



Report to: Economic Development Committee

Date Report Authored: June 12, 2012

SUBJECT: Markham's Participation in the Greater Toronto Chinese Business Association China Trade Mission November 21 – December 5, 2012

PREPARED BY: Sandra Tam, Sr. Business Development Officer, ext. 3883

RECOMMENDATION:

- 1) **That** the report entitled "Markham's Participation in the Greater Toronto Chinese Business Association China Trade Mission November 21 – December 5, 2012" be received.
- 2) **That** the Town be represented by a five person delegation composed of the Mayor, the Chair of the Economic Development Committee, one Council Member, the Director of the Economic Development Department, and one Senior Business Development Officer.
- 3) **That** the total cost of the mission not exceed \$53,600.00 and be expensed from within the 2012 Economic Alliance Program 610-9985812 (\$30,600.00), the Business Marketing Account 610-9985808 (\$11,000.00), and the Economic Development Business Travel Account 610-9985201 (\$12,000.00).
- 4) **And 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 obtain Council's approval for Markham to participate in the Greater Toronto Chinese Business Association China Trade Mission 2012 from November 21 to December 5.

The business mission to China is an integral part of the Town's 10-Year Economic Strategy, "Markham 2020". The Mission focuses on several of Markham's targeted economic sectors, the convergence of ICT and life sciences, green technology and Financial Services. It also addresses the objective of building Global Markham and Branded Markham.

BACKGROUND:

The Economic Development Strategy, "Markham 2020" and the Economic Development Marketing Program include a priority focus on China and India. Markham has a long history of developing and promoting economic, business and cultural exchanges between Markham and its key strategic alliances in China. There are regular communications by staff and the Town has received numerous international visitors and formal delegations from China, including Yangpu (Shanghai), Wuhan, and Shenzhen etc. Though there are already strong business and cultural ties between Markham and these cities, the Town

and Mayor Scarpitti have not been able to journey to China on a regular basis to reciprocate with our economic alliance partner. The Town has received repeated invitations by the China counterparts to visit China to facilitate further business exchange, but has declined most of these invitations since its last Trade Mission to China in 2008. The Trade Mission, co-organized by the Richmond Hill Markham Chinese Business Association and the Markham Board of Trade, was successful in generating interest and investment opportunities in Markham. Yet, since then, the Town has not participated in any trade missions to China, including the GTA Mayors' China Trade Mission 2010, which although Markham was an important component, Mayor Scarpitti had to decline to participate due to legislative agenda and commitments. It is therefore important that Markham participates in the proposed Trade Mission this year to ensure Markham remains a leader in fostering international trade.

OPTIONS/ DISCUSSION:

The Confederation of Greater Toronto Chinese Business Association (CGTBA) has invited Markham to participate in a trade and investment mission to China in November, 2012. The GTA mission aims at further strengthening and promoting economic, business and cultural ties between the Greater Toronto Area and key cities in China. The Markham delegation will be led by Mayor Frank Scarpitti and will include companies and institutions in the hi-tech, real estate, medical/health care and financial services sectors. The delegation will travel to Qingdao, Shanghai, Beijing, Wuhan, Huadu, and Shenzhen.

Markham's commitment to strengthening economic development relations with China will lead to increased trade and investment opportunities for Markham and its business communities. Business missions have been part of the Economic Development Department's economic strategy since 1990. The mission builds on Markham's successful mission to China in 2008 and subsequent business visits by individual staff and elected officials, and allows strengthening of international partnership for economic development in Markham. Several key cities that are considered as economic powerhouses in China are identified as Markham's strategic partners and Markham has successfully established long term economic relationships with them. Markham has built a particularly strong relationship with Zhongguancun Science Park, Beijing since its Toronto office was set up in Markham more than 8 years ago; the City of Wuhan has a sister city relationship with Markham, and Markham has received several inbound delegations from Yangpu (Shanghai) since its last visit in 2008. Another important destination is Shenzhen, where the parent headquarters of Huawei Canada is located, and from which Markham received a municipal delegation in March 2012. These cities (see profiles of cities Appendix B) are keen on building stronger economic ties with Markham to promote bi-lateral business and trade opportunities.

Earlier in 2012, Regional Councillor Gordon Landon conducted a business visit to several Chinese markets, including Qingdao, Zibo, and Yantai. As a result of his initiatives, it is proposed that the Mayor, Regional Councillor Landon and the Economic Development Director return to Qingdao to further pursue business development

opportunities. Face to face meetings and direct communications will further enhance the relationships in order to achieve greater economic development success.

By participating as a leader of the GTA mission, Markham is building Global Markham and Branded Markham as per the "Markham 2020" Economic Strategy.

Mission Objectives:

1. Strengthen business links with key strategic partners in China (including Qingdao, Beijing, Shanghai, Wuhan, Shenzhen and Huadu).
2. Advance Economic Development Programs in Wuhan and Zhongguancun Science Park, Beijing.
3. Develop business to business and government to government links to enhance market growth opportunities.
4. Identify opportunities to attract investment and create jobs in Markham.
5. Learn about innovative companies and organizations in China.
6. Promote Markham as the preferred business and investment destination for China.

Preliminary Agenda:

Main mission components include plenary/sectoral sessions, business meetings, protocol events, and visits to science/business parks.

Mayor, Regional Councillor, and Economic Development Director:

- Nov 21 Depart Toronto for Qingdao
- Nov 22 - 23 Qingdao
- Government to Government Visits.
 - Business to Business Meetings.
 - Corporate Visits.

Balance of Delegation led by Chair of Economic Development Committee:

- Nov 23 Depart Toronto for Shanghai
- Nov 24 – 26 Shanghai (including Yangpu)
- Reception and business meetings hosted by local government and business associations.
 - Investment Attraction Meetings coordinated by Ontario's International Marketing Centre in Shanghai.
 - Breakfast meeting with Canadian Consulate General.
 - Tour of Economic and Industrial Zones and business to business meetings.

Nov 27 – 29 Beijing

- Business to Business Meetings coordinated by Ontario's International Marketing Centre in Beijing and the Canadian Trade Commissioner Service.
- Tour of Zhongguancun Science Park and possibly TsingHua University Science Park and attend business to business meetings,
- Attend Canada-China Economic & Business Development Forum hosted by International Cooperation Centre of China for networking and business-matching opportunities.

Nov 30 – Dec 1 Wuhan

- Renew sister-city relationship.
- Visit Wuhan East Lake High-Tech Development Zone, Biolake (Wuhan National Bioindustry Base) and Wuhan Optics Valley of China.
- Corporate site visits (including local universities) and focused business meetings.

Dec 2 – 3 Guangzhou (including Huadu & Foshan)

- Government to Government visits.
- Corporate site visits.

Dec 4 Shenzhen

- Develop strategic partnership and discuss possible business programs with municipal government.
- Corporate site visits including Huawei Technologies, ZTE and SMTC (tbc).

Dec 5 Depart Shenzhen for Toronto

Sector Focus:

The focus of the mission will be on the following sectors: Information and Communication Technology, Life Sciences, Financial Services, and Green Technology. Other business and investment sectors may be added upon receipt of confirmed participating companies and organizations.

Organizing Partners:

The organizer is the Confederation of Greater Toronto Chinese Business Association (CGTCBA), which was jointly incorporated in 1998 by four business associations – Mississauga Chinese Business Association (MCBA), Richmond Hill & Markham Chinese Business Association (RHMCA), Scarborough York Region Chinese Business Association (SYRCBA) and Toronto Chinese Business Association (TCBA). The Confederation

(CGTCBA) plays an important role in promoting and bridging business and trade opportunities between the Chinese and Canadian business communities.

Business/Delegate Recruitment:

Working with the mission organizer, the Town will implement marketing and promotional programs to invite Markham companies to join. The targeted mission participants will include representatives from Markham companies and institutions who are interested in enhancing their entrance into or maintaining their presence in the growing Chinese market.

FINANCIAL CONSIDERATIONS AND TEMPLATE:

The Confederation of Greater Toronto Chinese Business Association (CGTCBA) is managing the planning and logistics for the mission. Their estimated cost for five Markham representatives to participate on the mission including Mayor Frank Scarpitti, the Chair of Economic Development, one Council Member and two staff from the Economic Development Department is \$37,600.00. This includes the costs of airfare, accommodations, ground transportation, and most meals.

Economic Development staff estimate that an additional \$16,000.00 will be needed for production of marketing materials, pre-mission meeting arrangements, in-market events and presentations, and post-mission business follow-up. In total, the cost of the mission will not exceed \$53,600.00.

Travel, meals and accommodations:

Mayor Frank Scarpitti, Director of Economic Development (full mission plus Qingdao @ \$8,000/person)	\$16,000.00
Chair of Economic Development, Sr. Business Development Officer @ \$7,200/person	14,400.00
Additional Council Member @ \$7,200	7,200.00
Design, translation, production of marketing materials	2,500.00
In-market logistics, translation and protocol services	5,000.00
Additional meals, in-market events and presentations	7,000.00
Post-mission follow-up meetings and presentations	1,500.00
Total:	<u>\$53,600.00</u>

To be funded from the following accounts:

Economic Alliance Program	610-9985812	\$30,600.00
Business Travel	610-9985201	\$12,000.00
Business Marketing	610-9985808	<u>\$11,000.00</u>
		\$53,600.00

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

The “Markham-China Trade Mission 2012” 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.

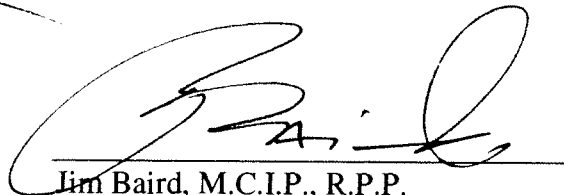
BUSINESS UNITS CONSULTED AND AFFECTED:

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: Confederation of Greater Toronto Chinese Business Association China Trade Mission 2012 Brochure
- B: City Profiles – Qingdao, Beijing, Shanghai, Wuhan Guangzhou and Shenzhen



China Trade Mission 2012

Organized by:



Mississauga Chinese Business Association (MCBA)
Richmond Hill & Markham Chinese Business Association (RHMCBA)
Scarborough York Region Chinese Business Association (SYRCBA)
Toronto Chinese Business Association (TCBA)

CONFEDERATION OF GREATER TORONTO CHINESE BUSINESS ASSOCIATION (CGTCBA)

CGTCBA was jointly incorporated in 1998 by four business associations – Mississauga (MCBA), Richmond Hill & Markham (RHMCBA), Scarborough York Region (SYRCBA) and Toronto (TCBA). The formation of this Confederation marked an important step towards the unity of the Chinese businesses. CGTCBA plays a key role in promoting and bridging business and trade among the Chinese and mainstream communities, to enhance members' competitiveness, and serves as the voice that reflects the members' needs and concerns.



密西沙加華商會
MISSISSAUGA CHINESE
BUSINESS ASSOCIATION

"The Confederation of the Greater Toronto Chinese Business Association is proud to organize again the 2012 China Trade Mission. We look forward to building and strengthening relationships for Canadian municipalities and businesses with their counterparts in China. This comprehensive Mission will include stops in Shanghai, Beijing, Sister cities: Shijiazhuang/ Wuhan/ Chongqing & Chengdu/ Yangzhou) and Hong Kong."

~Stephen Chu, President, MCBA



Richmond Hill & Markham
Chinese Business Association

"The CGTCBA has forged solid links with municipal and business leaders in China's largest cities. This Mission will facilitate face-to-face interactions – an essential part of doing business with China – that can open doors to new opportunities for mutual achievement and success."

~ Kenny Wan, President, RHMCBA



"The CGTCBA put together a successful China Trade Mission in 2010. We were honored to accompany Canada municipal governments and businesses on this mission. The Mission helped open doors and provided entrée to many business opportunities to companies in Canada, which has a growing market for goods from China. We strongly believe that China Trade Mission 2012 will be another successful Mission."

~Johnny So, President, SYRCBA



多倫多華商會
TORONTO CHINESE BUSINESS ASSOCIATION

"In today's global economy, it is crucial for business to develop international markets. China, as a major world power, provides unparalleled opportunities. The Confederation of the Greater Toronto Chinese Business Association encourages Canadian cities, companies, and business associations to take advantage of this well-organized Mission that allows participants to make the right business connections."

~Benny Cheung, President, TCBA



About the Organizing Team

ORGANIZING COMMITTEE

Honorary Chairs:

Her Worship Hazel McCallion	Mayor of City of Mississauga
His Worship Dave Barrow	Mayor of Town of Richmond Hill (TBC)
His Worship Frank Scarpitti	Mayor of Town of Markham
His Worship Maurizio Bevilacqua,	Mayor of City of Vaughan

Committee Co-Chairs:

Winnie Fung, Vice President, MCBA	Benedict Leung, Past President, RHCBA
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Committee Members:

Stephen Chu, President, MCBA	Kenny Wan, President, RHCBA	Johnny So, President, SYRCBA
Benny Cheung, President, TCBA	Michael Lam, Director TCBA	Annie Chan, Director, SYRCBA

Tour Manager: Lucia Chan

THE MISSION

Honorary Mission Leaders

Her Worship Hazel McCallion	Mayor of City of Mississauga
His Worship Dave Barrow	Mayor of Town of Richmond Hill (TBC)
His Worship Frank Scarpitti	Mayor of Town of Markham
His Worship Maurizio Bevilacqua,	Mayor of City of Vaughan

Mission Team Leaders

Stephen Chu, President, MCBA	Kenny Wan, President, RHCBA
Johnny So, President, SYRCBA	Benny Cheung, President, TCBA

Honorary Patrons

His Worship Frank Scarpitti, Mayor of Town of Markham
Her Worship Hazel McCallion, Mayor of City of Mississauga
His Worship Dave Ryan, Mayor of City of Pickering
His Worship Dave Barrow, Mayor of Town of Richmond Hill
His Worship Rob Ford, Mayor of City of Toronto
His Worship Maurizio Bevilacqua, Mayor of City of Vaughan
Mr. Fang Li, Consul General of The Consulate General of the People's Republic of China in Toronto
Ms. Gloria Lo, Director of Hong Kong Economic and Trade Office (Canada)

Participating Partners

Canada China Chamber of Commerce (Ontario)
Canada China Tourism Association
Canada China Business Communication Council
Consulate General of Canada in Shanghai, Economic
Affairs – Ontario
China Council for the Promotion of International Trade
(Representative Office in Canada)
Chinese Business Council of Vaughan
Economic Development Department, City of Mississauga
Economic Development Department, City of Vaughan
Federation of Portuguese Canadian Business and
Professionals
The Hong Kong-Canada Business Association
Hong Kong Economic and Trade Office (Canada)
Hong Kong Trade Development Council Toronto Office

Indo-Canada Chamber of Commerce
International Cooperation Centre, National Development
& Reform Commission, PRC
Invest Hong Kong
Italian Chamber of Commerce in Toronto
Markham Board of Trade
Mississauga Board of Trade
Richmond Hill Chamber of Commerce
The Consulate General of the People's Republic of China
in Toronto
Toronto Chamber of Commerce
Vaughan Chinese Business Association

**Our sincere gratitude to those whose names have not
been included at the time of printing.*



About the Mission

The 1st 2010 China Trade Mission organized by the CGTCBA proven to be a great success. The Mission achieved excellent outcomes and receiving exceptional remarks from delegate members and all levels of government both from China and Canada.

The upcoming 2012 China Trade Mission will be another outstanding mission aim at further strengthening and promoting greater economic, business and cultural ties between Canada and China. The Mission will allow participants to extend friendship, establish connections, strengthen existing relations, promote Canadian investment products and services, explore opportunities for joint ventures, and source potential suppliers.

The Mission to one of the world's fastest-growing markets will open doors to high-level networking opportunities and exchange new ideas with international governmental and business leaders. It will provide Canadian cities and businesses new access and comprehensive insight into the dynamic Chinese market – its vast scale of economy, diversity and potential. Don't miss this gateway to lucrative business opportunities.

Highlights of Mission Activities:

- * Participate in series of business events such as:
 - o Meetings with Canadian officials in China,
 - o Contact with local Economic Development Departments and Business Associations
 - o Briefing on Business Opportunities and Sector Information in Canada and in China,
 - o Visit to Key Industrial Zones,
 - o Signature Business & Investment Forum and Networking Sessions,
 - o Pre-arranged Business Appointments, etc.
- * The privilege of attending the Mission's feature event :
 - o Economic and Business Development Forum in Beijing,
 - o Networking and Information sessions in all cities visiting.
- * Opportunity to visit your preferred "Sister City" or Partner City.

Benefits to the Delegates:

- * Foster strong trade and economic ties between cities in Canada and China.
- * Create new cooperation opportunities for cities and businesses.
- * Lay groundwork and establish relationships with several cities that are considered economic powerhouse in China.
- * Meet with companies that are establishing their presence in Canada.
- * Opportunity to present a speech and introduce your cities, agencies and businesses.
- * Opportunity to showcase your products, services and expertise by hosting and sponsoring Individual Information Session to a captured audience of local business.



About the Proposed Itinerary

Day 1	Nov 23	Fri	Toronto	Depart Canada for Shanghai
Day 2	Nov 24	Sat	Shanghai	Arrive in Shanghai in the afternoon Welcome Reception The Shanghai Huang Pu River night cruise
Day 3	Nov 25	Sun	Shanghai	Breakfast Meeting Highlights of Shanghai Meeting with District Government (including Sister Cities)
Day 4	Nov 26	Mon	Shanghai/vicinity cities (TBC)	Visit to Economic and Industrial Zones in SuZhou/Kunshan (TBC), Business Reception /Official dinner Cultural activity
Day 5	Nov 27	Tue	Beijing	Noon Flight/ bullet train to Beijing Highlights of Beijing Welcome Reception by Local Government Office
Day 6	Nov 28	Wed	Beijing	Canada - China Economic & Business Development Forum (co-hosted by Invest Beijing, National Development & Reform Committee & CGTCBA) Forum with Key Note Speakers Individual Business Development Seminars Business Networking Luncheon & Sessions Dinner Reception
Day 7	Nov 29	Thurs	Beijing/vicinity cities (TBC)	Business /Industry visits: Economic Development Zone, Invest Beijing and other pre-arranged Business Meetings Highlights of Beijing/and or vicinity cities
Day 8	Nov 30	Fri	Sister City	<div> Option 1: (Nov 30 – Dec 1) Each Association depart for “Sister City” or “Partner City” Program RHMCBA: Shijiazhuang, Wuhan & Yangzhou MCBA, TCBA & SYRCBA: Chongqing & Chengdu </div> <div> Option 2: (Nov 30– Dec 1) Beijing Highlights </div>
Day 9	Dec 1	Sat	Sister City	“Sister City”/ “Partner City” Program Business Development Meetings
Day 10	Dec 2	Sun	Hong Kong	Depart for Hong Kong in the morning Highlights of Hong Kong (Arranged by HKETO)
Day 11	Dec 3	Mon	Hong Kong	Visit to Hong Kong Cyberport Visit to West Kowloon Cultural District Authority Invest Hong Kong – Information Session Hong Kong CBA Networking Dinner
Day 12	Dec 4	Tue	Hong Kong/ Toronto	Depart for Canada in the afternoon. ***OR extended stay in Hong Kong for the following programme: - December 4 - 5, 2012: Hong Kong Forum 2012 - December 6 - 8, 2012: World SME Expo

The above planned schedule is subject to changes and final confirmation without further notice

Post trip Business Meetings can be arranged upon request at extra cost.

For more details, please contact The CONFED CTM Organizing Committee or Andrew Yui, Director, Canada, HKTDC, Tel: 416-366-3594, email: andrew.yui@hktdc.org



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