

Markham's Participation in ACCE's 2019 Business Mission to China November 4-10, 2019 Summary and Outcomes

**February 10, 2019
Development Services Committee**

Background

- On September 9, 2019 Council approved Senior Business Development Officer to travel to China to participate in the business delegation organized by the Association of Chinese Canadian Entrepreneurs (ACCE).
- The ACCE delegation seeks to support its members to explore business opportunities in the China market by exhibiting in the 2nd China International Import Expo (CIIE), November 4-10, 2019 in Shanghai.

Mission Objectives

- To showcase Markham as the High-Tech Capital of Canada
- To promote Markham's strong tech and knowledge-based business sectors
- To help build and strengthen international business relationships and investment and trade opportunities for Markham
- To gain market intelligence and leverage business opportunities in China

The Mission



Mission Leaders:

- Kevin Au-Yeung
President, ACCE;
Founder, InnoVision Inc.
- Sandra Tam
Senior Business Development Officer,
City of Markham;
VP - International Partnership, ACCE

Delegation Members:

- Jackey Jan, CN Global
- Allan Sum, Highwide International
- William Cheng, Highwide International
- Tom Yu, Tom Brothers Financial
- Karen Ng, Executive Director, ACCE

2nd China International Import Expo (CIIE) November 5-10, 2019, Shanghai



A Night view of the CIIE venue –
National Exhibition and Convention Centre, Shanghai

World's first and largest import-themed national level expo

- Representatives from 181 countries & regions (France, Greece, India, Italy, Jamaica, Jordan, Malaysia, Russia, Thailand, Czech Republic etc.
- More than 500,000 registered professional visitors (7,000 overseas buyers)
- More than 3,800 foreign companies exhibited.
- A total of 71.13 billion US Dollars worth of tentative deals, up 23 % year on year
- By noon on Nov 10, the exhibition had received more than 910,000 visitors
- More than 270,000 sq.m. of business exhibition area

- Info provided by CIIE

Canadian Exhibitors – Quebec, Saskatchewan, British Columbia & Ontario

Booth:
Avalon Dairy, B.C.



Booth:
Canadian National Railway



Booth:
Saskatchewan



International Exhibitors

8 Exhibition Zones:

1. Sci-Tech, Life Sciences
2. Automobile
- 3 & 4. Advanced Manufacturing,
Engineering and Machinery
5. Medical Equipment &
Health Care Products
6. Quality Life
7. Trade in Services
8. Food and Agricultural Products



Professional Services Exhibitor: Deloitte



Consumer Products Exhibitor: LVMH



Innovation showcased:
A flying car from Slovakian
company Klein Vision Ltd
unveiled during 2019 CIIE



Supply Chain Management Pavilion: UPS

Key Activities

- Canadian CIIE Business Market Briefing & Business Networking Reception
 - Co-hosted by Canadian Chamber of Commerce in Shanghai and Canadian Consulate General in Shanghai
- Business Matching Meetings
 - Co-ordinated by Bank of China, CIIE official strategic partners.
- Special Markham Presentation Session
- Shaanxi Procurement & Investment Introduction Meeting
- Hubei Large State-Owned Enterprises Fair
- China (Nanjing) Cross-Border E-Commerce Import/Purchasing Meeting

Key Activities Cont'd

- Meeting at Consulate General of Canada in Shanghai
 - Attended by Douglas Bingemen, Consul & Trade Commissioner, and Trade Commissioners Albert Lee, Emily Yao & Viola Zhu
- Meeting with Ontario Senior Commercial Officer in Shanghai
Feifei Ding
- Special reception hosted by Canada-Zhejiang Province Chamber of Commerce
- Meeting with Shanghai Tommy Capital and Investment Co.

Mission Outcomes - Markham Promoted in China and Internationally



Participants learned with interest
Markham's business opportunities

ACCE Booth in the
Trade & Services
Areas



Looping Markham promotional video
at booth



Mission Outcomes – Raised Markham Profile in China, Canada and Internationally (China Daily, CCTV, Social Media)

CHINA DAILY

GLOBAL EDITION 中国日报 THURSDAY, NOVEMBER 14, 2019

Canadian companies embrace expo in Shanghai

By RENA LI in Toronto
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Canadian companies enthusiastically promoted their products at the recent China International Import Expo (CIIE) in Shanghai.

St Genève, manufacturer of luxury bed linens and down products, based in British Columbia, made its debut at the second CIIE.

"This is a fantastic opportunity for consumers to stop in and experience our Canadian-made luxury in person," said Michael Place, vice-president of design for St Genève. "We have demonstrated our products, and team members were available to explore the huge Chinese market."

The CIIE welcomed 910,000 visitors as deals worth \$71.13 billion were signed as the expo, which exceeded last year's totals.

More than 3,800 foreign companies participated in the expo's business exhibition, and at least 391 new products, technologies or services made their global or regional debuts.

Canadian companies also are anticipating better trade relations with China in the future.

Graham Shantz, president of the Canada-China Business Council, said there were more than 60 Canadian companies attending, twice as many as last year.

"CIIE is a welcome sign that China continues to open up its economy to Canada, and Canadian exporters, traders and investors shall cherish the access to the massive Chinese market," said Shantz, adding that it is important for Canada to join with China in defending global trade and multilateralism.

Canadian lobster has been well received in China in recent years. The industry has seen strong demand for Canadian seafood products and expects good business to continue with Chinese importers.

The lobster industry presented at CIIE after participating in the China Fisheries and Seafood Expo in Qingdao earlier in November.

"We anticipate continued strong demand as Canadian lobster products are introduced and marketed throughout China and transportation links improve and increase," Geoff Irvine, executive director at the Lobster Council of Canada, told China Daily.

Canadian lobster exports have boomed amid US trade tensions with China. The exports to China through June already were approaching 33 million pounds (14.97 million kg), nearly as much as all of 2018.

The Association of Chinese Canadian Entrepreneurs (ACCE), Canada's national Chinese Canadian business association, sent its first trade group to CIIE, representing Ontario.

"This is a milestone for us to showcase at CIIE. It provided us a vision of Canada-China trade relations and helped us build a much better strategy for next year. Our members have expressed high interest to attend next year again," said Kevin Au-Yeung, president of ACCE.

By participating in ACCE's business delegation, the city of Markham also got the opportunity to strengthen international business relations and find trade opportunities, said Sandra Tam, Markham's senior business development officer.

"CIIE provides an excellent opportunity for Markham to be showcased as the 'High-Tech Capital of Canada' and a preferred location for investment," said Tam.

Bilateral merchandise trade with China totals nearly \$100 billion annually, having nearly doubled in the last decade, according to Statistics Canada. That makes China the second largest trading partner of Canada after the United States.

Mission Outcomes – Gained Market Intelligence



Market Debrief and Canadian CIE Business Networking Reception co-hosted by Canadian Consulate General and Canadian Chamber of Commerce in Shanghai



Special meeting with Canadian Senior Trade Commissioners at Canadian Consulate General in Shanghai



Meeting with Ontario Senior Commercial Officer in Shanghai

Mission Outcomes – Yield Business Leads and Opportunities for Delegates



Delegate Highwide International signed Intention Agreement with new partner at 2019 CIIE



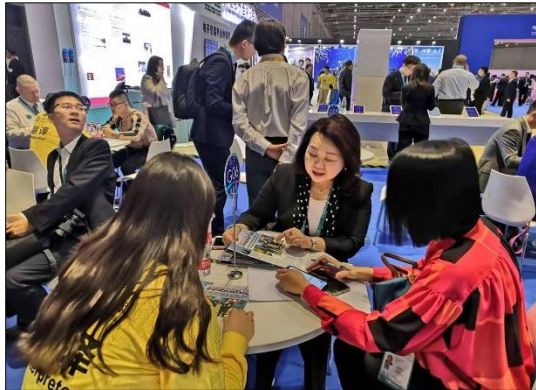
Delegate CN Global signed Cooperation Agreement with Chinese buyer

Mission Outcomes – Made Business Connections

One-on-one business matching meetings facilitated by Bank of China



Delegates were able to get useful contacts at the business matching sessions

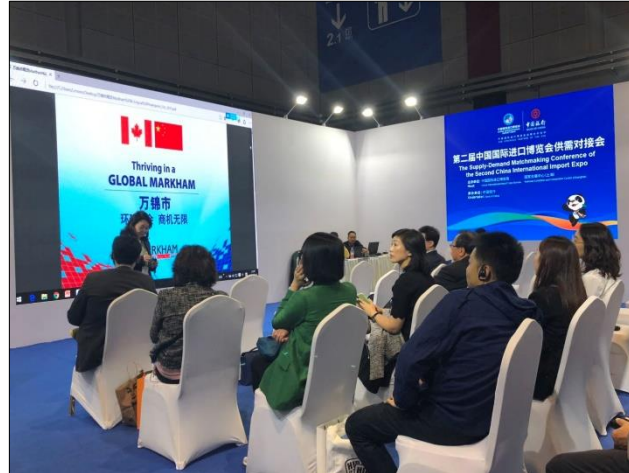
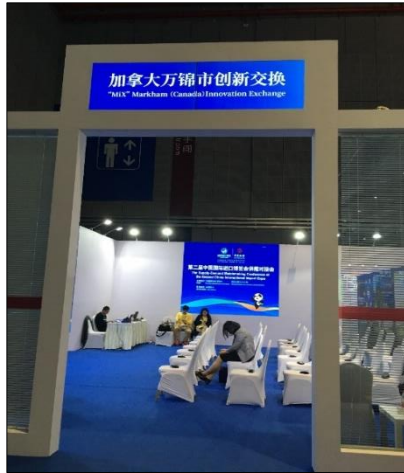


7 one-on-one business meetings scheduled for City of Markham



CN Global commended the business matching session provided invaluable results to the trip

Mission Outcomes – Markham Promoted as a Premier Location for Investment



Markham offered a unique opportunity to present on its competitive edge, attended by over 50 targeted audience

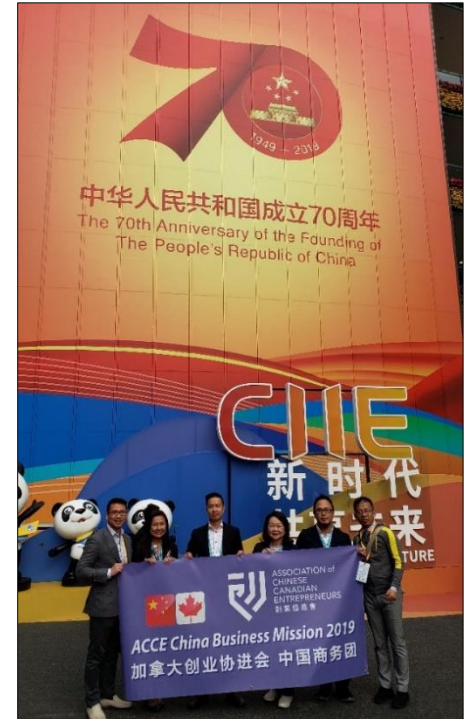
Mission Outcomes – Strengthened Business Ties



Networking dinner hosted by Canadian Zhejiang Chamber of Commerce

Positive Delegates Feedback

- *“This is a milestone for ACCE, although a smaller first attempt, it was considered a very fruitful experience, that will help us build a much better strategy for next year. I am impressed to receive immediately the verbal confirmation from everyone in the delegation that they will be attending next year again!”*
~ Kevin Au-Yeung, President, Association of Chinese Canadian Entrepreneurs
- *“It was definitely a very worthwhile experience as this was a massive showcase of China's ability to host one of the biggest and best trade expos in the world. William and I were able to secure a couple of MOUs to potentially develop mutually benefitting business relationships with our China counterparts.”*
~ Allan Sum, Highwide International
- *“I am very happy with the results of the trip...and will definitely sign up again to participate in the 2020 CIIE.”*
~ Jackey Jan, CN Global Distribution



Follow Up Actions

- Participate in internal and external debriefs
- Markham to follow up on potential leads generated
- Markham to continue collaborating with Canadian and Ontario Trade Commissioners in Shanghai to support local businesses expansion to China and to attract foreign direct investment
- ACCE mission to attend 3rd CIIE in 2020 will explore other cities in China
- ACCE is soliciting delegates and will be registering for larger exhibition space at the 3rd CIIE in 2020