

COMMITTEE OF THE WHOLE – JUNE 14, 2011

INTERNATIONAL BUSINESS DEVELOPMENT, YIWU, CHINA – UPDATE

Recommendation

The Director of Economic Development in consultation with the Mayor, Ward 4 Councillor and the City Manager, recommend that:

1. This report be received;

Contribution to Sustainability

Green Directions Vaughan embraces a *Sustainability First* principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Under this definition, activities related to attracting and retaining business investments and consistent with the Economic Development Strategy contributes to the economic vitality of the City.

Economic Impact

All costs associated with this report were budgeted in the Economic Development Department's 2011 budget. The estimated cost per person was \$3,500, the final cost per person was \$3,300.

Communications Plan

Formal communications and one-on-one meetings will continue with the Vaughan Chamber of Commerce, the Vaughan Chinese Business Association, the Confederation of Greater Toronto Chinese Business Association and the Chinese Consulate General in Toronto. These communications will continue to emphasize Vaughan's international business development strategy and desire to open new markets for Vaughan companies. Also, the Canadian Import Centre (Canada Mart) will be highlighted in upcoming Economic Development communications such as the Business Link and the monthly Business E-Link.

Purpose

The office of the Mayor received an official letter of invitation to lead a delegation from the City of Vaughan to Yiwu, China to attend the 2011 Cultural Products Fair, April 20-23 and to participate in the Grand Opening of the Canadian Import Centre.

This report provides Council with an overview of trip lead by Mayor, Maurizio Bevilacqua, Ward 4 Councillor, Sandra Yeung Racco, City Manager, Clayton D. Harris, and the Director of Economic Development, Tim Simmonds to Shanghai, Changning District and Yiwu, China.

Background – Analysis and Options

The recently adopted 10-Year Economic Development Strategy entitled "Building A Gateway To Tomorrow's Economy" clearly emphasizes that Vaughan's international business development (IBD) must bring economic benefits to Vaughan's businesses and residents. The strategy identifies six communities that the City should pursue as international economic partners, one of which is Yiwu, China.

The guiding objectives for Vaughan's international business development strategy are:

1. To support local economic development by providing local businesses with an additional tool to access new markets, achieve growth, and retain their competitive edge

2. To support local economic development by pursuing foreign investment attraction
3. To create or leverage opportunities arising from multicultural or ethnic partnerships
4. To enhance Vaughan's global image

Objectives of this Initiative

As outlined in the Report titled *Travel – International Business Development, Yiwu, China - April 17-23, 2011 Committee of the Whole March 22*, the Economic Development department had the following objectives for this business development trip to Yiwu:

- Begin assessing Foreign Direct Investment opportunities through the City's economic ties to Shanghai, Changning District.
- Participate in the Official opening of Canada Mart (Canadian Import Centre)
- Create a better understanding of the City of Yiwu with an emphasis on the distribution and warehousing services, transportation logistics and customs clearance in relation to importing Canadian products

These objectives all work in concert with the above mentioned guiding objectives of the Economic Development Strategy.

Shanghai – April 18 & 19

The delegation departed Toronto at 1:30 p.m. on Sunday, April 17 and arrived in Shanghai at 3:30 p.m. on Monday, April 18. (Attachment A – Official Itinerary)

Local York Region businessman and office developer, Mr. Tommy Gong, who had previously introduced Vaughan to the Changning District of Shanghai was instrumental in assisting staff with business meetings, accommodations and in-country travel. Through his efforts, the Vaughan delegation was able to use its time efficiently while maintaining a tight schedule.

On the day of our arrival, April 18, after a 15-hour direct flight, the delegation attended a dinner with Mr. Philip Wong, Consul (Economic Affairs - Ontario), Consulate General of Canada. Mr. Wong commenced duties as head of the Ontario International Marketing Centre in Shanghai in January 2007 and has created a vast business network. He has been promoting the export of Ontario's goods and services to China, as well as facilitating two-way investment, for almost two decades. Mr. Wong had also received an invitation to the Cultural Trade Fair in Yiwu and made arrangements to remain with our delegation while in Shanghai and Yiwu.

On day two, April 19, the delegation departed Shanghai at 2 p.m. via high-speed train for Yiwu in and was greeted by Yiwu Officials for an informal welcome dinner. Prior to leaving Shanghai, the delegation had the opportunity to visit the Shanghai Business Mart and was hosted to an official lunch reception by the Changning District Mayor, Li Yaoxi and Municipal Officials Li Ronghua, Director of Changning Government Office/Director of Changning Foreign Affairs Office; Gong Ming, Director of Changning Economy Commission; Jin Weifeng, Deputy Director of Changning Government Office; Ms. Fang Jinyan, Deputy Director of Changning Foreign Affairs Office. Local Business Representatives included Mr. Gong Weibing, Mr. Wang Yong and Ms. Vacey Dai.

Shanghai Business Mart

The Shanghai Business Mart is in the Hongqiao area of Shanghai, a major international business and trade district. The newly-developed Hongqiao Transit Hub, a 15-minute drive from the Centre, will soon be operational and connect Shanghai's two international airports. This hub will also be an interchange for all major transport lines connecting the key cities in the Delta

region, all within a two hour travel distance from Shanghai through highways and inter-city fast speed trains.

The Shanghai Business Mart is an established international trade and exhibition centre featuring permanent showrooms, trade offices, and information resources that provide both international and domestic business first class facilities and services. Every year, it holds more than one hundred trade shows and exhibitions, attracting millions of local business people from both Shanghai and the Yangtze River Delta region.

The Shanghai Business Mart provides three business functions:

- The Mart - China's first and Asia's largest permanent international trade mart with over 2,000 permanent showrooms of total floor space of more than 200,000 square meters (2.1 million sq.ft.)
- The Expo - One of the five major exhibition centres in Shanghai, which provides a state-of-the-art exhibition space and multi-function convention facilities. Hundreds of international and domestic exhibitions and conferences are held here every year.
- The Offices - First-class office buildings provide high-quality and modern office space for international business operation and global procurement.

A number of countries have set up their centres at the Shanghai Business Mart, including the Japanese Culture Centre, the Chile Centre, the Sri Lanka Centre, and the All India Industrial Association.

Canada Chinese Business Council

During the tour at the Shanghai Business Mart the delegation was introduced to the Shanghai office of the Canada Chinese Business Council (CCBC). The Centre is situated in the central lobby area on the 10th floor of the Mart, a floor dedicated to international trade and business. While there, Mr. Tony Gostling, Director of Membership and Outreach, and Mr. Daniel Ding, Deputy Director, Shanghai Office, gave the delegation an overview of the Centre's mission and objectives. During the overview, a key aspect of the CCBC office that was highlighted was the Centre's "virtual" office/desk for a Canadian company that is in the early phase or investigative stage of entering the Chinese market. The virtual desk/office affords Canadian businesses with the opportunity to establish a base to conduct meetings, make use of the CCBC physical address to receive mail, internet connection and other complimentary professional support services. Staff at the CCBC will also use their network to assist the company with scheduling one-on-one introductions and meetings with government officials and Chinese firms engaged in the targeted business sector. The virtual office is very strategic and allows the Canadian business the opportunity to thoroughly research and analyze the business opportunity(s) prior to a substantial commitment of time and financial resources.

In addition, CCBC will also assist a Canadian municipality wishing to lead a delegation to China with arranging in-country meetings, travel, accommodations and any other relevant details related to the incoming municipality's business mission. As noted on the CCBC's website – www.ccbc.com.

The Canada China Business Council (CCBC) is the country's Canada-China bilateral trade and investment facilitator, catalyst and advocate, bringing more than three decades of experience and business relationship building to its members. A private, not-for-profit business association, CCBC is dedicated to building its members' business success in China and Canada by offering unmatched business service and support. From direct operational support in China to trade and investment advocacy on its members' behalf, CCBC is a vital resource in enhancing Canada-China bilateral trade and investment and in building prosperity for Canadians through enhanced Sino-Canadian business.

The Canada China Business Council was founded in 1978. With more than 300 member companies, its members range from the largest and best-known Canadian and Chinese firms to leading innovators and SME entrepreneurs in both countries. Members are competing in a diversity of sectors including financial services, legal services, information and communications technology, education, manufacturing, construction, transportation, mining and energy.

With this network of offices, the CCBC is well placed to gather market intelligence and information and to connect its members to opportunities in China's emerging regions. The CCBC also operates a CCBC Chapter in Beijing and is allied with the Canadian Chamber of Commerce in Shanghai, offering a range of events and broad networking opportunities at the local level.

With this information, staff in the Economic Development Office will begin to become more actively involved with the CCBC.

At the official lunch reception hosted by the Municipal Leadership of Changing District, conversations focused on Changning's strengths in office development, medical technologies, information and digital media industries, all of which dovetail closely with Vaughan's future employment sectors. The staff of the Economic Development offices in Changning also informed the delegation that the relationship it was building with Vaughan was important to the District as they work to assess and build a dedicated Canadian Import Centre in the Shanghai Business Mart.

Yiwu

The delegation arrived in Yiwu late in the afternoon of April 19 and was greeted at the Yiwu train station by Mr Chen Xubing "Tim", Chief of Canadian and Caribbean Affairs and Mr. Edison Luo, President Zhejiang Winners Trading Ltd.. That evening the delegation was hosted to an informal dinner reception to discuss and formalize the itinerary for our time in Yiwu.

2011 Yiwu Cultural Products Trade Fair

The delegation departed the hotel early via motor coach on April 20, to attend the Official opening of the 2011 Yiwu Cultural Products Trade Fair at the Yiwu Commodities International Market. The Cultural Products Trade Fair was the backdrop for the opening of the Canadian Import Centre and the recently completed International Market is the permanent home of the Canadian Import Centre.

According to the most recent statistics published by the executive office of the Yiwu Cultural Products Fair, approximately 81,000 buyers from 116 countries and regions participated in the Fair this year, including 5,252 overseas buyers.

Foreign government guests from more than 30 countries were in attendance at the Opening of the Cultural Products Fair. It should be noted that Vaughan was the only municipality in Canada to be invited to participate in the opening ceremonies by the Yiwu Municipal government. (Attachment B – Photo Gallery)

Immediately following the opening ceremony, Vice Chair, Mr. Dong You Qun and Yiwu Municipal Officials personally toured the delegation through a portion of the trade booths that were set-up. (Attachment B – Photo Gallery) On a number of occasions, as the group toured, Vaughan Mayor, Maurizio Bevilaqua was interviewed by local news outlets. These impromptu interviews gave the City added media exposure.

Commodities Market

Yiwu is famous in China as a commodities center. Developed and managed by Zhejiang China Commodities City Group Co., Ltd., Yiwu's China Small-Commodity Market has for six consecutive years topped China's Top 100 open markets. The International Commodities Trade Centre now encompasses more than 43-million square feet of commercial space dedicated to exported small goods and commodities; and attracts more than 200,000 incoming business people daily, in addition to the 13,000 overseas or expatriates living there.

Yiwu has just completed an Imported Goods Centre. The Imported Goods Centre, covers an area of more than 530,000-square feet, and is expected to attract 27,000 different types of commodities from more than 52 countries. A number of countries currently have permanent booth space developed in the Imported Goods Centre.

Official Opening of Canada Mart (Canadian Import Centre)

In preparation of the opening of the Canadian Import Centre, staff in the Economic Development Department had been working with municipal officials from Yiwu and Yiwu business people, Ms. Helen Dong and Mr. Edison Luo for the past 10 months to source potential products from Vaughan companies wanting to export into the Chinese market. As previously identified, staff were able to assist one Vaughan company with exporting their product to the newly established Canada Mart.

The newly established import centre has been officially named "Canada Mart" and is located in the newly constructed area of the Export Commodities Market and is being managed by Zhejiang Winners Trading Ltd. The retail location is approximately 500 square meters (5,500 sq. ft) in size and is ideally located on a corner location on the main floor.

The grand opening celebration was officiated by Mr. Edison Luo and in attendance was the Vice General Manager, Zhejiang China Commodities City Group Company Ltd., Ding Yun Feng, Vice Chair, Gong You Qun, Yiwu Chief of Canadian and Caribbean Affairs and other Yiwu Municipal staff, and local buyers. The Centre will focus on consumer goods such as food and beverages, apparel, fashion related accessories and footwear.

Distribution and Warehousing Services, Transportation and Logistics – Yiwu

In addition to wholesale trade, Yiwu is fully integrated to provide distribution and warehousing services, transportation logistics and customs clearance. As a result, more than 1,000 shipping containers leave Yiwu everyday for destinations around the world. Logistics is vital to making Yiwu the distribution center of small commodities. The Yiwu Municipal Government has a permanent logistics office that oversees the overall development of logistics in Yiwu.

On the delegation's last day in Yiwu prior to the return to Shanghai, Staff were introduced to Jianming Wang, Chief, Yiwu Leading Group Office of Modern Logistics Development; "Lily", Yangxiang International Logistics Company; Ellina, President, Kai Leading Trade Service Import and Export Corporation, "King", General Manager and Vice Chairman, Yiwu Kingland International Transportation Company and Yiwu International Association for Freight Forwarders and Storage. Through these discussions, staff learned about various aspects of the logistics industry - both from a municipal perspective and a logistics end-user perspective. The industry representatives both confirmed that the major port of entry that was used for Canada was Delta Port in Vancouver. This fact substantiated the work developed in the Economic Development Strategy. The discussions focused on how Vaughan is positioned to better serve the Chinese market and allow easier access into the Greater Toronto Area and Northeast United States.

Through the discussions staff also learned that there was an opportunity to work with Lily and King as they indicated that they were researching how to manage the cargo process from a door-to-door perspective and a logistics centre in Vaughan could be a viable option. An invitation was extended to both of the logistics firms to visit Vaughan to continue these conversations. Also of note was that Kai Leading Trade Service has an office in Vancouver and has offered their assistance to staff in generating new business.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved. Specifically, this report fulfills Vaughan Vision 2020 Goal: Plan and Manage Growth and Economic Vitality.

Regional Implications

Not applicable

Conclusion

Establishing a gateway to export Vaughan products to China, builds on the “Edge City” and gateway concepts articulated in the Economic Development Strategy. Goal One recognizes that geo-political borders are inconsequential to business and flows, especially in a globalized economy, and establishing connections to international trade flows position Vaughan as an excellent gateway to the Greater Toronto Area and the economic region.

The wide scope of the Economic Development Strategy with regard to new international business development is being approached as a multi-phase program of activity and will require City Staff and Council to have much greater reliance on external agencies such as international chambers and business aggregators; consulates; and, federal and provincial economic development agencies. The process of fostering trust and communication in order to achieve economic and social benefits requires regular reciprocal visits and/or local representation or agents in the partner market.

It also means continual knowledge development on and anticipation of global trends, because if anything is true of our globalizing economy, it's that change is the only constant. Economic developers and communities who do not seek to understand how new policies, technologies, trends or news constantly reshape their work – and respond accordingly – will find themselves at a disadvantage to those who do.

Staff in the Economic Development Department will continue to work with the City of Yiwu, China and market the Canadian Import Centre to Vaughan and York Region businesses. In addition, staff have begun a number of initiatives that work in concert with the International Business Development actions in the Economic Development Strategy such as;

- Working with Zhejiang Winners Trading Ltd. to host an import event in Vaughan to meet Vaughan companies interested in exporting through CanadaMart.
- Taking an active role in the Canada Chinese Business Council
- Initiating a Going Global series of Export Workshops for Vaughan businesses through the Vaughan Business Enterprise Centre (Attachment C - Going Global Import/Export Conference Memo)
- Opening a dialogue with Deltaport. Deltaport is Port Metro Vancouver's

largest container terminal, located at Roberts Bank. TSI operates Deltaport under a long-term lease agreement with the Vancouver Fraser Port Authority. TSI Terminal Systems Inc. is the largest container terminal in Canada, handling approximately 70% of the containerized cargo that moves through Port Metro Vancouver.

- Establishing stronger relationships with Canadian Pacific Intermodal facilities and Canadian National Marshalling Yards
- Making connections with the Federal government's initiative titled *Asia Pacific Gateway* and the Provincial government's *Ontario/Quebec Continental Gateway* to better understand future opportunity and policy framework as it relates to the movement of goods.

Attachments

Attachment A – Official Itinerary

Attachment B – Photo Gallery

Attachment C – Going Global Import/Export Conference Memo

Attachment D – Marketing Materials

Attachment E – News Clippings

Report prepared by:

Tim Simmonds, Director of Economic Development

Respectfully submitted,

Tim Simmonds
Director of Economic Development

ATTACHMENT A

Final 2011

2011 CHINA SCHEDULE INTERNATIONAL BUSINESS DEVELOPMENT

Day	Date	Time	Itinerary	Hotel/Transportation/Location/Details
SYR	Thursday, April 14	1 p.m.	Depart Air Canada Flight AC087 (Flying Time: 14 hrs 15 min)	
SYR	Friday, April 15	3:15 p.m.	Arrive in Shanghai, Pu Dong, Terminal 2	
SYR	Monday, April 18	3:30 p.m.	Arrive in Shanghai, Pu Dang, Flight CX6858	

1	Sunday, April 17			
		10:45 a.m.	Arrive at Pearson International Airport, Terminal 1	
		1 p.m.	Depart Air Canada Flight AC087 (Flying Time: 14 hrs 15 min)	

2	Monday, April 18			
		3:15 p.m.	Arrive in Shanghai, Pu Dong, Terminal 2	<i>Coach Pick-up at Airport Services arranged by Shanghai Changning District to Hotel - Tommy Gong will greet Delegation at Airport.</i>
			Check in at Hotel	<i>Hotel: Fairmont Peace Hotel 200 Nanjing Road East, Shanghai (Bund District) – Tel 86-2163216888 www.fairmont.com/peacehotel</i>
		6 P.M.	Dinner Meeting - Wilson Texiera Guests: Philip Wong, Consul, Consulate General of Canada in Shanghai, Mary Lam - Sutton Group Realty and Joe Li - Century 21 Landstar Realty	<i>Restaurant - Lv Bo Lang, 115-131 Yuyuan Road. Tel: 021 -63280602</i>

ATTACHMENT A

Final 2011

3	Tuesday, April 19			
			Breakfast at Hotel	<i>Hotel: Fairmont Peace Hotel 200 Nanjing Road East, Shanghai (Bund District) – Tel 86-2163216888 www.fairmont.com/peacehotel</i>
		8:50 a.m.	Check out at Hotel Tommy Gong will meet Delegation at Hotel	<i>Luggage can stay at Hotel, to be arranged at check-in with Concierge</i>
		9 a.m.	Depart Hotel for Shanghai Changning District	<i>Ground Transportation arranged by Shanghai Changning District</i>
		9:30 a.m.	Arrive in Shanghai Changning District	
		9:30 a.m. - 11:00 a.m.	Visit ShanghaiMart, Business Discussions	<i>Hosted by Tommy Gong</i>
		11:15 a.m.- 12:45 p.m.	Luncheon Reception with Shanghai Changning District Officials	
		1 p.m.	Depart for Hong Qiao Train Station (located in Changning District)	<i>-Ground Transportation arranged by Shanghai Changning District -Train Tickets Already Purchased</i>
		2:06 p.m.	Train departs for Yiwu (2 hrs 6 mins)	<i>Train # D5663</i>
		4:12 p.m.	Arrive in Yiwu	<i>Edison Luo and Representative from Yiwu Foreign Affairs to welcome Delegation at Train Station</i>
		5 p.m.	Check in at Hotel	<i>Hotel: Yindu Hotel, 168, Binwang Lu, Yiwu – Tel 86-0579-85588888</i>
		6:30 p.m. - 8:30 p.m.	Dinner Meeting hosted by Director or Vice Director of Yiwu Foreign Affairs Office, guests will include Helen Dong (L&D Investments) and Edison Luo (Zhejiang Regional Economic Cooperation Promotion Association) Yiwu Officials to share Schedule for Wednesday and Thursday	<i>Dinner Location TBC</i>

4	Wednesday, April 20			
		A.M.	Breakfast at Hotel	<i>Hotel: Yindu Hotel, 168, Binwang Lu, Yiwu– Tel 86-0579-85588888</i>
		A.M.	Opening Ceremonies at Cultural Products Trade Fair	<i>Ground transportation arranged by Yiwu Foreign Affairs</i>
		P.M.	Formal Reception with Yiwu Officials	

ATTACHMENT A

Final 2011

5	Thursday, April 21			
			Breakfast at Hotel	<i>Hotel: Yindu Hotel, 168, Binwang Lu, Yiwu– Tel 86-0579-85588888</i>
		A.M.	Business Meetings – Logistics/Intermodal/Yiwu Economic Development – Meetings being arranged by Yiwu Foreign Affairs and Yiwu Logistics Office	<i>Ground transportation arranged by Yiwu Foreign Affairs</i>
		P.M.	City Tour	<i>Ground transportation arranged by Yiwu Foreign Affairs</i>

6	Friday, April 22			
		8:30 a.m.	Check out at Hotel	<i>Hotel: Yindu Hotel, 168, Binwang Lu, Yiwu– Tel 86-0579-85588888</i>
		8:45 a.m.	Depart for Yiwu Train Station	<i>Taxi</i>
		10 a.m.	Train departs for Shanghai (2hrs 24mins)	<i>Train #D5652</i>
		12:24 p.m.	Arrive at Hong Qiao Station (Shanghai Changning District)	<i>Taxi</i>
		2 p.m.	Check in at Hotel	<i>Hotel: Fairmont Peace Hotel 200 Nanjing Road East, Shanghai (Bund District) – Tel 86-2163216888 www.fairmont.com/peacehotel</i>
		P.M.	Leisure	

7	Saturday, April 23			
		11 a.m.	Check out at Hotel	<i>Hotel: Fairmont Peace Hotel 200 Nanjing Road East, Shanghai(Bund District) – Tel 86-2163216888 www.fairmont.com/peacehotel</i>
		1 p.m.	Depart hotel for Airport	<i>Taxi</i>
		2 p.m.	Arrive at Shanghai, Pu Dong Airport, Terminal 2	
		5:10 p.m.	Depart Air Canada Flight AC088 (Flying Time: 13 h 45 min)	
		5:55 p.m.	Arrive in Toronto, Pearson International Airport, Terminal 1	

ATTACHMENT B

International Business Development YIWU, CHINA | April 17-23, 2011



Shanghai Business Mart

The Honourable Maurizio Bevilacqua, Mayor and Ward 4, Councillor Sandra Yeung Racco at the Shanghai Business Mart located in Hongqiao area of Shanghai, a major international business and trade district.



Shanghai Business Mart

L to R: Ward 4, Councillor Sandra Yeung Racco; Honourable Maurizio Bevilacqua, Mayor; Mr. Tommy Gong, Shanghai/York Region Businessman; Clayton D. Harris, City Manager; Mr. Wilson Teixeira, President, Able Translations; Mr. Philip Wong, Consul (Economic Affairs - Ontario), Consulate General of Canada; BACK: Tim Simmonds, Director, Economic Development

International Business Development YIWU, CHINA | April 17-23, 2011



2011 Yiwu Cultural Products Trade Fair

L to R: Ward 4, Councillor Sandra Yeung Racco; Mr. Gong You Qun, Vice Chair, Yiwu Committee of The CPPCC; Honourable Maurizio Bevilacqua, Mayor;



2011 Yiwu Cultural Products Trade Fair

Honourable Maurizio Bevilacqua, Mayor being interviewed by local television media while attending the Trade Fair.

International Business Development YIWU, CHINA | April 17-23, 2011



Shanghai Business Mart

Honourable Maurizio Bevilacqua, Mayor discussing, through an interpreter, the opportunities that the Shanghai Mart gives businesses that are setting up to participate an upcoming Apparel and Textile Trade Fair.



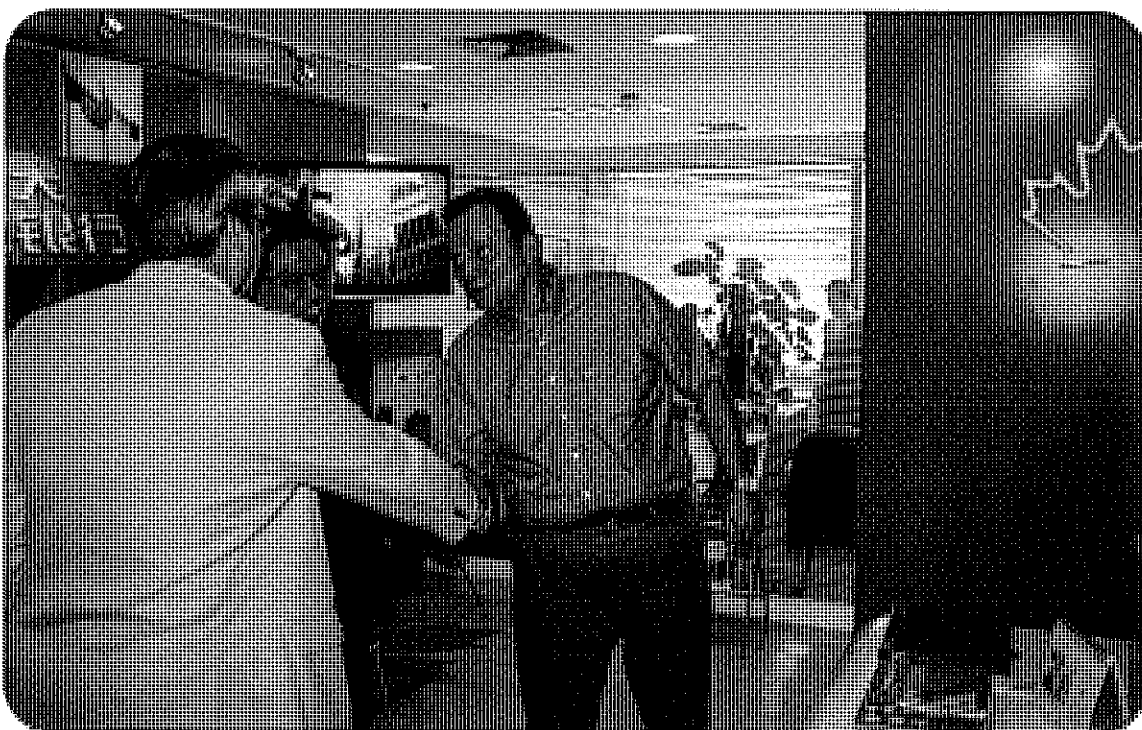
Shanghai Changning District

The Mayor of Shanghai- Changning District hosted the Vaughan Delegation to an official lunch to further discuss economic relations.

International Business Development YIWU, CHINA | April 17-23, 2011



Corporate Head Office: Zhejiang Winners Trading Ltd.,
Following the grand opening of the Canadian Import Centre (Canada Mart), the City of Vaughan delegation met with Winners to further discuss an event in Vaughan to find additional Vaughan products that could be imported into the Centre.



Shanghai Business Mart - Canada Chinese Business Council
Clayton D. Harris, City Manager and Mr. Tommy Gong are greeted by Mr. Tony Gostling, Director of Membership and Outreach of the Canada Chinese Business Council.

International Business Development YIWU, CHINA | April 17-23, 2011



2011 Yiwu Cultural Products Trade Fair

The opening ceremony for the 2011 Yiwu Cultural Products Trade Fair. Approximately 81,000 buyers from 116 countries and regions participated in the Fair this year, including 5,252 overseas buyers.



Yiwu's China Small-Commodity Market

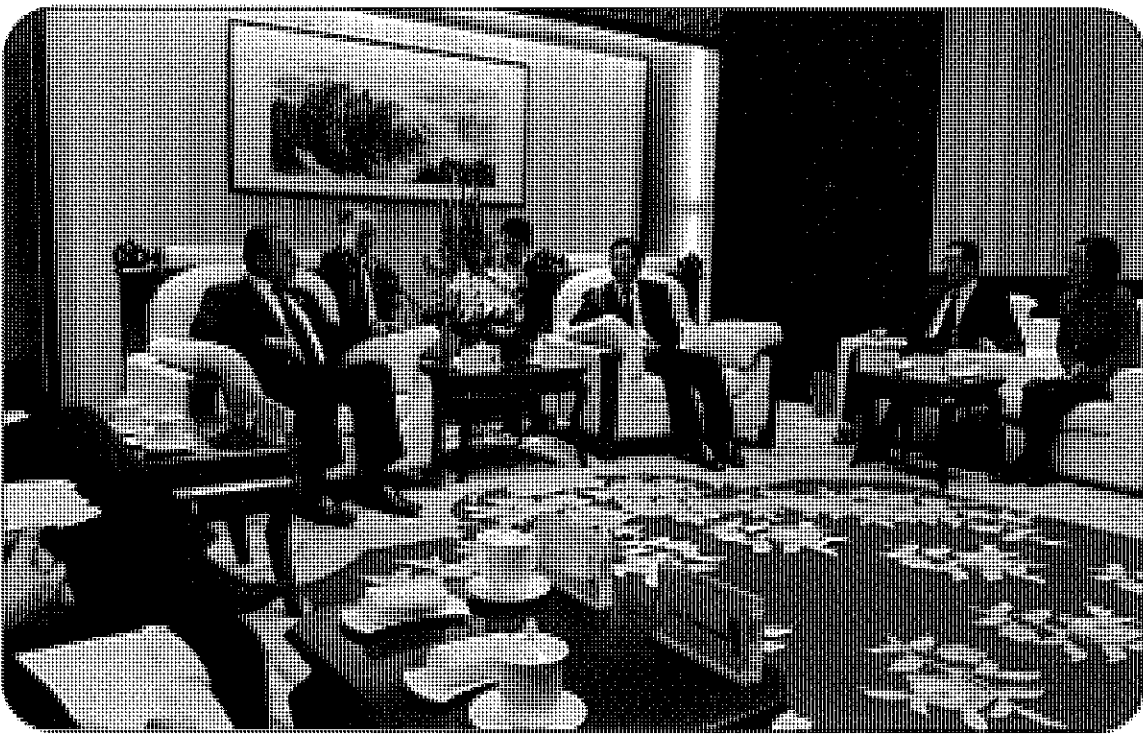
The International Commodities Trade Centre now encompasses more than 43-million square feet of commercial space dedicated to exported small goods and commodities; and attracts more than 200,000 incoming business people daily.

International Business Development YIWU, CHINA | April 17-23, 2011



Grand Opening - Canadian Import Centre (Canada Mart)

L to R: Clayton D. Harris, City Manager; Mr. Edison Luo, President Zhejiang Winners Trading Ltd; Honourable Maurizio Bevilacqua, Mayor; Mr. Gong You Qun, Vice Chair, Yiwu Committee of The CPPCC; Ward 4, Councillor Sandra Yeung Racco; Tim Simmonds, Director, Economic Development



Yiwu, China

Honourable Maurizio Bevilacqua discusses future economic relations with He Meihua, Deputy Mayor of the Jinhua Municipal People's Government and Mayor of the Yiwu Municipal People's Government



Yiwu, China | Yiwu Leading Group Office of Modern Logistics Development

L to R: "Lily", Yangxiang International Logistics Company; Tim Simmonds, Director, Economic Development; Jianming Wang, Chief, Yiwu Leading Group Office of Modern Logistics Development; Clayton D. Harris, City Manager; "King", General Manager and Vice Chairman, Yiwu Kingland International Transportation Company.



Yiwu, China | Yiwu Leading Group Office of Modern Logistics Development

Staff were led on a guided tour of the Yiwu Intermodal facility which handles more than 500,000 containers annually.



Grand Opening - Canadian Import Centre (Canada Mart)

Upon entrance into the Import Commodities Centre all were greeted with a welcome message from the Zhejiang China Commodities City Group Co., Ltd. which operates the facility.



Grand Opening - Canadian Import Centre (Canada Mart)

Immediately following the opening speeches, invited dignitaries were invited to participate in the official ribbon cutting ceremony.

DATE: May 4, 2011

TO: Honourable Maurizio Bevilacqua, Mayor
Members of Council
Senior Management Team

FROM: Lorena Marcucci
Senior Business Consultant/Manager, VBEC

RE: York Region
Going Global Import/Export Conference – May 27, 2011

With more than one million people living in York Region and more than 9,000 business in vaughan, importing/exporting is critical for the future prosperity of York Region.

Due to the overwhelming success of the Inaugural Going Global Import/Export Conference in 2010 that had more than 160 attendees, the Vaughan Business Enterprise Centre working in partnership with the Markham, Richmond Hill and York Region SBECs are hosting the 2nd Annual Going Global Conference on May 27, 2011 from 8:30 a.m. – 1 p.m. at the Markham Convergence Centre. For future years, the Conference will be hosted on rotation in the various other municipalities partnering in offering the event.

Small businesses looking at importing/exporting face multiple business challenges. Some notable challenges include access to capital, selecting new markets and understanding the mechanics of selling and doing business overseas, understanding the complexity of international regulation compliance and associated paperwork.

The confirmed concurrent session topics are:

- Government Funding Programs for Exporters & Manufacturers
- Importing Goods into Canada
- International Market Research
- Commercial Importation of Food, Plants and Animals

Sincerely,



Lorena Marcucci,
Senior Business Consultant/Manager, VBEC

c. Clayton D. Harris, City Manager
Tim Simmonds, Director, Economic Development Department

March 25/2011
Vaughan Citizen, Pg. 5

Vaughan delegation off to China

BY CAROLINE GRECH
cgrech@yrimg.com

Vaughan wants to take local products into the international marketplace and with a trip to China planned for April, city staff and councillors are hoping it will take local companies into some of the world's biggest markets.

Council approved sending a delegation to Yiwu, China in late April after being invited by the Chinese city's officials.

They must ratify their decision at the next council meeting.

Mayor Maurizio Bevilacqua, Concord/Thornhill North Councillor Sandra Yeung Racco, city manager Clayton Harris and director of economic development Tim Simmonds will represent Vaughan on the trip.

The trip fits into the city's plan to continue economic growth and to look outside its own borders, Mr. Bevilacqua said.

"For us, what is fundamental is that this is a city that is going to become more and more outward looking and this trip to China is an example," Mr. Bevilacqua said, adding that China is a growing market that will become more and more important on the economic front in the future.

It will be the mayor's first trip to China. He campaigned on focusing on the city's economic strategy.

"We are planting seeds for future relationships that will create essentially jobs and economic growth in the city," Mr. Bevilacqua said. "It will showcase Vaughan products to the international community. We're not going to build a world-class city by being

'For us, what is fundamental is that this is a city that is going to become more and more outward looking and this trip to China is an example.'

Mayor Maurizio Bevilacqua

parochial. That would be a small-town mentality that the citizens of Vaughan want to abandon."

The trip will see the four-member delegation attend the Cultural Products Trade Fair and represent Vaughan's contribution to the opening of a Canadian Import Centre.

The city has been working for the past eight months with officials from Yiwu to source products from Vaughan companies who want to export to the Chinese market.

A Vaughan company already started shipping consumer products to China, with goods worth \$50,000 that arrived there in January and a second shipment of \$100,000 worth of goods set to arrive in April.

The trip will come at a cost of \$3,500 per person.

The city's 10-year economic development strategy involves working with four cities: Delta, British Columbia, Vladivostok, Russia, Chennai, India and Yiwu, China.

"We're looking at those areas because Chennai, Vladivostok and Yiwu are very similar to Vaughan in the sense of logistics and transportation hubs for those countries. There's a lot of port

activity and a lot of importing and exporting coming from there," Mr. Simmonds said.

The trip follows on the heels of a 40-member business mission last May that went to China organized by The Confederation of Greater Toronto Chinese Business Association. The trip included a first visit to Yiwu's commodities market for Vaughan delegates. The commodities trade centre is more than 43-million square feet of commercial space dedicated to exported small goods and commodities and attracts more than 200,000 incoming business people daily.

The Commodities Market has Import Centres from around the world and Vaughan is the only municipality that has been invited to be on hand for the opening of the Canada Import Centre.

The Imported Goods Centre is expected to attract 27,000 kinds of commodities from 52 countries.

"Now that the Chinese market and Chinese population have a much greater buying power it really opens an opportunity for us to open our local Vaughan companies to say, 'Hey, we produce consumer goods and would like to enter the Chinese Market,'" Mr. Simmonds said.

Products that will be sold in China vary but can range from wine to baking products and anything that is perishable, Mr. Simmonds explained.

The focus for the city's plan is small to medium businesses which are defined by having less than 100 employees. Ninety per cent of the city's 9,000 businesses are classified as small businesses.

Keyword Highlighting:



Metroland - York Division

Vaughan's trip to China a success, politician's say

Vaughan Citizen
Mon May 2 2011
Page: 1
Section: News
Byline: Caroline Grech

Fresh off a trip to Yiwu, China, Mayor Maurizio Bevilacqua has high hopes the experience is one step in a strong economic relationship between the two cities.

Mr. Bevilacqua, Concord/Thornhill North Councillor Sandra Yeung Racco, city manager Clayton Harris and director of economic development Tim Simmonds, traveled to Yiwu for seven days mid-April, after an invitation from Chinese officials.

The trip coincided with the 2011 Cultural Products Fair.

The trip also was the first opportunity for Vaughan councillors and staff to see the newly established Canadian Import Centre where Vaughan products are already being sold.

"The country has a great deal of potential. It's in a very important phase of their economic development and that is one of the reasons that it's important to establish relationships early on," Mr. Bevilacqua said of his first trip to the country.

Mr. Bevilacqua said the city hopes to set up a Canadian marketing centre in Shanghai as well.

With a population of 22 million people, the city is an powerhouse when it comes to business.

"These relationships take time. They have to be nurtured," Mr. Bevilacqua said. "The trip was important in showing we're very interested in a mutual relationship that has mutual benefits for both countries."

Connecting with officials in Yiwu has been something Ms Yeung Racco has worked on since the trade mission to China she went on in 2008.

Ms Yeung Racco called the trip a success despite it being shorter than a normal trip to China.

Part of that success can be measured by the level of interest of Chinese delegations who plan to come to Vaughan in the very near future.

"We did have a chance to sit down with the China Mart people, we've had dialogue with them, they are going to come over and do some one-on-one business here and help people get their products over there," Ms Yeung Racco said.

The relationship between China and Vaughan doesn't always have to be about tangible products, Ms Yeung Racco said, adding they are interested in investing in real estate and bringing tours here for golf.

"We're not closing our doors saying we only want products to be exchanged. We want to bring them over. They are very keen on working with us," Ms Yeung Racco said.

La delegazione è volata in Asia per l'apertura di un padiglione dedicato ai prodotti canadesi

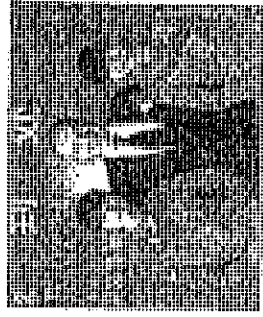
«Costruire ponti tra Vaughan e Cina»

Bevilacqua in Estremo Oriente «per far espandere la città a livello globale»

ALESSIO GALLETTI

TORONTO - Invitati in Cina per l'apertura di un padiglione dedicato ai prodotti canadesi nel Paese asiatico, i delegati di Vaughan sono volati in Estremo Oriente con una missione ben più importante. Quella di gettare le basi per le future relazioni economiche tra la città sopra Toronto - unico governo municipale invitato all'evento - e il gigante asiatico, che rappresenta un mercato in forte crescita sempre più importante a livello globale.

SEGUE A PAG. 3



(segue dalla prima)

Opportunità che Vaughan, da un punto di vista strategico, è ben posizionata per cogliere. Non solo alla luce delle infrastrutture a sua disposizione per raggiungere facilmente con le sue merci quel mercato, ma anche alla luce delle 72 lingue che ogni giorno si parlano nel comune che più rapidamente di ogni altro sta crescendo non solo nella Gtama in tutto il Canada. E ancora, grazie all'alto livello di istruzione diffuso tra i suoi abitanti.

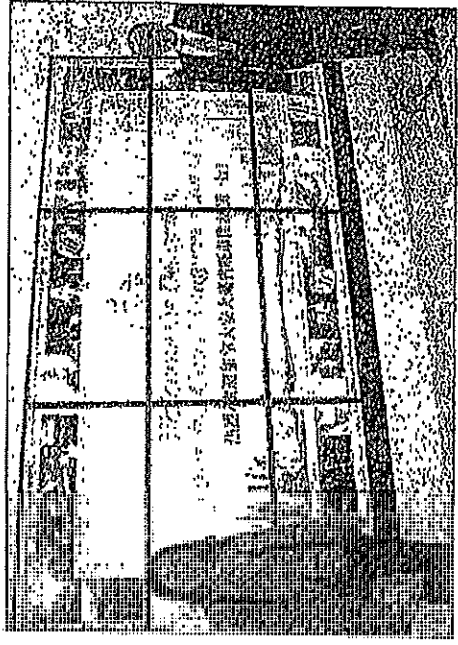
«Quello che vogliamo fare è portare chi fa affari dalla Cina fino a Vaughan, organizzando incontri con il nostro settore manifatturiero per far vedere loro cosa produciamo e anche per aprire degli spazi per i nostri imprenditori per l'export verso la Cina», dice il sindaco Maurizio Bevilacqua, che ha guidato la delegazione volata fino a Yiwu, insieme a lui nel centro del gigante asiatico secondo anche il consigliere comunale Sandra Yeung-Racco, il direttore per lo Sviluppo economico Tim Simmonds e il city manager Clayton Harris.

Questo tipo di esperienza, per cui Bevilacqua dice di essersi impegnato fin dall'inizio, non è destinato a finire qui. Per il futuro, spiega il sindaco, c'è già interesse a far altrettanto in un centro ben più grande come Shanghai, secondo per commerciale al mondo, dove vivono 22 milioni di persone: «Lavorerò con il Chinese Canadian Business Council per promuovere quest'idea», annuncia.

Un'iniziativa come questa di certo non può non destare

LE ORIENTONE

nuovi mercati, questi sforzi appaiono oggi più necessari che in passato. «Oggi ci sono tre mercati che sono molto importanti, che sono la Cina, l'India e il Giappone - spiega il primo cittadino di Vaughan - Si tratta di nazioni che stanno crescendo molto rapidamente e che rappresentano il futuro per quel che riguarda il commercio internazionale». Nonostante Vaughan si trovi già in uno spazio economico molto intenso quello nordamericano, insomma, «si deve sempre



Delegazione di Vaughan in Cina,

«Un mercato in rapida espansione»

Bevilacqua sul viaggio a Yiwu per l'apertura di un padiglione dedicato ai prodotti canadesi

l'interesse degli imprenditori. «La comunità imprenditoriale di Vaughan è molto orientata all'export, nel senso che guarda alla vendita dei propri prodotti al di là dei confini nazionali e all'interno di questi nazionali, ma che si muove anche

per commerciare a livello internazionale». Molti tra quelli che producono a Vaughan non solo cercano di esportare merci al di fuori dei confini nazionali, prosegue Bevilacqua, ma guardano anche alla possibilità di aprire succursali all'estero. «Io - chio-

stegno da parte del governo locale alle nostre ditte - continua - Quando i nostri imprenditori faranno affari in Cina, le loro controparti sapranno che hanno l'appoggio del governo locale, che li è molto importante».

Nella costante ricerca di

la crescita economica di queste nazioni. Il loro non è fenomeno estemporaneo, ma qualcosa che sarà sempre più importante nel futuro. Si tratta di Paesi che hanno subito una rapida trasformazione e sono destinati a giocare un ruolo di primo piano come dimostrano anche le infrastrutture che stanno costruendo in grandi centri come Shanghai.

«A Yiwu si vedono ancora i resti di quella che era la Cina del passato, anche se a dominare è la mano della modernità, ma Shanghai è una città fatta di grattacieli, figlia della globalizzazione, con il secondo porto al mondo».

Alessio Galietti

PSN

China trip a success, city officials say

BY CAROLINE GRECH
cgrech@yrmg.com

Fresh off a trip to Yiwu, China, Mayor Maurizio Bevilacqua has high hopes the experience is one step in a strong economic relationship between the two cities.

Mr. Bevilacqua, Concord/Thornhill North Councillor Sandra Yeung Racco, city manager Clayton Harris and director of economic development Tim Simmonds, traveled to Yiwu for seven days mid-April, after an invitation from Chinese officials.

The trip coincided with the 2011 Cultural Products Fair.

The trip also was the first opportunity for Vaughan councillors and staff to see the newly established Canadian Import Centre where Vaughan products are already being sold.

"The country has a great deal of potential. It's in a very important phase of their economic development and that is one of the reasons that it's important to establish relationships early on," Mr. Bevilacqua said of his first trip to the country.

Mr. Bevilacqua said the city hopes to set up a Canadian marketing centre in Shanghai as well.

With a population of 22 million people, the city is an powerhouse when it comes to business.

"These relationships take time. They have to be nurtured," Mr. Bevilacqua said. "The trip was important in showing we're very interested in a mutual relationship that has mutual benefits for both countries."

Connecting with officials in Yiwu has been something Ms Yeung Racco has worked on since the trade mission to China she went on in 2008.

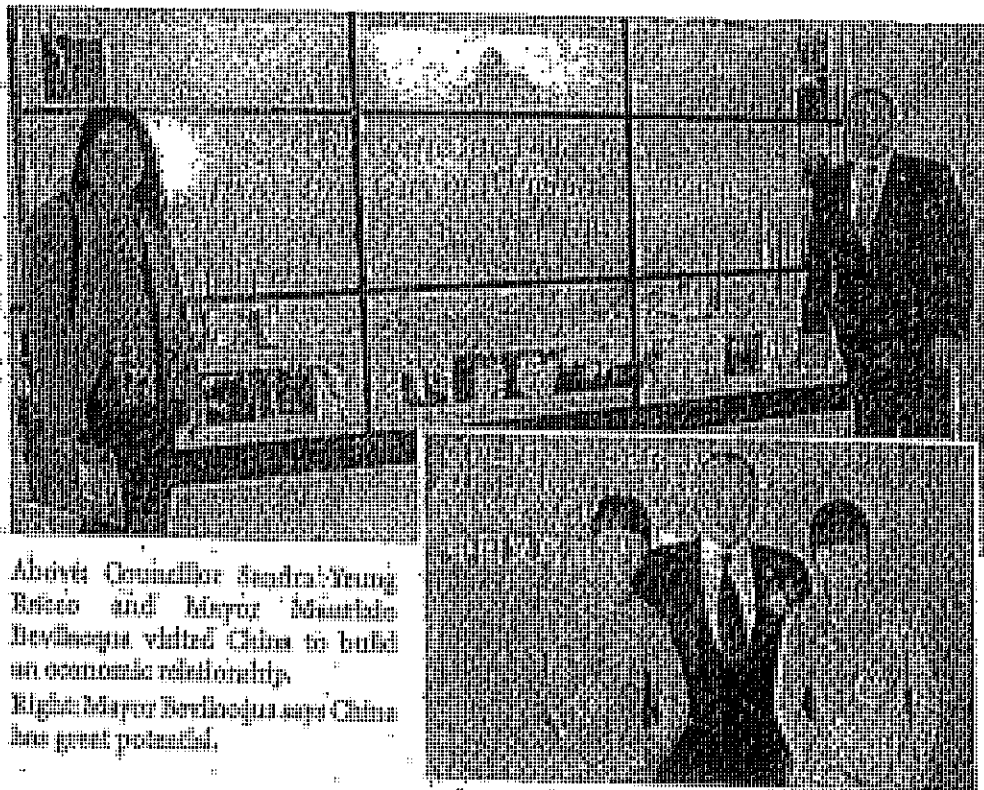
Ms Yeung Racco called the trip a success despite it being shorter than a normal trip to China.

Part of that success can be measured by the level of interest of Chinese delegations who plan to come to Vaughan in the very near future.

"We did have a chance to sit down with the China Mart people, we've had dialogue with them, they are going to come over and do some one-on-one business here and help people get their products over there," Ms Yeung Racco said.

The relationship between China and Vaughan doesn't always have to be about tangible products, Ms Yeung Racco said, adding they are interested in investing in real estate and bringing tours here for golf.

"We're not closing our doors saying we only want products to be exchanged. We want to bring them over. They are very keen on working with us," Ms Yeung Racco said.



Above: Councillor Sandra Yeung Racco and Mayor Maurizio Bevilacqua visited China to build an economic relationship.
Right: Mayor Bevilacqua says China has great potential.

Vaughan delegation off to China

BY CAROLINE GRECH
cgrech@yrmg.com

Vaughan wants to take local products into the international marketplace and with a trip to China planned for April, city staff and councillors are hoping it will take local companies into some of the world's biggest markets.

Council approved sending a delegation to Yiwu, China in late April after being invited by the Chinese city's officials.

They must ratify their decision at the next council meeting.

Mayor Maurizio Bevilacqua, Concord/Thornhill North Councillor Sandra Yeung Racco, city manager Clayton Harris and director of economic development Tim Simmonds will represent Vaughan on the trip.

The trip fits into the city's plan to continue economic growth and to look outside its own borders, Mr. Bevilacqua said.

"For us, what is fundamental is that this is a city that is going to become more and more outward looking and this trip to China is an example," Mr. Bevilacqua said, adding that China is a growing market that will become more and more important on the economic front in the future.

It will be the mayor's first trip to China. He campaigned on focusing on the city's economic strategy.

"We are planting seeds for future relationships that will create essentially jobs and economic growth in the city," Mr. Bevilacqua said. "It will showcase Vaughan products to the international community. We're not going to build a world-class city by being

'For us, what is fundamental is that this is a city that is going to become more and more outward looking and this trip to China is an example.'

Mayor Maurizio Bevilacqua

parochial. That would be a small-town mentality that the citizens of Vaughan want to abandon."

The trip will see the four-member delegation attend the Cultural Products Trade Fair and represent Vaughan's contribution to the opening of a Canadian Import Centre.

The city has been working for the past eight months with officials from Yiwu to source products from Vaughan companies who want to export to the Chinese market.

A Vaughan company already started shipping consumer products to China, with goods worth \$50,000 that arrived there in January and a second shipment of \$100,000 worth of goods set to arrive in April.

The trip will come at a cost of \$3,500 per person.

The city's 10-year economic development strategy involves working with four cities: Delta, British Columbia, Vladivostok, Russia, Chennai, India and Yiwu, China.

"We're looking at those areas because Chennai, Vladivostok and Yiwu are very similar to Vaughan in the sense of logistics and transportation hubs for those countries. There's a lot of port

activity and a lot of importing and exporting coming from there," Mr. Simmonds said.

The trip follows on the heels of a 40-member business mission last May that went to China organized by The Confederation of Greater Toronto Chinese Business Association. The trip included a first visit to Yiwu's commodities market for Vaughan delegates. The commodities trade centre is more than 43-million square feet of commercial space dedicated to exported small goods and commodities and attracts more than 200,000 incoming business people daily.

The Commodities Market has Import Centres from around the world and Vaughan is the only municipality that has been invited to be on hand for the opening of the Canada Import Centre.

The Imported Goods Centre is expected to attract 27,000 kinds of commodities from 52 countries.

"Now that the Chinese market and Chinese population have a much greater buying power it really opens an opportunity for us to open our local Vaughan companies to say, 'Hey, we produce consumer goods and would like to enter the Chinese Market,'" Mr. Simmonds said.

Products that will be sold in China vary but can range from wine to baking products and anything that is perishable, Mr. Simmonds explained.

The focus for the city's plan is small to medium businesses which are defined by having less than 100 employees. Ninety per cent of the city's 9,000 businesses are classified as small businesses.



Keyword Highlighting:



Metroland - York Division

Vaughan's trip to China a success, politician's say

Vaughan Citizen

Mon May 2 2011

Page: 1

Section: News

Byline: Caroline Grech

Fresh off a trip to Yiwu, China, **Mayor Maurizio Bevilacqua** has high hopes the experience is one step in a strong economic relationship between the two cities.

Mr. Bevilacqua, Concord/Thornhill North Councillor **Sandra Yeung Racco**, city manager Clayton Harris and director of economic development Tim Simmonds, traveled to Yiwu for seven days mid-April, after an invitation from Chinese officials.

The trip coincided with the 2011 Cultural Products Fair.

The trip also was the first opportunity for Vaughan councillors and staff to see the newly established Canadian Import Centre where Vaughan products are already being sold.

"The country has a great deal of potential. It's in a very important phase of their economic development and that is one of the reasons that it's important to establish relationships early on," **Mr. Bevilacqua** said of his first trip to the country.

Mr. Bevilacqua said the city hopes to set up a Canadian marketing centre in Shanghai as well.

With a population of 22 million people, the city is an powerhouse when it comes to business.

"These relationships take time. They have to be nurtured," **Mr. Bevilacqua** said. "The trip was important in showing we're very interested in a mutual relationship that has mutual benefits for both countries."

Connecting with officials in Yiwu has been something **Ms Yeung Racco** has worked on since the trade mission to China she went on in 2008.

Ms Yeung Racco called the trip a success despite it being shorter than a normal trip to China.

Part of that success can be measured by the level of interest of Chinese delegations who plan to come to Vaughan in the very near future.

"We did have a chance to sit down with the China Mart people, we've had dialogue with them, they are going to come over and do some one-on-one business here and help people get their products over there," **Ms Yeung Racco** said.

The relationship between China and Vaughan doesn't always have to be about tangible products, **Ms Yeung Racco** said, adding they are interested in investing in real estate and bringing tours here for golf.

"We're not closing our doors saying we only want products to be exchanged. We want to bring them over. They are very keen on working with us," **Ms Yeung Racco** said.

La delegazione è volata in Asia per l'apertura di un padiglione dedicato ai prodotti canadesi

«Costruire ponti tra Vaughan e Cina»

Bevilacqua in Estremo Oriente «per far espandere la città a livello globale»

ALESSIO GALLETTI

TORONTO - Invitati in Cina per l'apertura di un padiglione dedicato ai prodotti canadesi nel Paese asiatico, i delegati di Vaughan sono volati in Estremo Oriente con una missione ben più importante. Quella di gettare le basi per le future relazioni economiche tra la città sopra Toronto - unico governo municipale invitato all'evento - e il gigante asiatico, che rappresenta un mercato in forte crescita sempre più importante a livello globale.

SEQUE A PAG. 3

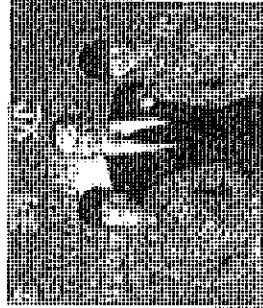
(segue dalla prima)

Opportunità che Vaughan, da un punto di vista strategico, è ben posizionata per cogliere. Non solo alla luce delle infrastrutture a sua disposizione per raggiungere fisicamente con le sue merci quel mercato, ma anche alla luce delle 72 lingue che ogni giorno si parlano nel comune che più rapidamente di ogni altro sta crescendo non solo nella Gta ma in tutto il Canada. E ancora, grazie all'alto livello di istruzione diffuso tra i suoi abitanti.

«Quello che vogliamo fare è portare chi fa affari dalla Cina fino a Vaughan, organizzando incontri con il nostro settore manifatturiero per far vedere loro cosa produciamo e anche per aprire degli spazi per i nostri imprenditori per l'export verso la Cina», dice il sindaco Maurizio Bevilacqua, che ha guidato la delegazione volata fino a Yiwu, insieme a lui nel centro del gigante asiatico sono andati anche il consigliere comunale Sandra Yeung-Racco, il direttore per lo Sviluppo economico Tim Simmonds e il city manager Clayton Harris.

Questo tipo di esperienza, per cui Bevilacqua dice di essersi impegnato fin dall'inizio, non è destinato a finire qui. Per il futuro, spiega il sindaco, c'è già interesse a far altrettanto in un centro ben più grande come Shanghai, secondo por- to commerciale al mondo, dove vivono 22 milioni di persone: «Lavorerò con il Chinese Canadian Business Council per promuovere quest'idea», annuncia.

Un'iniziativa come questa di certo non può non destare



nuovi mercati, questi sforzi appaiono oggi più necessari che in passato. «Oggi ci sono tre mercati che sono molto importanti, che sono la Cina, l'India e il Giappone - spiega il primo cittadino di Vaughan - Si tratta di nazioni che stanno crescendo molto rapidamente e che rappresentano il futuro per quel che riguarda il commercio internazionale». Nonostante Vaughan si trovi già in uno spazio economico molto interessante come quello nordamericano, insomma, «si deve sempre

la crescita economica di queste nazioni». Il loro non è fenomeno estemporaneo, ma qualcosa che sarà sempre più importante nel futuro. Si tratta di Paesi che hanno subito una rapida trasformazione e sono destinati a giocare un ruolo di primo piano come dimostrano anche le infrastrutture che stanno costruendo in grandi centri come Shanghai.

Delegazione di Vaughan in Cina, «un mercato in rapida espansione»

Bevilacqua sul viaggio a Yiwu per l'apertura di un padiglione dedicato ai prodotti canadesi

l'interesse degli imprenditori. «La comunità imprenditoriale di Vaughan è molto orientata all'export, nel senso che guarda alla vendita dei propri prodotti al di là dei confini municipali e all'interno di quelli nazionali, ma che si muove anche

per commerciare a livello internazionale». Molti tra quelli che producono a Vaughan non solo cercano di esportare merci al di fuori dei confini nazionali, prosegue Bevilacqua, ma guardano anche alla possibilità di aprire succursali all'estero. «Io - chio-

sa il sindaco di Vaughan - cerco di incoraggiare questo punto di vista globale».

«Ma la nostra visita, visto anche il peso che nella cultura cinese viene dato all'appoggio da parte della politica, è anche un modo per esprimere il so-

stegno da parte del governo locale alle nostre ditte - continua - Quando i nostri imprenditori faranno affari in Cina, le loro controparti sapranno che hanno l'appoggio del governo locale, che li è molto importante».

Nella costante ricerca di

«A Yiwu si vedono ancora i resti di quella che era la Cina del passato, anche se a dominarla è la mano della modernità, ma Shanghai è una città fatta di grattacieli, figlia della globalizzazione, con il secondo porto al mondo».

Alessio Galletti

China trip a success, city officials say

BY CAROLINE GRECH
cgrech@yrmg.com

Fresh off a trip to Yiwu, China, Mayor Maurizio Bevilacqua has high hopes the experience is one step in a strong economic relationship between the two cities.

Mr. Bevilacqua, Concord/Thornhill North Councillor Sandra Yeung Racco, city manager Clayton Harris and director of economic development Tim Simmonds, traveled to Yiwu for seven days mid-April, after an invitation from Chinese officials.

The trip coincided with the 2011 Cultural Products Fair.

The trip also was the first opportunity for Vaughan councillors and staff to see the newly established Canadian Import Centre where Vaughan products are already being sold.

"The country has a great deal of potential. It's in a very important phase of their economic development and that is one of the reasons that it's important to establish relationships early on," Mr. Bevilacqua said of his first trip to the country.

Mr. Bevilacqua said the city hopes to set up a Canadian marketing centre in Shanghai as well.

With a population of 22 million people, the city is an powerhouse when it comes to business.

"These relationships take time. They have to be nurtured," Mr. Bevilacqua said. "The trip was important in showing we're very interested in a mutual relationship that has mutual benefits for both countries."

Connecting with officials in Yiwu has been something Ms Yeung Racco has worked on since the trade mission to China she went on in 2008.

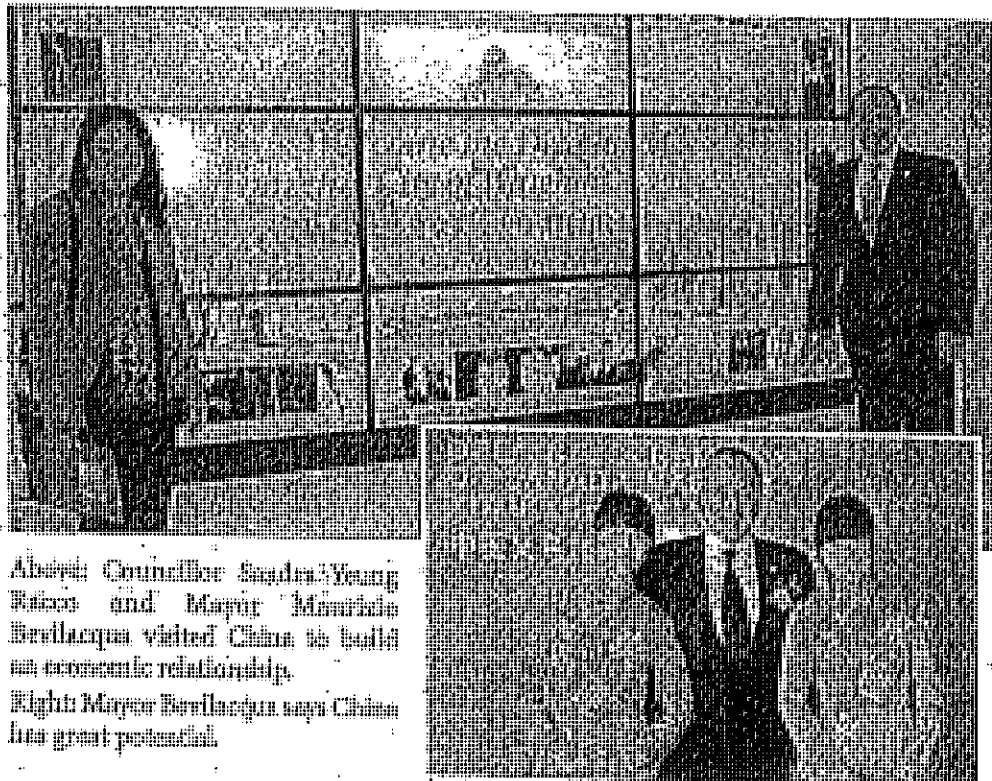
Ms Yeung Racco called the trip a success despite it being shorter than a normal trip to China.

Part of that success can be measured by the level of interest of Chinese delegations who plan to come to Vaughan in the very near future.

"We did have a chance to sit down with the China Mart people, we've had dialogue with them, they are going to come over and do some one-on-one business here and help people get their products over there," Ms Yeung Racco said.

The relationship between China and Vaughan doesn't always have to be about tangible products, Ms Yeung Racco said, adding they are interested in investing in real estate and bringing tours here for golf.

"We're not closing our doors saying we only want products to be exchanged. We want to bring them over. They are very keen on working with us," Ms Yeung Racco said.



Above Councillor Sandra Yeung Racco and Mayor Maurizio Bevilacqua visited China to build an economic relationship.

Right Mayor Bevilacqua says China has great potential.