



# Trade Visits to Shandong Province, China and Seoul, Korea

By: Gord Landon, Regional Councillor

Objectives and Outcomes

Presentation to:  
Economic Development Committee







# Background

- Date: March 1 – 8, 2012
- Cities Visited:
  - China: Qingdao, Zibo, and Yantai
  - Korea: Seoul
- Business Meetings: 14
- High-tech Industrial Parks Visited: 5



# Shandong Province, China







# City Profiles

|                              | Qingdao   | Zibo   | Yantai  |
|------------------------------|---|--|---|
| <b>Area (km<sup>2</sup>)</b> | 10,654  | 5,965  | 13,739  |
| <b>Population</b>            | > 8.7 million (2010)  | 4.5 million (2010)   | 6.5 million (2008)  |
|                              |   |  |   |
| <b>GDP (RMB¥)</b>            | 566.6 billion (2010)  | 231.7 billion (2008)   | 343.4 billion (2008)  |
| <b>GDP per capita (RMB¥)</b> | 65,827(2010)  | 51,426 (2008)  | 49,012 (2008)   |
|                              |   |  |   |
| <b>Key Industries</b>        | <ul style="list-style-type: none"><li>•Textile, Clothing</li><li>•Appliances, Electronics</li><li>•Petrochemicals</li><li>•Automobiles, Locomotives</li><li>•Ship and Ocean Engineering</li></ul> | <ul style="list-style-type: none"><li>•Manufacturing</li><li>•Construction</li><li>•Services</li></ul> | <ul style="list-style-type: none"><li>•Tourism</li><li>•Agriculture</li><li>•Services</li></ul> |



# Qingdao

- An important international trade port, naval base, industrial centre, and marine transportation hub.
- One of the 10 largest ports in the world.
- Model city for environmental protection.
- Home to a marine science and technology centre.
- Industrial zones include:
  - Qingdao Economic and Technological Development Area
  - Qingdao Free Trade Zone
  - Qingdao High-tech Industrial Zone





# Zibo

- One of the world's fastest growing cities.
- A transportation hub of the Shandong province.
- One of the 5 ceramic centres in China.
- Abundant natural resources, petroleum, and natural gas.
- Home to the Zibo National New & High-tech Industrial Park.





# Yantai

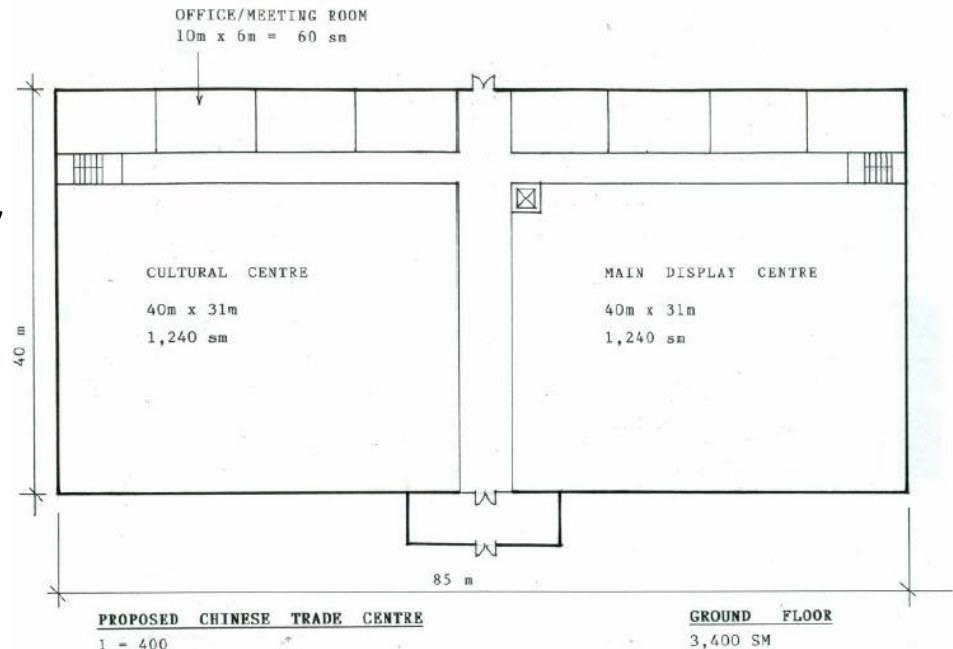


- Second largest industrial city in Shandong province, next to Qingdao.
- Has 9 different sea ports.
- Popular destination for domestic and international tourists due to its temperate weather.
- Industrial zones include the Economic & Technological Development Area and the Yantai Export Processing Zone.
- Foreign investments from over 70 World Top-500 Companies and multinational companies
  - E.g. LG, Hyundai, Toyota, Honda, Henschel



# Proposed Trade Centre

- Focus on business opportunities.
- Include rooms for display of goods, meeting facilities, and restaurants serving regional food.
- Letter of Intent signed.
- Interest from:
  - Jason Kenney, Minister of Citizenship and Immigration
  - Ed Fast, Minister of International Trade







# 10 Sectors of Opportunities Identified and Businesses Visited



# 1. Bio-technology, Pharmaceutical and Medical Equipments

| Company                                    | About  | Opportunity   |
|--|--|---|
| Qingdao Better Bio-technology Co., Ltd.    | <ul style="list-style-type: none"><li>•The largest marine biological and biopharmaceutical production base in Asia.</li><li>•Products: collagen, glucosamine, chondroitin sulfate.</li></ul> <p>David Cao, President, <a href="mailto:bbio@bbio.com.cn">bbio@bbio.com.cn</a><br/>Meryl Wu, Board Secretary, <a href="mailto:wx@bbio.com.cn">wx@bbio.com.cn</a><br/>Mugang Zhang, General Manager, <a href="mailto:zmg@bbio.com.cn">zmg@bbio.com.cn</a></p> | Opportunity to develop connections with pharmaceutical companies such as TEVA.  |
| Qingdao Bright Moon Seaweed Group Co. Ltd. | <ul style="list-style-type: none"><li>•The world's largest Alginate manufacturer and the pioneer in seaweed processing.</li><li>•Products: seaweed-based chemicals, pharmaceuticals, health foods and fertilizers.</li></ul> <p>Tongyu Li, General Manager, <a href="mailto:bmsw@bmscn.com">bmsw@bmscn.com</a><br/>Hongwu Liu, Vice General Manager, <a href="mailto:liuhongwu@bmscn.com">liuhongwu@bmscn.com</a></p>                                      | Barry Fishman, President & CEO, <a href="mailto:barry.fishman@tevacanada.com">barry.fishman@tevacanada.com</a><br>David Windross, VP External Affairs, <a href="mailto:david.windross@tevacanada.com">david.windross@tevacanada.com</a> |



# 1. Bio-technology, Pharmaceutical and Medical Equipments (cont'd)

| Company                                 | About  | Opportunity   |
|---|--|---|
| WEGO                                    | <ul style="list-style-type: none"><li>•World's largest integrated health product provider.</li><li>•Products: medical instruments, pharmaceuticals.</li></ul> <p>Charlie Liu, Zibo Representative,<br/><a href="mailto:ziborep@yahoo.ca">ziborep@yahoo.ca</a></p>                                | <p>Opportunity to develop connections with pharmaceutical companies such as TEVA.</p> <p>Barry Fishman, President &amp; CEO,<br/><a href="mailto:barry.fishman@tevacanada.com">barry.fishman@tevacanada.com</a><br/>David Windross, VP External Affairs,<br/><a href="mailto:david.windross@tevacanada.com">david.windross@tevacanada.com</a></p> |
| DSM Sinochem Pharmaceuticals China      | <ul style="list-style-type: none"><li>•Global science-based company in health, nutrition, and materials.</li><li>•Products: food and dietary supplements, pharmaceuticals, medical devices, etc.</li></ul> <p>Gary Gu, General Manager, <a href="mailto:gary.gu@dsm.com">gary.gu@dsm.com</a></p> |   |
| Shandong Qi Du Pharmaceutical Co., Ltd. | <ul style="list-style-type: none"><li>•One of the largest manufacturers of IV solutions in China.</li><li>•Products: IV solutions, capsules, syrups, etc.</li></ul> <p>Shouming Wu, Director, <a href="mailto:shouminga@163.com">shouminga@163.com</a></p>                                       |   |



## 2. Animation

| Company  | About  | Opportunity   |
|--|--|---|
| <p>Qingdao International Animation and Game Industrial Park (Q-Park)</p> <p>•MQTV (Qingdao Guangdian Wireless Media Co., Ltd.)</p> | <p>•Highly specialized animation and game centre that develops, displays, and markets products, providing a platform for professional and technical exchange.</p> <p>Michael, President of Qingdao Animation, <a href="mailto:d5-ml@hotmail.com">d5-ml@hotmail.com</a></p> | <p>•Seeking technology transfer and products.</p> <p>•Have linked with Centennial College and Seneca College.</p> <p>Nate Horowitz, Dean<br/>Centennial College<br/>School of Communications,<br/>Media and Design<br/><a href="mailto:nhorowitz@centennialcollege.ca">nhorowitz@centennialcollege.ca</a></p> <p>Krishan Mehta<br/>Executive Director<br/>Seneca College of Applied Arts &amp;<br/>Technology<br/>Advancement and Alumni<br/><a href="mailto:Krishan.mehta@senecac.on.ca">Krishan.mehta@senecac.on.ca</a></p> |









### 3. Aluminum Packaging

| Company                         | About   | Opportunity   |
|---------------------------------|---|---|
| Zibo Denuo Aluminum Corporation | <ul style="list-style-type: none"><li>• Located in the Zibo New &amp; Hi-Tech Industrial Development Zone</li><li>• 20% of world market</li><li>• Products: aluminum foil (household, pharmacy, food soft packing, etc.)</li></ul> <p>Amy Sun, Vice General Manager <a href="mailto:amyfoil@gmail.com">amyfoil@gmail.com</a><br/>Shang Su, Sales Dept. Manager <a href="mailto:shangsu@zbdn.cn">shangsu@zbdn.cn</a></p> | <p>Opportunity to develop business relations with ALCAN (AMCOR).</p> <p>Max Testa, Director of Sales<br/><a href="mailto:max.testa@amcor.com">max.testa@amcor.com</a></p> |



## 4. Tire Recycling and Production

| Company                                | About   | Opportunity   |
|--|---|---|
| Shandong Fuyu Bluestone Tire Co., Ltd. | <ul style="list-style-type: none"><li>•The largest tire recycling processing base in China.</li><li>•Targeting to produce 15 million sets of high performance radial tires and 25 million sets of recycled tires in 3-5 years.</li></ul> <p>Xingyong Fu, Chairman, <a href="mailto:fyls6668@126.com">fyls6668@126.com</a></p> | <p>Linking with Miller Group</p> <p>Leo McArthur, President &amp; CEO, <a href="mailto:leom@millergroup.ca">leom@millergroup.ca</a></p> <p>Blair McArthur, Sr. VP, <a href="mailto:blairm@millergroup.ca">blairm@millergroup.ca</a></p> |





## 5. Plastics

| Company                      | About  | Opportunity  |
|------------------------------|--|--|
| Dongda Polyurethane Co. Ltd. | <ul style="list-style-type: none"><li>•Widely used in solar energy, heat preservation, construction, electrical and automobile industries</li><li>•Products: Blend polyol, pre-polymer, paving materials, and water-borne polyurethane</li></ul> <p>Xu Jun, Sole Manager, <a href="mailto:ddpu_xujun@126.com">ddpu_xujun@126.com</a><br/>Fiona Wang, Sales Manager, <a href="mailto:inov_wangzijun@126.com">inov_wangzijun@126.com</a></p> | <p>Opportunity to create partnership with NOVO Plastics Inc.</p> <p>Baljit Sierra, President &amp; CEO, NOVO Plastics Inc.,<br/><a href="mailto:baljit.sierra@novoplas.com">baljit.sierra@novoplas.com</a></p> |





## 6. High-tech

| Company                          | About  | Opportunity  |
|----------------------------------|--|--|
| Lilysoft International Co., Ltd. | <ul style="list-style-type: none"><li>•Provides IT outsourcing services</li><li>•Product Industries: in E-government, management, information processing, medicine, etc.</li></ul> <p>Kevin Lv, Chairman, <a href="mailto:kevin.lu@lilysoft.com">kevin.lu@lilysoft.com</a><br/>Henry Wang, CEO, <a href="mailto:henry.wang@lilysoft.com">henry.wang@lilysoft.com</a></p> | Recently registered office in Markham: iTopSpeed Information Services Inc. |



## 7. Education

| Company                                       | About   | Opportunity   |
|---|---|---|
| Changzheng Education                          | <ul style="list-style-type: none"><li>•Technological company that produces high-tech multimedia education aids.</li><li>•E.g. A light pen that provides instant language translation.</li></ul> <p>Charlie Liu, Zibo Representative, <a href="mailto:ziborep@yahoo.ca">ziborep@yahoo.ca</a></p>   | <ul style="list-style-type: none"><li>•Local J. Addison School expressed interest in the product.</li><li>•Opportunities for Canadian ESL students and teachers.</li></ul>  |
| Foreign Languages School of Zibo Hi-tech Zone | <ul style="list-style-type: none"><li>•Teaches students English from grades 1 to 9</li><li>•Highly educated teachers</li><li>•Opportunities for students to study abroad in summer camps and exchange programs.</li></ul> <p>Caroline Lee, <a href="mailto:carolinelm@163.com">carolinelm@163.com</a><br/>Wendy Lee, <a href="mailto:qingdaotravel@163.com">qingdaotravel@163.com</a></p> | <ul style="list-style-type: none"><li>•Linked with J. Addison School and J. Addison Travel Agency.</li></ul> <p>Kitty Sit, President &amp; CEO,<br/><a href="mailto:info@addisonschool.com">info@addisonschool.com</a><br/><a href="mailto:info@jaddisontravel.com">info@jaddisontravel.com</a></p> |



## 8. Green Technology

| Company  | About  | Opportunity  |
|--|--|--|
| Zibo Guoli New Power Source Technology Co., Ltd.   | <ul style="list-style-type: none"> <li>•Produces batteries for buses</li> </ul> Shixing Han, Chairman,<br>+86 136-6533-2903  | Linked with YRT and Miller Group<br><br>Rick Leary, General Manager of YRT,<br><a href="mailto:rick.leary@york.ca">rick.leary@york.ca</a><br>Leo McArthur, President & CEO,<br><a href="mailto:leom@millergroup.ca">leom@millergroup.ca</a><br>Blair McArthur, Senior VP, <a href="mailto:blairm@millergroup.ca">blairm@millergroup.ca</a> |
| Shandong Komee Optoelectronic Technology Co., Ltd. | <ul style="list-style-type: none"> <li>•Produces LED lighting products.</li> </ul> David Chen, Chairman,<br><a href="mailto:komee1@163.com">komee1@163.com</a><br>Spring Zhang, International Dept.<br><a href="mailto:komeeft@163.com">komeeft@163.com</a><br>Zhao Ning, <a href="mailto:komee666@163.com">komee666@163.com</a> | Traffic Lights. Markham LED Task Force<br><br>Gary Adamkowski, Asset Management,<br><a href="mailto:gadamkowski@markham.ca">gadamkowski@markham.ca</a>   |
| National Deep Sea Centre                           | <ul style="list-style-type: none"> <li>•Deep sea research</li> </ul> Zhenhui Gao, Vice Director,<br><a href="mailto:shjdgzh@sohu.com">shjdgzh@sohu.com</a>   | Deep Sea Research at Government of Canada,<br>Ministry of Fisheries and Oceans.<br><br>Bill Crawford, <a href="mailto:bill.crawford@dfo-mpo.gc.ca">bill.crawford@dfo-mpo.gc.ca</a><br>Frank Whitney, <a href="mailto:frank.whitney@dfo-mpo.gc.ca">frank.whitney@dfo-mpo.gc.ca</a>  |



## 9. Industrial and Economic Development Zones

| Company  | About   | Opportunity  |
|--|---|--|
| Qingdao National Hi-Tech Industrial Development Zone           | <ul style="list-style-type: none"><li>•Features rising hi-tech industries, innovation and businesses, eco-environment and economic growth.</li></ul> <p>Yin Ruichao, <a href="mailto:gxqjky@163.com">gxqjky@163.com</a><br/>Mian Yang, <a href="mailto:watertoriver@gmail.com">watertoriver@gmail.com</a></p> | Possible connection with York Technology Alliance. |
| Yantai International Economic & Technical Cooperation Co. Ltd. | <ul style="list-style-type: none"><li>•Focused in labour services, international trade, construction projects, and foreign aid.</li></ul> <p>Zhibo Liu, Chairman, <a href="mailto:gh01@yietcc.com">gh01@yietcc.com</a></p>  |  |





## 10. Other

| Company  | About   | Opportunity   |
|--|---|---|
| <u>Beddings/Embroideries</u><br>Qingdao Baoli<br>Embroidery Co. Ltd. | <ul style="list-style-type: none"><li>•Equipped with advanced professional embroidery machines.</li><li>•Products: Table cloths , curtains, beddings, etc.</li></ul> <p>Qi Gang Wei, +86 138-0532-7631<br/>Yoki, <a href="mailto:jindou777@gmail.com">jindou777@gmail.com</a></p> | <p>Investigating to set up a subsidiary in Markham.</p> <ul style="list-style-type: none"><li>•Are setting up a sales office and distribution centre, and arranged for a lawyer, accountant, real estate, and custom order.</li></ul> |
| <u>Organic Food</u><br>Korea Importers<br>Association                | <ul style="list-style-type: none"><li>•Korea imports a high percentage of raw materials to produce goods for exports.</li></ul> <p>Kang Sung Hoon,<br/><a href="mailto:shogang@koima.or.kr">shogang@koima.or.kr</a></p>   | <p>Exploring trade opportunities with local agricultural communities.</p> <ul style="list-style-type: none"><li>•Markham Agricultural Committee</li></ul>   |





# Contacts Through the York Technology Alliance and Economic Development

| Organization  | Name                      | Contact Info.  |
|---|---------------------------|--|
| Qingdao Economic and Information Technology Committee                                       | Zhang Lin, Vice Director  | <a href="mailto:ec532@163.com">ec532@163.com</a>                   |
| Qingdao Municipal Economic and Information Technology Committee                             | Sun Chengwu, Director     | <a href="mailto:qdcw2008@163.com">qdcw2008@163.com</a>             |
| The Administrative Committee of Zibo National New and High-tech Industrial Development Zone | Guo Cheng, Director       | <a href="mailto:gxqgc1966@163.com">gxqgc1966@163.com</a>           |
| The Administrative Committee of Zibo National New & High-tech Industrial Development Zone   | Sun Gang, Vice Director   | <a href="mailto:kfsungang@hotmail.com">kfsungang@hotmail.com</a>   |
| Economy Development Bureau of Zibo National New & Hi-tech Park                              | Liang Shi, Director       | <a href="mailto:zbgx1237@sina.com">zbgx1237@sina.com</a>           |
| Economy Development Bureau of Zibo National New & Hi-tech Park                              | Geng Qingwen              | <a href="mailto:g_qingwen@sina.com">g_qingwen@sina.com</a>         |
| Zibo National New & Hi-Tech Industrial Development Zone Office                              | Paul Zhang, Vice Director | <a href="mailto:Zhang_okc@yahoo.com.cn">Zhang_okc@yahoo.com.cn</a> |



# Contacts Through the York Technology Alliance and Economic Development (cont'd)

| Organization  | Name                           | Contact Info.  |
|---|--------------------------------|--|
| Zibo Municipal Foreign Affairs Office                         | Wang Jianzhong, Vice Director  | <a href="mailto:jzwang63122@163.com">jzwang63122@163.com</a>                       |
| Bureau of Commerce of Zibo City                               | Xiaojun Ding, Director         | <a href="mailto:dingxiaojun2009@yahoo.com.cn">dingxiaojun2009@yahoo.com.cn</a>     |
| Bureau of Commerce of Zibo City                               | Zhou Hui, Foreign Investment   | <a href="mailto:wzk313@sina.com">wzk313@sina.com</a>                               |
| Bureau of Commerce of Zibo City                               | Li Yinping, Assistant Director | <a href="mailto:liyiping99@tom.com">liyiping99@tom.com</a>                         |
| Bureau of Commerce of Zibo City                               | Mao Zhongqiang, Vice Director  | <a href="mailto:maozhongqiang0533@yahoo.com.cn">maozhongqiang0533@yahoo.com.cn</a> |
| Bureau of Commerce of Zibo City                               | Wang Ran, Chief Economist      | <a href="mailto:lwr1979@126.com">lwr1979@126.com</a>                               |
| Bureau of Commerce of Zibo City                               | Susan Zhang, Regional Director | <a href="mailto:susan1046@hotmail.com">susan1046@hotmail.com</a>                   |
| Linzi Bureau of Commerce of Zibo                              | Cui Bo, Vice Director          | <a href="mailto:bdh18@163.com">bdh18@163.com</a>                                   |
| The Investment Promotion Bureau of Zhoucun District Zibo City | Eric Chu, Deputy Chief         | <a href="mailto:zssj2004@sina.com">zssj2004@sina.com</a>                           |
| The Bureau of Commerce of Zhoucun District Zibo City          | Mei Liyong, Chief Director     | <a href="mailto:mly5133@sina.com">mly5133@sina.com</a>                             |
| Shandong Haiyang Investment Development Board                 | Jiang Hai Feng, Vice President | <a href="mailto:Jhf_hy@126.com">Jhf_hy@126.com</a>                                 |
| Shandong Haiyang Bureau of Commerce                           | Yu Dayong, Director            | <a href="mailto:hy3230279@163.com">hy3230279@163.com</a>                           |





# Summary

- Potential prospects and business needs identified.
  - Continue communication with Lily Software, which established office in Markham.
  - Baoli Embroidery is already setting up sales office and distribution centre.





## Summary (cont'd)

- Opportunities of co-operation and bilateral trade.
- Will make Qingdao our focus, and continue to look for opportunities in Zibo and Yantai.





# Next Steps

- Will make a presentation to the Markham Board of Trade Young Entrepreneurs Committee.
- The Mayor, Stephen Chait, and I, will send a letter to outline trip to Qingdao and invite the Chinese companies to meet with the companies here.





Questions?