INFORMATIONAL HEARING

“Developing A Binational Identity Through Cross-Border Tourism”

Martin Luther King Jr. Community Center
140 E. 12th Street, National City, CA 91950
August 7th, 2019
10am

I. Welcome
   ➢ Senator Ben Hueso, Chairman of the Select Committee on California-Mexico Cooperation
   ➢ Carlos Gonzalez Gutierrez, Consul General of México in San Diego

II. An Overview of California-Mexico Tourism
   ➢ Caroline Beteta, President & CEO
     Visit California  (5 mins)
   ➢ Barb Newton, President & CEO
     California Travel Association  (5 mins)

III. The “Two-Nation Vacation”: Regional Impacts of Cross-Border Tourism
   ➢ Kerri Kapich, COO
     San Diego Tourism Authority  (5 mins)
   ➢ Cindy Gompper Graves, President & CEO
     South County Economic Development Center  (5 mins)
   ➢ Jorge Goytortua, CEO
     Cross Border Xpress  (5 mins)
   ➢ Oscar Escobedo, Secretary of Tourism
     State of Baja California  (5 mins)

IV. Shared Experiences: The Role of Educational Exchange Programs
   ➢ Prof. Armando Vazquez-Ramos, Coordinator
     California-México Project  (5 mins)
   ➢ Veronique Rorive, Assistant Director
     UC-Mexico Initiative  (5 mins)
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V. Healthcare Beyond Borders: The Rise of Medical Tourism
   ➢ Frank Carrillo, CEO
     Sistemas Medicos Nacionales, S.A. de C.V. (SIMNSA) (5 mins)

   ➢ Aron Ureña, Director of Medical Tourism
     State of Baja California (5 mins)

   ➢ Karla Nagel, Health Tourism CEO
     New Medical City Plaza (5 mins)

VI. Public Comment