

## Leaders Discuss Bi-National Economic Development on UCSD-TV

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Baja California Governor Eugenio Elorduy and government and business leaders from California and Mexico respond to a groundbreaking report on how to stimulate more binational economic development along the US-Mexico border in "Forum Fronterizo: Borderless Innovation," a new program on the University of California, San Diego Television (UCSD-TV). The program premieres Monday, April 17 th at 8 p.m. and repeats throughout the month.

The program is in response to the recent research report "*Borderless Innovation*," released as part of San Diego Dialogue's Crossborder Innovation and Competitive Initiative. The report asserts that the San Diego-Baja California region has the potential to better compete in the global economy, spurring local growth and prosperity, if a broad coalition of interests can overcome previously fragmented efforts and take the steps necessary to collaborate in creating a new Innovation Corridor of the Californias.

Among those featured include Yolanda Benson, the California Deputy Secretary for Business, Transportation and Housing; Jessie J. Knight, Jr., the president and CEO of the San Diego Regional Chamber of Commerce and Elias Laniado of Tijuana's economic development council (DEITAC); Daniel J. Hill, the chairman of the Silicon Border, a high-technology park in Mexicali; Julio De Quesada, the CEO of Citibank Banamex and moderator Bob Kittle of the San Diego Union Tribune.

To view UCSD-TV's programming schedule, find additional airdates or browse the "on-demand" video archive, visit [www.ucsd.tv](http://www.ucsd.tv). More information about the San Diego Dialogue Forum Fronterizo can be found at [www.sandiegodialogue.org](http://www.sandiegodialogue.org).

Founded in 1991, San Diego Dialogue is a non-profit public policy organization working to increase competitiveness, innovation, prosperity and the quality of life for people and communities on both sides of the greater San Diego/Baja California border by promoting regional collaboration and innovation. Though self funded, Dialogue is affiliated with the Division of Extended Studies and Public Programs at the University of California, San Diego.

UCSD-TV offers programming unlike anything else in San Diego. Launched in 1993, UCSD-TV is a non-profit, non-commercial broadcast station licensed to the Regents of the University of California and provides viewers with locally produced, regionally focused programs that enrich the public's awareness of new ideas, key issues and local events. UCSD-TV airs on Cox Cable Ch.66; North County Cox Cable Ch.69; Time Warner Cable Ch.18; Adelphia Cable Del Mar Ch. 68; or UHF (no cable) Ch. 35. For more information about UCSD-TV, visit [www.ucsd.tv](http://www.ucsd.tv)

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