

BINATIONAL DATA

SAN DIEGO

TIJUANA

DEMOGRAPHICS

POPULATION

SAN DIEGO

3.3 Million

TIJUANA

1.9 Million

BINATIONAL REGION*

7.3 Million

GDP

SAN DIEGO

\$225 B

TIJUANA

\$21 B

BINATIONAL REGION*

\$255 B

**San Diego, Imperial Valley, Baja California*

ECONOMY

Top Industries

SAN DIEGO

- Biotech and Biopharma
- Renewable Energy, Cleantech
- Defense/Aerospace

TIJUANA

- Display manufacturing
- Medical Device Manufacturing
- Electronics Manufacturing

Emerging Sectors

SAN DIEGO

- AI
- Battery Technology
- Bluetech

TIJUANA

- Aerospace Manufacturing
- Life Sciences & Software
- Call Center Operations

Foreign Direct Investment

SAN DIEGO
\$3 Billion

TIJUANA
\$1.1 Billion

Total Exports

SAN DIEGO
\$24 Billion

TIJUANA
\$20.5 Billion

Top Sources of FDI

SAN DIEGO:
94% comes through mergers and acquisitions

TIJUANA:
71% comes through the manufacturing industry

Total Imports

SAN DIEGO
\$46 Billion

TIJUANA
\$20.4 Billion

Top Exports

SAN DIEGO

- Audio Visual Equipment
- Semiconductors
- Hardware

TIJUANA

- Monitors and Projectors
- Medical Devices
- Motor Vehicle Parts

Top Imports

SAN DIEGO

- Passenger Vehicles
- Commercial Vehicles
- Computer Chips

TIJUANA

- Liquid Crystal Devices
- Motor Vehicles Parts and Accessories
- Other Machinery Parts

Top Trade Partners

SAN DIEGO

- #1 Mexico
- #2 Canada
- #3 China

TIJUANA

- #1 United States
- #2 Canada
- #3 China

BORDER

**1.44
MILLION**

Annual Northbound
Truck Crossings

\$6.2 B

Annual Value of
Commercial Crossings

**6
MILLION**

Annual US-Mexico Total
Truck Crossings

\$50 B

Annual Regional Trade
Across Ports of Entry

COLLEGES & UNIVERSITIES

24

SAN DIEGO

35

TIJUANA

Top Institutions

UCSD
USD
SDSU

UABC
CETYS
ITT
UTT

9

**Number of Colleges & Universities with
Cross-Border Partnerships***

**Southwestern College, UCSD, USD, SDSU, UABC, UTT, CETYS, COLEF, IBERO*

TOURISM

Annual Visitors

SAN DIEGO

28.8 Million

TIJUANA

11 Million

HOTEL OCCUPANCY

72.6% (San Diego County)

Visitor Spending

SAN DIEGO

\$13.6 B

TIJUANA

\$1.7 B

HOTEL OCCUPANCY

69.77%

- San Diego is a **top 10** services exporter among U.S. metros
- **#1 Medical Device** Cluster in the world
- **9 Ports** of entry (7 land, 2 sea)
- **#4 Busiest** Land Border Crossing in the World
- **#1 Busiest** Land Border Crossing in the Western Hemisphere