

San Diego Dialogue and the Mexico Business Center Announce “Borderless Innovation: A Call to Action” on March 15

Joint Event Introduces A New Vision for Economic Competitiveness; Hon. Fabian Nuñez, Speaker of the California State Assembly, and Baja California Governor Hon. Eugenio Elorduy to Give Keynote Addresses

March 9, 2006

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With the San Diego/Tijuana region serving as the gateway to both the U.S. and Latin American markets and representing the most traveled border in North America, it is imperative for both regions to pursue a strategic platform for economic growth. This half-day event on March 15 at the San Diego Marriot Hotel and Marina will candidly discuss needs, plans and current activities for enhanced crossborder infrastructure, binational marketing, and new business opportunities. The first-ever joint event represents leadership from both the U.S. and Mexico including Hon. Fabian Nuñez, Speaker of the California State Assembly, and Hon. Eugenio Elorduy, Governor of the State of Baja California.

The morning portion of the event, *Mexico Economic Outlook 2006*, hosted by the Mexico Business Center, includes panels of experts speaking on, "How to Make 2006 Tax and Legal Regulations Work for You," "Be Part of Expanding Binational Industries For a Dynamic Crossborder Region," and "Vital Infrastructure Projects for a 21st Century Region: Air, Sea, Rail, Highways and Border." Featured speakers include Julio A. De Quesada, CEO of Citibank Banamex and Gary Deaton, National Director for Services, American Chamber of Commerce of Mexico.

Beginning at noon, the *20th Forum Fronterizo* luncheon, hosted by the San Diego Dialogue, will serve as an immediate call to action for heightened binational collaboration and action. Hon. Fabian Nuñez, speaker of the California State Assembly, and Hon. Eugenio Elorduy, Governor of the Sate of Baja California will give keynote addresses. The luncheon will also feature an expert panel moderated by Bob Kittle of the San Diego Union-Tribune. Panel members include: Yolanda Benson, Deputy Secretary of the Business, Transportation and Housing Agency; Hon. Eugenio Elorduy, Governor of Baja California; DJ Hill, Co-founder and Chairman of Silicon Border; Jessie J. Knight, Jr., President & CEO of the San Diego Regional Chamber of Commerce; and Ing. Elias Laniado, Chairman of the Tijuana EDC (DEITAC). A question and answer session will be opened to the Forum audience, followed by a closing address by Dr. Mary L. Walshok, Associate Vice Chancellor of Public Programs at UC San Diego.

Date: Wednesday, March 15th, 2006

Location: San Diego Marriott Hotel and Marina

Mexico Economic Outlook 2006: 8am-11:50 am

Forum *Fronterizo* Luncheon/Program: 12:00-2pm

Online Registration until March 13: <http://www.sdchamber-members.org/MexicoBusinessCenter.htm>

For more information/registration: Call (619) 544-1362

Cost: Full Conference and Luncheon (\$110) OR Luncheon Only (\$70)

Media: Media enter free, call (619) 544-1362 to RSVP

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