SoftLanding @ SDSU

SoftLanding @ SDSU is a high-impact, week-long immersion program for successful international companies ready to establish operations, partnerships, or a market presence in the United States - specifically in San Diego

Immersion Week - January 24-31, 2027

US Market Entry Immersion for International Companies

Designed by San Diego State University's Wendy Gillespie Center for Advancing Global Business, this program combines expert guidance, real-world insights, student support, and direct connections to help successful international companies land smart—and scale faster—in the US.

What You'll Gain:

US Market Entry Strategy – Master the regulatory, legal, and operational requirements for launching and operating in the US

Business & Go-to-Market Planning – Learn how to position your product, price competitively, and build sales channels that work in the American market

Legal, Tax & Compliance Roadmap – Navigate entity formation, immigration pathways, IP protection, and risk management with expert support

High-Value Connections – Meet industry leaders, advisors, investors, and regional partners across Southern California's innovation ecosystem

University-Backed Resources – Tap into SDSU's faculty expertise, cutting-edge research, and global business leadership network

WHY PARTICIPATE?

Who Should Apply
(Admission Process)

- Participation in SoftLanding @ SDSU is application-based.
- Companies are selected through a streamlined review process to ensure strong alignment with the program and cohort.
- We look for companies with demonstrated traction, a clear interest in U.S. market entry, and a willingness to actively engage with students, mentors, and the San Diego business ecosystem.
- Shortlisted applicants may be invited to a brief virtual conversation prior to final acceptance.

Tuition
(Program Fee & Commitment)

- Tuition for SoftLanding @ SDSU Immersion Week is $5,000 per company, for up to two company representatives, plus travel and lodging.
- A limited number of partially subsidized Sponsored Participant Rates are available for companies from emerging economies, social enterprises, and organizations in priority sectors.
- The program fee covers participation in Immersion Week, including expert-led sessions, site visits, curated networking events, and coordination of the Spring student consulting engagement (if selected).

The San Diego Advantage

- The Cali Baja Mega-Region Advantage – $250B binational GDP, $70B+ in cross-border trade, and seamless access to Mexico's top manufacturing hub and Pacific markets
- #2 Most Inventive City in the World (Inc Magazine)
- 365 Days of Productivity – Perfect year-round climate means no weather disruptions, healthier employees, and the #1 most fun place to live in America (US News and World Report)
- Key sectors: life sciences, blue tech, defense innovation, action sports, and more.

Learn More and Apply

Wendy Gillespie Center for Advancing Global Business

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