

**Date:** May 2016

**To:** Whom It May Concern

**Fr:** Michael T. Mercurio, CEO  
San Diego Association of REALTORS®

**Re:** International Real Estate event in San Diego, September 12-13, 2016

---



The Greater San Diego Association of REALTORS® (SDAR) is planning an International Real Estate Congress (IREC) event to provide a valuable business platform connecting real estate development projects from across the United States to potential domestic and international investors.

In 2008, SDAR established an International Division to assist local REALTORS® in servicing international clients in the San Diego market. Due to the success of the program, SDAR is seeking to broaden the scope and breadth of the International Division to help drive economic development throughout the U.S. by connecting investment-ready development projects to capital.

In collaboration with our local partners, the San Diego Regional Economic Development Corporation, the San Diego World Trade Center, the Unified Port of San Diego, the City of San Diego and others, we are working together to identify developers, investors and others who would benefit from such a conference.

[Current Environment and Opportunity >>>](#) Currently in the U.S. there is not a single conference or event that connects investment-ready projects from all corners of the globe with investment capital under one roof. The largest real estate conferences that do this are held outside the U.S.

The IREC will provide a unique opportunity for domestic and international investors to preview numerous commercial projects in one location. Additionally, it will provide the opportunity for cities and their development ecosystem to learn from each other, share best practices and discuss issues affecting commercial development.

The IREC intends to bring together developers, real estate brokers, private and institutional investors. With San Diego as the host, representatives from several domestic and international markets will showcase their respective cities and provide widely recognized and respected speakers to deliver more insights into regional economic status and market trends, ensuring visitors are educated and supported in their investing goals.

[Why San Diego? >>>](#) San Diego has a wealth of experience hosting international conferences that attract tens of thousands of people from across the globe. It is the perfect city to host a conference that brings investment-ready development projects, both national and international, together with the real estate development ecosystem in order to forge mutually beneficial relationships.

San Diego is an International City. We are the gateway to the Pacific Rim and we are minutes from Mexico. The Cali-Baja Region that San Diego anchors includes 9 million people, and the San Diego-Tijuana border is the busiest land border in the world – more than 300,000 people cross it daily.

In addition to our friends south of the border, San Diego's International Airport has been expanding international flight operations over the past years. We now have direct flights to London, Tokyo, Canada and Mexico.

San Diego is a top U.S. travel destination in part because the San Diego Convention Center and the extraordinary space and opportunities it offers conventions, many of which draw attendees from all over the world.

[San Diego Convention Center >>>](#) The San Diego Convention Center is located on the San Diego Bay, offering picturesque views of the harbor. The center is a short walk away from award-winning dining venues, shopping and nightlife. It is one of the largest convention centers on the West Coast. Last year, it held 48 primary conventions with 507,000 attendees who booked 605,000 hotel room nights.

In April, the Convention Center hosted LIGHTFAIR International, the world's largest annual architectural and commercial lighting trade show. It attracted more than 23,000 attendees, 14% of which were international. Other international conventions it recently held include: the BIO International Convention, which 15,667 people attended, Society of Industrial Office REALTORS® World Conference, and Americas Lodging Investment Summit.

[History of SDAR's International Real Estate Congress >>>](#) In 2015, SDAR held its first annual Bi-Coastal International Real Estate Congress (IREC) in conjunction with the Miami Association of REALTORS®. The IREC brought together 500 real estate leaders, including potential investors, from different corners of the globe and showcased the strengths of the international market in San Diego and Miami. The 2-day conference drew real estate professionals and delegations from 81 countries. Networking was a key component of the conference.

[2016's International Real Estate Congress Event >>>](#) IREC will take place September 12–13, 2016 at the San Diego Convention Center as a distinct part of SDAR's Annual REALTOR® Expo, which attracts more than 2,000 real estate professionals and 250 exhibitors. With San Diego as the host city, representatives from the top 20+ U.S. markets as well as London and cities from Mexico and Asia, will be invited to market their respective cities and showcase their latest commercial development projects.

SDAR anticipates hosting at 15 to 20 cities/regions showcasing investment-ready projects as well as ancillary services from architecture firms, lenders/banks, commercial brokers, marketing firms, and others. Each city/region will bring its top investment-ready development projects to showcase and pitch. SDAR and its partners will use this information to market IREC to domestic and international investors.

We are working to secure sponsorships from top banks, developers and commercial brokers with international departments.

SDAR and our local partners will work with the city's local governments, economic development agencies, chambers of commerce and other organizations to determine the best projects to be presented at the Expo's exhibit hall in a specially designated area called "International Alley."

In order to attract the right attendees for the International Congress, SDAR will target the development ecosystem from numerous cities when inviting architects, engineers, brokers and others. SDAR also will invite local, state and federal government leaders, as well as the media.

The International Congress program is scheduled to begin with a welcome reception the evening of September 12. The following day, September 13, SDAR has included 2 breakout sessions.

The morning session will be a moderated panel with representatives from the cities in attendance who can speak to the economic development occurring in their respective regions. The goal is for each to introduce their region and discuss growth trends and opportunities. The afternoon session will provide each city an opportunity to "pitch" their top development projects to the audience. Each presentation will be followed with a Q&A.

[Summary >>>](#) San Diego's experience hosting international events, especially those tied to real estate, provides us with a solid foundation and network to ensure IREC is a success as it relates to attendance, sponsorship and exhibitors. IREC is poised to take real estate conferences to the next level and help increase exposure to investment-ready projects across the U.S. and connect those projects to capital.