Southern Border Community Spotlight Report

From 2012 to 2021, foreign-owned companies announced 167 greenfield foreign direct investment (FDI) projects with an estimated $3.8 billion in capital expenditures in the Southern Border region (San Diego and Imperial Counties). The majority of these (161 projects) were announced for San Diego County. The United Kingdom was the largest source market by capital expenditure, number of projects, and estimated jobs created. The region exhibited high industry diversity, with San Diego County ranking 13th of all U.S. counties for the measure. However, high-tech industries play an important role in the region, comprising several top sub-sectors for FDI.

Announced Greenfield FDI Project, 2012 to 2021

From 2012 to 2021, foreign-owned companies announced 167 greenfield projects in Southern Border. Of these, 161 projects were announced for San Diego County, and six were announced for Imperial County.

167	**$3.8 billion**	**9,053 jobs**
projects announced	*estimated capital invested*	*estimated jobs created*

Source: fDi Markets

Top Sources of Greenfield FDI Projects by Capex, 2012 to 2021

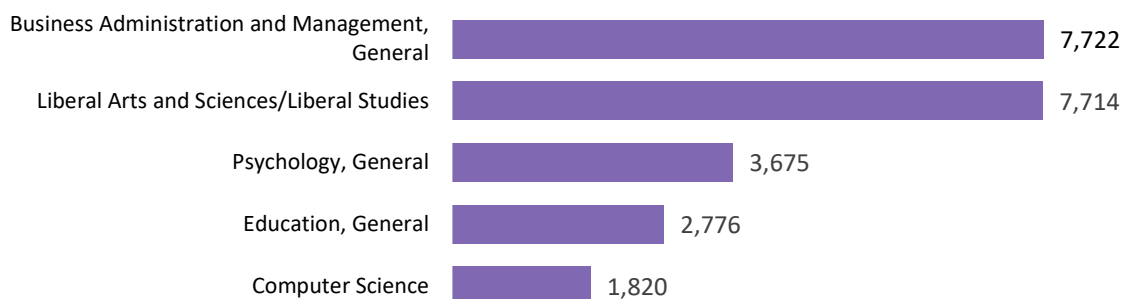| Source Market	Estimated Capex (in U.S. Millions)	Estimated Number of Projects	Estimated Jobs Created
United Kingdom	$551.0	42	1,932
Japan	$488.0	12	919
Germany	$394.0	18	1,007
Spain	$322.0	4	153
China	$321.0	11	767

Source: fDi Markets

Top Sub-Sectors for Greenfield FDI, 2012 to 2021

Biological Products (Except Diagnostic) 21 projects, $961 M, 1,545 jobs	**Solar Electric Power** 4 projects, $731 M, 117 jobs	**Pharmaceutical Preparations** 9 projects, $404 M, 876 jobs
Data Processing, Hosting, & Related Services 2 projects, $163 M, 102 jobs	**Wholesale Trade (Consumer Goods)** 1 project, $136 M, 166 jobs	**Software Publishers, Except Video Games** 12 projects, $114 M, 696 jobs

Source: fDi Markets

Top Education Certificates and Awards, 2020-2021 Academic Year

Field	Count
Business Administration and Management, General	7,722
Liberal Arts and Sciences/Liberal Studies	7,714
Psychology, General	3,675
Education, General	2,776
Computer Science	1,820

Source: JobsEQ by Chmura Economics, 2022 Q1

Top Industry Clusters, 2022 Q1

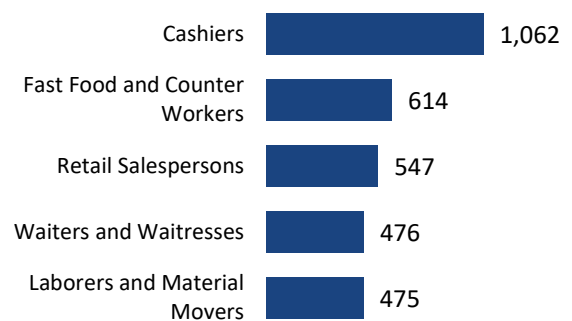| Industry Cluster / Location Quotient	Communications Equipment and Services	Aerospace Vehicles and Defense	Biopharmaceuticals	Water Transportation	Medical Devices
Location Quotient	3.17	2.80	2.54	2.14	2.09
Industry Cluster	Business Services	Education and Knowledge Creation	Hospitality and Tourism	Distribution and Electronic Commerce	Information Technology and Analytical Instruments
Employment	123,534	54,575	52,479	47,471	24,654
Industry Cluster	Video Production and Distribution	Performing Arts	Agricultural Inputs and Services	Forestry	Hospitality and Tourism
10-Year Forecast Employment Growth Rate	43.6%	33.3%	32.6%	28.2%	28.1%

Source: JobsEQ by Chmura Economics, 2022 Q1

Top Occupation Gaps

2022 Q1

Occupation	Value
Software and Web Developers, Programmers, and Testers	-235
Registered Nurses	-150
General and Operations Managers	-116
Therapists	-108
Maintenance and Repair Workers, General	-86
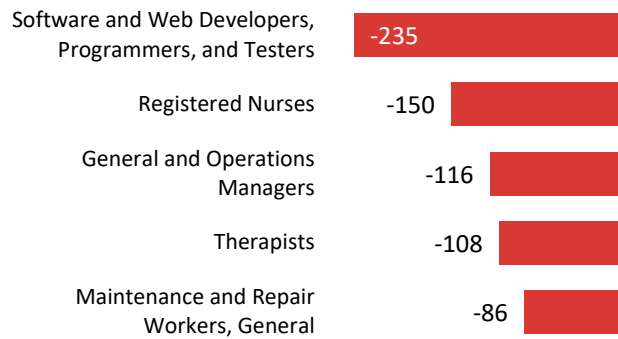
Top Occupation Surpluses

2022 Q1

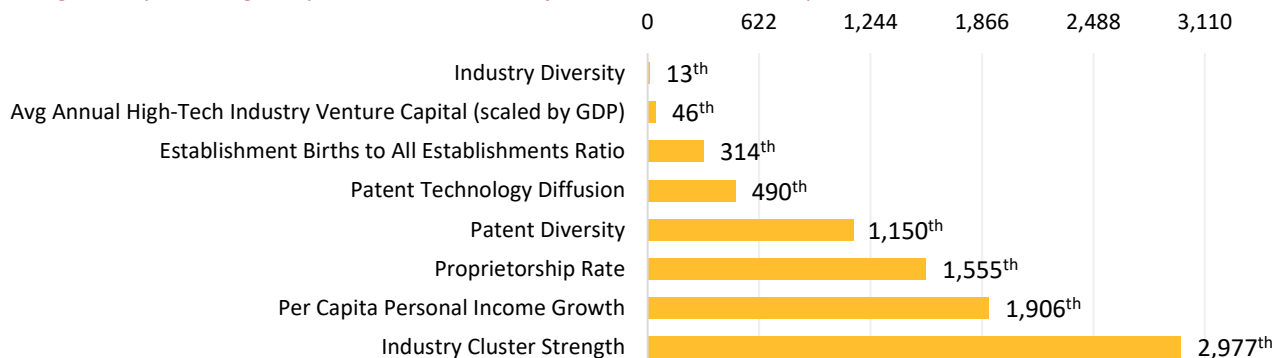| Occupation	Value
Cashiers	1,062
Fast Food and Counter Workers	614
Retail Salespersons	547
Waiters and Waitresses	476
Laborers and Material Movers	475

Source: JobsEQ by Chmura Economics, 2022 Q1

San Diego County's Ranking in Key Innovation Indicators

Since StatsAmerica data is only available at the county or metropolitan area level, this section highlights San Diego County, as it is the most populous county of the Southern Border region. The county ranks 96th of all 3,110 U.S. counties in the headline Innovation Intelligence index.

San Diego County's Ranking in Key Innovation Indicators of 3,110 Counties, Divided by Quintile

Indicator	Ranking
Industry Diversity	13th
Avg Annual High-Tech Industry Venture Capital (scaled by GDP)	46th
Establishment Births to All Establishments Ratio	314th
Patent Technology Diffusion	490th
Patent Diversity	1,150th
Proprietorship Rate	1,555th
Per Capita Personal Income Growth	1,906th
Industry Cluster Strength	2,977th

Source: StatsAmerica, Innovation Intelligence

Definitions

Average Annual High-Tech Industry Venture Capital (scaled by GDP) – A measure of venture capital going to high-tech industry establishments, averaged over 10 years and scaled by the region's average GDP for the time period.

Cluster – A cluster is a regional concentration of related industries that arise out of the various types of linkages or externalities that span across industries in a particular location.

Establishment Births to All Establishments Ratio – The ratio of how many new business establishments are formed relative to all establishments.

Industry Cluster Strength – Measures the degree to which clusters may dominate the employment in the region. May serve as a countermeasure to Industry Diversity.

Industry Diversity – This "place your eggs in many baskets" measure quantifies whether a region is relatively concentrated in just a few industries or whether the region has a broad assortment of industries by comparing the evenness of a region's industrial employment mix against a national value of industry diversity.

Location Quotient – A location quotient greater than 1 indicates a higher than average cluster concentration in a location.

Occupation Gaps – The potential occupation gaps metric is based on a five-year forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents.

Patent Diversity – Compares the diversity of patent making in a region to the U.S. patent diversity score for the latest three years of available data.

Patent Technology Diffusion – An original calculation that measures the degree to which a technology spreads and is adopted. It is based on a region's volume of patents and the technology classes of those patents.

Per Capita Personal Income Growth – The average annual rate of change in PCPI from 2013 to the latest year available.

Proprietorship Rate – The number of nonfarm proprietors divided by the total number of employed individuals.