



**Markham – Confederation of
Greater Toronto Chinese Business
Association (CGTCBA)
China Trade Mission 2012:**

**Report on Outcomes and Activities
November 21 – December 6, 2012**

Presentation to Economic Development Committee

March 5, 2013



Overall Mission Objectives

- Strengthen business links with key strategic partners in China
- Advance Economic Development Programs in sister and friendship cities
- Develop business to business and government to government links to enhance market growth opportunities
- Promote Markham as the prime business and investment destination for China
- Learn about innovative companies and organizations in China

Focus on four industry verticals

- Convergence of Life Sciences and ICT
- Financial Services
- Professional, Scientific and Technical Services (engineering, architecture, planning, etc.)
- Higher Education

Mission Overview

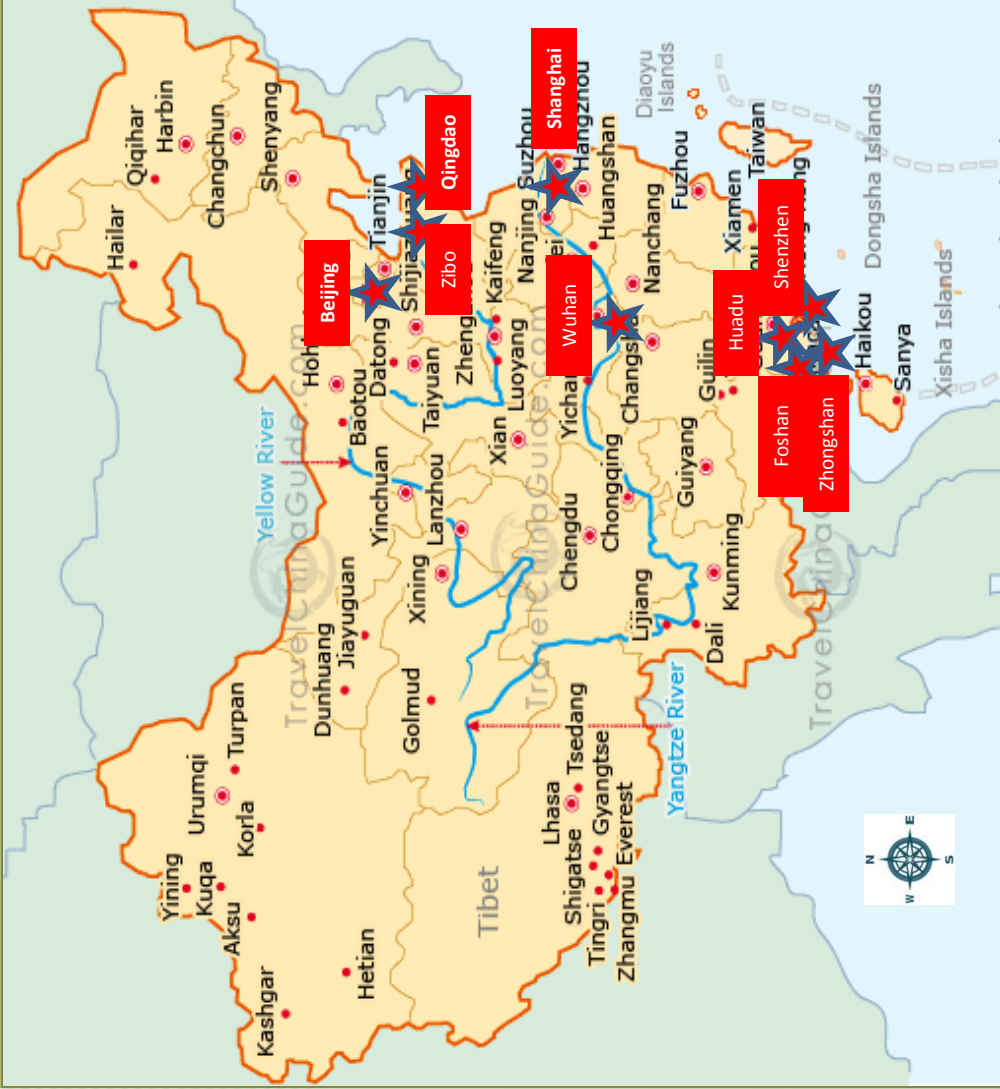
- **Organizer:** Confederation of Greater Toronto Chinese Business Association (CGTCBA)
 - Richmond Hill and Markham Chinese Business Association
 - Mississauga Chinese Business Association
 - Scarborough York Region Chinese Business Association
 - Toronto Chinese Business Association
- **Total Number of Participants: 71**
 - 4 Mayors: Markham, Barrie, Brampton, Oakville
 - 2 Deputy Mayors: Vaughan and Clarington
 - 5 City Councillors
 - 11 Senior Economic Development Staff (Commissioners, Chief of Staff, Directors, Business Development Officers)
 - 2 Educational Institutions: Seneca College, York University (VPs)
 - Businesses sectors represented: Hi-Tech, Professional Services, Real Estate Development, Financial Services and Education etc.
- **Markham Delegation: 34**

- ❖ Bank of China (Canada)
- ❖ BDO Canada LLP
- ❖ BDO China Shu Lun Pun
Certified Public Accountants LLP
- ❖ Confederation of Greater Toronto
Chinese Business Association
- ❖ Federation of Chinese Canadians
in Markham
- ❖ Foshan Association of Toronto
- ❖ Huadu Association of Toronto
- ❖ Huawei Technologies Canada Co., Ltd.
- ❖ Leung & Company Chartered Accountants
- ❖ Merit Education
- ❖ Miller Thomson LLP
- ❖ Nanhai District (Canada) Association
- ❖ Patrick Yung Design Inc.
- ❖ ZTE Canada Inc.

Acknowledgement

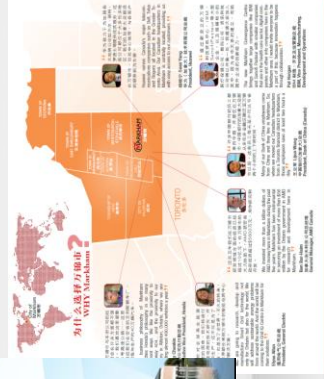
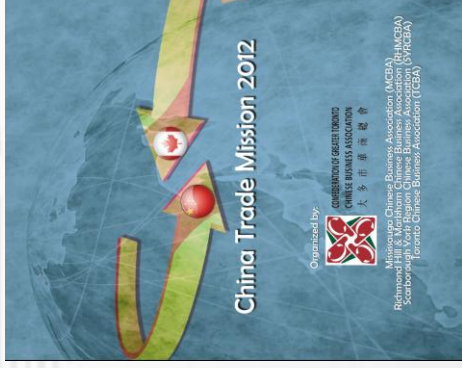
- Partners in Success

Mission Overview Cont'd

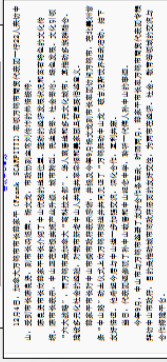


Mission Outcomes

- Delegate Brochure
 - Economic Development Newsletter
- Over 500 copies distributed at all meetings



- **Media Coverage (GTA and in China):**
 - in print, online, radio & television.



Economist & Sun



Markham firms ink deals in China

January 22, 2013

The trade mission also met with the Chinese National Chamber of Commerce and the China Federation of Industrial Economic Societies. The mission's first meeting with the Chinese National Chamber of Commerce was held on 16 May. The mission's first meeting with the China Federation of Industrial Economic Societies was held on 17 May. The mission's first meeting with the Chinese National Chamber of Commerce was held on 16 May. The mission's first meeting with the China Federation of Industrial Economic Societies was held on 17 May.

Markham company,
and Technology.
Meanwhile, the provi



Markham, Ontario
FRIENDSHIP YEAR
City Councilor Mae He (left), Alan Chiu (right) and Mayor Frank Scarpitti show off the engraved names placed in front of a 1988 planned in Haidi, a district in Guangdong, China, for this city's new friendship pact with Markham. Scarpitti and 24 Markham councilors and city staff traveled to Haidi in December 1990. The city's new friendship pact with Markham was signed in 1991. The photo was taken by the Markham City Council.

China Daily, Jan 25, 2013



2013年1月19日 星期六
www.mingpao.com

薛家平率團訪華成果豐碩
與穗花都區及武漢簽友好城市協議

[illegible]

萬錦市長蘇平(中)、市議員何朝景(左)、
惠善江(右)於中國花都種植「友誼之樹」。

Mission Outcomes Cont'd

- **A total of 4 agreements signed:**

Strengthened economic ties and promoted cultural exchanges:

- Renewed sister city relationship with **Wuhan**
- Renewed friendship city relationship with **Huadu**

Developed new relationships: signed friendship city relations Memorandum of Understanding (MOU) with 2 cities:

- **Zibo**
- **Foshan**

- **Qingdao and Markham agree to establish friendship city relationship by signing an MOU when Qingdao visits Markham in 2013.**

Mission Outcomes Cont'd

- **Made businesses connections:**

- Visited 12 hi-tech/industrial parks:

Qingdao Hisense Industrial Zone, Qingdao Gao Hsin Development Zone, Zibo national Hi-Tech Industrial Development Zone, Shanghai Knowledge and innovation Community, National University Science Park of Shanghai University of Finance and Economics, Tsinghua University Science Park, Zhongguancun Science Park, Wuhan Economic and Development Zone, Wuhan East Lake High-Tech Development, Huadu International Automobile Industry Base, Nanhai HAO Science Park, and Shenzhen Hi-Tech Industrial Park.

- Meetings with over 20 businesses in ICT, financial services, manufacturing (LED, fiber optics, consumer products), real estate development and professional services.
- Made over 800 business contacts.
- Connected and strengthened ties with TUSPark, Shanghai Association of Science and technology, Huazhong University of Science and Technology and Shanghai University of Finance and Economics.

Mission Outcomes Cont'd

- **Yielded business leads and opportunities for Markham businesses, examples include:**

- MGPI established business relations with the group of companies that built the Yangpu digital 3D display to use the technology in Markham and other cities in Canada.
- MGPI will be receiving representatives of a prominent Chinese IT company in Beijing in March to discuss joint partnership opportunities.
- CDPC (Chantal Desloges Professional Corp.) is engaged in discussions with a number of prospect clients
- CDPC has also entered into cooperative alliances with prominent law firms based in Shanghai and Beijing respectively for client referrals .
- Macera & Jarzyna LLP received leads from fellow delegates and is engaging in on-going discussions.
- Macera & Jarzyna LLP was invited by Party Group Secretary Director of Kunming to visit Kunming to exchange ideas for future cooperation.
- Macera & Jarzyna LLP also received referrals from various science parks and fellow law firms in Shanghai and Wuhan.

Mission Outcomes Cont'd

- **Yielded business leads and opportunities for Markham businesses cont'd:**
 - Through Shenzhen Trade Office, Markham Economic Development staff connected with SmartRay Inc., a Markham-based LED lighting design, manufacturing and distribution company, to assist in its growth plan.
 - Merit Education, a Markham education consulting company signed a letter of intent with Wuhan Huazhong University of Science and Technology cooperate on education exchanges.
 - Seneca is establishing new relationships with universities in Wuhan that has potential for student recruitment and faculty exchange.
 - Seneca developed new contacts with Chinese businesses for corporate training.
 - Seneca met with Zhongshan officials and the head of Dr. Sun Yat-sen School and discussed potential pathways for students for Seneca.

Mission Outcomes Cont'd

- **Encouraged business exchange which leads to potential investment in Markham:**
 - A Canadian delegate decided to purchase a building in Markham to house its 62,000 sq. ft sales/warehouse/IT operation.
 - A high-level Qingdao Bio-Tech and Oceanic Research Delegation visited Markham in mid-February, 2013, to scout potential for investing in Markham.
 - Qingdao Municipal Foreign Affairs Office and Qingdao National Hi-Tech industrial Development Zone are coordinating with Markham Economic Development Office to plan two trade and investment delegations to Markham in 2013.

Recent Qingdao Delegation to Markham

February 19 -22, 2013

Markham Stouffville Hospital



TEVA Canada Ltd.



GE Grid IQ Innovation Centre



IBM Software Lab.



Post-Mission Survey Results

~ 62% responded: 16 respondents out of net 26 participants.

Positive responses:

1. 100% of surveyed participants rated the overall effectiveness of the China Trade Mission in facilitating project discussions/opportunities with the delegates and other GTA companies either “Extremely Effective” or “Effective”.
2. Over 90% of surveyed participants answered yes to the following questions:
 - Did the Trade Mission meet your objectives?
 - Did the Trade Mission Provide you with new information or contacts that could improve and/or expand your company’s business objectives in China?
 - Overall, given the outcome, was attending the mission worth the investment in time and money?

Post-Mission Survey Results Cont'd

3. Business opportunities identified as a direct outcome of the meetings that took place during the China Trade Mission:

	SHORT TERM (1-2 Years)	MEDIUM TERM (3-5 Years)	LONG TERM (Beyond 5 Years)
Sales or Contracts	83%	75%	67%
Investment	67%	50%	33%
Partnership or Joint Venture Deals	82%	100%	100%
Educational/Market Research	100%	100%	100%
Personal Gain (broadened perspective etc)	100%	100%	75%

4. All respondents answered “YES” to participate in Markham’s future trade missions to China.

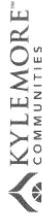
Delegate Feedback

- “This is the first trade mission I participated with Markham. I made many business connections and brought back a few solid leads. Great trip, lots of fun, thanks for organizing it!”
~ Patrick Sun, President, MGP Information Systems Ltd.
- “Very good investment by the City of Markham. I’m certain that the relationship building with other municipalities and large corporations will yield results.”
~ Daniel Atlin, VP, Seneca College
- “ ... The trade mission is very well planned and efficiently/effectively executed... Overall, it’s fantastic... I’m very proud of the Markham team under the leadership of Mayor Scarpitti for consistently demonstrating strong teamwork and working relentlessly throughout the trip in promoting the city, strengthening relationships with China and promoting trade.”
~ Amelia Choi, Intellectual Property Lawyer

Delegate Feedback Cont'd

- *“The organizational skills, dedication “to go beyond” by Stephen Chait and Sandra Tam left a great impression Markham to both the Chinese and Canadians, while there, before and afterwards. Our Mayor is the greatest asset in leaving an impressive mark for Markham, wherever he goes.”*
~ Dr. Ken Ng, President, FCCM.
- *“The organizers and the representatives from the city have done a great job. Thank you.”*
- *“Overall a good value. I would recommend such a mission to other businesses in Markham.”*
- *“Very fulfilling and a real relationship builder.”*

Delegate Feedback Cont'd



February 7, 2013

Sandra Tam
Senior Business Development Officer
Economic Development Department
City of Markham
101 Town Centre Blvd.
Markham, ON
L3R 9W3

Dear Sandra,

I am writing to share my thoughts as a participant on the 2013 China Trade Mission. As a first-time visitor to China, it was a trip of enormous discovery. Everyone we met, from the time we landed to the time we left for home was extremely hospitable and generous with their time and knowledge.

Our itinerary was well planned and we covered a lot of ground during our time in China. I was both surprised and pleased that so many people we met had a strong connection to Markham and in fact, many knew of Angus Glen Community and a few were owners of a Kylemore home.

I came home believing that there was both a strong interest and desire to invest in Canada and in the GTA in particular, and that our Chinese hosts were equally interested in attracting business to their Cities.

I was impressed by the country's size and different climates. What really struck me was how populous and dense the Cities are, something you cannot imagine unless you experience it for yourself. I also appreciated the cutting-edge approach to architecture and design of the buildings. The issues they have due to growth are similar to the GTA, but in a much larger context such as traffic, congestion and infrastructure growth. However, their resolve to solving these problems is much greater than ours. Every City had subways, freeways and walking overpasses under construction. While we talk, the Chinese do. This is what happens from strong Government funding.

For the past 17 years, Kylemore has been building homes and communities in York Region. Many of our buyers are from China or of Chinese heritage. This was a great opportunity for me to experience a glimpse of their country and learn more of the culture. I have no doubt I will return to China again.

Sincerely,


Patrick O'Hanlon
President

KYLEMORE COMMUNITIES
10080 KENNEDY ROAD, MARKHAM, ONTARIO L4C 1N9 TEL: 905-887-5799 FAX: 905-887-5197
www.kylemorecommunities.com

*"Our itinerary was well planned and we covered a lot of ground during our time in China.....
I came home believing that there was both a strong interest and desire to invest in Canada and in the GTA in particular, and that our Chinese hosts were equally interested in attracting business to their Cities....."*

~Patrick O'Hanlon, President, Kylemore Communities

Overview of Mission Itinerary

Qingdao: Summary of Meetings

- High level tours of Qingdao National Hi-Tech Industrial Development Zone and Gao Hsin Development Zone.
- Meeting with senior executives of Hisense Group – a leading global electronic and information conglomerate.
- Visited Qingdao International Animation and Game Industrial Park.
- Meetings with Qingdao Municipal Government.
- Meetings with Bureau of Commerce.
- Visited Qingdao First Institute of Oceanography – the leading oceanography research centre in China.



Mayor Scarpitti, Regional Councillor Landon,
Councillor Ho and Economic
Development Director Chait meeting with senior
executives of Hisense Group In Qingdao.

Zibo: Summary of Meetings

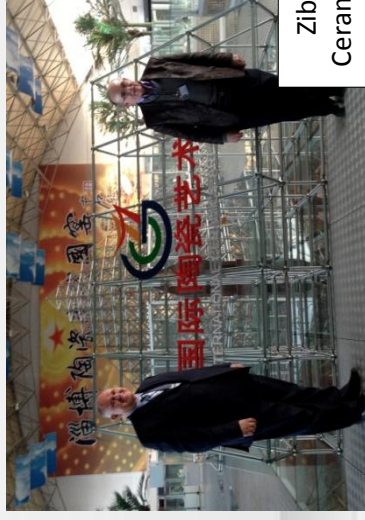
- Meeting with Deputy Mayor and senior government officials in Zibo and signed MOU to formalize friendship city relationship.
- Discussed business opportunities with Bureau of Commerce.
- Meeting and tour of Zibo Maternal and Child Care Hospital which ranked the first in the Shandong Province and the fifth in China.
- Visit to Zibo Chinese Ceramics Museum.



Mayor Scarpitti meets with Zibo Deputy Mayor.



MOU signing ceremony in Zibo.



Zibo Chinese Ceramics Museum

Shanghai: Summary of Meetings

- Canada-China Trade Mission Conference and panel discussion hosted by CGTCBA, attended by over 200 local senior business executives.
- Focused business seminar and networking event co-hosted by BDO Canada, BDO China and Miller Thomson LLP (Markham office): Business presentation, networking and seminar.
- Business reception hosted by Shanghai Association of Science and Technology.
- Visited Yangpu business and industrial parks that have a focus on innovation: Urban Planning Exhibition Hall, Shanghai International Design Loft, Knowledge and Innovation Community and International Fashion Centre.



Shanghai: Summary of Meetings cont'd

- Visited National University Science Park of Shanghai University of Finance and Economics (SUFE)
- Corporate visit to North America Plaza, built by a Markham business.
- Meetings with Mayor Xingming Jin, Yangpu District, and Mr. Weiguo Wu, Vice-Chair of Yangpu People's Congress Standing Committee, who has been a catalyst in facilitating exchanges between Markham and Yangpu District.



Beijing: Summary of Meetings

- Visited Zhongguancun Science Park, Beijing headquarter to discuss technological and business opportunities.
- Toured TUSPark (Tsinghua University Science Park, Beijing), the largest university science park in the world, an important platform in China for promoting innovation and technology.
- Roundtable discussion with Deputy Director General Fan Quichen, Ministry of Commerce, P.R. China.
- Business briefing with Canadian Ambassador Guy Saint-Jacques at the Canadian Embassy in Beijing.



Beijing: Summary of Meetings cont'd

- Canada-China Economic Development & Investment Forum at Fangshan District, co-hosted by CGTCBA and National Development and Reform Commission (NDRC): Business presentation and networking.
- China-Canada Economic, Trade and Investment Fair (Xiangtan).
- Tour of Bank of China world headquarters in Beijing and meeting with senior executives including Vice President Yue Yi and General Manager Madam Song Lianru. The Markham delegation was greeted by Vice President Wang Heng from Bank of China (Canada) on behalf of President Lijun Wang.



Wuhan: Summary of Meetings

- Business networking session at Wuhan Economic and Development Zone (WEDZ).
- Visited Huazhong Institute of Science and Technology (HUST) and witnessed signing of Letter of Intent to cooperate on education exchanges between a Markham based business and HUST.
- Business reception at East Lake High-Tech Development Zone.
- Visited Wuhan National Laboratory for Optoelectronics.
- Toured FiberHome Technologies, a leading ICT service and solution provider and a core business in Wuhan Optics Valley of China.

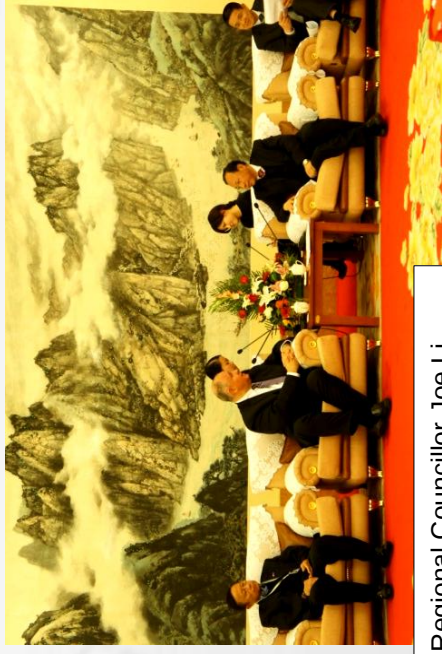


Wuhan: Summary of Meetings cont'd

- Renewed sister city relationship which has been in place since 2006 and signed MoU with Executive Vice-Mayor Yaobin Jin.
- Business reception hosted by former Vice-Mayor Shanla Yuan, who visited Markham in 2006 and received the Markham Trade Mission in 2008.
- Business reception hosted by Vice-Minster Jitang Hu, Wuhan Overseas Friendship Association.

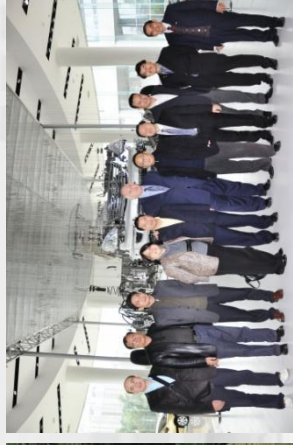


Mayor Scarpitti, accompanied by Regional Councillor Joe Li and Councillors Alex Chiu and Alan Ho as the Executive Vice-Mayor of Wuhan, signs a MoU renewing the sister city relationship .



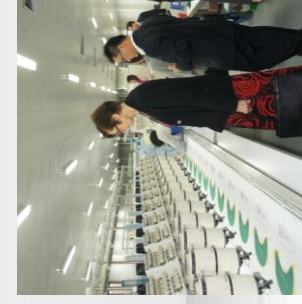
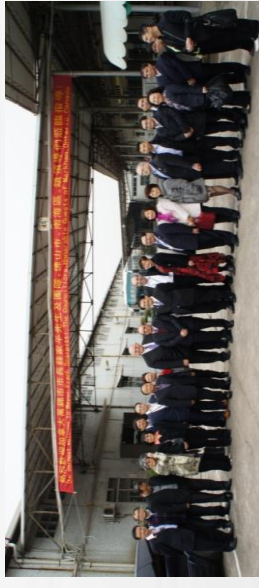
Huadu: Summary of Meetings

- Renewed MoU (Memorandum of Understanding) with District Chief Mr. Zhongjian Lin and Lung Zhao, Standing Vice-Chairman.
- Visited Huadu Auto City and Dongfeng Nissan Presentation Centre at Huadu International Automobile Industry Base.
- Site visit: Honglitrionic, a publicly listed LED products manufacturer and researcher.
- Friendship Tree planting ceremony at Huadu People's Park to commemorate Markham-Huadu new friendship agreement.



Foshan: Summary of Meetings

- Signed MoU (Memorandum of Understanding) to establish friendship city relationship.
- Reception hosted by Mr. Zifu Li, Executive Vice-Mayor of City of Foshan
- Reception hosted by Mr. Canru Zheng, Mayor of Nanhai District.
- Visited HAO Science Park, Ruizhou Technology
- Corporate visit: Mei Fat Hats International Manufacturing Co. Ltd., a Markham-based business.
- Visited Foshan Ancestral Temple, a key cultural relic of Guangdong province.



Zhongshan: Summary of Meeting (half day)

- Dr. Sun Yat-sen Memorial.
- Site visit: Dr. Sun Yat-sen Memorial School.
- Reception and meeting with Mr. Liangxian Chen, Mayor of Zhongshan, and Mr. Yurong Feng, Vice Mayor.



Shenzhen: Summary of Meetings

- Site Visit: Shenzhen Hi-Tech Industrial Parks - business presentation and networking.
- Corporate calls to world headquarters of
 1. Huawei Technologies, greeted by President Sean Yang, Huawei (Canada), Canadian headquarter in Markham.
 2. ZTE Corporation
- Reception and meeting with Mr. Ruifeng Lu, Executive Vice-Mayor and Mr. Richard Zhong, Director, Wuhan Foreign Affairs Office.
- Mayor interview with Shenzhen Special Zone Daily.



Follow-on Activities

- Qingdao Foreign Affairs Office and Qingdao Technology Park will be visiting Markham this year to further discuss business exchanges and investment opportunities.
- Follow up on potential investment leads for Markham referred by Shenzhen Foreign Affairs Offices.
- Continue to partner with China's Foreign Affairs Offices to cross promote bi-lateral trade opportunities and to advance MoU objectives.
- Attend Hi-Tech Expos and conferences in Shanghai and Shenzhen in 2013.
- Engage in discussion with Zhongguancun Science Park both in Beijing and Toronto on programs to support innovations and entrepreneurship.

Follow-on Activities Cont'd

- Markham was offered the opportunity to post a free one-page advertising in the “Foreign Investment in China” magazine, a prominent business magazine published by the Ministry of Commerce, P.R. China.
- Markham was invited by Wuhan to be featured in a looping video showcasing its sister cities.
- Markham to name “Wuhan Avenue” and “Nanhai Road”.
- A Foshan lantern exhibition in Markham is being planned.
- Markham Economic Development Staff and Jeremy Laurin, President and CEO, ventureLAB are invited to attend the top technology show in China: the China Hi-Tech Fair (CHTF) in Shenzhen, November 16-21, 2013.

Thank You!

“we could not be happier to be aligned with the City of Markham. Under the leadership of Mayor Frank Scarpitti, Councillors Chiu, Li, Ho and Landon together with Mr. Stephen Chait, Ms Sandra Tam and the CGTCBA organizing committee, we were granted unprecedented access to important Chinese officials and business leaders at each stop on our busy itinerary. Our Chinese counterparts welcomed us with a genuine desire to learn about our business and to explore opportunities for cooperation. Although these introductions are an invaluable first step towards partnership building, my experience has taught me that developing concrete commercial opportunities with our Chinese partners requires patience: simply put, trust is a precondition for all business relationships and trust must be earned through genuine effort, consistently demonstrated over time. This is where I believe the Mayor, the Councillors and their economic development team at the City of Markham truly excel and distinguish themselves - after each trade mission, our firm has received tremendous support from the City of Markham, and indeed from many of our fellow delegates through on-going introductions, referrals and information exchange. I am confident that the tangible benefits of participating in this China Trade mission will continue and I look forward to building on this experience to forge an even stronger relationship with the City of Markham and my fellow delegates by assisting them however I can.”

Kenneth Ng,
Managing Lawyer
Chantal Desloges Professional Corporation