

Attachment A
DRAFT

***Renewed Markham Business/Government Relations with Wuhan, Beijing,
Shanghai and Hong Kong, China***

A. Objectives

1. Strengthen economic ties between Wuhan and Markham
2. Build business links with the Zhongguancun Science Park
3. Develop business partnerships leading to jobs and opportunity for Markham
4. Further identify opportunities to increase investment and trade
5. Raise awareness about Markham's competitive advantages and investment opportunities

B. Key Program Elements

- 1) City to City Dialogue with Mayor, Chair of Economic Development and Government Officials
 - a) Communicate to Wuhan that Markham is serious about our twinning relationship
 - b) Implement twinning action plan
 - c) Communicate to Science Park that Markham is a valued partner and host
 - d) Promote Markham companies

- 2) Business Meetings

Create opportunities for Markham businesses and their Chinese counterparts to engage in meaningful business partnerships that will result in increased trade and investment.

C. Expected Outcomes

- a) Reinforce our commitment to Wuhan
- b) Build the relationship between our communities as a way to facilitate trade and investment flows between our cities
- c) Engage in business to business partnerships
- d) Increase understanding of business opportunities in China and in Markham
- e) Increase awareness of Markham's innovative leadership and businesses
- f) Establish agents in both markets to promote a long term mutually beneficial relationship

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2008 DRAFT MISSION ITINERARY

Day 1 Friday March 28th

PM Delegates meet at Pearson Airport

 Flight Departs for Shanghai

Day 2 Saturday March 29th (Shanghai)

PM Arrive in Shanghai
 Transfer to Hotel

Evening Rest-No program

Day 3 Sunday March 30th (Shanghai)

Free Day Business networking

Day 4 Monday March 31st (Shanghai)

AM Breakfast Briefing by Canadian Consulate and Ontario International
 Marketing Centre

AM Site Visit – Zhang Jiang Science Park

PM Business Meeting (Possibly hosted by Science Park)

Dinner Flex time

Day 5 Tuesday April 1st (Shanghai/Wuhan)

AM Site visit to Science Park (TBD)

AM Business Meeting

PM Business Meeting and/or Site Visit

Evening Depart for Wuhan

 Arrive Wuhan

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Day 6 Wednesday April 2nd (Wuhan)

AM Official Meetings at City of Wuhan
AM Business Meeting
Lunch Meeting
PM Business Meeting
Evening Reception hosted by City of Wuhan
Dinner Meeting

Day 7 Thursday April 3rd (Wuhan/Beijing)

AM Business Meeting
Lunch Hosted by Markham
PM Business Meeting/Site Visit
PM Official City-to-City Meeting
Evening Depart for Beijing

Day 8 Friday April 4th (Beijing)

AM Breakfast Briefing by Canadian Embassy
AM CHINA MED trade show
AM Site Visit Zhongguancun Science Park
Lunch Zhongguancun Science Park
PM Business Meeting
Dinner Hosted by Markham

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Day 9 Saturday April 5th (Beijing)

AM China Med Trade Show
PM Business Meetings
Evening Flex time/Networking

Day 10 Sunday April 6th (Hong Kong)

AM Depart for Hong Kong
 Arrive in Hong Kong
PM Site Visits

Day 11 Monday April 7th (Hong Kong)

AM Breakfast briefing by Canadian Consulate
AM Site visit to Science Park
Lunch Meeting hosted by Markham
PM Business Meeting
Dinner Meeting

Day 12 Tuesday April 8th (Hong Kong)

AM Business briefing
Afternoon Depart for airport (return to Markham)

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TRADE SHOW OPTIONS

Conferences and Trade Shows in China Spring 2008

Conference Name	Organizer/Description	Location	Date
World Travel Fair	Organizer: VNU Exhibitions China <ul style="list-style-type: none">link the international tourism industry with Chinese tourism professionals and decision makers; bringing opportunities to expand and strengthen your business in the rapidly growing Chinese outbound travel market.	Shanghai	March 27-30
Hotelex Shanghai	<ul style="list-style-type: none">An exhibition for hotels, restaurants and catering in the hospitality and dining industry	Shanghai	April 1-4
Expo Build	Organizer: CMP Asia <ul style="list-style-type: none">open to trade visitors only focused on all aspects of building from architecture, planning, engineering, etc.	Shanghai	April 1-4
CHINA MED (International Medical Instrument and Equipment Show)	Organizer: Messe Dusseldorf China <ul style="list-style-type: none">worldwide reputation in the medical equipment industry and attracts most of the famous brands and regular quality target visitors.	Beijing	April 4-6
6 th China Western Region International Economic Cooperation Fair/ 11 th Investment and Trade Forum for Cooperation between East and West China	Organizer: China Council for Promotion of International Trade, China Association of Enterprises with Foreign Investment. <ul style="list-style-type: none">Fair focuses on foreign enterprises and investment	Xian, Shaanxi Province	April 6-10