



Report to: Economic Development Committee      Date Report Authored: March 10, 2015

---

**SUBJECT:** Advance Business Mission To China May 8 – May 20, 2015  
**PREPARED BY:** Sandra Tam, Sr. Business Development Officer, ext. 3883

---

**RECOMMENDATION:**

- 1) That the report titled “Advance Business Mission To China May 8 – May 20, 2015” dated March 10, be received;
- 2) That the City be represented by Chair of Economic Development Committee (A. Chiu), and one Senior Business Development Officer (S. Tam);
- 3) That the total cost of the mission not exceed \$6,000.00 and that it be expensed from within the 2015 International Investment Attraction account 610-998-5811;
- 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 obtain Council’s approval for the Chair of the Economic Development Committee and one Economic Development Staff to travel to China from May 8 to May 20 to make necessary arrangements for the planned Markham Trade Mission to China (November – December, 2015).

Markham has been invited by the Confederation of Greater Toronto Chinese Business Association (CGTCBA) to lead its upcoming trade and investment mission to China this November. This business mission 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.

An advance business mission to China is supported (and partially financed) by the local Chinese Canadian business associations to make arrangements for the trade mission to ensure that it achieves its objectives of strengthening trade links and enhancing business exchanges.

**BACKGROUND:**

Not applicable.

**OPTIONS/ DISCUSSION:**

Markham's Economic Development Strategy "Markham 2020" and the Economic Development Marketing Program include a priority focus on China. Markham has a long history of developing and promoting economic, business and cultural exchanges between Markham and its key strategic alliances in China. Past trade missions have been successful in building the "Markham" brand in China, and resulted in increased business and cultural exchanges between Markham and its business partners in China in recent years. These activities were successful in generating interest in investment opportunities in Markham and attracting foreign direct investments.

For the past four years, Markham has experienced high levels of foreign direct investment from China in three strategic economic sectors: targeted business sectors (ICT, finance, digital media), commercial real estate, and education. Highlights include relocation of Bank of China (Canada) headquarters from downtown financial core to Markham, expansion of Huawei Technologies (Canada), as well as recent relocation and expansion of Lenovo headquarters. Since 2011, Markham has recorded a total of 700 full-time jobs, \$40.0 million in annual employment plus approximately \$4.5 million annual municipal tax revenue.

As well, acquisition of land by Chinese investors for immediate development of commercial and mixed-use developments is valued in excess of \$150.0 million.

It is important that Markham participates in the proposed business mission to China to continue to:

- build the relations and to achieve both foreign direct investment and business retention and expansion objectives;
- set up and strengthen sister city and Hong Kong relations;
- pre-arrange business to business meetings;
- promote sector specialties: medical and life sciences; education and financial services; and engineering.

The Economic Development Committee Chair and Staff will be accompanied by James Tam, President, Xiamen Overseas Chinese Association; Hanson Tang, President, Nanhai District (Canada) Association and Roberto Wu, President, Huadu Association of Toronto. These three associations are Markham-based and a majority of their members are Markham residents and entrepreneurs who have been strong promoters of Markham business and investment opportunities and active in fostering economic and cultural exchanges. Due to these relations, COIP (Chamber of International Commerce) Xiamen Liaison Office in Canada was officially set up in Markham last August to further foster business opportunities between Markham and Xiamen.

The mission is planning to visit Markham's key strategic partners in China including Wuhan (Markham's only sister city in China), Xiamen, Huadu, Jiangmen, Nanhai, Foshan and Hong Kong between May 8 and 20.

The objectives of this Advance Business Mission to China are to make the necessary arrangements for the larger November to December Trade Mission and in particular:

- To discuss November to December Trade Mission programs with Chinese partners;
- To strengthen ties with Wuhan, Markham's sister city in China;
- To advance relationship with Xiamen, and to prepare for elevating from "friendship city" status to "sister city" relations in November this year;
- To promote technology exchanges with Hong Kong and to discuss the signing of a new cooperation agreement with the Hong Kong Science and Technology Park in November.

In support of the "Think Asia, Think Hong Kong" event to be hosted by the Hong Kong Trade Development Council on June 8 in Toronto, the Economic Development Committee Chair and staff will join Markham based life science companies in Hong Kong to attend the Hong Kong International Medical Devices and Supplies Fair to explore business opportunities and to promote Markham.

#### **FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)**

The business mission is supported by both the Xiamen Overseas Chinese Associations and Nanhai District (Canada) Association who are also responsible for managing the planning and logistics. Markham is responsible for international and domestic airfares as well as accommodation and meals in Hong Kong for two Markham representatives. Accommodations (except in Hong Kong), ground transportation and most meals in China will be provided by the two associations and local municipal partners.

The total cost of the May 8-20 mission will not exceed \$6,000.00

#### International & domestic air tickets:

Chair of Economic Development & Senior Business Development Officer (@ \$2,000.00/person)	\$4,000.00
Accommodation/Meals in Hong Kong	1,000.00
In-Market Logistics, protocol services	1,000.00
Design, translation, production of marketing Materials	(In-House)
Total:	\$6,000.00

To be funded from the following account:

International Investment Attraction	610-9985811
-------------------------------------	-------------

---

**HUMAN RESOURCES CONSIDERATIONS**

No applicable.

**ALIGNMENT WITH STRATEGIC PRIORITIES:**

The “Advance Business Mission To China” is an integral part of the Markham’s 10-Year Economic Strategy, “Markham 2020”. The Program addresses the objective of building Global Markham and Branded Markham.

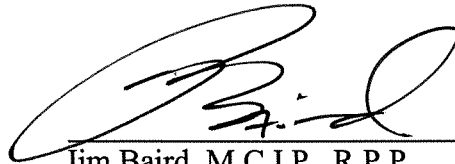
**BUSINESS UNITS CONSULTED AND AFFECTED:**

Financial Services.

**RECOMMENDED BY:**



Stephen Chait, EcD., CMC  
Director, Economic Development



Jim Baird, M.C.I.P., R.P.P.  
Commissioner of Development Services

**ATTACHMENTS:**

A. Proposed Memorandum of Understanding for Twinning between Markham and Xiamen

Attachment A:

(DRAFT)

AGREEMENT ON THE ESTABLISHMENT OF FRIENDLY  
COOPERATIVE RELATIONS BETWEEN THE CITY OF MARKHAM,  
ONTARIO OF CANADA AND XIAMEN, FUJIAN OF PEOPLE'S  
REPUBLIC OF CHINA

In accordance with the principles of the Joint Communiqué on the Establishment of Diplomatic Relations Between the People's Republic of China and Canada, to further enhance mutual understanding and friendship between the Chinese and the Canadian people, and to consolidate and develop bilateral friendly cooperation, the City of Markham, Ontario of Canada and the City of Xiamen, Fujian Province of People's Republic of China decide, through friendly consultation, to establish friendly cooperative relations.

1. The two parties will, in accordance with the principles of equality and mutual benefit, carry out exchanges and cooperation in various forms with respect to the economics and trade, science and technology, education, culture and other fields of mutual interest to promote prosperity and development.
2. Both cities will promote the above-mentioned exchanges, and will mutually support and take an active part in each other's important activities.
3. Leaders of the two cities will meet regularly at a mutually agreed time to discuss upon the exchange and cooperation program between the two parties. The Economic Development Department of the City of Markham and the Xiamen Municipal Foreign Affairs Office will be responsible for the coordination and liaison of the friendly exchanges.
4. Both cities will promote people-to-people exchanges to enhance the understanding and friendship of the citizens in two cities, and play as a platform to provide convenience to each other's citizens.
5. This Agreement was signed in Xiamen on May 13, 2015. This document is prepared in duplicate in English and Chinese. Both texts are equally authentic.

---

City of Markham  
Ontario, Canada

---

City of Xiamen  
Fujian, P.R.China