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FOR IMMEDIATE RELEASE

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CHAMBER ADDS NEW DIRECTOR OF INTERNATIONAL BUSINESS AFFAIRS

Kenia Zamarripa brings extensive cross-border advocacy experience

SAN DIEGO (June 14, 2017) – Kenia Zamarripa, an experienced international affairs professional, has joined the San Diego Regional Chamber of Commerce. Formerly Director of Marketing and International Affairs for the Sportfishing Association of California, Zamarripa is the Chamber's new Director of International Business Affairs.

"The experience in binational affairs, cross-border contacts, and direct knowledge of Chamber policy that Kenia brings will be an important asset to our organization and region" said Jerry Sanders, Chamber President and CEO. "Her background is a perfect fit for our continued efforts of advancing the priorities and projects necessary to ensure the Cali-Baja region remains a top global competitor."

While at the Sportfishing Association, Zamarripa fostered close working relationships with a number of key government, business, industry, and association officials in Mexico and San Diego. She also led key projects with the Mexican government to establish new permitting protocols for foreign tourists. In addition, she coordinated regular public outreach efforts to educate and provide updates from the Mexican government on issues and regulations pertinent to the sportfishing community.

At the Chamber, Zamarripa will be responsible for facilitating business, political, and cultural relationships across the regional business community and advocating for business-friendly legislation that encourages cross-border trade and an improved binational business climate.

"As a key contact for a binational organization, Kenia has developed a comprehensive understanding of our region's most important issues and priorities that will serve her well

at the Chamber," said Heidy Salum, San Diego Regional Chamber International Business Affairs Committee Member, and Director of Binational Affairs for the Government of Baja California. "I look forward to working with her in this new role and I know Chamber members and partner organizations will benefit from her deep understanding of our unique binational region."

About The San Diego Regional Chamber

The San Diego Regional Chamber is the hub for connections and collaboration among the regional business community, and uses that clout to advocate for public policies and candidates that support economic growth and the creation of jobs for all businesses. As the largest Chamber on the West Coast, representing approximately 2,500 businesses and an estimated 300,000 jobs, the San Diego Regional Chamber is fighting to make San Diego the most business-friendly region in California. For more information, please visit SDChamber.org or call 619-544-1300.

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