

2012 中国商贸之旅

China trade mission 2012



Organized by:
Confederation of
Chinese Business

主办方:
大多市华商总会

Participants:
Markham
Brampton
Barrie
Vaughan
Clarington
Oakville

参与城市:
万锦市
宾顿市
巴里市
旺市
克拉灵顿市
奥古斯塔

Presentation to Council December 17th, 2012

Introduction

This presentation will address:

- Why do Trade Missions?
- Why China?
- Summary: What, Where, Who, How
- Results
- Next Steps

Barrie's first foreign trade mission has set the stage for future trade missions. In order to grow markets overseas, it is important to continue to develop trade and investment relationships which will take time, commitment and consistency.

Why Do Trade Missions

- Foreign Direct Investment (FDI) has become a major economic driver given the globalized marketplace
- Many municipalities across Canada have well established FDI programs including multiple trade missions per year (Vaughan – 4, Mississauga – 3, Durham Region – 3)
- Strengthening international trade is important not only to attract new investment, also to provide expansion opportunities for existing businesses
- Team Barrie's 2011 successful trade mission to Calgary translated into direct business contracts for companies like Canadian Crane, DriveWise, and Jebco

Why Barrie Went to China

1. China represents 2nd largest Cdn trading partner after the United States.
2. China will become the largest economy in the world in 2017/2018, surpassing the USA
3. Canadian exports to China rose from \$12.9B in 2010 to \$16.4B in 2011 – an increase of 26.9%.
4. Taizhou, China is a friendship city - Georgian College request for City attendance in Taizhou to support recruitment
 - Each International Student generates at least 35K annually into Barrie's economy. (60 new students = over \$2.0 Million into local economy every year).

Why Barrie Went to China...*continued*

5. Investment slated for GTA has been moving North to Barrie with serious investors visiting from mainland China.
6. Invitation to Barrie by GTA Mayors to Mayor Lehman, through Greater Toronto Chinese Business Association (CGTCBA)
7. China's Central Government objective of "going out" = increased international trade

The Payback: As one example, it would take just one Barrie firm expanding due to increased sales in China, to pay back the mission's costs many times over:

A 20,000 SF industrial expansion would produce \$58,000 per year in property taxes or an ROI of 22:1 over 10 years

Mission Objectives

1. Introduce Barrie to Chinese investors, businesses, and government audiences
2. Connect local business to Chinese market needs and potential Chinese partners
3. Determine/align Barrie's strengths with opportunities in China.
4. Strengthen Barrie's long-standing friendship with sister city of Taizhou and support Georgian College.
5. Support work already done by Barrie MP Brown and forthcoming work by Ontario MEDT
6. Build new business relationships with 70 GTA business delegates+officials

Who, Where, What

- 6 cities: 4 Mayors & 2 Deputy Mayors
- 45 Businesses
- 71 Delegates
- 9 Days, 6 Cities (Shanghai, Xuzhou, Beijing, Taizhou, Chengdu & Hong Kong)
- Approx. 40 meetings and scheduled events plus B2B meetings arranged separately

Shanghai

- Shanghai is the commercial & financial centre of mainland China and ranks 5th in the world.
- Shanghai is the busiest shipping port in the world.
- Business event with approx. 200 attendees, hosted by Canadian Consul General in Shanghai.
- Lunch Meetings and Business Networking Sessions
- Side meetings for 2 Barrie businesses while in Shanghai with potential distribution partners



Xuzhou

- Xuzhou located in Jiangsu province
- Major industries
equipment
manufacturing, energy &
food processing
- Waterfront
revitalization/tourism
- Exchanged letters of
interest in exchanges



Beijing

- Capital, Cultural and Educational Centre, and 2nd largest City.
- Initial press conference for Business Forum on 27th
- ZDG Letter Of Intent (LOI) following dinner meeting with their board of directors on the 27th
 - Outlines interest by ZDG in land purchase and development of entrepreneurship campus for inbound Chinese firms, investment in green technology
 - Relationship development through MP Brown
- Business Forum + meetings/tours in Fengsheng (suburb) on 28th
- Meeting at Canadian Embassy with Ambassador and Briefings by Cdn Trade Officials (29th)
- Meeting at Chinese Ministry of Commerce - Cllr. Brassard Speech (29th)





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山西博物院
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中国北京市房山区人民政府
People's Government of Beijing Funhill District, China

加拿大安大略省
City of Brampton, Ontario

2012中加友好城市签约仪式
2012 China-Canada Friendship City Signing Ceremony

2012年11月20日 中国·房山
November 20, 2012 Funhill District, Beijing, China

City of Brampton

M. Fung

Hung Yan Si

Taizhou

- Taizhou is a Barrie Friendship City
 - 6M in population
 - Industry focuses include medical equipment and auto parts
- Georgian College has existing connections with Taizhou and regularly receive foreign students to the college.
- China Medical City is located in Taizhou.
 - A hub for medical research and innovation
 - Campus is larger than the entire annexation area
- City administrators fondly remember Mayor Laking and desire stronger relationship



Jeff Lehman
杰夫·莱蒙

徐和平
Xu guoping

CMC

中国医药城 *China Medical City*





Chengdu

- Capital of Sichuan Province.
- Most important economic, transportation and communication centres in Western China.
- Meeting with Canadian Consulate - introduction to business in Chengdu.
- Meeting with Provincial Officials.
- Meeting with China Council for promotion of international trade.

Hong Kong

- 295,000 Canadian passport holders live in Hong Kong.
- ½ of the World's population within a 4 hour flight.
- HK Cyberport as landing pad into Asia.
- West Kowloon cultural district opportunity.
- Cdn. Consulate General
–Assisting in Investment





Mission Results

1. Established new contacts with both Government and private sector
 - Presented Barrie to approx. 1,000 business and gov't officials
2. Advanced existing relationships including:
 - Zhongguancun Development Group (ZDG) - LOI was signed.
 - Taizhou Sister City
 - Xuzhou (Friendship Letter)
3. Better understood products/services needed in China.

Mission Results

4. Had direct talks with investors interested in development/investment opportunities in Barrie.
 - Examples: Hong Kong Data Centres, Shanghai RE investors, ZDG
5. Barrie businesses had B2B meetings supporting their business objectives

Quotes From Barrie Businesses

“The trip was totally worthwhile and valuable. Mayor Lehman did an excellent job representing our city and we are all wiser for the trip. I am working with 2 organizations in China as an outcome, one from the supply side and one from a new market side. New markets and new opportunities require initial face to face work and so this trip was essential for working with Chinese businesses. Thank you for including me.”

Cathy Buckingham
President & CEO
TNR Industrial Doors



Next Steps

1. Formalize closer trade and cultural ties with Taizhou.
2. Close on short-term business opportunities.
3. Strengthen relationships established right away to reinforce mutual benefits.
4. Plan visit by Taizhou leadership in 2013 to Barrie.
5. From list of Barrie companies that have expressed an interest in Asia, distribute information regarding inbound investment opportunities and business support
6. Support Georgian College expansion of international students

Thank You!

Comments, Questions

