

## MEMO

**TO:** Development Services Committee

**C.C.:** Andy Taylor, CAO and ELT  
Stephen Chait, Director, Economic Growth, Culture and Entrepreneurship  
Department

**FROM:** Sandra Tam, Senior Business Development Officer

**DATE:** December 12, 2017

**SUBJECT:** Outcomes of Markham's Participation in the 29<sup>th</sup> World Hakka Conference, Hong Kong, October 12-15, 2017

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### **Background:**

On September 11, 2017, Council supported the "Hakka Canadian Association" in the bidding for hosting rights for the 31<sup>st</sup> World Hakka Conference in Markham in October 2021. Council also approved the Hakka Canadian Association's invitation to Mayor Frank Scarpitti, Regional Councillor Joe Li and Senior Development Officer Sandra Tam to attend the 29<sup>th</sup> World Hakka Conference, Hong Kong, October 12-15, 2017 to assist the Association in bidding for the 31<sup>st</sup> World Hakka Conference to be hosted in Markham in October, 2021.

On September 26, 2017, Council further approved the attendance of Deputy Mayor Jack Heath at the conference to represent Mayor Frank Scarpitti, and the costs of the attendance for Deputy Mayor Jack Heath, Regional Councillor Joe Li and Senior Staff Sandra Tam being paid by the City.

### **29<sup>th</sup> World Hakka Conference, Hong Kong, October 12-15, 2017**

The Conference was attended by over 3,400 Hakka leaders, representing 142 Hakka associations and groups from 24 countries and regions, including China, Hong Kong, Macao, Taiwan, Indonesia, Singapore, Malaysia, Thailand, Australia, France, Britain, South Africa, Mexico, US., and Canada, etc.

Madam Carrie Lam, Chief Executive of Hong Kong Special Administrative Region provided welcoming remarks at the Opening Ceremony which was attended by senior officials from both Hong Kong and China.

Attending from Canada included the Presidents, Vice Presidents and Directors from the Hakka Canadian Association and four other Canadian Hakka associations.

The four day program included a Hakka Cultural Forum, World Hakka Youth Summit, Opening Ceremony, Welcome Banquet, Ministers' Conference, Hakka Cup Horse Racing, The World Hakka Conference Flag Handover Ceremony, Art Exhibition and local tours.

During the Ministers' Conference, the Hakka Canadian Association was successful in winning the hosting rights for the 31<sup>st</sup> World Hakka Conference to be held in Markham in 2021.

### **Markham Support was Essential to Winning**

The strong support demonstrated by the City of Markham was essential to winning the bid. Among all the participating groups, Markham was the only municipality that participated in the Conference. The attendance of Deputy Mayor Jack Heath, Regional Councillor Joe Li and a Senior Staff as well as a pre-recorded video by Mayor Frank Scarpitti impressed upon the decision makers that Markham is a willing collaborator to the hosting of the Conference in Markham.

The Markham promotional materials that were distributed to the voting attendees also demonstrated Markham's diversity, inclusiveness as well as its being the ideal location for the World Hakka Conference.

### **Markham's Attendance at the Conference - Outcomes:**

Markham was successfully showcased to the 3,400 Conference participants as a vibrant, inclusive and welcoming community. Markham achieved its goals in supporting the Hakka Canadian Association in its bidding for the hosting rights of the 31<sup>st</sup> World Hakka Conference in Markham in 2021.

The Conference will attract over 3,000 world Hakka business and community leaders to Markham, and generate substantial economic benefits for the City.

### **Next Steps:**

It is anticipated that in January, 2018, a press conference will be jointly hosted by the City and the Hakka Canadian Association to announce the good news.

Further, Markham will need to prepare to attend the 30<sup>th</sup> World Hakka held at Kuala Lumpur, Malaysia from October 18<sup>th</sup> to 20<sup>th</sup>, 2019. It is customary for the organizer and city representative of the next World Hakka Conference to attend the Conference Flag Handover Ceremony during which conference programs are presented. It is expected that Markham, the host city of the 31<sup>st</sup> World Hakka Conference, to be there to support the Hakka Canadian Association in its presentation and to encourage attendance.

### **ATTACHMENTS:**

1. Report to Development Services Committee, September 11, 2017 – "29<sup>th</sup> World Hakka Conference, Hong Kong, October 12-15, 2017.
2. Resolution of Council Meeting No.12 dated September 26, 2017.

Report to: Development Services Committee

Meeting Date: September 11, 2017

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**SUBJECT:** 29<sup>th</sup> World Hakka Conference, Hong Kong, October 12-15, 2017

**PREPARED BY:** Sandra Tam, ext. 3883

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**RECOMMENDATION:**

- 1) That the report titled “29<sup>th</sup> World Hakka Conference, Hong Kong, October 12-15, 2017” be received; and
- 2) That the City support the “Hakka Canadian Association” in the bidding for hosting rights for the 31<sup>st</sup> World Hakka Conference in Markham in October, 2021; and
- 3) That Council approve business travel for one Regional Councillor, one Senior Business Development Officer and one additional Member of Council to participate in the 29<sup>th</sup> World Hakka Conference in Hong Kong from October 12 to October 15, 2017 at no cost to the City to support the bidding; and
- 4) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

**PURPOSE:**

The purpose of this report is to request Council’s approval for business travel for Regional Councillor Joe Li and one Senior Business Development Officer to participate in the 29<sup>th</sup> World Hakka Conference in Hong Kong from October 12 to October 15, 2017 in support of to the Hakka Canadian Association’s application to host the 31<sup>st</sup> World Hakka Conference in Markham in October 2021.

The business trip is an integral part of the City’s 10-Year Economic Strategy “Markham 2020”. It addresses the objective of building Global Markham and Branded Markham.

**BACKGROUND:**The World Hakka Conference

The World Hakka Conference is one of the major Hakka international events. The conference has been successful in building a platform for global Hakka leaders to meet and network, and to promote greater awareness of Hakka culture, especially amongst the younger generation.

Since its first conference in Hong Kong in 1971, it has evolved from “*simply a grand union and association into the cultural (large-scale entertainment and performance, art and literature, cuisine), academic (International Conference on Hakka Studies), economic (business and trade talks), and political (United Front work) spheres. It is not*

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*only an important carrier for the Hakka to maintain bonds of friendship with other villages and enhance multinational and multiregional interaction, but also a platform and arena for pluralistic ethnic group identification and cultural production in the new era.” ~Global Hakka: Hakka identity in the Remaking by Jessieca Leo*

The conference is held every two years in different countries and has been successful in attracting thousands of Hakka from around the world. Recent conferences held in Jakarta, Indonesia (2013), Hsinchu, Taiwan (2015) were attended by over 6,000 delegates who were representatives of global Hakka organizations. Hosting cities benefit from the surge in visitors and media and relating cultural and economic impacts. The bidding to host the World Hakka Conference is similar to that of a major international sports event.

#### Hakka Canadian Association

The Hakka Canadian Association, a non-profit organization aiming at promoting Hakka culture and fostering international cultural exchanges, was established earlier this year to be the lead organization in bidding and hosting the 31<sup>st</sup> World Hakka Conference in Markham. The Association is comprised of local prominent Hakka association leaders and community members who are passionate and supportive of the initiative. A delegation of 7 members from the association has already registered to attend the 29<sup>th</sup> World Hakka Conference in Hong Kong in support of the bid.

The Association invited Mayor Frank Scarpitti, Regional Councillor Joe Li and one Senior Business Development Officer to join their delegation to Hong Kong to support its bidding. The cost of this trip is borne by the Association as part of their mandate to foster cultural exchanges and community spirit.

If successful, it will be the first time that a World Hakka Conference is held outside of Asia. The Association is prepared to raise \$2.0 million to cover the estimated cost of hosting the World Hakka Conference. The Association has already received support from a private donor with a commitment of \$500,000. Regional Councillor Joe Li, and Shaun Chen, M.P., who are part of the delegation are committed to sourcing funding from the Ontario and Federal Governments. The City of Markham is not obligated to contribute financially.

Successfully bidding for and winning the rights to host the World Hakka Conference involves a close collaboration between the host association and the municipality where the conference will be held. Markham's participation in the bidding process is essential to winning.

#### **OPTIONS/ DISCUSSION:**

Markham, being the most diverse community in Canada and with a Hakka population of more than 15,000, will benefit from the hosting of this signature international Hakka event. With an estimated 3,000 delegates attending from over 20 countries (e.g. China, Hong Kong, India, Singapore, Malaysia, Australia, Mauritius, United States, United Kingdom, France, Trinidad, Jamaica and Brazil etc.) for four days, and the media

exposure attracted, Markham will have a unique opportunity to participate on the world stage. It will not only showcase Markham's diversity, but bring significant economic and culture opportunities. The benefits for Markham to host the 31<sup>st</sup> World Hakka Conference include:

1. Showcase Markham as a welcoming and inclusive community
2. Increase Markham's international awareness/reputation
3. Raise Markham's profile on the world stage
4. Build a value-adding global network
5. Attract international talents and business leaders for knowledge sharing and collaboration
6. Promote Markham as the preferred location for investment
7. Increase in tourist spending that benefits local economy

The proposed business travel to join the Hakka Canadian Association at the 29<sup>th</sup> World Hakka Conference will involve participation in the presentation to the Organizing Committee to bid for the hosting rights. The itinerary in Hong Kong is as follows:

Itinerary:

- |                       |   |
|-----------------------|---|
| October 12 (Thursday) | <ul style="list-style-type: none"> <li>• Arrival in Hong Kong</li> <li>• Registration and Networking</li> </ul>   |
| October 13 (Friday)   | <ul style="list-style-type: none"> <li>• Participate in the Hakka Cultural Form</li> <li>• Attend Hakka Youth Summit</li> <li>• Attend Opening Ceremony</li> <li>• Attend "Sailing Out Over the Sea" Multi-Media Show</li> </ul>  |
| October 14 (Saturday) | <ul style="list-style-type: none"> <li>• Participate in Ministers' Conference</li> <li>• Presentation to World Hakka Conference Organizing Committee</li> <li>• Participate in Ministers' Luncheon (Winning country to host 31<sup>st</sup> World Hakka Conference Awarded)</li> <li>• Attend side programs in Hong Kong</li> <li>• Attend the World Hakka Conference Flag Handover Ceremony</li> </ul> |
| October 15 (Sunday)   | <ul style="list-style-type: none"> <li>• Self-arranged activities/Depart Hong Kong</li> </ul>   |

The Association is committed to paying the estimated cost of \$12,450 for three Markham representatives to attend the 29<sup>th</sup> World Hakka Conference. This includes the conference registration fee, costs of airfare, accommodations, ground transportation and most meals.

Estimated cost (tax included) for three Markham representatives to participate in the 29<sup>th</sup> World Hakka Conference in Hong Kong from October 12<sup>th</sup> to October 15<sup>th</sup> is

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Conference Registration @\$150/person	\$450.00
Airfare @\$2,000/person	\$6,000.00
Accommodation, local transportation & Meals 4 days @\$500/day	\$6,000.00
<b>Total:</b>	<b><u>\$12,450.00</u></b>

The Hakka Canadian Association requests that the City of Markham be represented by two members of Council and one member of staff.

Staff recommend that the City be represented by Regional Councillor Joe Li and Sandra Tam, Senior Business Development Officer, and that the third representative, a member of Council, is to be selected and approved by Council.

#### **FINANCIAL CONSIDERATIONS**

None

#### **HUMAN RESOURCES CONSIDERATIONS**

None

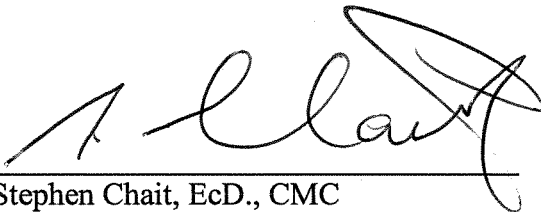
#### **ALIGNMENT WITH STRATEGIC PRIORITIES:**

Markham 2020 Economic Strategy

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

None

#### **RECOMMENDED BY:**



Stephen Chait, EcD., CMC  
Director, Economic Growth, Culture and  
Entrepreneurship

**RESOLUTION OF COUNCIL MEETING NO. 12 DATED SEPTEMBER 26, 2017**

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**REPORT NO. 36 – DEVELOPMENT SERVICES COMMITTEE****(5) 29<sup>TH</sup> WORLD HAKKA CONFERENCE  
HONG KONG, OCTOBER 12-15, 2017 (10.16)  
Report**

- 1) That the report titled “29<sup>th</sup> World Hakka Conference, Hong Kong, October 12-15, 2017” be received; and,
- 2) That the City support the “Hakka Canadian Association” in the bidding for hosting rights for the 31<sup>st</sup> World Hakka Conference in Markham in October, 2021; and,
- 3) That Council approve the attendance of Deputy Mayor Jack Heath, Regional Councillor Joe Li and Senior Staff Sandra Tam to the 29<sup>th</sup> World Hakka Conference, Hong Kong, October 12-15, 2017 with the costs being paid by the City in bidding for the 31<sup>st</sup> World Hakka Conference to be hosted in Markham in October, 2021; and further,
- 4) That Staff be authorized and directed to do all things necessary to give effect to this resolution.



Kimberley Kitteringham  
City Clerk

Copy to: Deputy Mayor Jack Heath  
Regional Councillor Joe Li  
Sandra Tam  
Stephen Chait