



RON ROBERTS

CHAIRMAN
SUPERVISOR, FOURTH DISTRICT
SAN DIEGO COUNTY BOARD OF SUPERVISORS

AGENDA ITEM

DATE: March 27, 2012

TO: Board of Supervisors

SUBJECT: REQUEST FOR APPROVAL OF OUT-OF-COUNTRY TRAVEL
(DISTRICTS: ALL)

09

SUMMARY:

Overview

The San Diego Regional Economic Development Corporation (EDC) and BIOCOM, the largest regional life sciences association in the world, headquartered in San Diego County and representing 550 member companies in Southern California, have invited the Chairman of the County Board of Supervisors to join representatives of the two groups on a trade mission to China, April 20 to April 29, 2012. This trade mission will include high-level meetings in China for the purpose of developing trade and commerce, investment and partnerships. It may result in the opening of a BIOCOM office in one of the world's fastest growing regions. Prior to joining the EDC/BIOCOM group on April 20, the Chairman will visit several Chinese cities with already-established San Diego ties for meetings with local government and business leaders to inform them about the BIOCOM initiative and further establish San Diego's role as a trading partner. The cost of participating in the trade mission is estimated to be approximately \$12,000 and will be covered out of the District 4 office budget.

Recommendation(s)

[CHAIRMAN ROBERTS

Approve the out-of-country travel request and funding estimated at \$12,000 for participation in the EDC/BIOCOM trade mission to China for the purpose of developing trade and commerce, investment and partnerships in one of the world's fastest growing regions.]

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Fiscal Impact

Funds for this request are included in the Fiscal Year 2011-12 Operational Plan in the District 4 office budget. If approved, this request will result in estimated costs of \$12,000. There will be no change in the net General Fund cost and no additional staff years.

Business Impact Statement

N/A

Advisory Board Statement

N/A

BACKGROUND:

The San Diego Regional Economic Development Corporation (EDC) and San Diego headquartered BIOCOM are organizing a trade mission to China from April 20 to April 29, 2012. BIOCOM, the largest regional life sciences association in the world, representing 550 member companies in Southern California, focuses on initiatives that positively influence the region's life sciences community in the development and delivery of innovative products that improve health and quality of life. The Southern California life sciences cluster that BIOCOM represents employs just over 97,000 people (41,937 in San Diego County) in five sectors: biopharmaceuticals, industrial biotechnology and biofuels, life sciences trade, medical devices and diagnostics, and research and lab services.

BIOCOM has launched a China initiative with the goal of building a bridge between life sciences companies in China and Southern California, and creating greater awareness of business development opportunities in China. The initiative already has resulted in the establishment of several key relationships between BIOCOM and major life sciences entities in China.

Since 2000, U.S. exports to China have grown more than 400 percent. At \$103 billion in 2011, China is now America's third largest export market. China is the world's second largest economy (\$5.88 trillion in 2010) and the third largest pharmaceutical market (more than \$18 billion in 2010) globally. With rising earning power, the Chinese can afford and are demanding top quality pharmaceuticals and medical products. Chinese companies are actively seeking partners in the West to co-develop innovative medicine, while U.S. biotech companies are searching for partners to provide the much needed capital for costly research programs and clinical trials. As a result, San Diego based biotechnology companies stand to gain.

This new area of trade with China will add to San Diego's already established exports in the areas of computers and electronics, transportation equipment, machinery, chemicals, crops and miscellaneous manufacturing. It will further burnish our region's growing international presence in the biomedical world, a position most recently evidenced by the decision of Merck, which is one of the world's 10 largest drug development companies, to spend up to \$90 million on opening an office in San Diego.

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The trade mission will include high-level meetings with government and business leaders in numerous cities including Beijing, Nanjing, Taizhou, and Shanghai, where BIOCUM is seeking to open an office. The purpose of the trade mission is to further facilitate San Diego's efforts to expand trade and commerce in China.

Approval of this request will allow for the Chairman's participation in the trade mission.

Linkage to the County of San Diego Strategic Plan

N/A

Respectfully submitted,

RON ROBERTS
Chairman, Forth District

ATTACHMENT(S)

N/A

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
 Yes No

PREVIOUS RELEVANT BOARD ACTIONS:
N/A

BOARD POLICIES APPLICABLE:
N/A

BOARD POLICY STATEMENTS:
N/A

MANDATORY COMPLIANCE:
NA

**ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION
NUMBER(S):**
N/A

ORIGINATING DEPARTMENT: District 4, Board of Supervisors

OTHER CONCURRENCE(S): N/A

CONTACT PERSON(S):

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