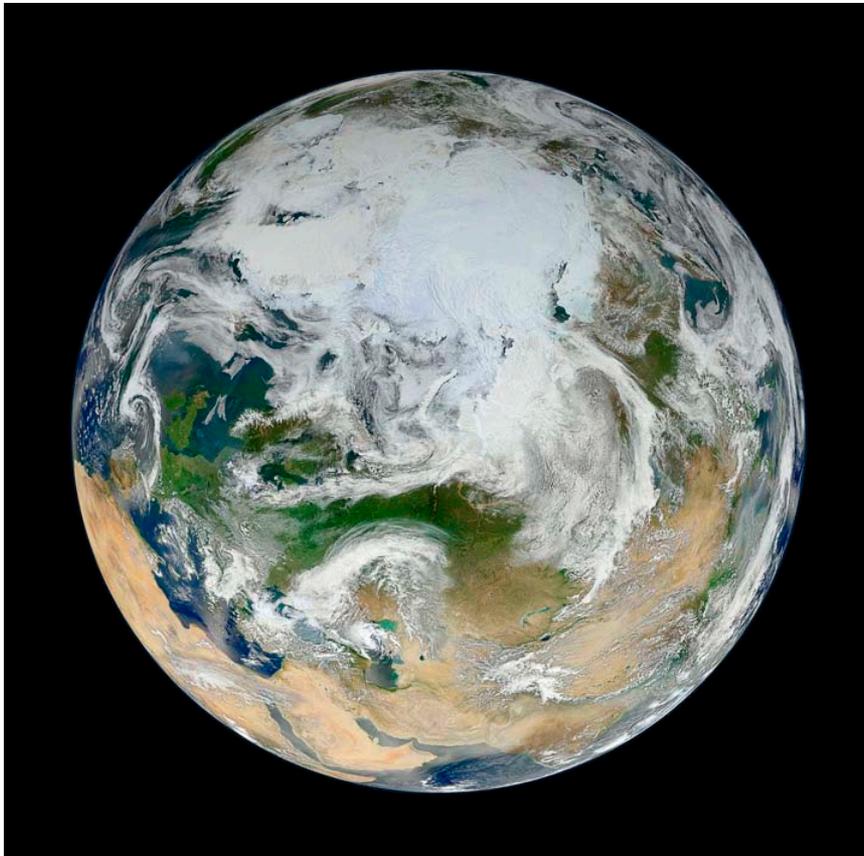


# Global context of metropolitan development

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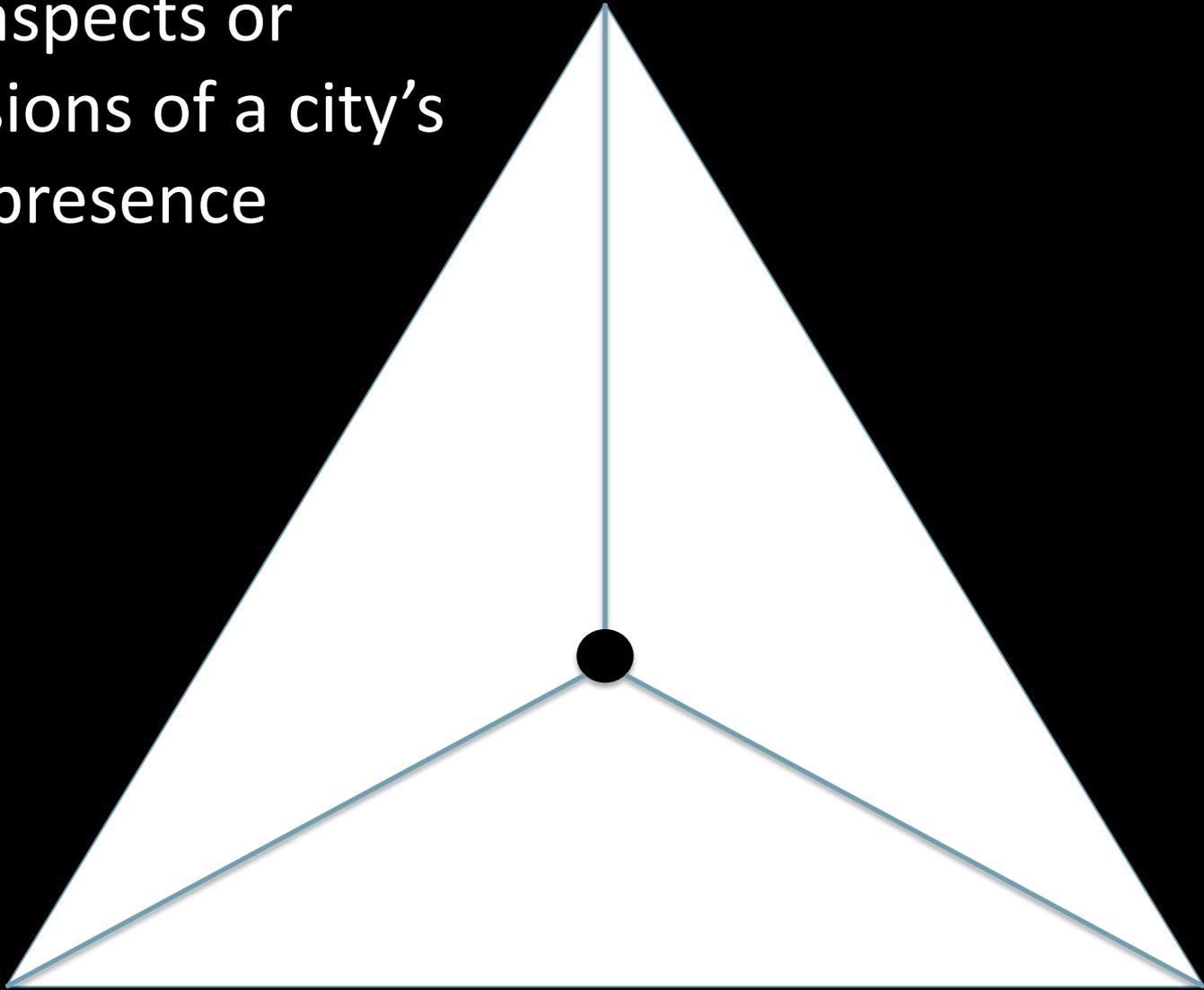
Eric J. Heikkila, Professor &  
Director of International Initiatives  
USC Price School of Public Policy

AULA São Paulo  
10 August 2012

# World City triangle game

**Cultural**

Three aspects or  
dimensions of a city's  
global presence



**Economic**

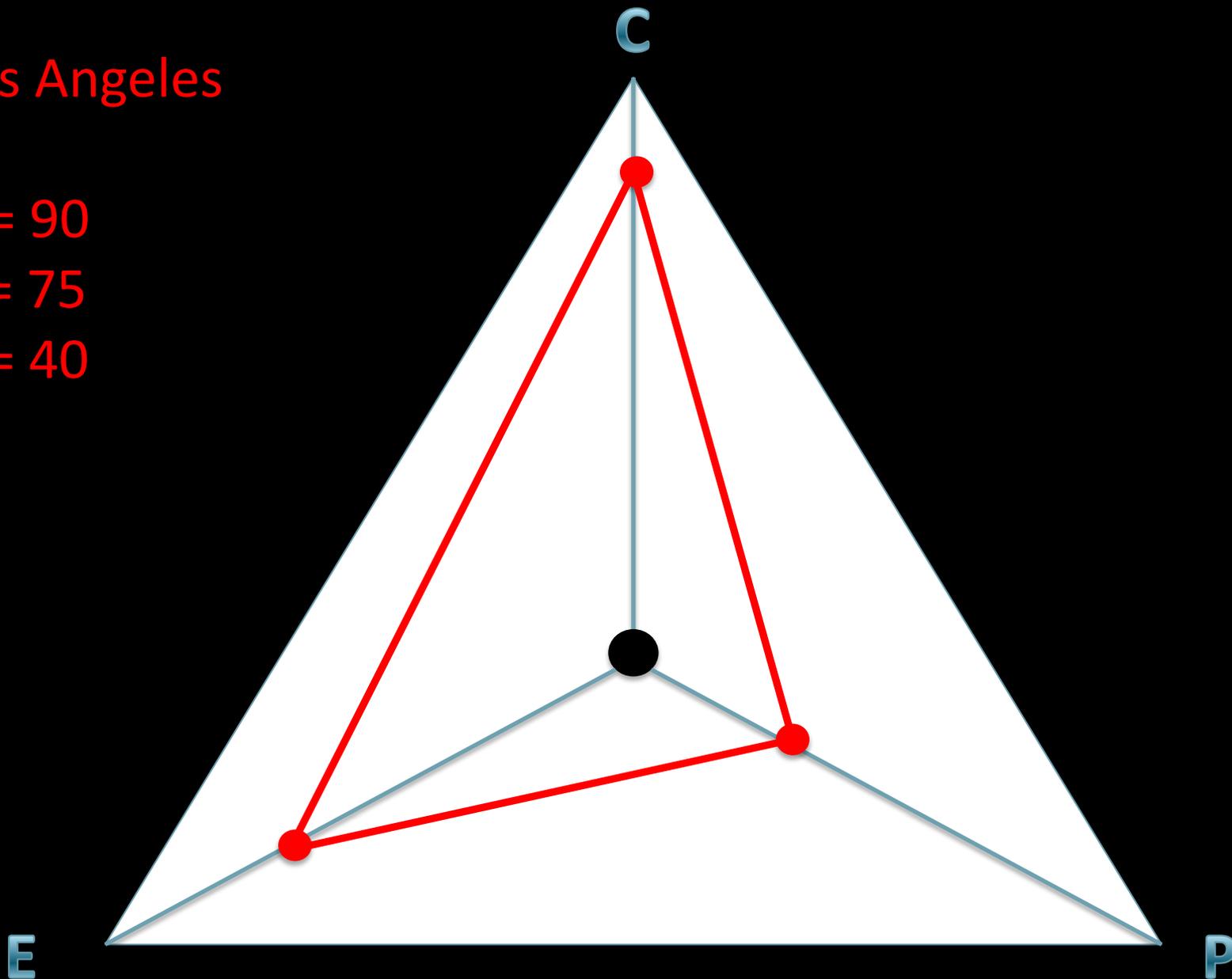
**Political**

Los Angeles

$C = 90$

$E = 75$

$P = 40$

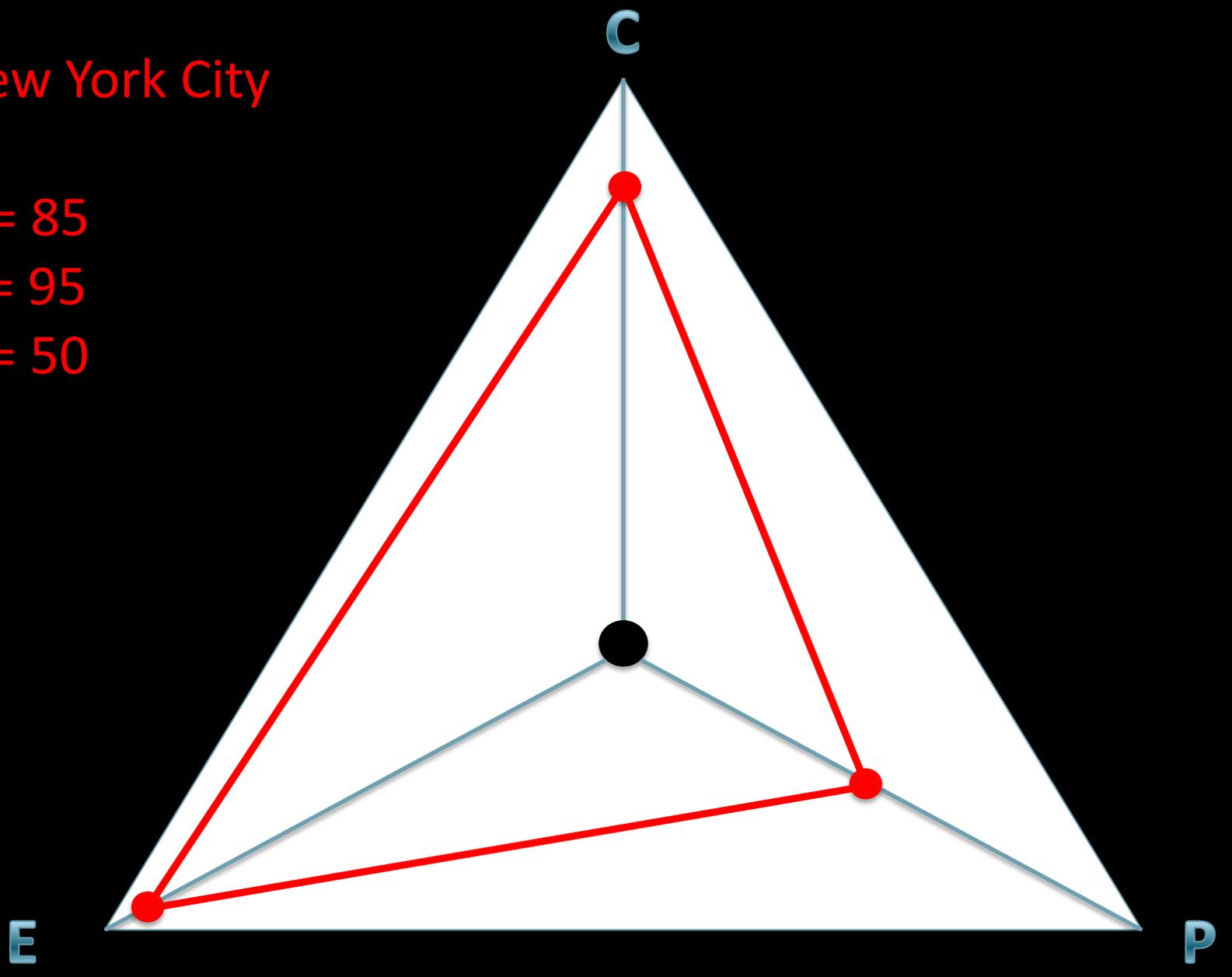


New York City

C = 85

E = 95

P = 50

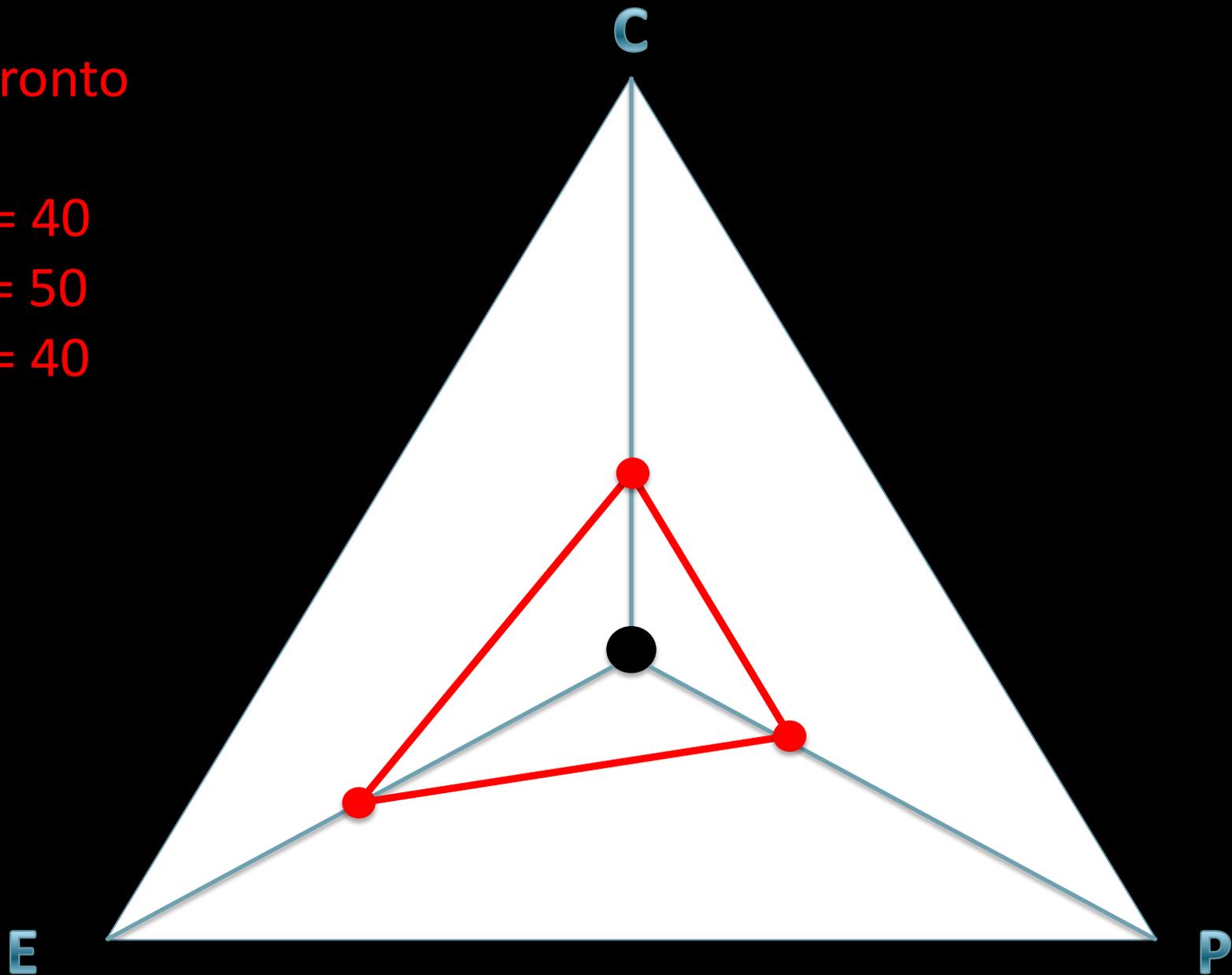


Toronto

$C = 40$

$E = 50$

$P = 40$

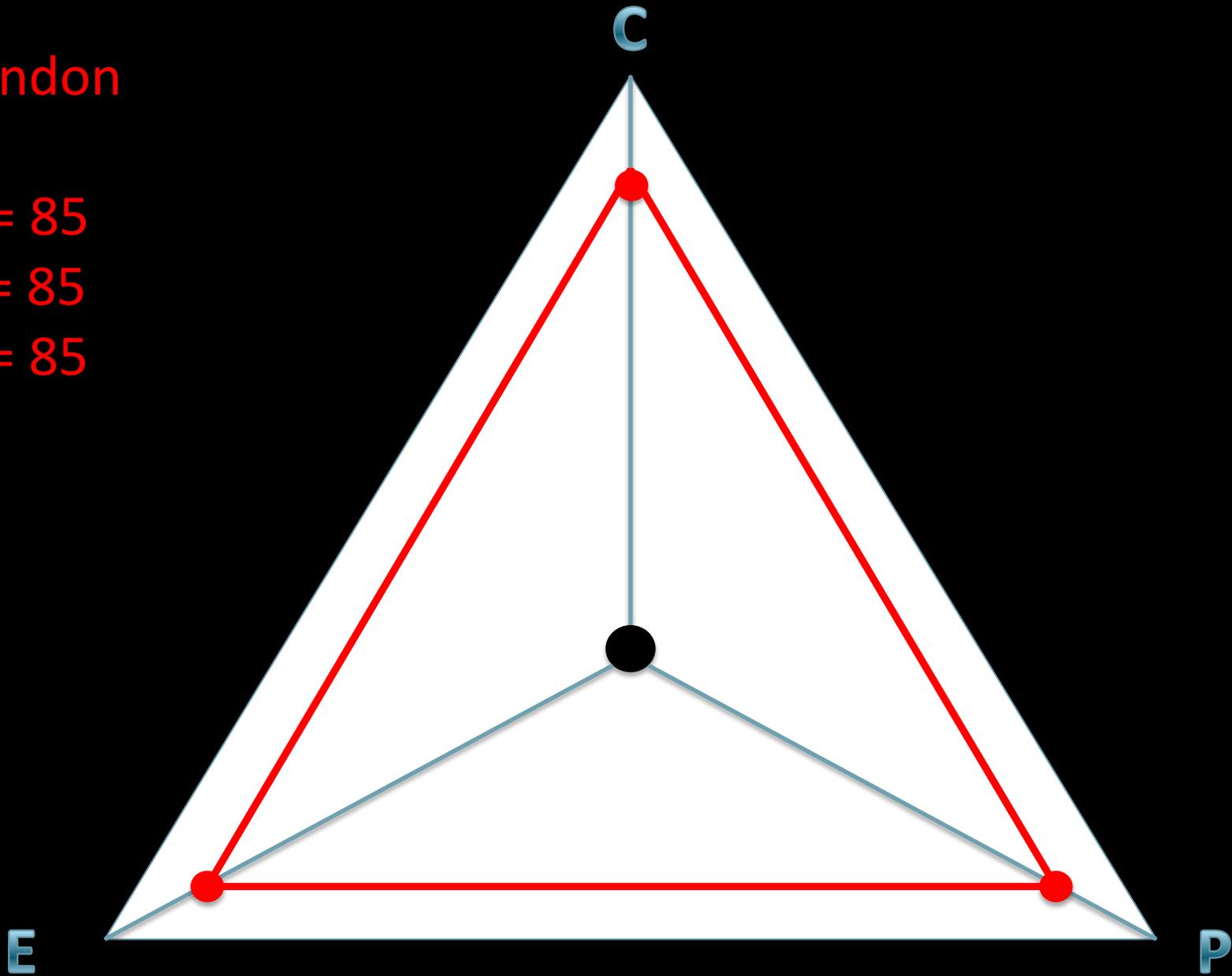


London

C = 85

E = 85

P = 85

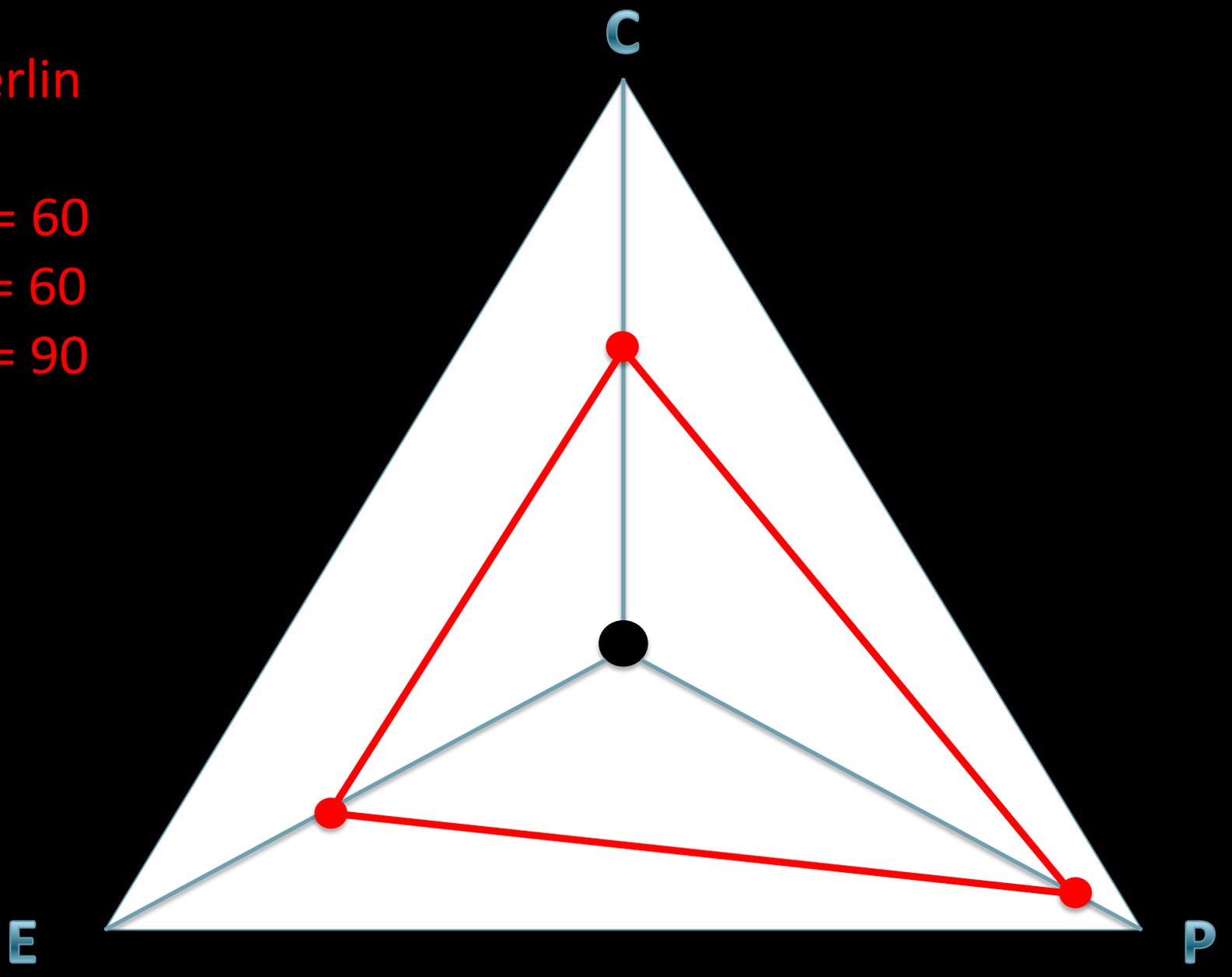


Berlin

$C = 60$

$E = 60$

$P = 90$

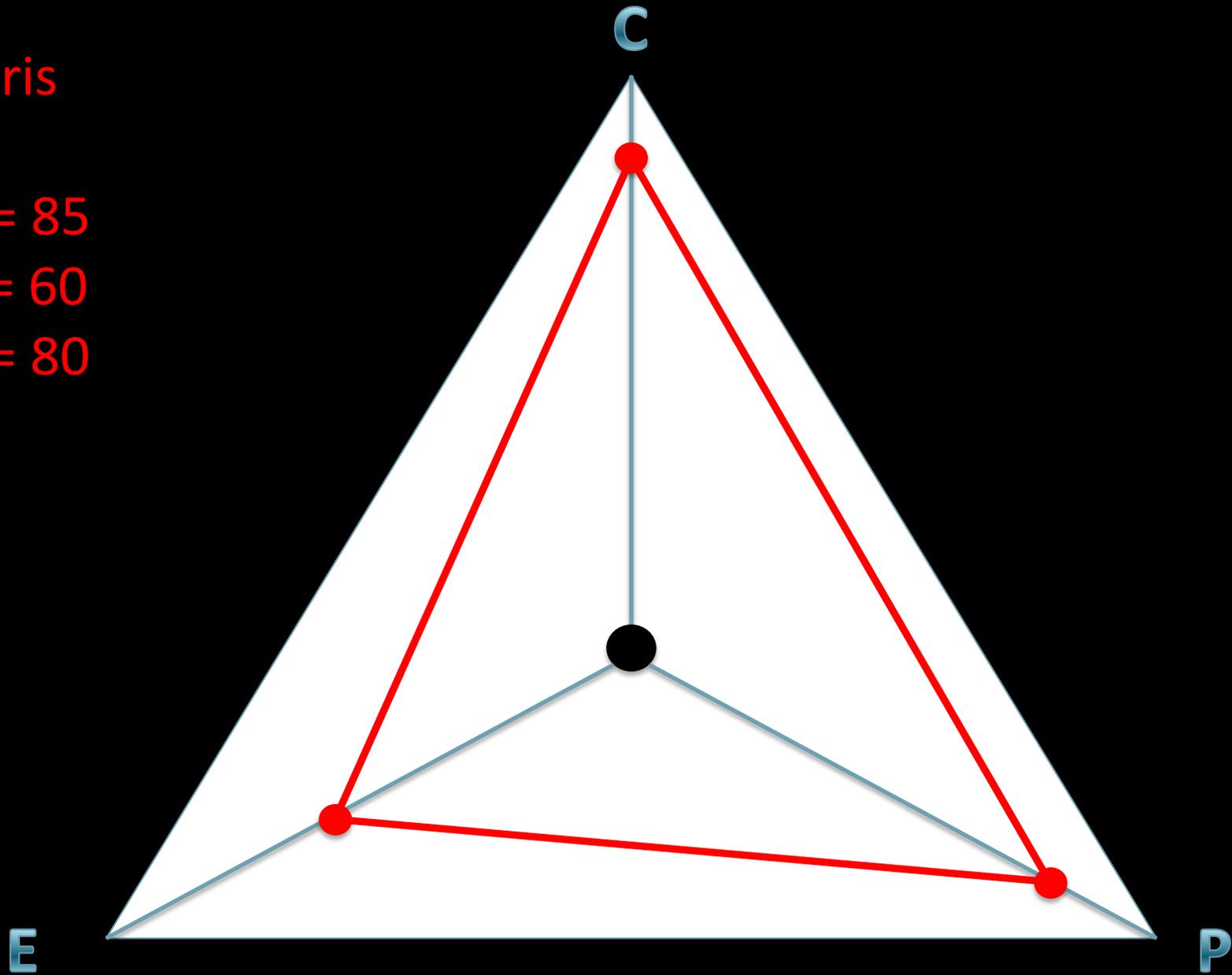


Paris

$C = 85$

$E = 60$

$P = 80$

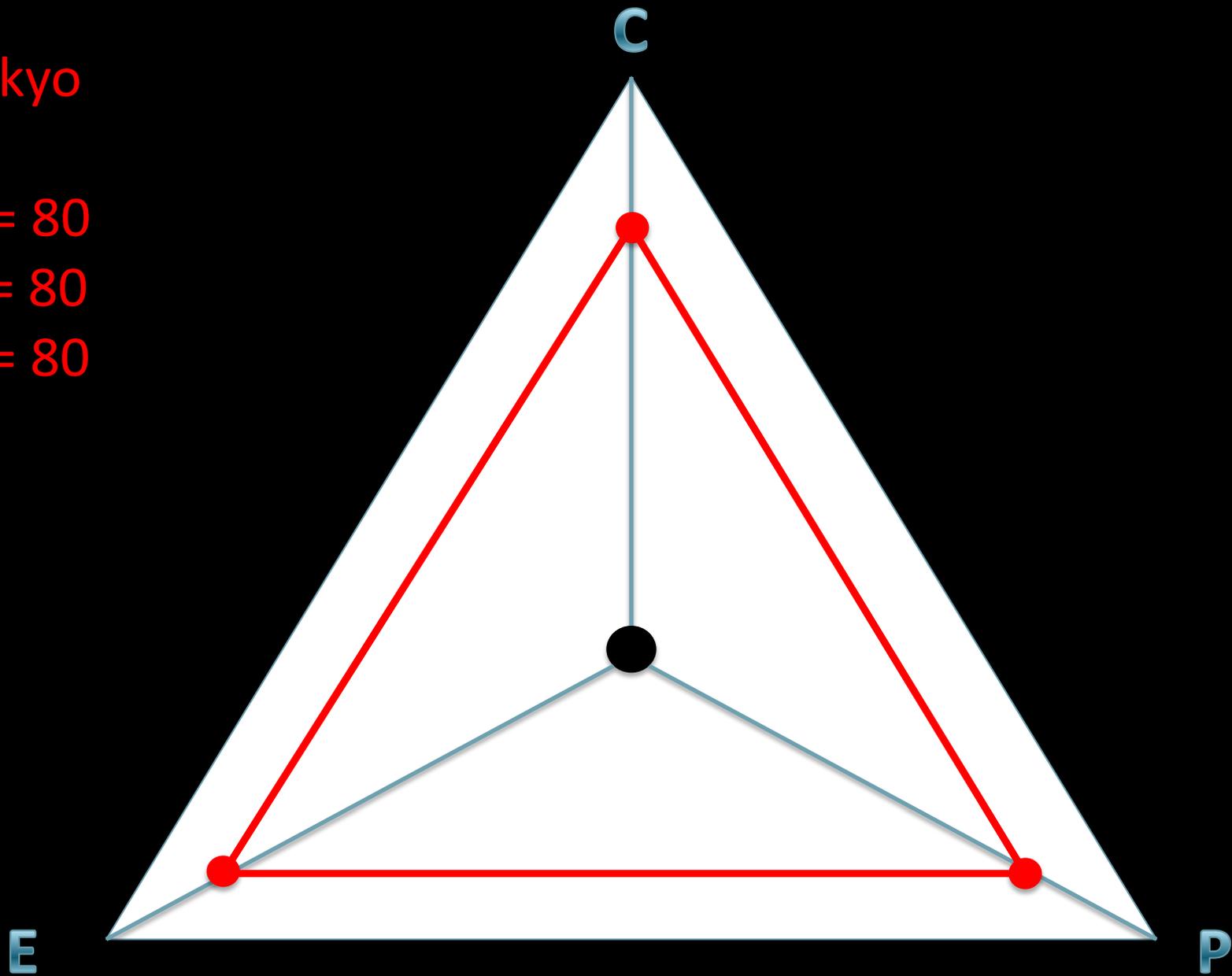


Tokyo

$C = 80$

$E = 80$

$P = 80$

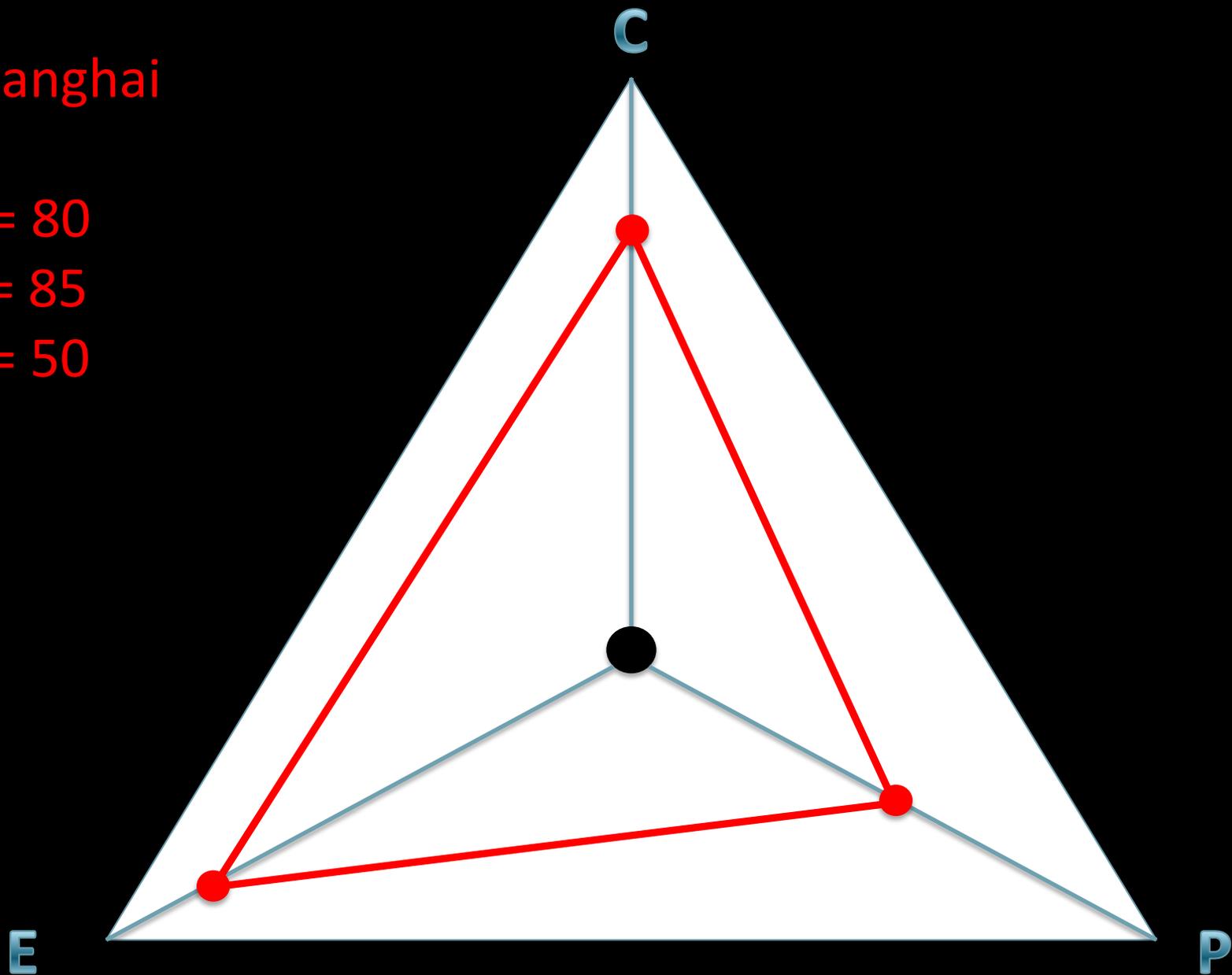


Shanghai

$C = 80$

$E = 85$

$P = 50$

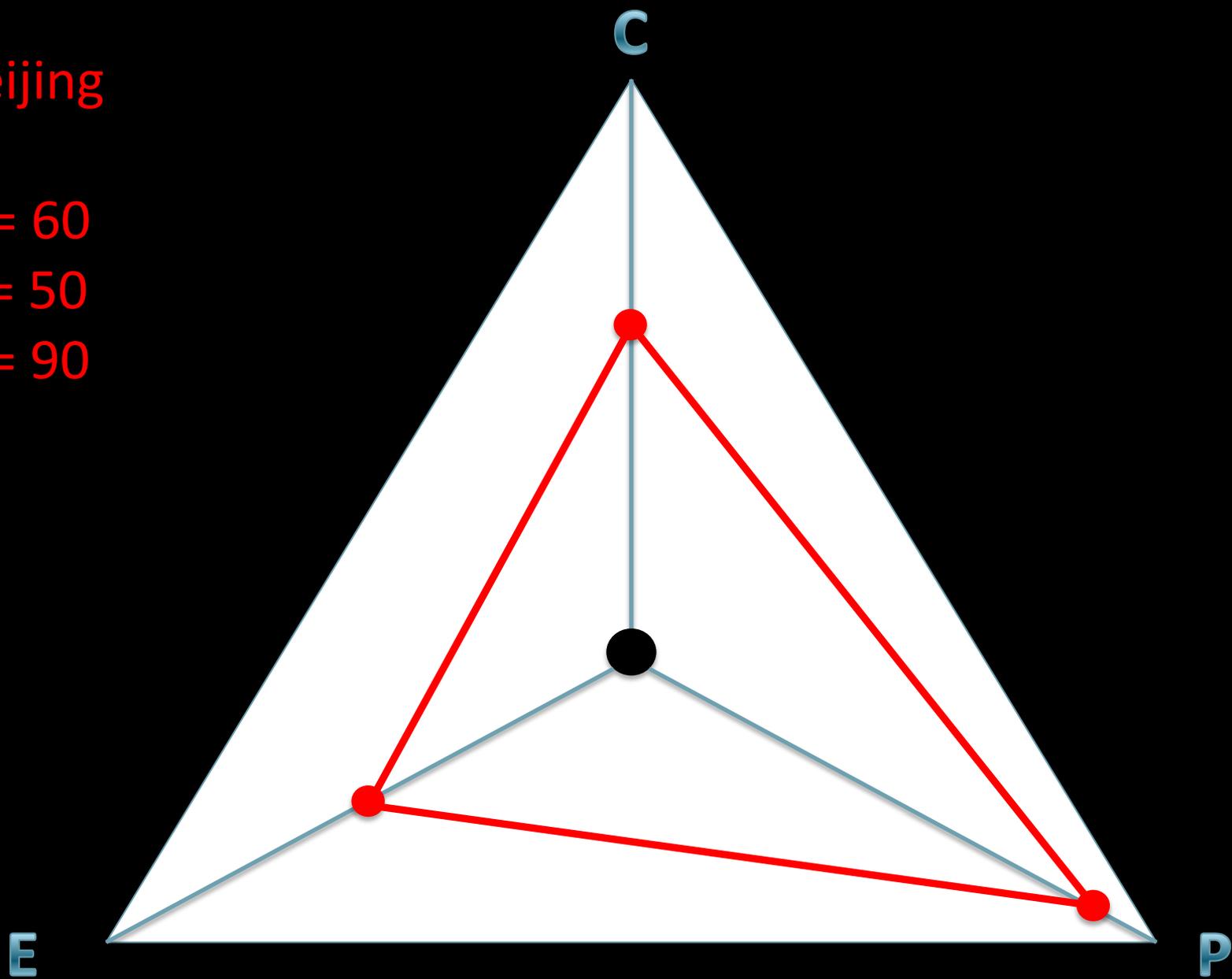


Beijing

C = 60

E = 50

P = 90

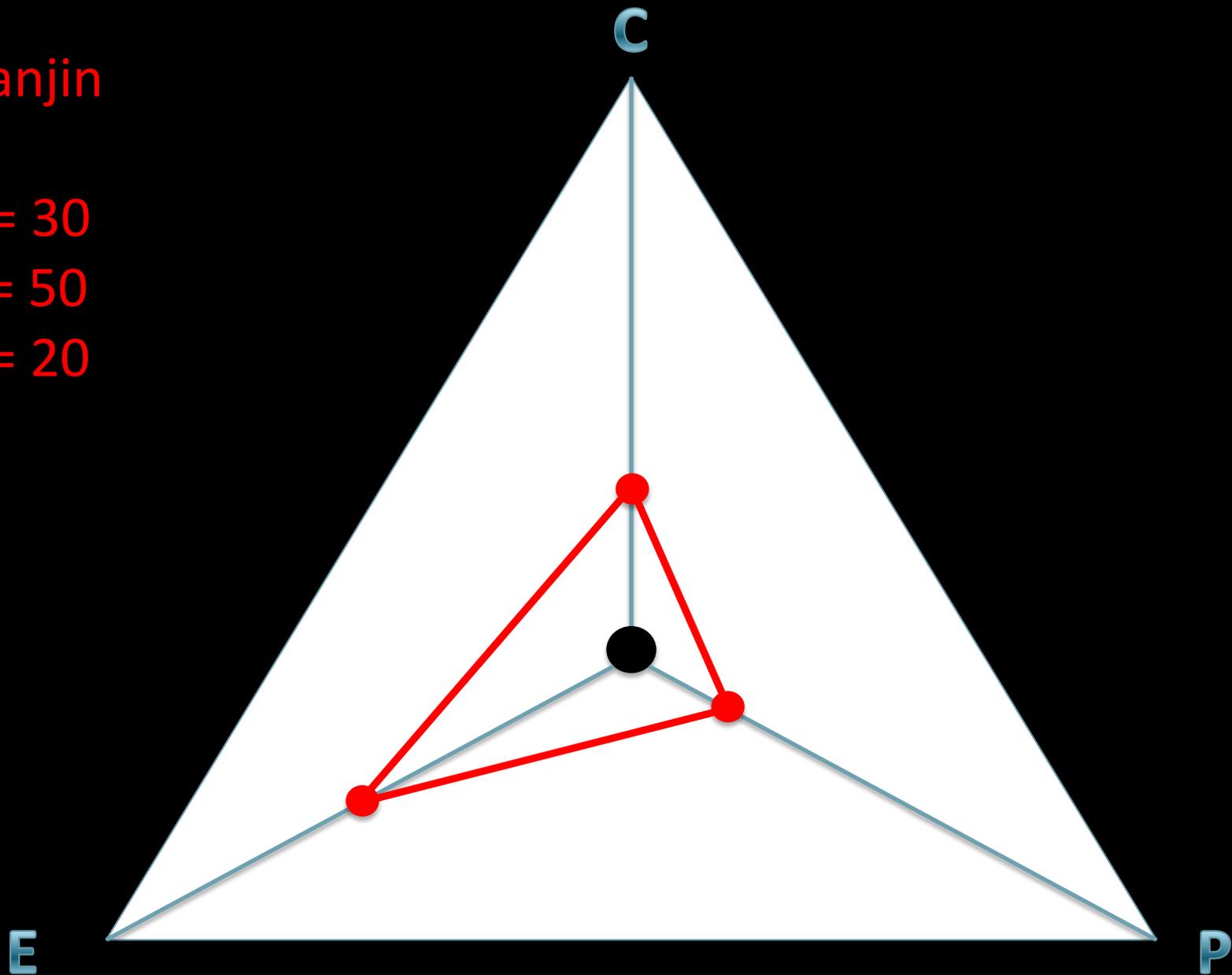


Tianjin

$C = 30$

$E = 50$

$P = 20$

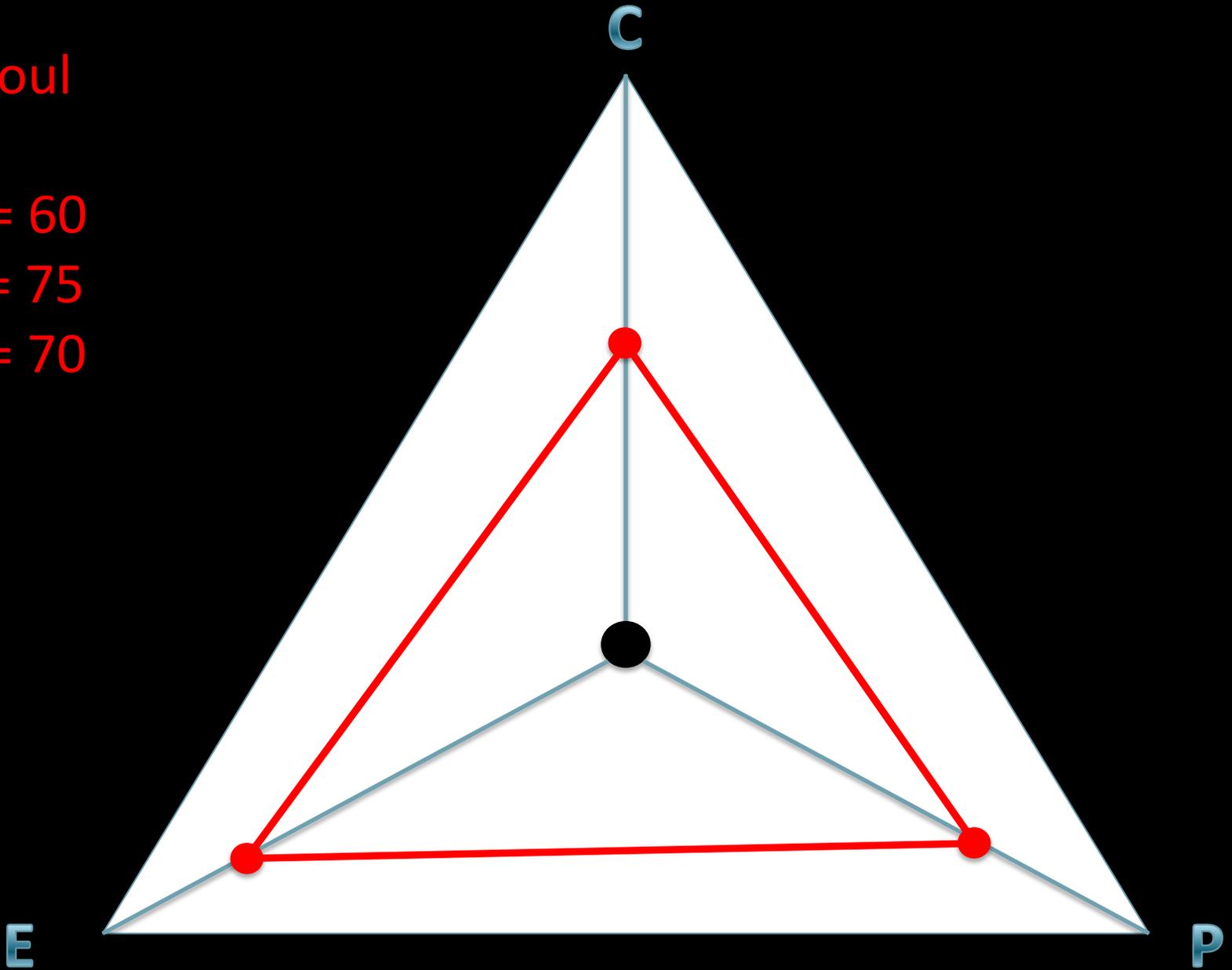


Seoul

C = 60

E = 75

P = 70

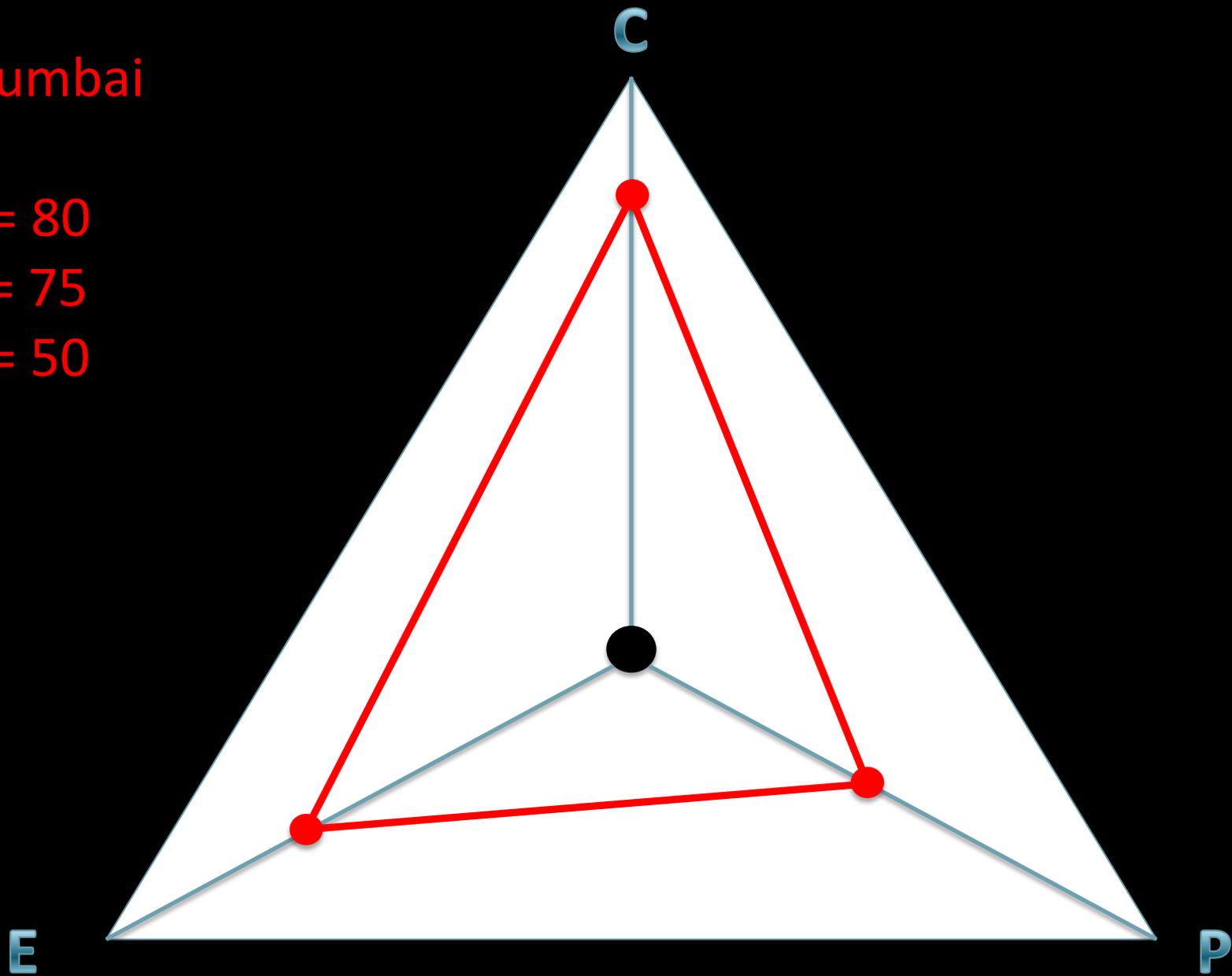


Mumbai

$C = 80$

$E = 75$

$P = 50$

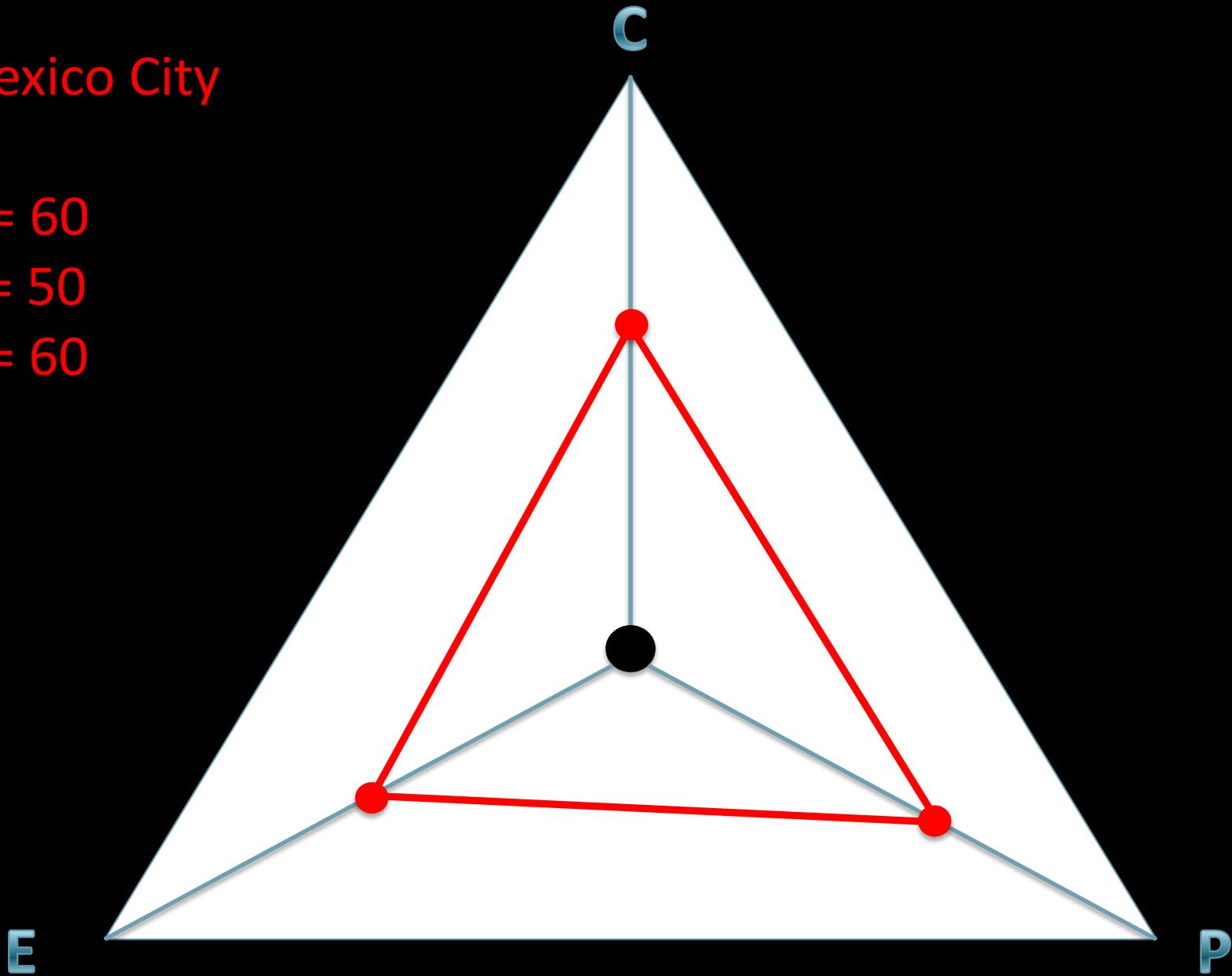


Mexico City

C = 60

E = 50

P = 60

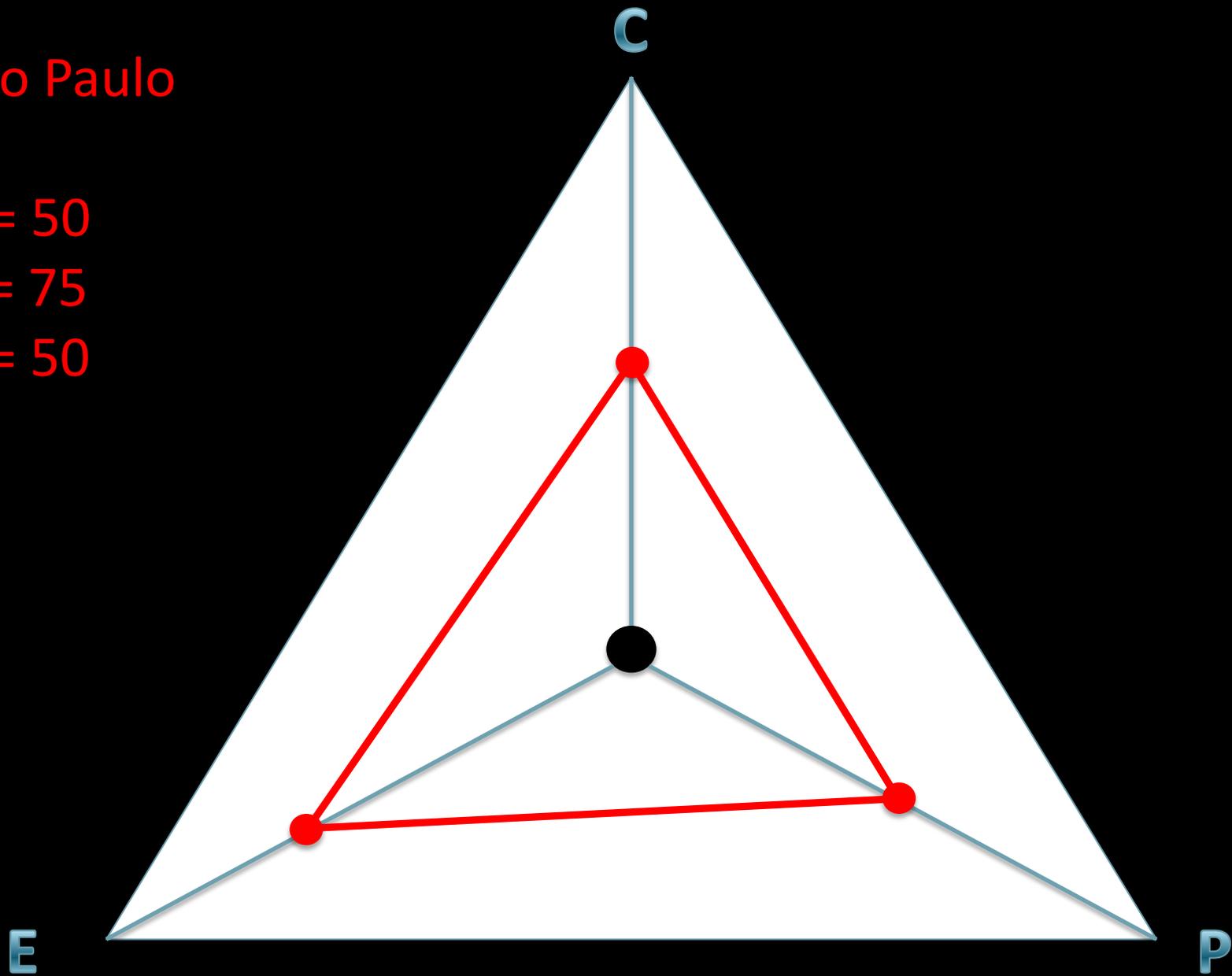


Sao Paulo

$C = 50$

$E = 75$

$P = 50$



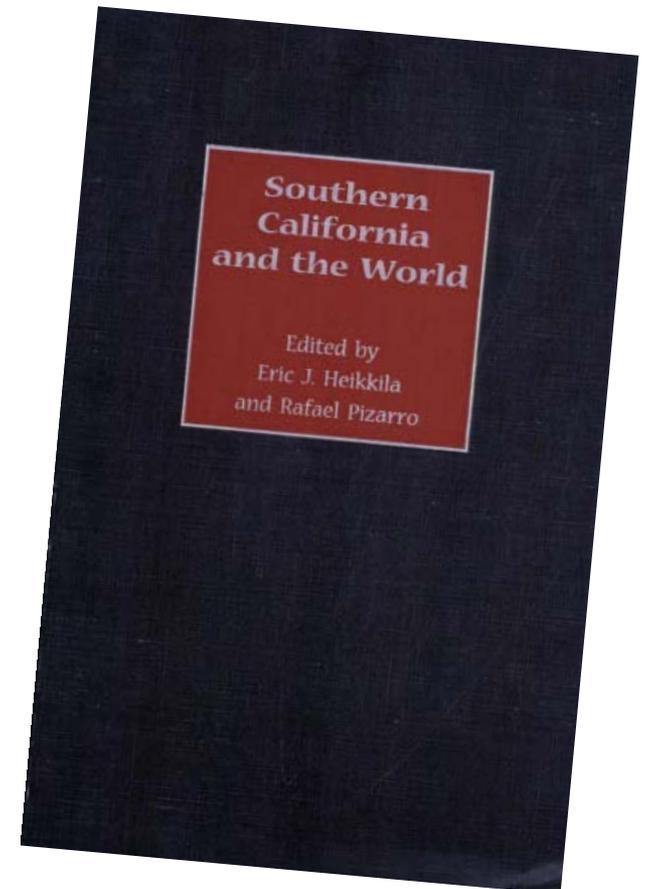
SC/W

Southern California & the World  
“A Virtual Exposition”

# Three ways to think about Southern California and the World

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1. Southern California as a **nexus** to the World
2. Southern California as a **microcosm** of the World
3. Southern California as a **projection** to the World

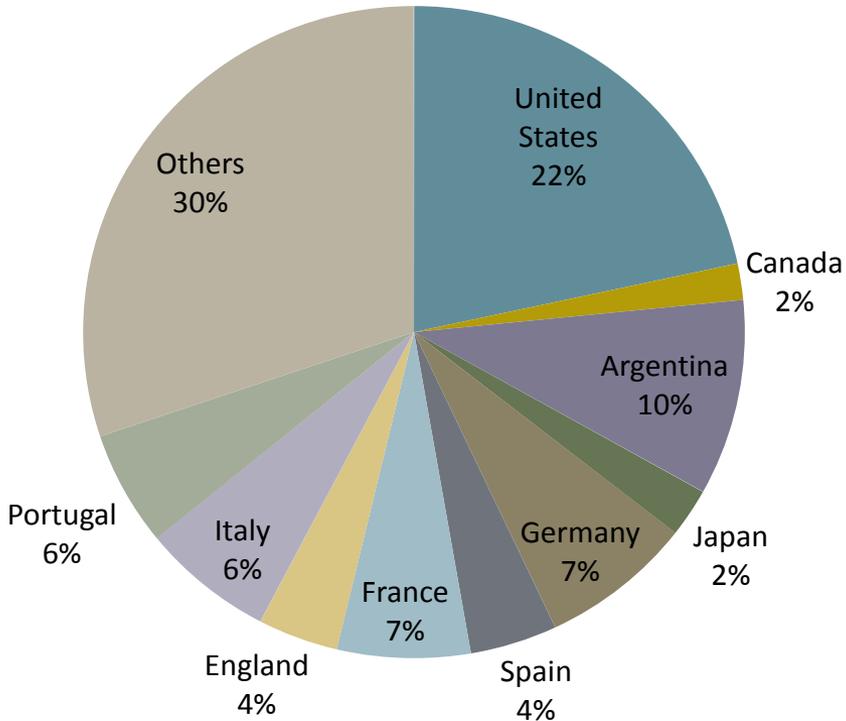


# 1. Southern California as a **nexus** to the world



# Foreign visitors

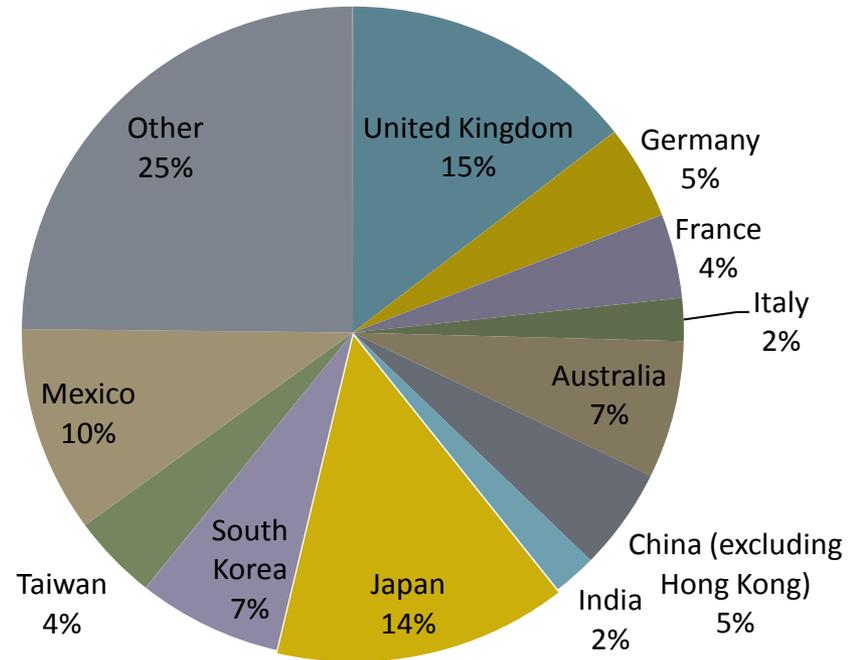
**Percent of foreign visitors to the state of Sao Paulo in 2006**



2,290,764 total overseas visitors in 2006

SOURCE: Brazilian Ministry of Tourism

**Percent of foreign visitors to the Los Angeles - Long Beach metropolitan area in 2006**



2,557,000 total overseas visitors in 2006

SOURCE: California Travel and Tourism Commission & California Division of Tourism

# Import/Exports

In 2011, São Paulo (state) exported USD 59.9 billion and the trade balance had a deficit of USD 22.25 billion



**Exports:** Argentina (16.5%), United States (10.4%), China (4.8%), the Netherlands (3.5%) and Mexico (3.4%)



**Imports:** United States (18%), China (14.1%), Germany (9.9%), Nigeria (4.4%) and Japan (4.2%)

SOURCE: Brazilian Ministry of External Relations Department of Trade and Investment Promotion

In 2011, Los Angeles Custom's District (LACD)\* exported USD 120.4 billion and imported USD 327.1 billion



**Exports:** China (28.8%), Japan (12.7%), South Korea (9.1%), Australia (6.4%) and Taiwan (5.6%)



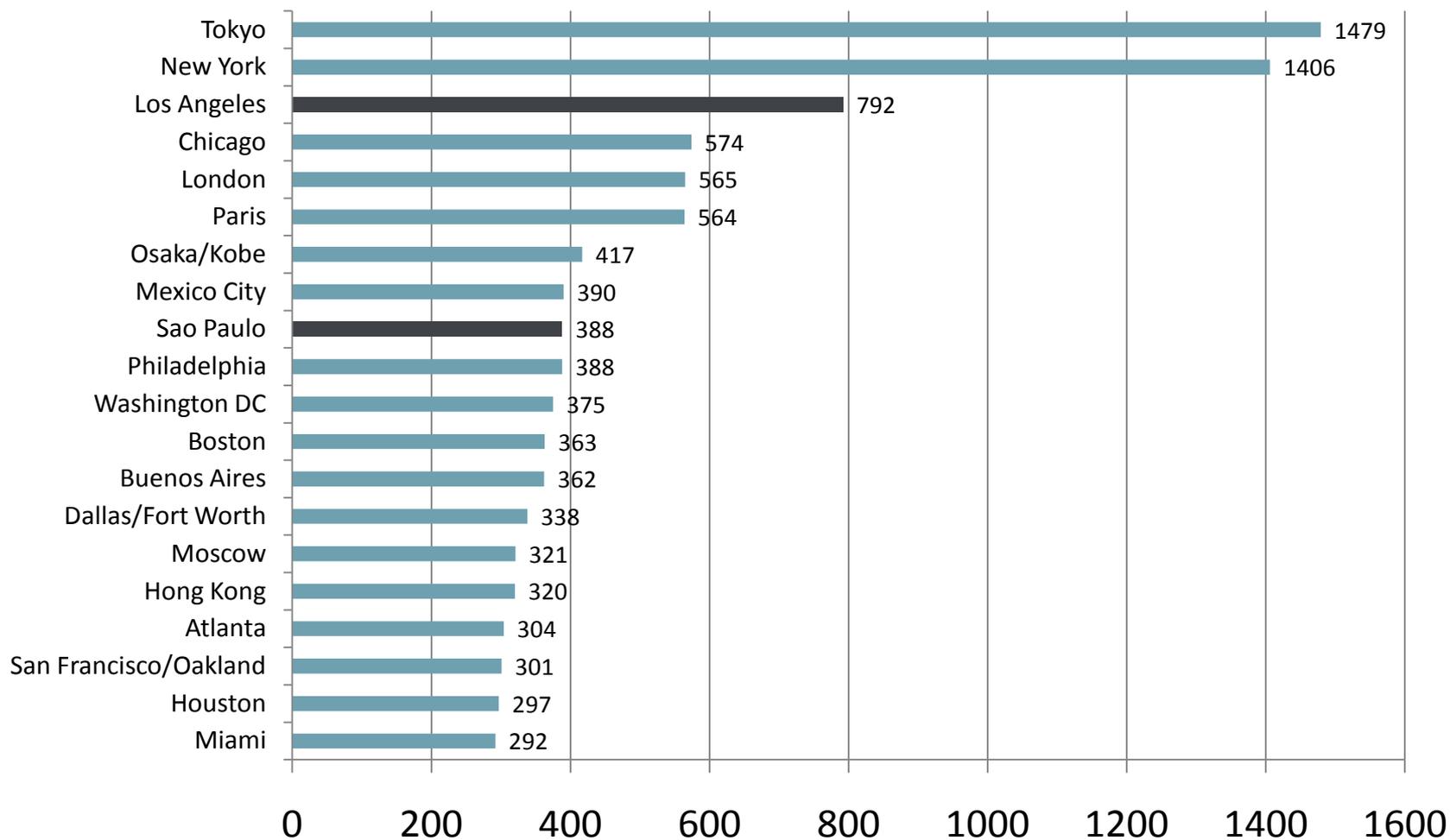
**Imports:** China (50%), Japan (13%), South Korea (4.8%), Taiwan (3.9%) and Vietnam (2.6%)

SOURCE: Los Angeles County Economic Development Corporation  
\*LACD includes Hueneme port, Long Beach Port, Los Angeles Port, Los Angeles and Ontario international airports, and oil terminals along the coast and in McCarran Field in Nevada



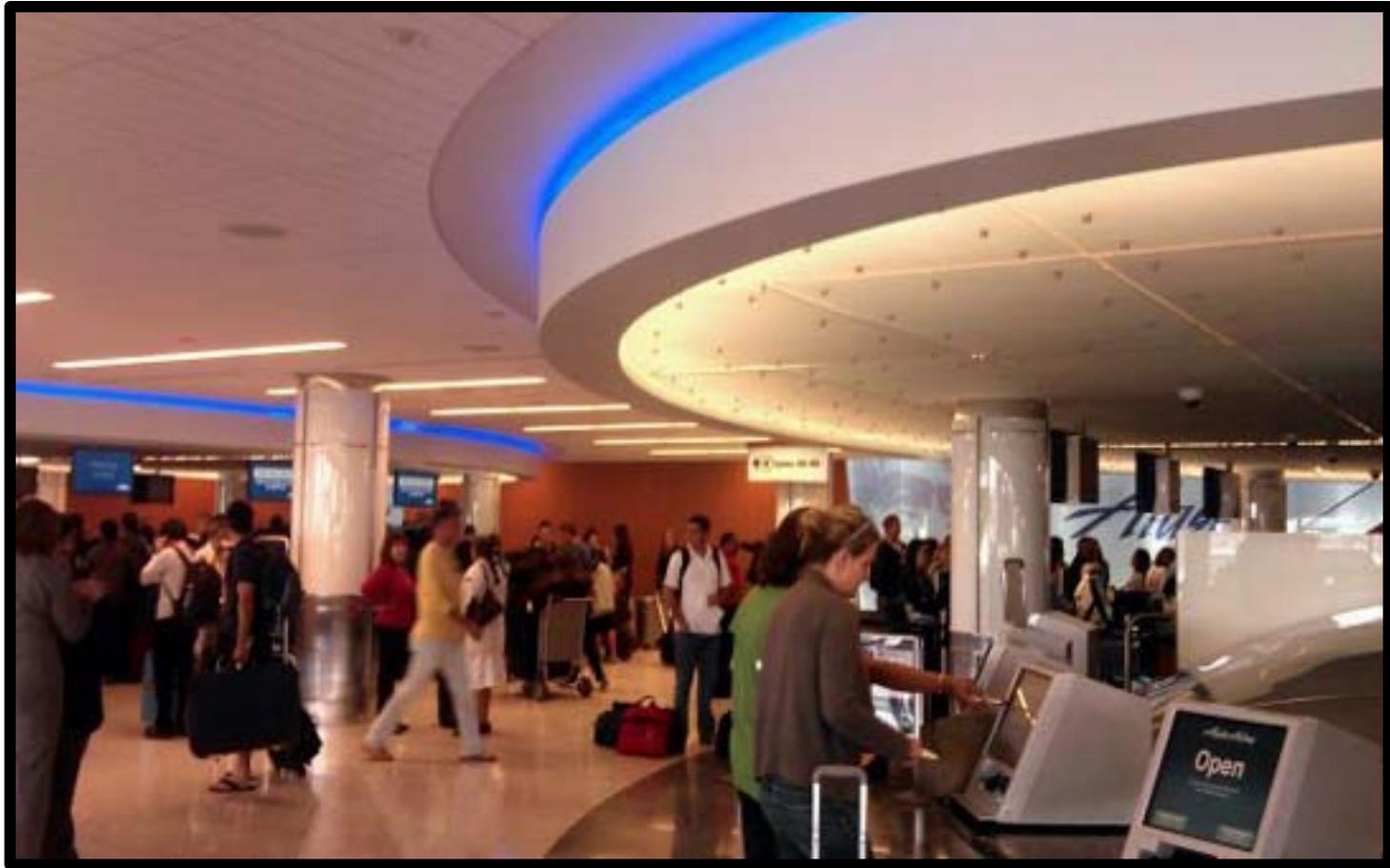
# Top 20 urban agglomerations ranks

2008 estimated GDP in billions USD



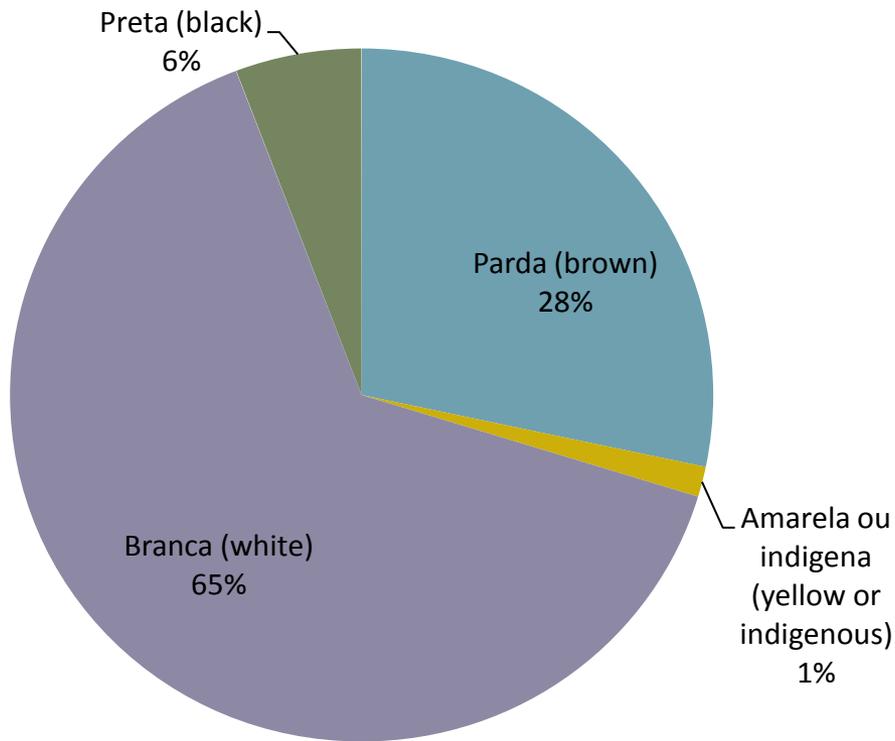
SOURCE: UN for population estimates; PricewaterhouseCoopers GDP estimates drawing on data from UN, World Bank, OECD and national sources

## 2. Southern California as a microcosm of the world



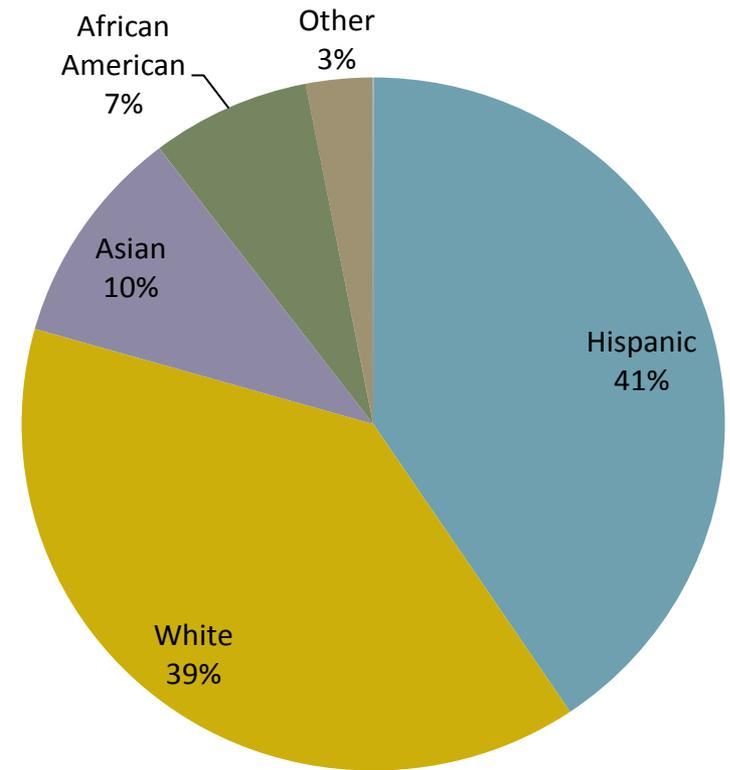
# Ethnicity/Race in 2010

## Sao Paulo (state)



SOURCE: Instituto Brasileiro de Geografia e Estatistica

## Southern California (SCAG)



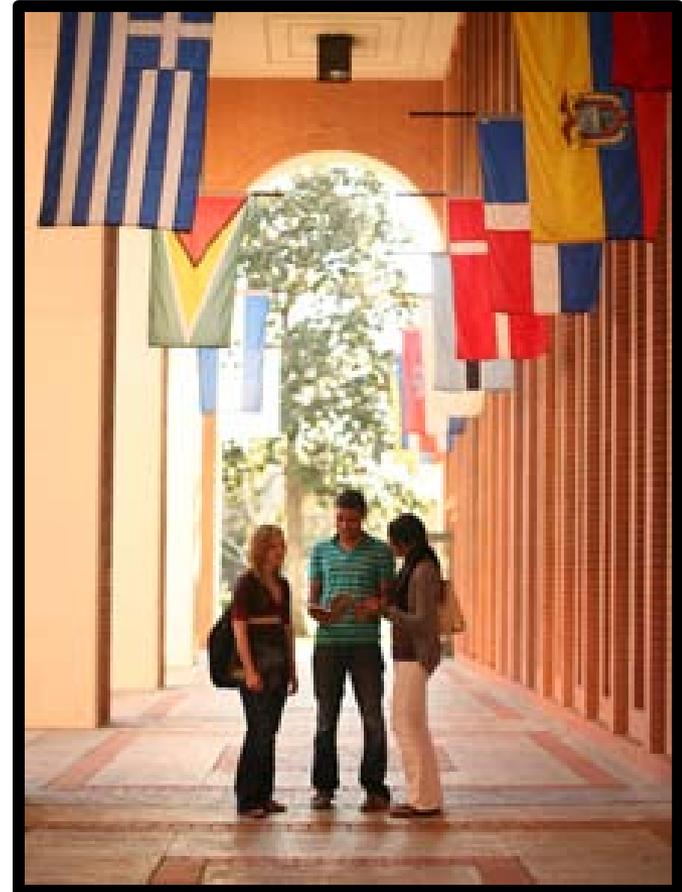
SOURCE: Southern California Association of Governments

### 3. The Idea of Southern California projected to the world



# Universities

- Southern California universities, such as Cal Tech (12% of student population is international), USC (11%), UCSD (7%), rank in the top 50 universities with the most international students
- The University of Southern California has 7 international offices and 151 international partners



# Entertainment

- Sports: In 2012, Kobe Bryant, Los Angeles Lakers' basketball player, had the highest number of international Jersey sales (figures not released)
- Hollywood: In 2005, the Hollywood film industry was worth \$23 billion. Meanwhile, China's film industry was worth \$250 million.



SOURCE: Bloomberg, CNN

**Iconic value** need not be  
proportional to geographic size

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**Hollywood**

**LA**

**Southern California**

SP/W

São Paulo & the World  
“An Initial Exploration”

# Three ways to think about São Paulo and the World

---

1. São Paulo as a **nexus** to the World
2. São Paulo as a **microcosm** of the World
3. São Paulo as a **projection** to the World