

Stakeholders Working Committee Meeting

VIA CORPORATIVO, TIJUANA



SMARTBORDERCOALITION.COM

NOVEMBER 4, 2021

Agenda

- Remarks on changes in crossing restrictions and High Level Security Dialogue
- Major Border Issues going Forward
- September Stakeholders Working Committee Meeting Highlights

Remarks

- Changes in Border Crossing Restrictions
 - Welcome news!
 - Patience needed

The High Level Dialogue



The Ground Level Dialogue



Traditional diplomacy has never been enough to make large inroads into some of our most pressing issues.

Federal political, logistical and diplomatic processes do not generally favor practical ways of approaching urgent issues.

The border region must be given special status as the main catalyst of the U.S.-Mexico relationship.

In the meantime, we “do our thing” as a far-flung outpost in the “Wild West.”

Major Issues at the Border



Mobility: Complexity that requires new thinking.

Security: Public health is here to stay.

Migration: Lack of a well-defined and coordinated immigration policy has given immigration outsized importance.

Trade: Nearshoring and policy must work in tandem.



- **Senator Ben Hueso, Senate Select Committee on California-Mexico Cooperation:**
 - Has chaired committee since 2010. Has leveraged it to create dialogue with Mexico.
 - Assembly has adopted many bills including “watershed” definition in collaboration with Mexico in the Tijuana River Valley. This year working on SB74 and SB75 for binational education and workforce opportunities on both sides of the border.
 - Mexicali/Calexico New River pollution control and restoring Salton Sea are key topics.
 - Has campaigned to send more Covid vaccines to Baja California. Started to advocate for reopening of the border with VP Harris and Congress. Visits from Governor of Nuevo Leon.

- **Senator Ben Hueso, Senate Select Committee on California-Mexico Cooperation, Cont.**
 - Has met with Foreign Relations Secretary Ebrard of Mexico on TRV and border restriction issues, as well as with Economy Secretary Clouthier on wildfires and economic development.
 - Authored immigration reform measures. Both have passed the Assembly and Senate.

- **Carlos Carranza, Nadbank's Changing Role in Project Financing:**
 - Mandate expanded 300 kilometers into Mexico and 100 miles into the United States.
 - Key sectors are water sanitation and reuse. Also, waste management and remediation, air quality and transportation and energy efficiency projects.
 - Capitalization process started in 2015. Looked into new sectors to make a difference in environmental impact: engaging with board of directors to approve energy storage, mobility including cargo and vehicles. The approach is about having more integrated solutions at border crossings (both sides of the border), and border city bus systems.
 - Other areas of interest are urban development in terms design and construction: Use of “smart city” concepts, sustainable buildings and industrial parks, as well as green manufacturing.

- **Francisco Rubio Rangel, CCE President, Key Border Issues and Opportunities:**
 - CCE represents all key chambers in Tijuana and Baja California. The philosophy is that “if an issue affects one city, it affects the whole state.”
 - Main actions:
 - Economic development to detonate regional growth, particularly infrastructure.
 - Use of innovative PPPs to start projects with state and federal governments.
 - Security is a large concern and have been discussing with incoming governor and secretaries.

- **Francisco Rubio Rangel, CCE President, Key Border Issues and Opportunities, Cont.**
 - Main actions, Cont.:
 - Water treatment. Municipalization of water commission is a wrong step. Wants 2 seats back on board of directors of state water authority.
 - Border crossings: Long wait times for exports and tourism are not healthy for the economy and people. Are working with City police to avoid cars cutting in line. Want to work with CBP directly. Messaging together with CBP is crucial.

- **Carlos Jaramillo, Tijuana EDC President on Binational Committee for Economic Development:**
 - It is a project with San Diego's SD Regional Chamber of Commerce, SD EDC and Smart Border Coalition. We are truly neighbors but we need to become family. We are polite, but we need to do more together!
 - EDC has existed for over 30 years, landing over 250 projects! Baja California was the state with the most foreign investment in Mexico in the 2nd Quarter. Border cities are busy, attracting investment mostly coming from California.
 - Baja and California must integrate much more! Baja economy growing at 4-5% rates. There are now Biotech and IT clusters, 9 cross-border agreements in education. The state is #1 in terms of employees and number of companies.

- **Carlos Jaramillo, Tijuana EDC President on Binational Committee for Economic Development, Cont.**
 - Why are medical devices, electronics, automotive, aerospace so strong in Baja California? It was not public policy, not by design, but the fact that our biggest neighbor is California!
 - Need to team up to have a true value proposition attracting foreign direct investment, not just manufacturing but harnessing tech revolution like biotech, medical, IT, clean tech.
 - What is Mexico doing? Must create a knowledge base community to graduate engineers. Talking to universities on both sides to create binational workforce.

- **Carlos Jaramillo, Tijuana EDC President on Binational Committee for Economic Development, Cont.**
 - Agenda for the Binational Committee for Economic Development: (1) unify a binational promotional effort; (2) update and unify regional data (use Colef); (3) unify our binational agenda; (4) open channel of communication to go beyond being good neighbors.
 - New opportunities: Biotech, IT, R&D centers, software development. Also, services, talent, infrastructure.

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2022 Meetings:

Thursday, January 13, San Diego

Thursday, March 3, Tijuana

Thursday, May 12, San Diego

Thursday, July 7, Tijuana

Thursday, September 8, San Diego

Thursday, November 3, Tijuana

THANK YOU