International Relations Office
Internship – WTCSD

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POLS 498
Professor Gray
World Trade Center San Diego

“The World Trade Center San Diego provides comprehensive international trade services and key global contacts to facilitate and expand trade for regional and worldwide clients. Leveraging its global network of World Trade Centers and affiliate partners, World Trade Center San Diego is the proven forum for international information, communications and connections.”

* Oriented internationally to service local companies, organizations, and political establishments.
* Membership license and inclusion in the internationally recognized World Trade Centers Association.
* Composed of 9 full-time staff and 20+ part-time interns.
WTCSD Information

* **Address:** 2980 Pacific Highway, San Diego CA. 92101
* **Telephone:** 619-615-0868
* **Email:** info@wtcsd.org
* **Facebook:** https://www.facebook.com/#!/WTCSD
* **Linkedin:** http://www.linkedin.com/company/world-trade-center-san-diego
Autonomous Departments Within the WTCSD

- Accounting and Operations
- Corporate Services
- Programs and Marketing
- Asia Desk
- Trade Services
- International Relations Office (IRO)
- Membership and Business Development

WTCSD President Bella Heule
International Relations Office Overview

“The International Relations Office (IRO) by WORLD TRADE CENTER San Diego (WTC) facilitates coordination among principal organizations when hosting international delegations to the San Diego region, leveraging their collective resources, and creating a world-class experience for visitors to our region.”

IRO Director: Nancy Nicholson

Vision Statement:
World-class reception for visiting international dignitaries and inbound trade delegates
Routine Operations

* Database Management
* Updating of correspondence logs, records and delegation assignments
* Utilization of multiple office programs
* Continuous creation of customs and etiquette (C&E) reports
* Research for and creation of both private and public grant proposals
* Marketing efforts, both domestic and foreign
Significant Individual Contributions

- Quarterly report creation for the Jan-Mar and Apr-June 2011 terms
- Research and formulation of business-etiquette reports for 6 countries, supplemental assistance with an additional 7
- Updated sponsor strip showcasing our respective sponsors based upon their relative proportion of contribution
- Associate Management of 3 successful delegation visits representing both public and private interests from the following countries: Brunei Darussalam, Colombia, Indonesia, Russia, Singapore, and the United States
- Training of subsequent individuals within the intern program; consisted of interview responsibilities, hands-on training, and providing of informational how-to briefs
Personally Managed Delegations: US-ASEAN Delegation

Highlights

* Government delegation; high profile
* Security Clearance SDIA provided

Assignments & Responsibilities

* Logistical assistance: Arrival and departure from San Diego International Airport (SDIA)
* Coordination and communication with state department individuals and San Diego mayors office personnel

Key Benefits Attained

* Greater understanding of bureaucratic government structure and state regulations
* Greater appreciation and understanding of diplomatic service
Personally Managed Delegations: Russia Smart-Grid Energy Delegation

**Highlights**
- High priority international business opportunity (potential millions in future FDI)
- Coordination with Fortune-500’s Qualcomm and SDG&E
- Extensive human capital investment in facilitation of the delegation and creation of itinerary

**Assignments & Responsibilities**
- Corporate and biographical research of individual delegates
- Market research of San Diego utility businesses and macroeconomic analysis
- Matchmaking with interested corporate entities for potential business meeting
- Logistical functions: reservations, communicating dates and times to transportation agencies, distributing customs and etiquette reports, and formulating itineraries.

**Key Benefits Attained**
- New understanding of unique economic industry
- Match-making and economic research abilities enhanced
Personally Managed Delegations: Colombian Global-Connect

Highlights

- Individuals from Bogota, Colombia representing interests of global telecommunications company
- Security clearance SDIA provided
- Airport tarmac greeting

Assignments & Responsibilities

- Pick-up and curb-side assistance provided
- Logistical services provided for future accommodations
- Gathered photos of arrival to be used in “The Trader” and online

Key Benefits Attained

- Opportunity to practice Spanish in professional setting
- Insight into business development on an international scale
Skills Accrued...

- **Service oriented skills:** adherence to customer-oriented approach, responsiveness and persistence in effective and efficient service
- **Understanding of alternative business practices and cultures:** cultural awareness and sensitivity, unbiased approach to facilitating international exchange and local economic growth
- **Multi-tasking abilities:** working within multiple duties simultaneously, between different delegations and spanning unique interests
- **Working competence in alternative software and applications:** Constant Contact, Microsoft Access, Microsoft Outlook/Entourage, Association Facebook page, and greater proficiency in Microsoft Powerpoint and Excel
Other Skills Accrued...

- **Conflict resolution abilities**: handling time conflicts and resource constraints
- **Interpersonal skills**: working productively with individuals of various backgrounds, languages, ethnicities, creeds, and experiences
- **Analytical skills**: mathematical computation and financial documentation
- **Presentation abilities**: oral and written, both internal and external responsibilities
- **Business Development understanding**: worked with multiple local businesses in assisting development needs