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CHAMBER'S "INTERNATIONAL TRIBUTE AWARDS" CELEBRATES BINATIONAL LEADERS

Toyota, Cross Border Xpress, and INDEX President Luis M. Hernandez receive awards

SAN DIEGO (Dec. 1, 2020) – The Cali-Baja region is a national model for productive and collaborative cross-border trade and commerce and plays a pivotal role in the evolving relationship between the U.S. and Mexico. Today, the San Diego Regional Chamber of Commerce celebrated the region's outstanding commitment to binational collaboration and honored those from San Diego and Baja who are leading the way at the International Tribute Awards.

"As a binational mega region, San Diego and Baja California continually set an example for what is possible when all are committed to collaboration and the understanding that our success and viability is interconnected," said Jerry Sanders, Chamber President and CEO. "That collaboration was especially critical this year as our region faced numerous challenges as a result of the pandemic and we are proud to celebrate the people, success stories, and qualities that make this one of the most dynamic regions in the world."

Three awards were presented to those whose efforts have helped define the Cali-Baja region's cooperative spirit. This year's International Tribute awardees are:

- International Business of the Year – **Toyota**, whose support of free trade across North America was critical in the efforts to win approval and ratify the U.S. Mexico Canada Agreement.
- Cross-Border Leader of the Year - **Luis M. Hernandez**, President of INDEX Zona Costa, who was instrumental in assisting with the reopening of businesses that were shut down due to the coronavirus pandemic.
- Cross-Border Hero – **Cross Border Xpress** for their "Warm Hearts, Warm Meals" campaign which raised over \$100,000 to benefit organizations helping to address the food insecurity many families in the border region are experiencing as a result of the pandemic.

The program also featured remarks from U.S. Ambassador to Mexico Christopher Landau on the significant and unique role the Cali-Baja region plays in bilateral trade and commerce, and the future of the U.S. Mexico relationship.

A recording of the 2020 International Tribute Awards is available on YouTube: <https://youtu.be/RQHjFUryxc>.

About the San Diego Regional Chamber of Commerce

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 local Chamber on the West Coast, representing approximately 2,500 businesses and an estimated 300,000 jobs, the San Diego Regional Chamber is working to make the San Diego region the best place to live and work. For more information, please visit SDChamber.org or call 619-544-1300.

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