

International Relations Office Internship – WTCSD

Kegan Johnson

POLS 498

Professor Gray



WORLD TRADE CENTER
SAN DIEGO

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.



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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>



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Autonomous Departments Within the WTCSD

Accounting and
Operations



WTCSD President Bella Heule

Corporate
Services



Programs and
Marketing



Asia
Desk



Membership and
Business Development



Trade
Services



**International
Relations Office
(IRO)**



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International Relations Office Overview

* IRO Director: Nancy Nicholson



“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.”

Vision Statement:

World-class reception for visiting international dignitaries and inbound trade delegates



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Routine Operations

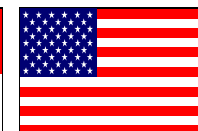


- * Marketing efforts, both domestic and foreign



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



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Personally Managed Delegations: US-ASEAN Delegation

Highlights

- * Government delegation; high profile
- * Important delegates included US Ambassador to Singapore David Adelman, US Ambassador to Brunei Darussalam David Shields, and US Ambassador to Indonesia Scot Marciel.
- * Security Clearance SDIA provided



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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



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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



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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



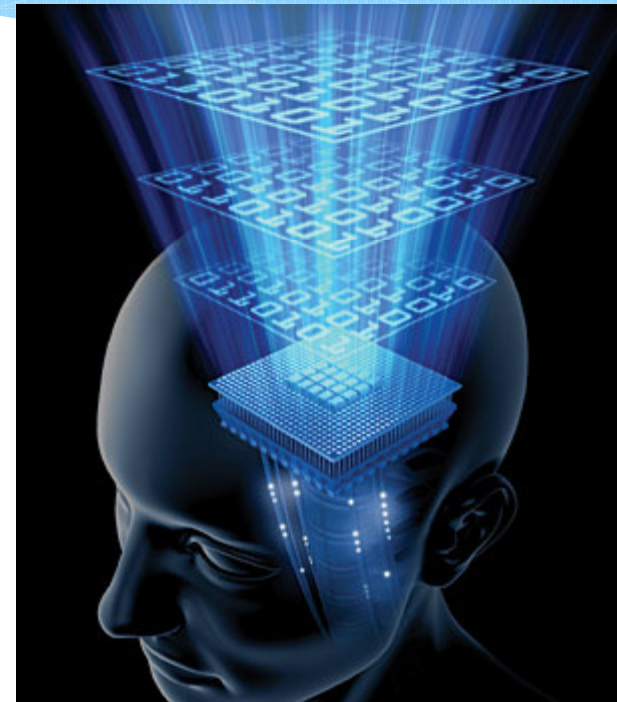
- * **Multi-tasking abilities:** working within multiple duties simultaneously, between different delegations and spanning unique interests
- * **Working competence in alternative software and applications:** Constant Contact, Microsoft Access, Microsoft Outlook/Entourage, Association Facebook page, and greater proficiency in Microsoft Powerpoint and Excel



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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



International Relations Office WTCSD

6 Months -- 200+ Hours



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