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
## 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

Top Sources of FDI

**SAN DIEGO:**
94% comes through mergers and acquisitions

**TIJUANA:**
71% comes through the manufacturing industry

Total Exports

**SAN DIEGO**
$24 Billion

**TIJUANA**
$20.5 Billion

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
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
Number of Colleges & Universities with Cross-Border Partnerships*

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

- **SAN DIEGO**: 28.8 Million
- **TIJUANA**: 11 Million

**Visitor Spending**

- **SAN DIEGO**: $13.6 B
- **TIJUANA**: $1.7 B

**HOTEL OCCUPANCY**

- **SAN DIEGO**: 72.6% (San Diego County)
- **TIJUANA**: 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