



**MAYOR KEVIN L. FAULCONER
CITY OF SAN DIEGO**

FOR IMMEDIATE RELEASE
Thursday, Oct. 16, 2014

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NEWS RELEASE

Faulconer Kicks Off Binational Innovation Event *Tijuana Innovadora Highlights and Celebrates Innovation in Tijuana-San Diego Region*

San Diego, CA – Building on his vision for a thriving San Diego-Tijuana mega-region that creates economic opportunities for its 5.1 million residents, Mayor Kevin L. Faulconer joined leaders from both sides of the border today for the opening ceremony of Tijuana Innovadora, an international event that highlights and celebrates innovation in the San Diego-Tijuana region.

“We’re showing the world that the San Diego-Tijuana mega-region is a global leader in innovation,” Mayor Faulconer said. “These creative innovators are spurring exciting employment opportunities in the U.S. and Mexico. This is how we make a brighter future on both sides of the border.”

Tijuana Innovadora is a biennial innovation conference that began today and continues through Oct. 26 at the Centro Cultural Tijuana. The 10-day event includes more than 200 innovators in technology, health, education, cross-border business, food, fashion and more.

Since taking office earlier this year, Mayor Faulconer has worked to strengthen San Diego’s governmental and economic partnerships with Tijuana. He continues to work with leaders in Mexico and Washington to modernize the border crossing and decrease wait times, transforming the San Diego-Tijuana border from a lost economic opportunity into a competitive advantage that is the envy of the entire world.

“The border shouldn't divide us,” Mayor Faulconer said. “It should bring us closer together.”

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