

# China Emerging Opportunities Trade Mission 2010

Organized by



International Asian Interactive Association  
<http://www.iaia.ca>



## Introduction

The recent economic crisis has accelerated structural economic reforms in China and exposed new opportunities. The inland provinces are rapidly opening up to the world, as infrastructure development is fueled by a 4000 billion yuan (US\$590 billion) stimulus package. At the same time, the more developed cities are trying to maintain their competitive edge by shifting from the traditional dependence on exports to innovations in finance, high-tech, and green energy. Cash-rich Chinese businesses are starting to look for investments around the world on their own. Last year, experts estimated that China invested US\$150 billion overseas, tripling the previous year's figure of US\$52 billion and surpassing inbound investment for the first time in history.

The objective of this trade mission is to seize the emerging opportunities in China through visits to its rapidly developing inland cities and its most innovative economic zones in coastal cities – Beijing, Tianjin – Harbin – Taiyuan and Shanghai, with a total population of over 62 million. The mission will provide Canadian businesses with not only the latest perspectives but also the advantages of early entry into joint ventures and emerging industries in the fastest growing country in the world.

This trade mission targets opportunities in both Canada and China in the following industries:

- Venture capital
- High tech
- Health
- Clean energy
- Environment
- Real estate development and construction
- Agriculture and food
- Tourism
- Trading
- Oil, mining and safety

## Benefits

Through the trade mission, participants will be able to meet with Chinese government officials, visit national economic development zones, establish connections with prominent Chinese business people, and present enterprise opportunities in sub-group sessions for various industries.

The participants can attend two of the largest international business events:

- Shanghai World Expo 2010 (<http://en.expo2010.cn>)
- China Harbin International Economic and Trade Fair (<http://en.ichtf.com/czzn/1.php>)

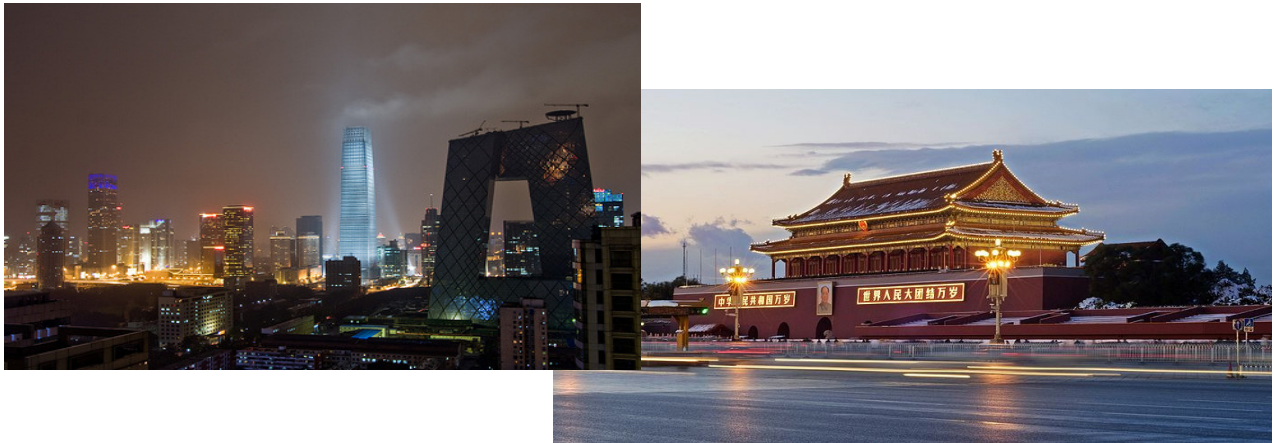
The participants also have an option to extend the trip with an eight-day tour of eastern China at no extra cost. An additional tour package may also be arranged.

In the 2009 IAIA China Trade Mission, over 50 letters of interest were signed between Canadian business delegates and Chinese entrepreneurs. Additionally, the Town of Markham, Ontario and Jiangyin City, the Province of Jiangsu became sister cities.

## Highlights of Our Destinations

### Beijing

Beijing is the capital of China and the second largest city after Shanghai, with a population of more than 17 million. It is recognized as the political, educational, and cultural centre of China



Beijing is amongst the country's most developed cities, with tertiary industry accounting for 73.2% of its GDP; it was the first post-industrial city in mainland China. Finance is one of the most important industries of Beijing. By the end of 2007, there were 751 financial organizations in Beijing, generating 128.6 billion yuan in revenue and accounting for 11.6% of China's total financial industry revenue. Finance also accounts for 13.8% of Beijing's GDP, the highest percentage of all Chinese cities. Beijing is home to 26 Fortune Global 500 companies, the third most in the world, behind Tokyo and Paris.

The trade mission will visit Zhongguancun National Innovation Model Park (<http://www.zgc.gov.cn/english/>), widely regarded as China's Silicon Valley and the home of venture capital and innovation. With nearly 20,000 high-tech enterprises, Zhongguancun has a GDP of close to US\$200 billion and has maintained an annual growth rate of over 25% over the last decade.

### Tianjin

Tianjin, the sixth largest city of China with a population of 12 millions, is recognized as the designated centre for financial innovation in China. With the completion of the nation's first 300 km/hour inter-city high-speed railway in 2008, Tianjin is merely thirty minutes away from Beijing.



Since 2006, China has publicized plans to build Tianjin into a financial center in the North by

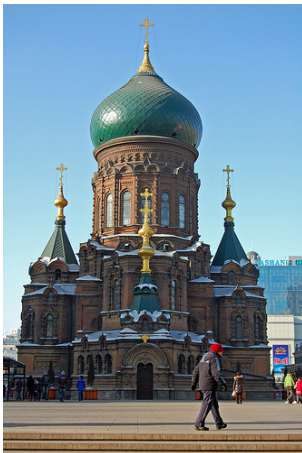
introducing a range of reforms in the city's Binhai New Area, one of the highlights of this trade mission. The area, with an area of 2,270 square kilometers, will be built into the third economic powerhouse in the country, after Shenzhen and the Pudong in Shanghai. Because of the commitment, Tianjin's GDP growth rate still hit 16.5% amid the global financial crisis, second only to the resource-rich province of Inner Mongolia.



In January 2010, Binhai New Area made a stunning debut by setting a bold target of 24.5% annual growth with 550 major projects this year, involving an accumulated investment of 1.1 trillion yuan (US \$160 billion). The municipality will strive to put 350 billion yuan (US \$51 billion) of investment in place, facilitating key projects, related to either innovation manufacturing, or the service industry.

## Harbin

With a population of 10 million, Harbin is the largest city in northeastern China, serving as a key political, economic, scientific, cultural, and communications hub in northeastern China. This city is most famous for its beautiful display of ice sculptures in winter and is also known as China's gateway to trade with Russia. Located in one of the fastest growing regions in the world, Harbin has experienced stunning GDP growth of over 13% for the last seven years and is expected to achieved a 14% GDP growth this year.



Harbin is an ideal location for setting up agricultural businesses. Situated in one of the three world-famous nutrient-rich black soil belts, Harbin is the capital of the most important agricultural province, Heilongjiang, which produces 10% of China's crops. Harbin is also known as the capital of "power manufacturing": the hydro- and thermal-powered equipment manufactured here make up one-third of the total installed capacity in China. Known as the Oriental Moscow with many historic sites and plenty of beautiful natural scenery, Harbin has experienced rapid growth in the traditional tourism, agri-tourism, and eco-tourism sectors.

This trade mission includes admission to China Harbin International Economic and Trade Fair (Harbin Trade Fair) (<http://en.ichtf.com/czzn/1.php>), one of the large-scale foreign trade fairs authorized by the Chinese government. The Fair has been successfully held for 20 consecutive years. Over the years, Harbin Trade Fair has developed from a regional fair to one with 3000 international standard booths and 10 professional exhibition areas. Harbin Trade Fair has become one of the world's significant international trade fairs—a window for China to fully explore diversified international markets and a major platform for regional cooperation in Northeast Asia. About 120,000 contractors, buyers, and professional visitors from 68 countries attended the 20<sup>th</sup> event.



## Taiyuan

Taiyuan has a population of 3.5 million and is the capital city of the province of Shanxi which is strategically situated in central China. The region is widely recognized as the hub of the country's next wave of economic activities. China has set a national strategy of moving coastal industries to the less expensive inland, committing to vast investments in building 12,000 kilometers of high-speed railway by 2012. The 300 – 350 km/hr railway network will enable the region to literally reach all corners of the nation within hours.

Shanxi is the nation's most important coal mining and energy province. As China moves away from traditional high pollution industries and poises to become a leader in clean technology and the high-tech industry, Taiyuan has become one of the centers of such transformation.

Our trade mission will meet with China Council for the Promotion of International Trade's Taiyuan Branch, made up of Shanxi's most prominent business people.



## Shanghai



Shanghai is the largest city in China with a population of over 20 million. With a history of more than 700 years, Shanghai was once the financial center of the Far East. Since the reforms that began in the 1990s, great changes have taken place in the city. Today, Shanghai is the largest economic and transportation centre in China. The municipal government is working towards building Shanghai into a modern metropolis and a world economic, financial, trading, and shipping centre by 2020.



This trade mission includes admission to the Shanghai World Expo 2010 (<http://en.expo2010.cn>), a grand international gathering expected to attract over 200 nations and international organizations, as well as 70 million visitors from home and abroad. The Shanghai World Expo 2010 is expected to have the largest participation in the history of world expositions. The Chinese regard it as just as important as the 2008 Beijing Olympics.

## Itinerary

<b>Day 1</b>	June 9 (Wednesday)	Depart Toronto for Beijing
<b>Day 2</b>	June 10 (Thursday)	Arrive in Beijing  City tour (Bird Nest, Tiananmen Square)
<b>Day 3</b>	June 11 (Friday)	Visit Zhongguancun (China's Silicon Valley)
<b>Day 4</b>	June 12 (Saturday)	Tour (Great Wall or Forbidden City)  Latest high-speed train to Tianjian
<b>Day 5</b>	June 13 (Sunday)	Visit Tianjin economic development zones  Business forum with Tianjin officials and businesses  City tour
<b>Day 6</b>	June 14 (Monday)	Flight for Harbin  Grand Opening of China Harbin International Economic and Trade Fair  Welcome banquet by the Premier of the province of Heilongjiang  China Harbin International Economic and Trade Fair
<b>Day 7</b>	June 15 (Tuesday)	China Harbin International Economic and Trade Fair
<b>Day 8</b>	June 16 (Wednesday)	Harbin enterprises and city tour

<b>Day 9</b>	June 17 (Thursday)	Flight for Taiyuan
<b>Day 10</b>	June 18 (Friday)	Taiyuan China – Canada Press Conference, hosted by China Council for the Promotion of International Trade Taiyuan Branch
<b>Day 11</b>	June 19 (Saturday)	Flight for Shanghai Shanghai Expo: Visit Theme Pavilion Visit Canada Pavilion Visit China Pavilion
<b>Day 12</b>	June 20 (Sunday)	Shanghai End of Trade Mission Flight for Toronto (Optional)
<b>Day 13 – 19 Optional</b>	June 21 – 27 (Monday to Sunday)	Optional Tour of Eastern China (Shanghai → Suzhou → Hangzhou → Wuxi → Nanjing → Shanghai)
<b>Day 20 Optional</b>	June 28 (Monday)	Flight for Toronto from Shanghai (Optional)



## Cost

The cost is C\$5,950 which includes:

- Economy-class return airfare for international flight
- Domestic flights in China
- 4-star to 5-star hotel accommodation
- Arranged local transportation
- Group meals and official banquets
- Admission to Harbin International Economic and Trade Fair
- Admission to Expo 2010 Shanghai
- Admission to sightseeing destinations arranged in the tour
- Arranged business forums, discussions, and enterprise site visits
- Optional eight-day tour of eastern China (Tax may be applied)

## Registration and Further Information

For registration, please contact:

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## Canadian Official Delegates

### Honorable John McCallum – Member of Parliament, Markham - Unionville, Ontario



**John McCallum** was elected to the House of Commons in November 2000. He currently serves as the Liberal Finance Critic for the Official Opposition and sits on the Standing Committee on Finance. During his time in politics Mr. McCallum has held many Cabinet portfolios under both the Jean Chrétien and Paul Martin governments including Minister of National Defence, Minister of Veterans' Affairs, Minister of Natural Resources and Minister of National Revenue. Prior to his appointment to Cabinet, he served as Parliamentary Secretary to the Minister of Finance. As well, he served as Vice-Chair of the Standing Committee on Citizenship and Immigration and as a member of the Standing Committee on Finance.

Before entering politics, Mr. McCallum was senior vice-president and chief economist of the Royal Bank of Canada between 1994 and 2000. Prior to that he worked as a professor of economics at McGill University (1987-94), Université du Québec à Montréal (1982-87), Simon Fraser University (1978-82), and the University of Manitoba (1976-78). Prior to joining the Royal Bank, he was dean of the faculty of arts at McGill University .

A native of Montreal, Mr. McCallum obtained a bachelor of arts from Cambridge University, a diplôme d'études supérieures from Université de Paris and a doctorate in economics from McGill University . Mr. McCallum and his wife, Nancy Lim, have three sons.

### Honorable Maria Minna – Member of Parliament, Beaches – East York, Ontario



**Maria Minna** was first elected to Parliament in 1993. She was re-elected in 1997, 2000, 2004, 2006 and 2008. Ms. Minna is the Critic for Labour and is a member of the House of Commons Standing Committee on Human Resources, Skills and Social Development, and the Status of Persons with Disabilities.

Ms. Minna has previously served as a member of the House of Commons Standing Committee on Finance and chaired the Social Policy Committee of the National Liberal Caucus. Ms. Minna also chaired the Canada-Sri Lanka and Canada-Bangladesh Parliamentary Friendship Groups. She also chaired the Canadian branch of the Parliamentary Network for Nuclear Disarmament, an international non-partisan forum for parliamentarians committed to nuclear disarmament.

As Minister for International Co-operation from August 1999 until January 2002, she doubled Canada's overseas investment in health and nutrition and quadrupled investments in education, HIV/AIDS prevention and child protection. She also ensured that gender equality and human rights formed an integral part of all of those priority areas.

As a Member of Parliament, Ms. Minna fought hard to maintain Canada's social safety net and universal health care system. She also fought for the National Child Tax Benefit to reduce child poverty, and for programs to support early childhood development.

From 1981 to 1992, Ms. Minna served as volunteer president of COSTI-IIAS, Canada's largest immigrant services organization. She also served as a director of the National Council on Welfare and as a member of the United Way Campaign Committee, the Women's Legal Education and Action Fund, the National Action Committee on Immigrant and Visible Minority Women, and as President of the National Congress of Italian-Canadians.

### **Jim Jones (TBD) – York Regional Councillor, Town of Markham, Ontario**



**H. James (Jim) Jones** (born February 4, 1943) is a Canadian politician. He served in the Canadian House of Commons from 1997 to 2000, initially as a Progressive Conservative and later as a member of the Canadian Alliance.

Jones was born in Warwick, Ontario, and received a degree in Business Administration from Ryerson Polytechnical Institute in 1967. He became a Certified General Accountant in 1971. Jones was an internal auditor of the Moore Corporation from 1967 to 1969, and a Marketing Manager at IBM Canada Ltd. from 1969 to 1997. He began his political career at the municipal level, serving as a councillor in Markham's third ward from 1988 to 1997.

He was elected to the Canadian House of Commons in the 1997 federal election, defeating Liberal candidate Gobinder Randhawa by 3,639 votes in Markham. Jones was the only Progressive Conservative candidate elected in Ontario in this election, and some credited his win to local dissatisfaction over the previous Member of Parliament (MP), Jag Bhaduria. Bhaduria had been elected as a Liberal, but resigned from the party amid controversy soon after the election.

Jones was on the right-wing of the Progressive Conservative Party. He initially supported Brian Pallister in the first round of the PC Party's 1998 leadership election, though he later endorsed Joe Clark on the second ballot before Pallister officially withdrew. He later became a supporter of the United Alternative movement, and in 2000 floated the idea of seeking re-election with co-endorsements from the Progressive Conservatives and the newly-formed Canadian Alliance, a successor to the Reform Party.

Jones's proposal was rejected by the Progressive Conservative leadership, and he was thrown out of the party's caucus on July 4, 2000. Referring to the situation, Joe Clark was quoted as saying, "You can't play for two teams at the same time" (National Post, 28 November 2003). He joined the Canadian Alliance on September 6.

Jones ultimately sought re-election in the 2000 campaign as a Canadian Alliance candidate, while David Scrymgeour was given the Progressive Conservative nomination. Both Jones and Scrymgeour lost to Liberal candidate John McCallum.

Jones later returned to municipal politics, and was elected as a regional councillor in Markham in 2003. He was reelected in the November 2006 election, receiving the most votes of all regional councillor candidates, thereby becoming Markham's deputy mayor.

## The Organizer

International Asian Interactive Association (IAIA) is a non-profit organization aimed at promoting cultural and business exchanges between Asia and Canada and among Asian communities within Canada.

The IAIA team has much experience in business, as well as connections with governments in Canada, China, Taiwan, Hong Kong and beyond.

In March 2009, the IAIA organized a trade mission to China. Marlene Cheng, the president of IAIA, led the delegation, which included Canadian business executives as well as Canadian and American political leaders. As a result of the trip, over 50 letters of interest were signed. Additionally, the Town of Markham, Ontario and Jiangyin City, the Province of Jiangsu became sister cities.

In November 2009, IAIA organized an official delegation led by Mr. Don Jun, the deputy mayor of Xi'an, China to visit Canada. Mr. Jun met with officials of the Niagara Parks Board, promoting the Xi'an International Horticultural Exposition, to be held from April-October 2011. More than 100 cities and organizations are expected to participate.

IAIA is currently organizing a second trade mission to China as well as facilitating government and business delegations from China to Canada.

The IAIA team is also devoted to cultural exchanges among Asian communities in Canada. IAIA is the co-organizer of Beauties of Asia, an annual event which will next be held in May 2010. Since 2008, Beauties of Asia has been a feature of Asian Heritage Month, bringing together young people from eleven Asian communities in Ontario. Through this competition, local youth showcase their ethnic heritage and learn about other Asian histories and cultures.

The proceeds of Beauties of Asia are contributed to a different selection of charities every year. In 2010, the event is supporting Mary Kay Ash Charitable Foundation ([www.mkacf.org/](http://www.mkacf.org/)) committed to eliminating cancers affecting women and the epidemic of domestic violence; 500 Club (<http://ibcs500club.com/>) for the reconstruction of earthquake-hit Szechuan, China; and Hope House (<http://www.kids-with-cameras.org/school/>), a safe haven where girls from Calcutta's red-light district can develop the strength and skills to change their circumstances.

For more details, please refer to our website: <http://www.iaia.ca>