

Business and Cultural Mission: Vancouver – China 2013

Presentation to Council
October 22, 2013



Agenda

- Strategic imperative & Vancouver advantage
- Purpose of the mission
- Mission at a glance
- Focus on results
- Value for money
- Testimonials from mission delegates



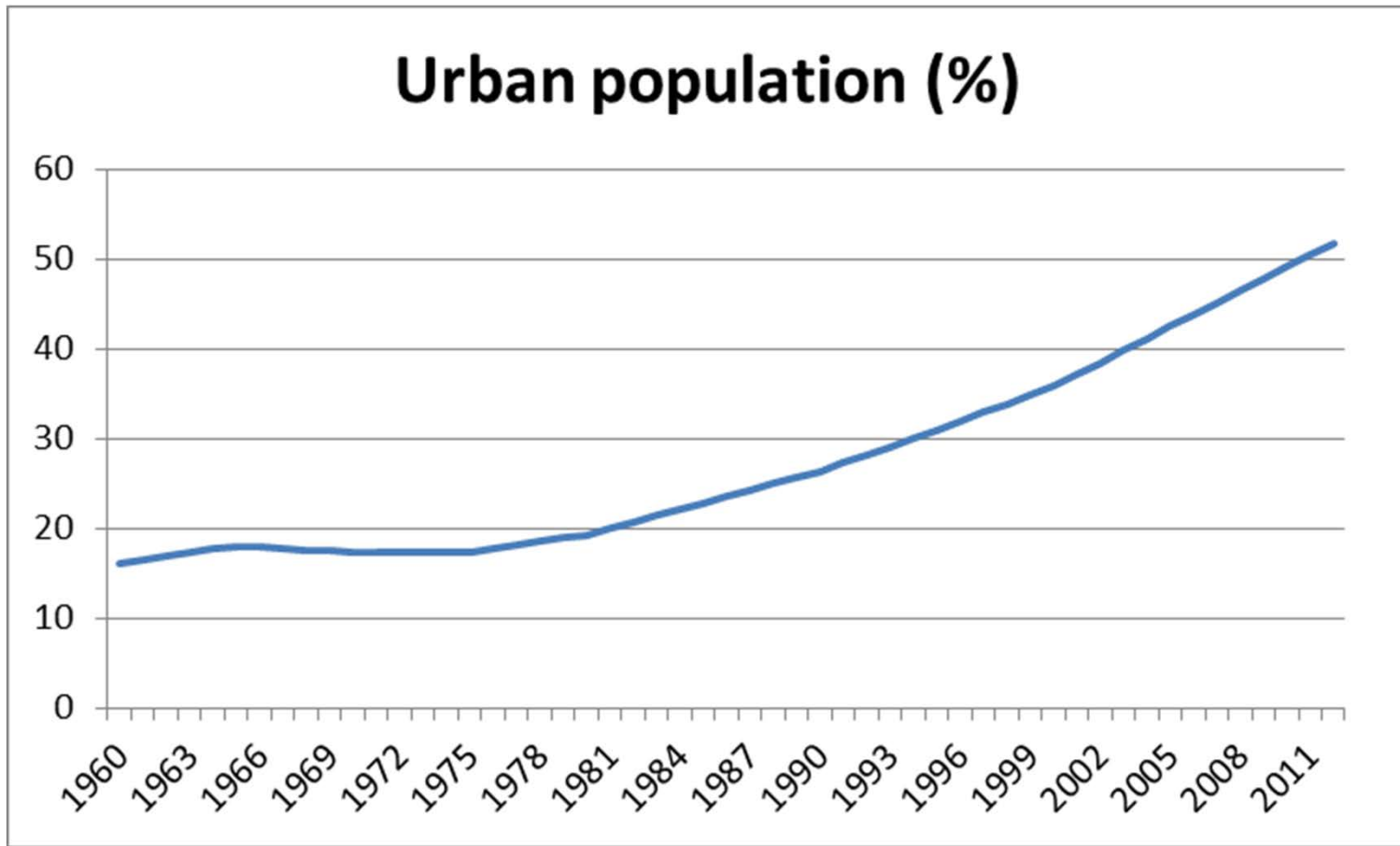
China Consumer Spending



SOURCE: WWW.TRADINGECONOMICS.COM | NATIONAL BUREAU OF STATISTICS OF CHINA



China Urbanization



The Vancouver Advantage



The Vancouver Advantage



The Vancouver Advantage



The Vancouver Advantage



Arts & Culture

Source: Goh Ballet

The Vancouver Advantage



Vancouver Public Library

Vancouver-Guangzhou Sister City Connections



Vancouver- Guangzhou Sister City Connections



Purpose of the Mission

- Advance business partnerships
- Attract investments to Vancouver
- Strengthen City to City relationships
- Facilitate knowledge exchange
- Deepen cultural ties



Mission at a Glance

- Eight-day program: November 4-11, 2013
- Four cities: Beijing, Shanghai, Guangzhou, Hong Kong
- 160+ business and community mission delegates
- Expecting 600+ China counterparts
- Focus on creative, clean tech + green urban solutions, ICT, life sciences, tourism, arts and culture
- Vancouver-Guangzhou sister city programs including public library exchange



Participants, Partnerships and Supporters

- Local companies from creative, clean tech + green urban solution, ICT, life sciences ...
- Goh Ballet Academy
- Vancouver Public Library
- Vancouver-Guangzhou Friendship Society and community leaders
- Tourism Vancouver, VGH, UBC
- YVR, Gowlings, KPMG, Advantage BC, Peninsula ...
- Federal trade commissioners and provincial trade representatives



Focus on Results

- 90+ business to business meetings, 1:3 matching
- 6 engaging expert panels and speeches
- 6 company pitch sessions and roundtables
- 12+ business, investor and community networking events
- Expecting a number of economic development and business MOU signings
- 600+ Chinese attendees to events

Follow ups and on-going Engagement



Focus on Results – Sister City Program

- MOU: Tourism Vancouver and Guangzhou Tourism Administration
- MOU: Goh Ballet Academy of Canada and Guangzhou Ballet Academy
- MOU: Vancouver Public Library and Guangzhou Library
- MOU: Vancouver Economic Commission and Bureau of Foreign Trade and Economic Cooperation of Guangzhou



Value for Money

- 160 mission delegates responsible for their own travel and accommodation
- 4 VEC staff, 3 elected officials, 5 city staff
- Venue, expert panel and keynotes in-kind
- Cultural programming in-kind
- Total estimated cost to VEC and City: \$275,000
- Total estimated leverage: \$775,000



Summary

- Business to Business partnerships
- City to City connections
- Process of engagement leading to new economic opportunities and sustainable city-building for Vancouver



“We look forward to the intensive schedule of face to face meetings and networking events and are confident this is a good investment for our company”

- Bruce Hay, CFO, ARC Medical Devices



“This mission presents an excellent opportunity to network with Chinese companies and professionals for the purpose of partnering on the financing and production of animated family entertainment”

- Barry Ward, President, Bardel Entertainment Inc.



“We are excited to participate in the VEC's China 2013 Business Program and look forward to developing new relationships ...”

- Alexander Fernandez, President and CEO, Avigilon



“The Goh Ballet believes in extending our reach and fostering artists through international collaborations and educational exchanges. We hope to increase opportunities ... and build our artistic landscapes”

- Chan Hon Goh, Director, Goh Ballet Academy



“We are confident that this Mission will connect our cities more deeply and be instrumental in facilitating future business ventures and community sharing”

- **William Ma, President, Vancouver - Guangzhou Friendship Society**



“The Chinese market offers an incredible opportunity to grow our brands and expand our relationships in our industry and beyond”

- Ken Faier, President, Nerd Corps Entertainment



“We are participating in the trade mission in order to meet forward-thinking Chinese business leaders, and learn from the experiences of other Vancouver companies in the region”

- Brian Lessem, Vice President, IndoChino



“... it is this type of Vancouver - focused trade mission that we believe can associate our firm with the exemplary work we have been responsible for delivering. We are keenly aware of the Chinese interest in better city building and Vancouver is very much on the radar of many in our client base”

- Greg Smallenberg, Principal, PFS Studio



“By 2014, China will be Vancouver’s 2nd largest international market for visitors after the United States ... primary reasons Chinese visitors come to our City include investment, education and immigration”

- **Stephen Pearce, Vice President, Tourism Vancouver**



“It is an honour for me to participate in this business and cultural Mission with Mayor Robertson. Vancouver is such a beautiful, honest place that has inspired my music and my life. It is my dream to be a bridge that brings more understanding between Canada and China “

**- Wanting Qu, Chinese-Canadian singer-songwriter,
Vancouver's Tourism Ambassador to China**



Thank you !

