

# **Economic Recovery in the Border Region: Leveraging Trade to Chart a New Path Forward**

Thursday, November 10, 2011, from 9:00 a.m. to Noon  
Calexico City Hall, Council Chamber  
608 Heber Avenue, Calexico, California

## **PRELIMINARY AGENDA**

The Border Region faces many challenges in moving toward economic recovery and obtaining greater prosperity in the coming decade. Among other strategies, the region is looking to leverage international trade and foreign investment to advance its economic growth. The presentations during this hearing will include an overview of the current regional economy and identification of key actions for moving forward.

### **I. Welcome, Introductions and Opening Statements**

**Chairman Pérez and Members** of the Assembly Committee on Jobs, Economic Development, and the Economy will give opening statements and frame the key issues to be examined during the hearing. **The Luis J. Castro, Mayor of Calexico** and the **Francisco Pérez Tejada Padilla, Mayor of Mexicali** will also provide opening remarks.

### **II. Achieving Regional Economic Recovery and Expansion through Trade and Foreign Investment**

- *Tim Kelley, Imperial Valley Economic Development Corporation*
- *Tom Flavin, Coachella Valley Economic Partnership*
- *Tom Freeman, Riverside County Office of Foreign Affairs*
- *Linsey Dale, Imperial County Farm Bureau*

The Imperial and Coachella Valleys have regularly experienced unemployment rates double that of the statewide average. The effects of the recession have been especially harsh for this region. In responding to these challenges, several economic strategies have been implemented to encouraging local business development, attracting private investment, providing for region's workforce needs, leveraging the region's cleantech advantages and expanding trade and investment opportunities. During this panel, Members will hear specific examples of how state I-Hubs, a federal renewable energy pilot project, and other innovative initiatives are being used or could be used to support the economic recovery and success of the region.

### **III. Leveraging Economic and Infrastructure Advantages in the Mega-Region**

- *Adam Wasserman, Global Logistics Development Partners*
- *José Eugenio Lagarde Amaya, Industrial Development Commission of Mexicali*
- *Victor Castillo, Center for International Trade and Development*

California border communities compete with other localities both within the U.S. and in Mexico for attracting and growing businesses. Presentations in this panel will focus on strategies used by competing communities and how improvements in infrastructure and economic development activities may help to reposition and strengthen the mega-region's global competitiveness.

#### **IV. Public Comment**

Anyone interested in addressing the Committee may sign up to speak during the public comment period. A sign-up sheet is located at the back of the hearing room.

#### **V. Summation of Key Concepts and Closing Remarks**

**Assembly Members** will highlight key issues and provide recommendations on further actions by the Assembly Committee on Jobs, Economic Development, and the Economy.