry.

**12:10 PM - 1:00 PM    Lunch Break**

**1:00 PM - 1:35 PM    Collaborate and thrive! Can Cali-Baja become the next big Tech Hub?**

This Conference highlights the mutual benefits of California and Baja California collaborating strategically to leverage their strengths and address the semiconductor industry challenges. Mario aims to explore these advantages, outline actionable strategies, and foster meaningful connections to secure the growth of the semiconductor industry at large.

**1:40 PM - 2:00 PM    Networking Break**

**2:00 PM - 2:55 PM    Unlocking Success: The Cali-Baja Mega Region's Rise in Logistics and Manufacturing Excellence**

The Cali-Baja Mega Region region has become a prime destination for businesses looking to enhance their logistics and manufacturing efficiency. Its strategic location along the U.S.-Mexico border, proximity to major consumer markets, and adoption of nearshoring strategies have fueled its attractiveness.

**2:55 PM - 3:10 PM    Networking Break**

**3:10 PM - 4:00 PM    Power Up! An Energy and sustainability outlook for the Binational Region**

With the nearshoring trend and the global requirements for sustainable or renewable energy, which strategies do we need to implement as a binational region to align with international stakeholders and continue attracting investment to the mega-region, as new investments will require sustainable alternatives.

AGENDA

