



The Monterey Bay region of California is located 75 miles south of San Francisco and comprises the counties of Santa Cruz, Monterey and San Benito and is situated on the beautiful Central Coast of California. The region adjoins Silicon Valley to its north, encompassing the spectacular Big Sur coastline to the south, the nation's new [Pinnacles National Park](#) to the east, [the Monterey Bay National Marine Sanctuary](#) to the west, and at its heart is the Salinas Valley which is also known as the 'salad bowl of the world'.

A group of local businesspeople have created a project called Brand Monterey Bay (BMB) which is a regional effort whose mission is branding and marketing the Monterey Bay region of California for investment, trade and tourism to the global marketplace.

The Monterey Bay's assets position the region as a premier destination for travel and tourism, a global leader in marine science, world languages, agricultural technology, specialty crops, sustainable agriculture, and genomic research. The region hosts many research institutions, world-class golf courses and is developing a global showcase for sustainable industry sectors. The Monterey Bay is also rated by the National Geographic as one of the 'Top Ten Wine Travel Destinations' in the world.

What makes the Monterey Bay region so unique to the global landscape is the fact that its unmatched natural beauty of redwood trees, magnificent coastline and fertile valleys is combined with its dynamic business, research and educational communities. BMB is modeling itself as one of the few regions in the world that has all the attributes for a global center as a sustainable and restorative showcase of 21st-century infrastructures with model, clean-tech systems that are functioning in real time in such industry sectors such as waste management, renewable energy, green construction, agro-technology and blue economy sciences.

MBITA has co-promoted seven conferences with Brand Monterey Bay (BMB) promoting the region's attributes which collectively featured over 50 panelists and presenters (all presentations of this conference are available online on the MBITA website).

- Branding Monterey Bay; "America's Blue Silicon Valley Meets China's Blue Silicon Valley.", 11 June 2015
- MBCORC Members-Marine Science, "Monterey Bay Crescent Ocean Research Consortium", 6 May 2016
- Sea Technology Magazine, "Science Partnerships Promote Trade, Investment, Sustainability", 1 Aug 2015
- Branding Monterey Bay, " Monterey Bay – A world Center For Ocean Science And Technology.", 2 May 2013
- Monterey Herald-Environment, "BBC, PBS to Highlight Monterey Bay Rebound", 5 July 2015
- Branding Monterey Bay Region Update with Congressman Sam Farr, "The Monterey Bay – A Leader in the Blue Economy", 25 April 2014
- " Oceans 16' Conference Update and Global Outreach Program for the Monterey Bay Marine Science Community", 9 March 2014

Please contact the MBITA office for more details and participation in Brand Monterey Bay.

Monterey Bay International Trade Association (MBITA)
P.O. Box 523, Santa Cruz, Ca. 95061, 1-831-335-4780 USA, tlivoti@mbita.org