

TO:	CHAIR AND MEMBERS FINANCE AND ADMINISTRATIVE SERVICES COMMITTEE MEETING OF JUNE 18, 2012
FROM:	GRANT HOPCROFT, DIRECTOR OF INTERGOVERNMENTAL AND COMMUNITY LIAISON
SUBJECT	TEAM LONDON TRADE MISSION TO CHINA APRIL 2012

RECOMMENDATION

That, on the recommendation of the Director of Intergovernmental and Community Liaison, the following report on the Team London Trade Mission to China April 2012 **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

Memorandum of Understanding (MOU) with Jinshan, Finance and Administration Committee, October 3, 2011.

Team London Trade Scoping Mission to China, Finance and Administration, November 16, 2011
Status Report on Team London Trade Scoping Mission to China, City Council, November 21, 2011
Report on Team London Trade Scoping Mission to China November 2011, Finance and Administrative Services Committee, February 6, 2012

Report on Team London Trade Mission to China April 2012, Municipal Council, February 21, 2012
Report on Team London Trade Mission to China April 2012, Special Meeting of Finance and Administrative Services Committee, March 20, 2012

BACKGROUND

As a follow up to the November 2011 Team London Scoping Mission, and with support from the Canadian and Ontario trade commissioners, the Team London Trade Mission to China took place as planned April 23-27, 2012 to Chengdu, Chongqing and Nanjing. Participants included Mayor Joe Fontana; a contingent of 17 faculty and staff of Western University (Western) led by Provost Janice Deakin; Lydia Wang and John Yang of Fanshawe College; John Parker of CSTAR; Gerry Macartney of the London Chamber of Commerce; Barry Cleaver of Siskinds; Andrea Feddema of Ernst and Young; Qing Qing Lin of United Supermarket; Le Zhang of Kavar International Education Centre; Richard Fung of Forever Homes and Co-President of London Chinese Business Association; Lily Wang, Vice-Chair of the Asian Business Opportunities Committee of the London Chamber of Commerce; Peter White of the London Economic Development Corporation (LEDC); Grant Hopcroft, Director of Intergovernmental and Community Liaison, and Marian Hughes, Executive Assistant to the Interim City Manager. The Mayor and members of Team London also met with representatives of the London International Academy in support of their efforts to attract more international secondary students to London.

The mission directly followed a trade mission to Japan and Korea by Mayor Fontana and LEDC. While Team London was in China, Dr. Howard Rundle, President of Fanshawe College was in China with four other Fanshawe representatives to promote Fanshawe College's development of partnerships and sign agreements with institutions in Beijing, Shanghai, and Haimen to promote Fanshawe College's development of partnerships. Similarly, representatives of Western University also met with contacts in Hong Kong to further develop relationships and potential partnerships.

The purpose of the mission was to explore opportunities for trade and investment, job creation and inter-city cooperation through a strengthening of our business-to-business relationships, increased collaboration between our colleges and universities as well as hospitals and research institutions, and a deepening of cultural connections.

As a result of the mission, a number of Memorandums of Understanding (MOU) were signed by the London Chamber of Commerce and Western University. The Mayor, the Chamber and LEDC strengthened existing business connections and established new contacts, and there are plans for several return delegations to London from China. There was also an emphasis on the economic opportunities of the education sector and attracting international students to London to attend Western, Fanshawe College, and public and private secondary institutions that prepare the international student for entry to a Canadian college or university.

Chengdu

In Chengdu, a city of 14 million people located within the south western province of Sichuan, Team London participated in a joint workshop hosted by West China School of Medicine and West China Hospital, Sichuan University with Schulich School of Medicine and Dentistry at Western. The ceremonies included remarks by Canadian Ambassador David Mulroney. Mayor Fontana met privately with the Ambassador and Canada's new Consul General for Chongqing.

Team London also attended meetings with the Sichuan Chamber of Commerce for Import/Export (SCOCIE) and the International Division of Sichuan Department of Commerce at which Team London presentations were made by Gerry Macartney, Peter White, and Lily Wang on behalf of the London Chamber's Asian Business Opportunities Committee. Meetings were also held with the Chengdu CCPIT at which Chinese participants learned about investing in London and the London advantage from Gerry Macartney, Lily Wang, Andrea Feddema, and Barry Cleaver. This meeting concluded with a business matching exchange and an agreement with the Chengdu CCPIT. This agreement focused on the promotion of communications on economic information between our two business communities and potential business to business linkages. It also provides for continued exchanges between London and Chengdu business communities that will include exhibitions, seminars, continued economic talks and promotion of each other's economic and trade benefits.

Also in Chengdu, Western and Sichuan Universities signed a Memorandum of Understanding (MOU) to promote greater cooperation between the two institutions. Representatives of Western also met with SCOCIE to discuss economic opportunities related to the education sector.

The Chengdu CCPIT was encouraged to visit London and a delegation to London is expected in the near future.

Chongqing

Chongqing, a city of over 32 million, is one of four municipalities to report directly to the Chinese central government. It is located to the east of Sichuan and is the economic centre of the upstream Yangtze River area. At the Canadian Consulate, Mayor Fontana met with representatives of Chongqing Medical University and Chongqing University to explore opportunities to cooperate with London's post-secondary institutions and attract more international students to Western and Fanshawe College.

Also in Chongqing, Jinshan Group, the company with which London has an MOU, and which previously hosted the Team London Mission in November 2011, hosted a number of meetings on behalf of the Team. Mayor Fontana, the London Chamber of Commerce, and Peter White made presentations on the London Advantage. There were meetings with the Chongqing Private Owned Business Association, Jinshan Group and individual matchmaking meetings between members of Team London and agencies and businesses in Chongqing. Mayor Fontana and Chairman Wang of Jinshan continued their discussions toward bringing research and manufacturing investment by Jinshan to London.

The London Chamber of Commerce signed a Framework for Cooperation with the Chongqing CCPIT.

Nanjing

In Nanjing, London's sister city and capital of Jiangsu Province in eastern China, Mayor Fontana and Team London celebrated the office opening with a ceremony and the signing of agreements at Western's WORLDDiscoveries Asia-Nanjing Centre. These events, at which the Mayor provided opening remarks, were organized by WORLDDiscoveries, Jiangsu Provincial Department of Science and Technology and Xin-Cheng Science and Technology Park. It showcased the growing partnership between Western, Jiangsu and Nanjing culminating in the signing of three agreements to commercialize research and innovation originating from Western.

The Vice-Mayor of Nanjing, Zheng Zeguang, responded positively to Mayor Fontana's invitation to visit London during the World Figure Skating Championships in March 2013.

Mayor Fontana and some members of Team London also met with representatives of the London International Academy regarding their ongoing recruitment efforts to bring Chinese students to London for secondary education (followed by post-secondary education in Canada). These discussions continued with members of Western University about how London International Academy and Western might collaborate to encourage more of their international students to remain in London for post-secondary education.

The Chamber of Commerce had successful meetings with the Nanjing CCPIT which culminated in the signing of an MOU which will focus on capitalizing on existing economic opportunities and encouraging the development and promotion of economic cooperation and communication between the business communities in Nanjing and London.

Direct civic expenses related to participation in the April mission were approximately \$10,683 which included travel, visas, hotels, meals, and official gifts. These were accommodated within the existing operating budgets of the City Manager's Department and the Mayor's Office.

Future Directions

London will be receiving a number of follow-up visits from various municipalities in China. London is anticipating the visit of a banking delegation this summer from Nanjing. In July, Mayor Fontana will meet with a delegation of Chinese principals from Shenzhen in Southern China's Guangdong Province. This delegation is being hosted by the London International Academy.

Finally, the Mayor of Nanjing has committed to leading a large delegation to London in early 2013. Planning is underway to develop a program for this visit and details will be shared in a later report.

Further details of the mission are available at www.londontochina.ca and londonchamber.wordpress.com.

On a related note, members of Team London attended the recent launch of the London Chinese Business Association and made new contacts in the London Chinese business community and the Chinese Consulate in Toronto. As a result of these contacts, on June 5, Acting Mayor Matt Brown and Councillor Joe Swan, Chair of the Investment and Economic Prosperity Committee welcomed a high-level delegation from the City of Rizhao a city of almost 3 million in Shandong Province, at which opportunities for cooperation between our two communities were discussed.

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