

**Criteria for Sector Selection
San Diego/Imperial Counties
Region**

Global Trade and Logistics

	Evidence/Comments	Source/Documents
Sector Relevance to Region		
<i>Employment Potential</i>		
Relative Growth	Although there is no data available locally on employment growth in trade-related jobs, a 2010 study released by the Business Roundtable estimates that around 21% of total U.S. employment depends on trade. This is due to the fact that trade impacts various industry sectors, including construction, manufacturing, transportation, finance, and others. As trade becomes more and more important to the recovery and growth of the U.S. economy, employment related to trade will increase at a faster pace than non-related employment.	Trade and American Jobs: The Impact of Trade on U.S. and State-Level Employment; Business Roundtable, 2010
Absolute Growth	U.S. trade-related employment grew six and a half times faster than total employment between 2004 and 2011.	Business Roundtable, "How the US Economy Benefits from International Trade and Investment", www.brt.org/trade , 2013
Regional Concentration	Companies involved in trade, across various industry sectors, are spread throughout the region. Jobs in Wholesale Trade and Transportation represent the second largest share in California. Wholesale Trade and Transportation is one of California's economic base sectors with an estimated 1,034,900 jobs in 2011. These sectors represent the second largest share of all economic base industry jobs with 19.2% and 7.2% share of total employment (California Employment Development Department).	EDD, State of California, "California Labor Market and Economic Analysis"
Number of jobs projected (replacement/new)	Total employment in San Diego County is projected to grow to 1,619,900 by 2020. If 21% of that employment is in trade dependent jobs as estimated by the Business Roundtable, then there could be 340,179 trade-	Employment Development Department, Labor Market Information, 2010 – 2020 San Diego County Projection Highlights

	dependent jobs by 2020.	
<i>Financial Value</i>		
Number of companies/EMPLOYMENT TOTAL	There are approximately 3,000 companies in the region that are actively importing and exporting. Export activities support approximately 113,000 jobs in the San Diego region alone.	San Diego Metropolitan Export Initiative - Market Assessment, May 2013
Sales Volume	\$56.5 billion in total trade in the San Diego region in 2012. California exports amounted to more than \$168 billion, which is about 11% of total U.S. Exports.	National University System Institute for Policy Research San Diego Economic Ledger, April 2013; United States Census Bureau, U.S. Department of Commerce Foreign Trade, State Exports 2013
GAP ANALYSIS	Although the results of the CoE Global Trade and Logistics Labor Market Gap Analysis indicates an oversupply of students for occupations associated with international trade, the gap analysis was focused mostly on the logistics industry and related occupations. Due to the fact that trade crosses many industry sectors, trade-dependent jobs are difficult to identify and additional research is needed.	CoE Global Trade and Logistics Labor Market Gap Analysis, June 2014
Need for training to expand workforce in high skill/high wage jobs.		
<i>Identified skills gap for CCC-trainees</i>	Employers recommend international trade training programs to address technical and soft skills, specifically Logistics skills. Supply chain management skills are also highly in demand. Purchasing and procurement and inventory management—skills related to logistics and supply chains—were also highly sought after.	Deputy Sector Navigator (DSN) Global Trade and Logistics and BW Research Partnerships, “Global Trade and Logistics: Employer Engagement Status and Summary Report”, May 21, 2014 CoE Global Trade and Logistics Labor Market Gap Analysis, June 2014
<i>"Living" wage potential</i>	Yes, Wage Tracker data shows salary range of \$42,178 to \$55,312 for students earning an Associate Degree or certificate in International Business.	CCCCO DataMart Wage Tracker
<i>Can be met by community college</i>	A gap analysis conducted in the region had an emphasis on logistics industry occupations, which is not reflective of all trade-related occupations. 4 out of the top 8	CoE Global Trade and Logistics Labor Market Gap Analysis, June 2014

	occupations in this sector require a minimum of an Associate Degree.	
<i>Need for incumbent worker training</i>	Small businesses that engage in international trade require training in most critical areas of international trade in order to successfully sell overseas. Employees in the supply chain, logistics, and international trade fields often lack formal certifications and community college programs can be an alternative for these employees.	
Potential Career Pathway development and alignment in the region		
<i>Evident career ladder</i>	Yes, higher wage jobs available with additional certifications, licenses, or degrees (CoE). Salary can range from \$66,000 to \$109,000 in some occupations in the logistics industry.	CoE Global Trade and Logistics Labor Market Gap Analysis, June 2014
<i>Articulation potential</i>	Three community colleges in the region offer international business and trade-related programs. Currently one high school in the region offers an international business course with the potential for articulation. However, there are many more high schools that offer business administration and management courses that can be infused with international business curriculum.	San Diego and Imperial Deputy Sector Navigator (DSN) Global Trade and Logistics: Knowledge Community and International Business Program in Region 10, February 28, 2014
<i>WBL (Work Based Learning) – apprenticeship/internship</i>	WBL not available, only through internship programs in the region. There is a need for more programs that can provide internships to a wide variety of students.	
Ability to support other sectors		
<i>Advanced Manufacturing</i>	In San Diego County, leading industries like aerospace, semiconductors & communications equipment, and medical devices and pharmaceuticals provides greater opportunities for export markets.	
<i>Advanced Transportation & Renewable Energy</i>	The renewable energy sector promises continued growth for the foreseeable future, reaching \$7 trillion of expected cumulative global private-sector investment between 2012 and 2030. The largest sub-clusters in advanced manufacturing by traditional industry employment are freight transportation, delivery, and	Renewable Energy Top Markets for U.S. Exports 2014-2015 A Market Assessment Tool for U.S. Exporters February 2014; Alternative and Renewable Fuels & Vehicle Technology Program

	port operations (298,000 jobs), auto repair and maintenance (242,000 jobs), and transportation support and logistics services (145,000).	Overview of Advanced Transportation Industries and Occupations in California July 2013
<i>Agriculture, Water, & Environmental Tech</i>	Investments in applied research, industry training and continuing education will be essential and significant to the state's agricultural industry in the area of importing/exporting and export development. California offers inbound and outbound trade missions for many specialty food and agricultural export products.	California Department of Food and Agriculture
<i>Energy (Efficiency) & Utilities</i>	Global demand for clean sources of energy is continuously growing.	
<i>Global Trade & Logistics</i>		
<i>Health</i>	Globalization of trade, marketing and investment has important implications for the Health Industry. Export of medical equipment, services, and technology has global implications for California manufacturers.	
<i>ICT/Digital Media</i>	Over 2.3 billion people have access to the Internet and this figure is expected to grow to 5 billion by 2020. The growing global reach of the Internet and Digital Media provides new opportunities for businesses and consumers to engage in international trade.	SUPPORTING THE INTERNET AS A PLATFORM FOR INTERNATIONAL TRADE Opportunities for Small and Medium-Sized Enterprises and Developing Countries February 2014
<i>Life Sciences/Biotech</i>	San Diego is a global life science and biotech hub and has a unique position to establish significant trade and investment partnerships around the world.	
<i>Retail/Hospitality/Tourism "Learn and Earn"</i>	15.6 million international visitors traveled to California in 2013. Approximately 6.6 million were from overseas origins, 7.4 million were from Mexico and 1.5 million were from Canada. \$12.9 billion spending of foreign travelers visiting California in 2012 counted as export dollars.	California Tourism Highlights 2012 Economic Impact of Travel in California 2013 www.visitcalifornia.com
<i>Small Business</i>	34% of the value of U.S. merchandise exports are provided by Small and Medium-sized enterprises.	Business Roundtable, "How the US Economy Benefits from International Trade and Investment", www.brt.org/trade , 2013

Reports Provided	
1	San Diego EDC, "Fast Facts: San Diego Metropolitan Export Initiative", May 13, 2013
2	San Diego EDC, "San Diego Metropolitan Export Initiative: Market Assessment", May 2013
3	San Diego, EDC, "Global San Diego Export Plan: Metro Export Initiative", May 2013
4	U.S. Census Bureau, U.S. Bureau of Economic Analysis, U.S. Department of Commerce, U.S., INTERNATIONAL TRADE IN GOODS AND SERVICES, June 2014
5	San Diego Regional EDC, "Economic Snapshot: A Summary of the San Diego Regional Economy", July 2014
6	Institute for Applied Economics, "California's Manufacturing Industries: Employment and Competitiveness in the 21 st Century", June 2014
7	EDD, State of California, "California Labor Market and Economic Analysis", 2012
8	LAEDC, "International Trade Trends: The Southern California Region 2010 Review and 2011 Outlook"
9	Business Roundtable, "How the US Economy Benefits from International Trade and Investment", www.brt.org/trade , 2013
10	San Diego and Imperial Deputy Sector Navigator (DSN) Global Trade and Logistics: Knowledge Community and International Business Program in Region 10, February 28, 2014
11	Deputy Sector Navigator (DSN) Global Trade and Logistics and BW Research Partnerships, "Global Trade and Logistics: Employer Engagement Status and Summary Report", May 21, 2014
12	Centers of Excellence San Diego-Imperial Region, "Global Trade and Logistics Labor Market Gap Analysis, San Diego & Imperial Counties", June 2014