



Report to: Development Services Committee

Meeting Date: September 9, 2019

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**SUBJECT:** The Association of Chinese Canadian Entrepreneurs Business Delegation to China, 2019

**PREPARED BY:** Christina Kakaflikas, Manager Economic Development x6590  
Sandra Tam, Senior Business Development Officer x3883

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**RECOMMENDATION:**

1. That the Report dated September 9, 2019 entitled “The Association of Chinese Canadian Entrepreneurs Business Delegation to China, 2019” be received, and
2. That the City of Markham be represented by Sandra Tam, Senior Business Development Officer, and
3. That the total cost of the participation not exceed \$6,250.00 and be expensed from within the 2019 International Investment and Attraction account 610-998-5811, and
4. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

**EXECUTIVE SUMMARY:**

Not applicable.

**PURPOSE:**

The purpose of this report is to request approval for business travel for Sandra Tam, Senior Business Development Officer, to China from November 1-10, 2019 to participate in the business delegation organized and led by the Association of Chinese Canadian Entrepreneurs (ACCE). Ms. Tam has served on the Board of the ACCE since 2009. Nominated as the Vice President of International Partnership, Ms. Tam was appointed by ACCE President Kevin Au-Yeung to co-lead the business mission.

By participating in ACCE’s business delegation, Markham is able to leverage meetings and introductions to build international business relations, increase visibility in strategic markets, resulting in increased investment and trade opportunities for the City. It also addresses Markham’s Global Markham and Branded Markham strategic objectives outlined in the City’s Economic Strategy entitled “Markham 2020”.

**BACKGROUND:**

Not applicable.

**OPTIONS/ DISCUSSION:****About The Association of Chinese Canadian Entrepreneurs (ACCE)****Mandate of Organization:**

Established in 1994, the Association of Chinese Canadian Entrepreneurs (ACCE) is one of the most prominent and active business groups in the Greater Toronto Area. The ACCE has over 2,000 members (Canada-wide) and is headquartered in Markham. In addition to offering regular business networking opportunities and entrepreneurship trainings to its members, ACCE hosts an annual Chinese Canadian Entrepreneur Award Gala to recognize outstanding Chinese Canadian entrepreneurs.

**Nature/Mandate of Partnership:**

Markham Economic Development partners with ACCE to capitalize on the ethnic, cultural and economic diversity of Markham. By building business links with the local Chinese Canadian business community, Markham enhances local investment and generates opportunities for future international trade and investment. Senior Business Development Officer Sandra Tam has served the ACCE's Board of Directors in various senior capacities since 2009.

**Alignment with Markham's Economic Strategy:**

ACCE is a key partner in the City's 10-year economic Strategy, Markham 2020 and leverages the City's ability to achieve its economic development objectives as follows:

- Global Markham: New foreign direct investment (FDI) to generate employment
- Markham ranked as one of Top 3 places in Canada for locating knowledge-based industries
- Markham to be regarded as one of Top 10 Cities for business in North America

**About the Mission:**

With the goal to enhance its members' competitiveness in today's dynamic global market, the Association of Chinese Canadian Entrepreneurs (ACCE) is leading its first business delegation to China this November. The ACCE delegation will seek to explore valuable business opportunities in the Guangdong-Hong Kong-Macau Greater Bay Area, China's newest innovation and technology hub and to gain market entry into the huge China market by exhibiting in the 2019 China International Import Expo (CIIE) in Shanghai.

Canadian businesses, particularly small and medium-sized enterprises, looking to take advantage of opportunities in China are welcome to participate on the delegation.

Canadian products and services in the following sectors are invited to participate: consumer products, education and training, agri-food, finance & investment, health sciences, technology and others.

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## 2<sup>nd</sup> China International Import Expo (CIIE), 2019

The CIIE, the worlds' first import-themed national-level exhibition, is a significant move for the Chinese government to open the Chinese market to the world. Last year, the first CIIE covered a business exhibition space of 270,000 sq.m. It received 400,000+ domestic buyers, and 6,200 overseas buyers; 151 countries and regions as well as 3,617 exhibited in it, and 5,000+ exhibits made their debut in China. The CIIE was oversold with great enthusiasm last year and this year has already proven to be a sold out event.

### Benefits for Markham to Participate in the ACCE Business Delegation:

1. It is an excellent opportunity to showcase Markham as the high-tech capital of Canada and to promote Markham's strong high-tech and knowledge-based business sectors
2. It helps build and strengthen international business relationship, which may lead to increased investment and trade opportunities for Markham.
3. Staff will gain market intelligence about leveraging business opportunities in China, in particular the Guangdong-Hong Kong-Macau Greater Bay Area and Shanghai, and to build a prosperous and sustainable Markham.

### Key Events:

1. Participation at Eco Expo Asia 2019 International Trade Fair & Conference on Environmental Protection at the Asia-World Expo in Hong Kong hosted by Hong Kong Trade Development Council to meet with industry players and potential clients from China, Hong Kong and Asia Pacific to explore business opportunities and partnerships.
2. Participation at the Canada-China Business Summit hosted by Nanhai Foreign Affairs Office to promote Markham as the premier location for business investment.
3. Site visits to targeted businesses and business matching meetings.
4. Panel Exhibitor at ACCE Booth at the 2<sup>nd</sup> China International Import Expo (CIIE): opportunities to meet and network with over 400,000 and 6,200 domestic and overseas buyers respectively.
5. Participation in the "3<sup>rd</sup> Canada Today Forum" in Shanghai and related business events: the programs will include business presentation by Markham and Canadian delegates, as well as targeted business to business meetings.

### Proposed Schedule:

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|------------|---|
| November 1 | Arrival at Hong Kong, China                                 |
| November 2 | Hong Kong: Attend Eco Expo Asia and other Programs          |
| November 3 | Hong Kong – Nanhai (Guangdong): Depart Hong Kong for Nanhai |

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November 4 Nanhai (Guangdong): Attend business Visits, and Canada-China Business Summit  
 November 5 Nanhai-Shanghai: Travel from Nanhai to Shanghai  
 November 6-9 Shanghai: Participate at 2019 China International Import Expo and related business events  
 November 10 Depart Shanghai for Toronto

### **FINANCIAL CONSIDERATIONS**

Estimated cost (tax included) for a Senior Business Development Officer to participate in the 2019 ACCE Business Delegation to China:

International Airfare	\$0.00 (estimated at \$2,000, Funded by ACCE)
Delegate Fee	\$2,500.00
Accommodation, Local	\$3,250.00
Transportation & Meals	
<u>Marketing/Protocol Expenditure</u>	<u>500.00</u>
 Total:	 <u>\$6,250.00</u>

### **HUMAN RESOURCES CONSIDERATIONS**

Not applicable.

### **ALIGNMENT WITH STRATEGIC PRIORITIES:**

Attracting Foreign Direct Investment in key markets is an integral part of Markham's 10-Year Economic Strategy "Markham 2020". The Program addresses the objective of building Global Markham and Branded Markham.

### **BUSINESS UNITS CONSULTED AND AFFECTED:**

Not applicable.

### **RECOMMENDED BY:**

Stephen Chait  
 Director  
 Economic Growth, Culture & Entrepreneurship

Arvind Prasad  
 Commissioner  
 Development Services

**ATTACHMENTS:**

A: "2019 ACCE China Business Mission" Brochure

B: "The 2<sup>nd</sup> China International Import Expo" Brochure