



Markham

China Business Mission 08

**Markham China Business Mission, 2008
Post-Mission Update**

Presentation to Development Services Committee
Economic Development Department
October 14th, 2008





Presentation Outline

- Mission Objectives
- Mission Delegates
- Mission Outcomes
- Delegate Feedback
- Overview of Mission Itinerary
- Subsequent/Follow-on Events
- 10 years of Initiative



Mission Objectives

- Strengthen Economic ties between Wuhan and Markham
- Build business links with the Zhongguancun Science Park
- Develop business-to-business and government to government partnerships leading to jobs and opportunity for Markham
- Identify opportunities to increase investment and trade
- Raise awareness about Markham's competitive advantages and investment opportunities

Mission Delegates



Metrogate Investment (Shanghai) Company Limited



Mission Outcomes

- 24 meetings in Beijing, Shanghai, Wuhan, and Hong Kong
- Met with over 600 qualified contacts in China and Hong Kong
- Held over 50 one-on-one follow-up meetings
- Increased awareness of Markham's innovative and dynamic leadership among facilitators of investment and trade.
 - Markham distinguished as a model for municipal economic development noted by Canadian Consular officials and Canada Hong Kong Chamber of Commerce



Mission Outcomes cont'd

- Solidified relationship with Wuhan – important connections made with new Mayor and new government officials to ensure support for and continuity of activities
- York Region District School Board signed an MOU with the Wuhan Education Commission to promote student, teacher, and educational executive exchanges
- Toronto Airways negotiating pilot training contracts with Beijing University and with major airlines in China
- Torco Financial following up with two companies going public in Canada and pursuing opportunities to promote Markham as an investment location



Mission Outcomes cont'd

- Artaflex is working on a potential volume manufacturing partnership with a Chinese company. The President of Brio Technology, a leading provider of electronic manufacturing services in Northern China, will be visiting Artaflex in July
- York University is setting up collaborations with a key State Laboratory of the Chinese Academy of Sciences and the University of Hong Kong and initiating a visiting / exchange postdoctoral and student program
- Seneca College met with various colleges and universities as well as corporations and individuals who would like to collaborate



Mission Outcomes cont'd

- Lions Peak is working with contacts made in China to assist its portfolio companies expand their markets
- ESM is currently discussing the development of a new training program and a joint venture agreement to promote Canadian training to Chinese Government agencies as well as corporations, specifically in Beijing
- Locally, as a result of the mission Seneca College and York University are partnering in their outreach programs



Mission Outcomes cont'd

- Builders' Source sees an opportunity for exporting York Region sourced sod-cutting and sod-laying technology in China
- Builders' Source is also working on the establishing a logistics centre in York Region to receive and distribute residential cabinetry and fixtures
- Synergies have been fostered between delegates as a result of their interaction over the course of the mission.
 - e.g., Artaflex is exploring partnership opportunities with Lions Peak as well as with Seneca College



Mission Delegate Survey

- MBT administered a survey questionnaire at the end of the mission to assess delegate satisfaction levels and to inform organizers as to lessons learned
- Survey results were as follows:
 - 100% of the respondents thought the mission was “excellent” or “very good”
 - 80% of respondents felt the mission “exceeded their expectations” and 20% felt it “met their expectations”
 - 100% of delegates would recommend a similar mission to other businesses
 - 80% of delegates would join a similar mission again.

Survey Results Cont'd

- Some of the comments made by delegates include:
 - *Hospitality and opportunities in China are great*
 - *China has great potential but is not a market to undertake without a great deal of preparation and need to make sure you have the right local contacts*
 - *Strong S&T infrastructure and government support in China*
 - *Personal relationships are very important when doing business in China*
 - *Canada needs to understand [how to leverage] growth and opportunities in China.*



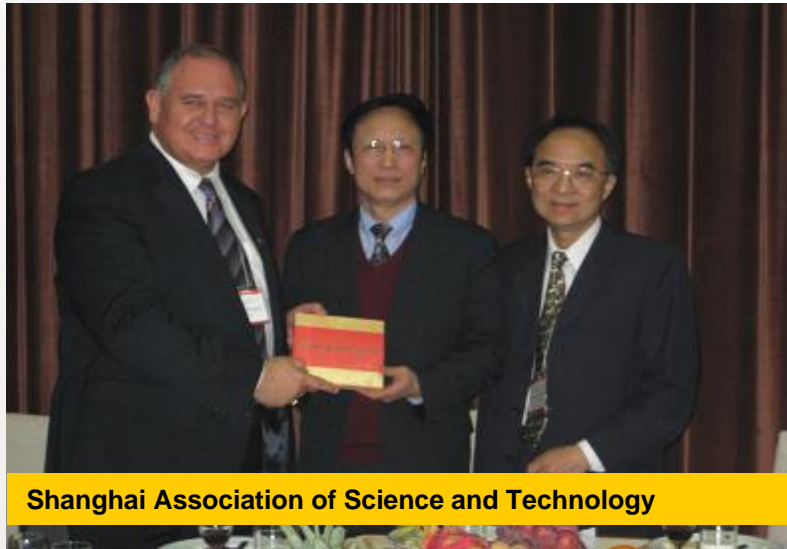
Overview of Mission Itinerary



Shanghai

- Business Networking hosted by Shanghai Association of Science and Technology
- Market Briefing by Canadian Consulate and Ontario International Marketing Centre
- Site visit and networking event at Jiao Tong University
- Visit to Yangpu District
 - Zysteq North America Corp (Polar Bear)
 - Visiting Yangpu Chuangzhi High Tech Park
 - Signing of Letter of Intention with Yangpu District
- Business Networking Event, CCPIT
- Reception at Tridel sales office

SHANGHAI



Shanghai Association of Science and Technology



Business Networking event in partnership with the China Council for the Promotion of International Trade



Signing of Intention Agreement with Yangpu, District



Networking Event at Jiao Tong University



Wuhan

- Meeting with Wuhan Government and Educational officials and signing of MOUs
- Meeting with HSBC in Wuhan
- Site visit to East Lake Hi-Tech and New Technology Development Zone
- Individual business meetings arranged by East Lake
- Meeting with Wuhan Foreign Affairs Office

WUHAN



Wuhan and Markham Signing of MOU



East Lake High Technology Zone



Meeting with HSBC Wuhan



York Region District School Board and Wuhan Education Commission sign MOU



Beijing

- Meeting with Founder Executive Team
- Business Networking Event organized by Canada China Business Council
- Site visit and meeting with Zhongguancun Science Park
- Tour of Founder Group and Peking University
- Individual business meetings

BEIJING



Business Networking Event in partnership with Canada China Business Council



Market Briefing Session with Canadian Embassy



Meeting with Founder



Meeting with Zhongguancun Science Park



Hong Kong

- Market Briefing Session with Canadian Consulate, Hong Kong Trade Development Council, ICT Trust, and Canadian Hong Kong Chamber of Commerce
- Hong Kong Science and Technology Park
- Government meetings with: transportation, environment, and planning departments.
- Business Networking reception hosted by HSBC
- Business networking event organized by Canadian Hong Kong Chamber of Commerce

HONG KONG



Business Networking Event in partnership with Canada Hong Kong Chamber of Commerce



Hong Kong Science and Technology Park



Market Briefing session with Canadian Consulate, HK Trade Development Council, ICS Trust and Canada HK Chamber of Commerce

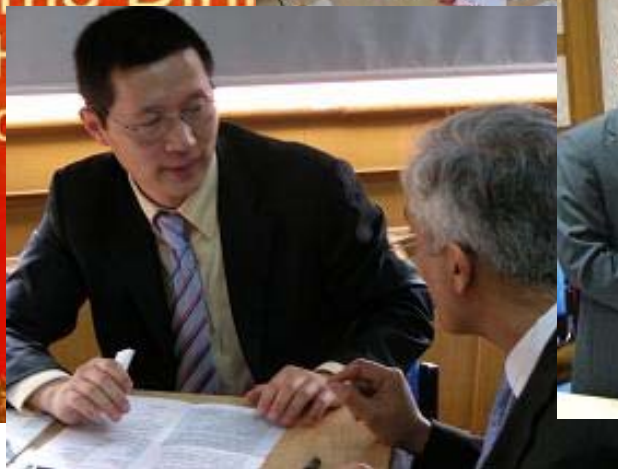
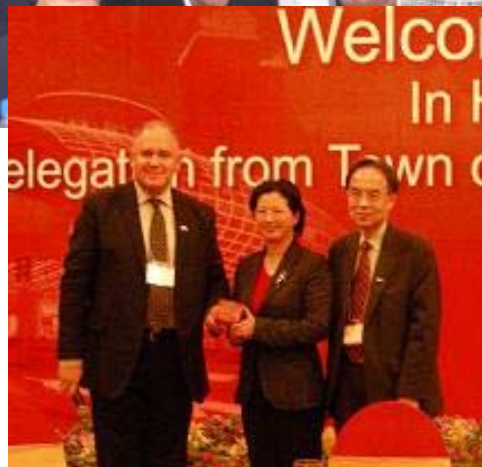


Mayor's visit to Guangzhou



Guangzhou

- Visit was a result of York Region based developer and home builders consortium called Builders' Source of Canada
- Builders' Source has established a logistics centre in Guangzhou to source locally/Chinese manufactured residential fixtures, cabinetry and sinks
- Invited Mayor to witness signing of MOU with local Chinese suppliers
- Intended to generate upwards of \$100 million in product procurement for resale to homebuilders in Ontario





Subsequent/Follow-on Events

- Visits to Artaflex by Chinese businesses
- School board outreach to Yangpu/Shanghai
- Yangpu biomass generation business delegation
- Chinese airline industry visit to Buttonville
- Yangpu delegation upcoming visit to Markham
- Wuhan teleconference



10 years of Initiative has Yielded

- Huawei Technologies
- China Telecom
- Alex Li, KijiSoft Inc
- Platform Computing
- Recognition and Awards





