

Markham 2015 Business & Investment Mission to China: November 21 to December 5, 2015 Report on Outcomes and Activities

**Presentation to
Economic Development Committee
March 1, 2016**

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Background

- Markham was invited by the Confederation of Greater Toronto Chinese Business Association (CGTCBA) to lead the 2015 Trade Mission to China in November/December, 2015.
- Business mission is an integral part of the City's 10-Year Economic Strategy "Markham 2020" and to building of "Global Markham" and "Branded Markham".
- Developing "business to business" and "government to government" links enhances market growth opportunities and increases Markham's attraction of foreign direct investment.

Mission Overview - Objectives

- Strengthen business links with economic alliances in China.
- Advance Economic Development Programs in Hong Kong, Wuhan, Nanhai District, and with key strategic partners in China.
- Develop business to business and government to government links to enhance market growth opportunities.
- Identify opportunities to attract investment and create jobs in Markham.
- Learn about innovative companies and organizations in China.
- Promote Markham as the preferred business and investment destination in Canada.

Mission Overview

- **Business Partner:** Confederation of Greater Toronto Chinese Business Association (CGTCBA)
- **Honorary Mission Leader:** Mayor Frank Scarpitti, City of Markham
- **Mission Team Leaders:**
 - Lillian Kowk, President, Mississauga Chinese Business Association
 - Annie Ho, President, Richmond Hill and Markham Chinese Business Association
 - Carson Ho, President, Scarborough York Region Chinese Business Association
- **Committee Co-Chairs:**
 - Benedict Leung, Past President, Richmond Hill and Markham Chinese Business Association
 - Winnie Fung, Vice President, Mississauga Chinese Business Association

Mission Overview

- **Markham Delegation:** 34 members
 - City of Markham: Mayor, Councillors, and Economic Development Staff
 - Business delegates: green tech, professional services (legal, accounting, architectural design), real estate and investment, higher education.
- **Other Participants:**
 - York University
 - Seneca College
 - Mr. Fang Li, Former Consul General of PRC in Toronto
 - Happy Life Wealth Management

Partners in Success

- Association of Chinese Canadian Entrepreneurs
- Bank of China (Canada)
- Canada China Science Technology Exchange Association
- Canada Hubei Chamber of Commerce
- Confederation of Greater Toronto Chinese Business Association
- Federation of Chinese Canadians in Markham
- Huadu Association of Toronto
- Huawei (Canada)
- Hong Kong Trade Development Council
- Merit Education
- Nanhai District (Canada) Association
- The Canadian Chamber of Commerce in Hong Kong
- York University

Mission Overview

Cities Visited: Beijing, Tianjin, Suzhou, Wuhan, Huadu, Jiangmen, Nanhai, Shenzhen and Hong Kong, November 21 – December 5, 2015



Mission Products

Delegation Brochures



Economic Development
Newsletters



Markham Bi-Lingual
Video



Summary of Meetings

Saturday, November 21 – Sunday, November 22: Toronto - Beijing
Monday, November 23: Beijing – Tianjin – Beijing

- Attend Canada & China Economic Investment Forum co-hosted by CGTCBA and Tianjin Industrial and Commercial Association: attended by over 200 local business executives.
- High level tour of Tianjin Hi-Tech Industrial Development Area.
- Corporate visit: Sugon, a leader in China's HPC (high-performance computers) sector, and the largest HPC manufacturer in Asia.
- Meetings with senior Tianjin Municipal Government Officials.
- Witness the signing of an inter-association cooperation agreement between CGTCBA and a local chamber of commerce.



Summary of Meetings

Tuesday, November 24, Beijing:

- Breakfast business briefing with Canadian Ambassador Guy Saint-Jacques in Beijing.
- Roundtable discussion with potential investors.
- Tour of Bank of China world headquarters in Beijing, and meeting with senior executives including Mr. Gao Yingxin, Executive Vice President.
- Private business meeting with Cybernaut Investment Group, potential investors.
- Corporate visit: CieNET to discuss relocation and expansion plans in Markham.
- Mayor's interview with CCTV journalists.



Summary of Meetings

Wednesday, November 25, Shanghai:

- Tour Shanghai Jiading Industrial Zone, industrial development by Shanghai Wangshi Industry (Group) Co., Ltd., parent company of Wyview Group, an investor in Markham.
- Meeting with Senior business executives and Officials of the Shanghai Jiading Industrial Zone.
- Tour and meeting with Shanghai Normal University, Tianhua College President Mr. Caifu Ye and Vice President Mr. Wen Shi: Markham presentation and Mayor's remarks.
- Reception hosted by Shanghai Association for Science and Technology.



Summary of Meetings

Thursday, November 26, Suzhou

- Visit Suzhou China-Singapore Industrial Park, the largest cooperative and highly successful project between the governments of China and Singapore.
- Site visit: Nanopolis Suzhou Co., Ltd., a leading nano technology R&D Centre, manufacturer and headquarter specializing in micro-nano manufacturing and systems.
- Lunch reception hosted by China (Jiangsu) International Cooperation Center for Science and Technology.
- Meeting with Jiangjiagang Vice Mayor Huang Xueyuan.
- Visit Suzhou “Humble Administrator’s Garden”, one of the Classical Gardens of Suzhou, and a World Heritage Site selected by UNESCO.



Summary of Meetings

Friday, November 27, Shanghai – Wuhan

- Breakfast meetings with Nantong businesses in Shanghai.
- Meeting with Wuhan Mayor Wan Yong to discuss economic and cultural collaboration plans for 2016 and beyond.
- Business reception hosted by Wuhan People's Government.
- Mayor's interview with Wuhan Television.



Summary of Meetings

Saturday, November 28, Wuhan:

- Canada-China Investment Forum: Keynote presentations by Markham, and delegation members including Remington, ventureLAB, Merit Education and ChoiTechAndLaw; attendance: 150 Wuhan business leaders.
- Business networking session at Wuhan Municipal Conference Centre.
- Tour of Wuhan Sino-French Ecological Demonstration City.
- Meet with Wuhan Sino-French Ecological Demonstration City Senior Officials to discuss business opportunities.
- Mayor's interview with Changjiang Weekly journalists



Summary of Meetings

Sunday, November 29, Wuhan-Huadu:

Wuhan -

- Visit Hong Shun Real Estate Development Group Headquarters in Wuhan.
- Witness the signing of collaboration agreement between Merit Education (Markham) and Hong Shun Group (Wuhan) on education projects.

Huadu -

- Networking session with Markham business owners in Huadu.
- Reception hosted by Mr. Zhao Long, Standing Vice Chairman, Huadu Overseas Chinese Friendship Association.



Summary of Meetings

Monday, November 30, Huadu-Jiangmen:

Huadu -

- Meeting with Huadu People's Government
- Visited Huadu Auto City and Dongfeng Nissan Presentation Centre at Huadu International Automobile Industry Base.
- Official reception hosted by Mr. Zhongjian Lin, District Chief, Huadu.

Jiangmen -

- Visited Binjiang New Town, a newly developed ecological city that focuses on advance manufacturing, big data and health industries.
- Unveiling of "Markham Road" in Binjing New Town.
- "Tree of Friendship" planting.
- Official meeting with Jiangmen Government.
- Official dinner reception hosted by Jiangmen new Mayor, Mr. Deng Weigan.



Summary of Meetings

Tuesday, December 1, Nanhai

- Attended “Markham Road” unveiling in Nanhai Hi-Tech Zone.
- Canada-China Investment Seminar: Markham keynote presentation; attendance: 150 local business executives.
- Business networking luncheon.
- Corporate visit: Guangdong Mona Lisa Group Co., Ltd., a large scale ceramic tiles and porcelain panels manufacturer that integrates scientific research and development, advance production and marketing.
- Signing of Cooperation Agreement with Nanhai, witnessed by Rachael Bedlington, Consul General of Canada in Guangzhou.
- Official dinner reception hosted by the People’s Government of Nanhai District



Summary of Meetings

Wednesday, December 2, Hong Kong

- Mayor's private meeting with Mamdouh Shoukri, President and Vice-Chancellor of York University and Jeff O'Hagan, Vice President, York University.
- Mayor's keynote address at York University Alumni Special Reception co-hosted by Markham, York University, and supported by Canadian Chamber of Commerce in Hong Kong: focused networking reception with York University alumni and business leaders in Hong Kong.



Summary of Meetings

Thursday, December 3, Hong Kong Convention and Exhibition Centre

- Attend morning session of Business IP Asia Forum, which promotes technology commercialization and IP trading; programs include plenary sessions and remarks by the Hon. C.Y. Leung, Chief Executive, Hong Kong Special Administrative Region of P.R. China; Francis Gurry, Director General, World Intellectual Property Organization.
- Visit World SME Expo, and Canadian Pavilion (Markham Booth): 9,000+ visiting SMEs from Hong Kong, China and around the world.
- Concurrent Inno Design Tech Expo and Hong Kong International Franchising Show.
- Guests of Hong Kong Trade Development Council at a high level Keynote Luncheon with business and political leaders in Hong Kong.



Summary of Meetings

Friday, December 4, Shenzhen:

- Corporate call to world headquarters of Huawei Technologies, greeted by Eric Li, Senior Vice President.
- Corporate visits to
 - DJI's headquarters, a market leader in drones and aerial photography systems.
 - Kangmei Pharmaceutical Co., Ltd., a publicly listed company in China that is engaged in the production and distribution of Chinese pharmaceutical productions.
- Tour Qianhai Shenzhen-Hong Kong Cooperation Zone, a modern demonstration area of Guangdong-Hong Kong cooperation in servicing modern innovative industries: finance, modern logistics, information services, and technology services and other professional services.



Media Coverage (GTA and in China):

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Changjiang Weekly

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Changjiang Daily

Jiangmen Daily

Mission Outcomes

Strengthened economic ties and promoted cultural exchanges

- Memorandum of Understanding signed between Markham and Nanhai on Cooperation in the year of 2016 in the areas of:
 - business exchanges;
 - 23rd World Overseas Chinese Cantonese Opera Culture Festival;
 - Markham-Nanhai-Shunde Food Festival
- Met Wuhan Mayor and discussed plans to celebrate 10th Anniversary of Markham Wuhan Sister City Relations
- Planted “Tree of Friendship” in Jiangmen



Mission Outcomes

Raised Markham profile in China:

- Unveiled two streets named “Markham Road” in China: Jiangmen, and Nanhai District:
 - **Jiangmen, Guangdong:**
 - Located in the newly developed Central Business District, **Jiangmen Binjiang New City**: 1,621 m. long, 25 m wide, first street in Jiangmen named after a non-Chinese city.



Mission Outcomes

Raised Markham profile in China cont'd:

- **Nanhai District, Foshan City, Guangdong:**

“Information Road” renamed “Markham Road”: located in centre of Foshan National Hi-Tech Industrial Zone and Shishan College Town, campus of 3 universities with 38,000 students, 3 kms long.



Mission Outcomes

Promoted Markham as a preferred location for investment

- Canada and China Economic and Investment Forums in Tianjin, Wuhan, and Nanhai
 - Attendance: over 500 local enterprises/business leaders
- Special event co-hosted with York University Alumni in Hong Kong
 - Increased Markham profile in the Hong Kong business community
- World SME Expo (Canadian pavilion), Business IP Asia Forum, Inno Design Tech Expo
 - Attendance: over 3,000 international delegates



Mission Outcomes

Made business connections:

- Visited 7 Hi-tech/Industrial parks:
 - Tianjin Hi-Tech Industrial Development Area, Shanghai Jiading Industrial Development Zone, Suzhou China-Singapore Industrial Park, Wuhan Sino-French Ecological Demonstration City, Binjian New Town, Huadu International Automobile Industry Base and Shenzhen Qianhai New District.
- Meetings with over 20 businesses in ICT, financial services, technology and creative enterprises, manufacturing (innovative consumer products), real estate development and professional services.
- Made over 800 business contacts.



Mission Outcomes

Strengthened technology ties:

- Connected and strengthened ties with
 - Shanghai Association of Science and Technology
 - Shanghai Normal University Tianhua College
 - China (Jiangsu) International Science & Technology Cooperation Centre
 - Hubei Chamber of Commerce



Mission Outcomes

Yielded business leads and opportunities for Markham businesses, examples:

- SmartRay established business relations with a 3D metal printer manufacturer.
- SmartRay connected with a supplier in Shenzhen, estimated purchase value of 2 million in 2016.
- Merit Education, a Markham education institution, entered into partnership with Hong Shun Group to establish “Merit Education Learning Centre” in Wuhan.
- A Markham delegate is planning to consolidate its operation and to expand in Markham.



Mission Outcomes

Encouraged business exchange which leads to potential investment in Markham:

- Cybernaut, CRCC, CleNET, DJI, Kangmei, - companies planning overseas investments expressed interests in Markham business opportunities.
- A high-level Wuhan East Lake Hi-Tech Development Zone Delegation is visiting Markham in March, 2016 to scout potential for investing in Markham.
- Nanhai Foreign Affairs Office is coordinating with Markham Economic Development Office to plan a trade and investment delegation to Markham in Fall, 2016.
- Generated interests in Markham's hi-tech and business park; resulted meetings with a high-tech company, a Markham based higher education institute and a Hong Kong based asset management company.



Post-Mission Survey Results

~ 69% responded: 18 respondents out of net 26 participants.

▪ Meet Delegation objectives:

100% of surveyed participants answered “yes” to the question

“Did the Trade Mission meet your objectives and to what extent?”

Comments:

- “Yes, this mission indeed expanded my horizon through the social networking perspectives. It inspires me to seek more business opportunities.”
- “For the part that I attended, I was exposed to potential opportunities that could help my Markham based business grow.”
- “I participated in the Mission in order to get a better sense of the PRC and specifically what was happening with the development of Eco-Cities in China.”

Post-Mission Survey Results

- **Mission improves company competitiveness:**

100% of surveyed participants answered “yes” to the question

“Did the Trade Mission provide you with new information or contacts that could improve and/or expand your company’s business objectives in China?”

Comments:

- “Yes. During the meetings and business activities, I acquired extensive and valuable resources in China, especially the connection with several business leaders and potential target markets I’m interested in.”
- “I met a number of people that will in future help our company in the pursuit of business in China and Hong Kong.”

Post-Mission Survey Results

- **Mission generates business opportunities:**

Business opportunities identified as a direct outcome of the meetings/events/tours that took place during the Mission:

	Short Term (1-3 years)	Long Term (3-5 years)	Maybe
Sales or Contracts	75%	100%	100%
Investment	30%	80%	100%
New Sources or Vendor Relationships	77%	80%	100%
Partnerships or Joint Venture Deals	67%	86%	100%
Educational/Market Research Benefits	71%	86%	100%
Enhanced Understanding of Chinese Market	92%	100%	100%

Post-Mission Survey Results

- **Mission facilities business opportunities:**

100% of surveyed participants rated the overall effectiveness of the Trade Mission in facilitating project discussions/opportunities among delegation members and with other GTA companies as either “Extremely Effective” or “Effective” .

Comments:

- *“We all live in a busy world. Spending 2 weeks together...gives us opportunity to explore common business interests and to find ways to collaborate.”*
- *“There were a number of people on the Mission that I will look forward to doing business with in the future.”*

Post-Mission Survey Results

- **Mission worth attending:**

17 out of 18 surveyed participants answered “yes” to the question

“Overall, given the outcome, was attending the Mission worth the investment in time and money?”

Comments:

- *“Very much so! This was a very valuable opportunity, and will help us develop a number of business opportunities that would not have been able to develop otherwise.”*
- *“I would say it is totally worth to invest my time and small fortune on it.”*

Post-Mission Survey Results

- Delegates will participate again:

17 out of 18 surveyed participants answered “YES” to the question

“Would you participate again in Markham’s future China Trade Missions?”

If so, why?”

Comments:

- *“Every time I attended this mission, I could always meet new people and fresh my mind to adapt this fluctuate business environment.”*
- *“As a global business based in Markham, China presents one of the largest potential markets in terms of consumers as well as joint research and development platform.”*

Participants' Comments

- *"I was very impressed by the organization of the trip. Thanks again to all those who made it happen!"*
- *"The Mission was well organized in acknowledgment of the various cities visited."*
- *"Stay at one city longer."*
- *"If we could stay longer in China that would be great."*
- *"The agenda was extremely tight. I would have appreciated more downtime built into the agenda to allow me to see the country and attend to work related matters back home."*
- *"More communication before the missions in order to have more ideas collected and shared."*
- *"Tight schedule in each city."*
- *"More time in southern part of China (such as Shenzhen, Hong Kong) and Shanghai."*



Follow-on Activities

- Celebration of Wuhan-Markham Sister City Relations 10th Anniversary in Fall, 2016.
- Markham to name “Wuhan Avenue”.
- Support Nanhai Chinese Opera Culture Festival and Food Festival organized by Nanhai District (Canada) Association, October, 2016.
- Markham Economic Development Staff to follow up on CleNET relocation.
- Markham Economic Development Staff to respond to follow up requests by potential investors.
- Recommendation: Markham to participate in Hong Kong Trade and Development Council Canadian Mission to Hong Kong for the “Belt and Road Summit” in May, 2016.

Testimonials

- It is a great experience!
- KUDOS to all the councillors and the entire staff of the City of Markham under the strong leadership of Mayor Scarpitti!...I look forward to the endless opportunities opened up by this trade mission. I have several options in 2015, e.g., City of Ottawa and Ontario Premier respectively organized trade missions to China all around the same time as the one organized by Markham and the CGTCBA. However, I chose to join the one organized by Markham, and I'm very happy with the decision that I made. I really appreciate all the hard work, enthusiasm, and strong support of the CTM2015 organizers, Mayor Scarpitti and his entire team.

~ Janet Yu, The Jason Yu Team
- The trade mission was extremely well organized and then very successfully executed.... the mission was very effective as a means of maintaining the important business and economic connections between Markham and many of the cities we visited in China, including helping to build and maintain Markham's brand as Canada's "Silicon Valley North" ... this trade mission provided us with a very timely opportunity to see a great deal of the PRC in a very short period of time. We were not disappointed....and the access to key government and business people was extensive. I think the Mayor, his team, including Stephen Chait and Sandra Tam, and Markham Councillors Alan Ho and Nirmala Armstrong, were extremely effective and articulate representatives for Markham's business and economic interests, and if possible, they should be encouraged to repeat their trade mission efforts on a regular basis.

~ Amelia Choi, ChoiTechAndLaw Professional Corp.

~ Craig Applegath, Principal, DIALOG

Testimonials

- This letter is to express my deepest gratitude to you (Mayor Scarpitti) for the opportunity to participate in the Trade Mission to China and Hong Kong.....it was a delight and treat for us to be with remarkable business associates for two weeks to learn, understand and appreciate the business opportunities in China. I would like to congratulate the City of Markham and the organizers of this trade mission..... your commitment to the delegation was remarkable, from the beginning of the journey, prior to departure at the Airport to the end in Hong Kong. You spent much of your personal time with the Delegation during to ensure that every participant had a plenty of is networking opportunities with appropriate business institutions in China..... In conclusion, do keep up the good work of furthering City of Markham's economic outreach ties with China and we look forward to joining with you on your next trade mission to China.

~ Shelvan Kannuthurai, President & CEO, Metrozen Canada Inc.