

COMMITTEE OF THE WHOLE – FEBRUARY 7, 2012

INTERNATIONAL BUSINESS DEVELOPMENT (IBD) – 2012

Recommendation

The Director of Economic Development in consultation with the City Manager, recommends that:

1. This report be received; and
2. That Council approve a delegation from Vaughan to lead an exploratory business mission to Israel, July 2 – July 9, 2012 in coordination with the Clean Tech 2012 Exhibition in Tel Aviv, Israel;
3. That Council approve a delegation from Vaughan to participate in the Italian Chamber of Commerce Trade Mission to Italy, September 22 – 29, 2012;
4. That Council approve a delegation from Vaughan to participate in the Greater Toronto Chinese Business Association Trade Mission to China, November 24 – December 5, 2012;
5. That each of the trade missions have participation of two staff members and two members of Council.

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 contributes to the economic vitality of the City.

Economic Impact

The associated costs with this report are budgeted within the Economic Development Department's 2012 Operating Budget. The estimated cost per person for each International Business Development mission is approximately \$5,000. This includes round trip economy airfare, hotel, meals and ground transportation. Some incidental costs for services such as interpretation services, may also be incurred.

Communications Plan

Should Council approve participation, notification will be given to the Vaughan Chamber of Commerce, the Consulate General of Israel in Toronto, the Italian Chamber of Commerce of Ontario, Vaughan Chinese Business Association, the Confederation of Greater Toronto Chinese Business Association, the Chinese Consulate General in Toronto and the Regional Municipality of York, Economic Strategy Branch.

Purpose

The purpose of this report is to better coordinate International Business Development focused on a single value proposition – Clean Tech and coordinate all IBD activity on an annual basis. In doing so, this will produce a more strategic approach with better planning and coordination among various City departments and stakeholders.

Background – Analysis and Options

The recently adopted 10-Year Economic Development Strategy entitled “Building A Gateway To Tomorrow’s Economy” clearly articulates that Vaughan’s international business development (IBD) must bring economic benefits to Vaughan’s businesses and residents.

The key 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.

In addition, the strategy identifies that Clean Tech/ Green Tech are two emerging sectors of priority to the City.

There are a number of key advantages associated with Clean Tech business attraction & innovation:

- a. Vaughan has real strengths in Solar PV and Energy Efficiency, Green Building Products/Technologies, Green Transportation, Environmental Technologies (e.g. waste management, water technologies, etc.)
- b. All three countries have an impressive and a fast-growing Clean Tech industry that is expanding internationally. This is followed by growth of Clean Tech-focused Venture Capital and Tech Incubators.
- c. Vaughan, York Region, GTA and Canada collectively have a solid Clean Tech value proposition in all of the above sub-sectors that should be of interest to Israeli, Italian and Chinese firms and Clean Tech stakeholders
- c. A Clean Tech focus will enhance and build upon, rather than duplicate, recent related missions led by cities such as Markham, the City of Toronto and the Province.=

What is Clean Tech?

Clean Technology is a diverse industry that spans a range of technologies. The definitions and types of technologies that comprise this sector often vary. However, the industry generally covers 13 different industries – ranging from Water and Waste Water to Agricultural and Solar, to Smart Grid and Transportation. Clean Tech represents a diverse range of products, services, and processes, all intended to:

- Provide superior performance at lower costs, while
- greatly reducing or eliminating negative ecological impact, at the same time as
- improving the productive and responsible use of natural resources.

Current State of Clean Technology Globally and in Canada

Clean Technology is an emerging sector, demonstrating growth around the world. While many countries are sharing in this growth, California (United States), Denmark and Germany possess particular strengths across the sector. For example, there are an estimated 432,000 jobs within California’s clean technology sector. In Europe, Denmark is not only developing the clean technology sector domestically, it tripled its energy efficiency exports between 1998 and 2008. Additionally, Germany was a top exporter of clean technology in 2010 and environmental technology is expected to contribute 14% of Germany’s GDP by 2020. Globally, there are numerous clean technology companies, from small Research and Development (R&D) based companies to large multinational companies that are leveraging their existing strengths and entering the market. Both domestic and foreign companies are currently investing in clean technology in Ontario and the GTA, including large companies with operations in multiple

Innovation Centre in Markham. Similarly, foreign companies, such as Denmark's The Rockwool Group, an energy efficiency company, have invested in Ontario. Government policy and initiatives in Ontario, specifically incentives for the development of renewable energy, are also helping to facilitate the development of a clean technology cluster in the province.

Foreign Direct Investment (FDI) Opportunities for the GTA

While there are a wide range of high growth clean technology subsectors, Vaughan and the GTA have many strengths that would be considered attractive for companies focused on investing:

- Research and development expertise.
- Ontario has introduced legislation that has set targets, standards and requirements aimed at reducing the environmental impacts of energy production in the province. These have the potential to generate an increase in the demand in many of the clean technology segments, including the smart grid subsector.
- Ontario is implementing government policy and initiatives aimed at addressing climate change and environmental issues. Factors such as provincial greenhouse gas emissions targets, renewable energy growth and water-related concerns help to provide the demand for clean technologies. For example, the Green Energy Act introduced in 2009 prioritizes the importance of achieving a high level of energy efficiency and outlines the importance of the smart grid.
- Ontario offers a financial incentive (Feed-In Tariff – FIT Program) for renewable energy developers. While this support does not directly impact the smart grid, it does help to facilitate the development of a clean technology cluster. As renewable energy companies invest in opportunities within the province, such as PowerStream, other clean technology companies may recognize Ontario as an appealing location to harness related knowledge and expertise and build upon the success of renewable energy companies. Similar to other countries with renewable energy incentives, it is anticipated that over time the incentive will decrease, however the clean technology cluster will remain.
- Ontario's strong R&D expertise across a number of industries combined with highly educated workforce provides an attractive environment for developing and advancing clean technologies. Numerous organizations involved in R&D and commercialization are located in the GTA. For instance the Ontario Centres of Excellence has developed a centre of excellence focused on energy and Vaughan has more than 26 companies involved in the Solar energy sector.

Exploratory Business Mission to Israel

The proposed time-frame for this mission is **Monday, July 2 to Monday, July 9, 2012** ~~Friday, June 29 to Sunday, July 8, 2012~~. This will coordinate with the Clean Tech 2012 Exhibition in Tel Aviv, Israel.

Why Clean Tech 2012 in Tel Aviv?

Israel boasts the highest density of start-up companies in the world, with a total of 3,850 now operating at a rate of one for every 1,844 Israelis. The nation attracted more than \$2 billion in venture capital in 2008, as much as flowed to the U.K.'s 61 million citizens or the 145 million people living in Germany and France combined. And for that matter, some 63 Israeli companies were listed on the Nasdaq in 2009, more than from any other foreign country, including Canada, Ireland, the U.K., Singapore, China, or India. In addition, Israel's broader economy has grown faster than the average of the world's developed economies. During this decade, Israel's share of the global venture capital market did not decline, it doubled, from 15 to 30 percent.

Clean Tech 2012 in Tel Aviv is now considered the preeminent event for Clean Tech industry and investment. The geographical location of Clean Tech 2012 – in the middle of three continents - Europe, Asia, and Africa - makes it an international magnet for companies to expose their products and services to international customers and traders, and for buyers to create new commercial contacts.

Though Israel is a small country with limited natural resources, it stands out as one of the most competitive economies. The country's market economy can be characterized as advanced technology based and global-oriented. Over the past two decades Israel has become famous for its high-tech capacity, particularly in telecommunications, information technology, electronics and life science. Recently Israel has been focusing on Clean Tech. There are 320 companies in Israel that can be defined as specializing in the Clean Tech field. In the last two years, more than 300 million dollars has been invested in the Clean Tech industry. In the last two years, more than 13 investment bodies were established in the Clean Tech industry.

Italian Chamber of Commerce Trade Mission to Italy

Working with the Italian Chamber of Commerce of Ontario (ICCO) the Economic Development Department has received a proposal to coordinate a seven day business and institutional delegation to Italy (Saturday, September 22 to Saturday, September 29, 2012.) The mission would be fully focused on Green Energy, Clean Technologies and Green Industries. Of particular interest in this field are areas such as wind, water, solar energy, fuel cells, efficiency, pollution control, waste reduction, organics, indoor environmental engineering.

The cities in Italy to be included in the itinerary:

- Milan
- Turin
- Brescia, Bergamo, Varese
- Venice
- Rome

In addition to City of Vaughan Officials a business component of about 20 delegates will be coordinated. The cities that will be visited during the mission currently have no friendship or sister status with Vaughan as the Mission is fully focused on economic development.

Visits to some of the following companies/sites of interest will be scheduled:

Turin and Piedmont: Novamont (recyclable materials www.novamont.com)- Amiat (renewable energy www.amiat.it) - AES Torino (supplier of district heating in Torino and surrounding areas www.aes.torino.it) - The Turin Environmental Park (www.envipark.com) as well as the companies and government offices responsible for it - the FIAT Research Centre (www.crf.it) for alternative fuels, electric, hybrid and solar energy powertrains - The Politecnico di Torino, I3P – Innovative Companies Incubator as well as the Department of Energetics.

Lombardy and Milan: SIEL (www.saile.it, renewable energy), Rea Green in Dalmine (www.readalmine.it) UCIMU (Association of Italian Manufacturers of Machine Tools, Robots, Automation Systems and ancillary products www.ucimu.it) and its associated companies - ApiVarese (www.api.varese.it – Association of SME of the Varese area, and its members) - CRASL the Research Centre for Environment and Sustainability in Lombardy (www.crasl.unicatt.it)

Rome and Venice: Institutional meetings, general presentation to local companies on Business opportunities in Vaughan, in association with The Chamber of Commerce of Rome and Venice, Sviluppo Lazio, Centro Estero Veneto for the internationalization of Italian Companies.

A comprehensive proposal titled The New Economy | A Business and Institutional delegation to Italy is attached (Attachment 1) which outlines a proposed itinerary, the rationale for each city selected and specific business opportunities and companies that will be visited.

China Trade Mission 2012

The Confederation of Greater Toronto Chinese Business Association (CGTCBA) is organizing a Trade Mission to China in 2012 with the goal of promoting greater economic, business and cultural ties. The proposed timeframe for the Mission is Saturday, November 24 to Wednesday, December 5, 2012, inclusive.

Attachment 2 is the China Trade Mission 2012 program. The mission covers Shanghai, Beijing and Hong Kong; however there will be opportunities for municipal delegates to visit their sister or partnership cities. Business events planned include:

- Pre-arranged business appointments
- Visits to key industrial zones
- Meetings with local economic development agencies and business associations
- Briefings on business opportunities and sectoral information
- Attendance at the featured Economic and Business Development Forum in Beijing
- Opportunities to showcase the local municipality, its products, services or expertise are available.

Participating in this mission is essential to building on Vaughan's success over the past two years with the opening of the Canadian Import Centre in Yiwu. Most recently, staff hosted Mr. Edison Luo and his associates in December 2011 and scheduled one-on-one business meetings with six different Vaughan companies that are interested in exporting their products through the Canadian Import Centre.

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

As noted in the 10-year Economic Development Strategy economic development recognizes that geo-political borders are inconsequential to business flows, especially in a globalized economy, therefore, staff in the Economic Development Department will be working with the Regional Municipality of York, Economic Strategy Branch, Richmond Hill Economic Development and Markham Economic Development. The efforts undertaken by International Business Development across the Region can impact and strengthen the local economy.

Conclusion

Establishing a gateway to the GTA through Vaughan, 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.

With global concerns about environmental and energy issues continuing to escalate, companies around the world are developing innovative technologies to address these concerns. Governments are also increasing their level of funding and program support for the clean technology sector.

No single municipality in the GTA has established itself as the location for the Clean Tech sector in the GTA or the Province. In addition, keeping a single focus to all of the international business development opportunities will bring a more focused approach to these efforts while building the City's economic base of the future.

Attachment

Attachment 1 – The New Economy – A Business and Institutional Delegation to Italy, For the development of Business opportunities in the years 2012-2015 Prepared by the Italian Chamber of Commerce.

Attachment 2 – China Trade Mission 2012 – Confederation Greater Toronto Chinese Business Association

Report prepared by:

Tim Simmonds, Director of Economic Development

Respectfully submitted,

Tim Simmonds
Director of Economic Development



CAMERA di COMMERCIO
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Proposal to the City of Vaughan

The New Economy

A Business and Institutional delegation to Italy

For the development of Business opportunities
in the year 2012

December 2011



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The Italian Chamber of Commerce of Ontario (ICCO) would like to respectfully request the City of Vaughan to consider our proposal to coordinate a business and institutional delegation to Italy. The vision behind conducting such a mission is to enrich the business, civic and government leadership of our communities through building of relationships and understanding and knowledge of what other globally competitive cities have done in sectors such as Green Energy, Clean Technologies and Green Industries.

Introduction:

Our History and our business

Founded in 1961, the Italian Chamber of Commerce of Ontario (ICCO) is a private, independent, not-for-profit organization whose aim is to enhance and promote business and trade relations between Canada and Italy. We are the voice of Italian-Canadian small and medium sized companies and as such, the primary liaison between the two governments and the respective business communities.

In 50 years of service, the Chamber has become a key player in the promotion of business opportunities, investment and collaboration between Canada and Italy. A promotional role not just confined to business but also extended to culture, education, academics and interaction between the peoples of the two countries. Our history has been marked by outstanding networking events: working meetings, business breakfasts, training courses, investment symposia, and official awards in recognition of excellence in business - all with the same goal in mind - to foster new business opportunities and economic exchanges between Canada and Italy and to promote networking opportunities with local partners for business development.

The Chamber network includes over 70 Chambers in 50 countries around the world. More than 23 thousand enterprises are presently enrolled with the network of the Italian Chambers of Commerce Abroad, of these 70% are local firms interested in different forms of mutual exchange with Italy. Overall the system of the Italian Chambers of Commerce Abroad, develops more than 270,000 business contacts per annum.

The Italian Chamber of Commerce of Ontario (ICCO) is a private, independent, not-for-profit organization whose aim is to enhance and promote investments, business, trade and cultural relations between Canada and Italy. The ICCO's objective is encapsulated in two overarching themes: Creating connections that matter and l'Italianità.

ICCO's vision is to be a platform for Italian Canadian excellence in business, culture and modern life, and to take this vision to a national level, creating an Italian community that is a major contributor to Canada's national agenda on prosperity, globalism and cultural dialogue.



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The ICCO is the converging point for both Italian and Canadian economic, cultural and commercial worlds. We work diligently at promoting and facilitating bi-lateral trade investments while staying abreast of business practices and of economic trends locally and abroad.

The Italian Chamber of Commerce of Ontario has a dedicated office in the heart of Italy's financial capital: Milan, which enables the chamber to liaise in an efficient manner with Italian businesses and government bodies.

The Milan office strengthens the quality of commercial exchanges between Canada and Italy and offers its Canadian members aid in entering the Italian market and finding local partners. In addition, it promotes business opportunities available in Canada in different sectors.

Also, from April 2011, the Italian Chamber of Commerce of Ontario was selected by the Ontario Ministry of Economic Development & Trade, to provide its Investment Division with supplemental representation services in Italy focusing on the relationships with the Italian Chambers of Commerce and delivering market intelligence from the Italian automotive sector.

Our Work in Italy and in Canada

Among countless projects and events successfully conducted by the ICCO within the past years, our office has managed the following business engagements:

1) Canada presentations throughout Italy - *The "Road Show" - Toronto and Ontario: A Place to Invest*

During various Road Shows held in the past three years, officials from the Chamber and ICCO members of the business community met with core of the entrepreneurial community in various cities in Italy. The *"Road Show" - Toronto and Ontario: A Place to Invest* successfully marketed the key economic, social and cultural aspects of Toronto and Ontario for business investment purposes. The major component of the Road Show focused on creating investment opportunities between Ontario and Italy in the sector of real estate, high-tech, commodities, clean energy,

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Presentations were made in the following cities:

- Milan: The Chamber of Commerce of Milan
- Milan: Fiera Milano
- Venice: The Chamber of Commerce of Venice
- Turin: The City of Turin, Piedmont
- Novara: The Chamber of Commerce of Novara
- Bari: The Chamber of Commerce of Bari
- Udine: The Chamber of Commerce of Udine

Relationships were built and in many cases projects were initiated by having business meeting with city representatives and by participating in conventions and seminars.

2) Institutional and business delegations to Italy:

The delegations' program typically include country presentations, meeting with local institutions, visit to companies of relevant economic sectors, b2b meetings for delegates with potential Italian partners, visit to trade shows, participation in seminars and conventions.

- ICCO Business and Institutional Delegation to Turin and Milan with Province of Ontario, Ministry of International Trade and Investment - Minister Papatello (March 2011 - automotive-high tech sectors)
- ICCO Business mission to Bari (2010 - Fashion and Apparel; 2009 Aerospace)
- ICCO TradeShow delegation to Milan and Verona in collaboration with the Chamber of Commerce of Udine (2010 - food and wine, design)
- ICCO Trade Show Delegation to Cibus Tech (2009 - Food processing Machinery)
- City of Guelph (2008 - Institutional and Business delegation to Treviso)
- Minister Sandra Papatello to Milan (2008 - to strengthen business relationships with the Region of Lombardy - Ontario presentation)
- ICCO Institutional and Business delegation with the Region of York and the City of Vaughan (2007 Torino, Milan, Bergamo, Sondrio, Parma, Rome)
- Mayor David Miller's City of Toronto Mission to Europe - Frankfurt and Milan (2004)

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3) Institutional and business delegations from Italy:

- The Province of Milan to Toronto, institutional and business delegation (June 2011 – ICT, manufacturing, renewable energy sectors)
- The Province of Salerno, Institutional and Trade delegation (July 2011 – food and wine sectors)
- ASPIN Frosinone, trade delegation (July 2011, automotive and other sectors)
- The City of Torino (2010 - Promoting and finding partners in sectors of excellence such as automotive, design, food and wine, high technology, R&D.)
- Promos Milan (2010 – Business and academic delegation for the green economy and renewable energy sectors)
- The Region of Lombardy – (2009 – Discussing investment opportunities and business exchanges in the health and life sciences sectors, aerospace and automotive, green energy, transportation)

4) Promotional materials and publications

- Quick Canada – an electronic newsletter written in Italian with highlights on Ontario business and investment opportunities and economic overview for the Italian Business community. Quick Canada reaches over 2000 businesses in Italy.
- ICCO Website: For information on ICCO activities, programs and projects to foster business relations between Italy and Canada.
- ICCO's Corner: Our Chamber's electronic newsletter targeted to our Canadian members with information on ICCO events and business opportunities in Italy and in Canada.

ICCO also collaborates with various European Chambers of Commerce, Trade Offices and Government Institutions based in Toronto and the GTA: previous collaborations with the German Chamber of Commerce of Ontario resulted in the successful trade and institutional delegation of the City of Toronto to Frankfurt and Milan in 2004.

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ICCO Proposal to the City of Vaughan

It is one of our mandates to promote the trade interests of Ontario's cities in domestic and international markets. It is our goal to promote the City of Vaughan as a place to do business.

The ICCO would like to propose to organize the City of Vaughan's New Economy Business and Institutional delegation to Italy in order to:

- establish relationships and explore new business opportunities with Italy to retain future competitiveness in a rapidly changing global economy;
- discuss specific plans for further initiatives culminating with Expo 2015 in Milan.

Suggested sectors that would bring real business results to Vaughan are **Green Energy, Clean Technologies and Green Industries**. Of particular interest in this field are areas such as wind, water, solar energy, fuel cells, efficiency, pollution control, waste reduction, organics, indoor environmental engineering.

Suggested cities in Italy to be included in the itinerary:

- Milan
- Turin
- Brescia, Bergamo, Varese
- Venice
- Rome

Suggested 7 day itinerary: Saturday, September 22 to Saturday, September 29, 2012
(Alternate dates – Saturday, September 29 to Saturday October 6, 2012)

Saturday, Sept. 22	Departure from Toronto to Milan
Sunday, Sept. 23	Milan
Monday, Sept. 24	Milan
Tuesday, Sept. 25	Milan - Turin return to Milan
Wednesday, Sept. 26	Milan – Bergamo or Brescia, or Varese

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Thursday, Sept. 27 am transfer to Venice
Friday, Sept. 28 am transfer to Rome
Saturday, Sept. 29 Departure to Toronto

The Italian Chamber of Commerce of Ontario will organize the entire trip from booking flights and hotels to arranging all business meetings for the entire delegation.

The delegation, headed by Mayor Maurizio Bevilacqua, would consist of about 6 City of Vaughan Officials and a business component of about 20 delegates.

ICCO will coordinate a business agenda and a separate institutional agenda for the Mayor and City Officials, which will coincide and intersect for some of the events scheduled. Speaking engagements for Mayor Bevilacqua at lunches, dinners or other events will be included in the institutional program.

Visits to some of the following companies/sites of interest are suggested:

Turin and Piedmont: Novamont (recyclable materials www.novamont.com)- Amiat (renewable energy www.amiat.it) - AES Torino (supplier of district heating in Torino and surrounding areas www.aes.torino.it) - The Turin Environmental Park (www.envipark.com) as well as the companies and government offices responsible for it - the FIAT Research Centre (www.crf.it) for alternative fuels, electric, hybrid and solar energy powertrains - The Politecnico di Torino, I3P - Innovative Companies Incubator as well as the Department of Energetics (DENER)

<http://www.polito.it/ricerca/dipartimenti/dener/presentazione.en.html>

for the teaching and research in fundamental and pioneer areas related to energy, including indoor environmental engineering (acoustics, lighting, indoor climate control, air quality), combustion, renewable energy. Institutional meetings could be scheduled with the City of Turin, the Province of Turin, the Region of Piedmont, the local Chamber of Commerce, Invest in Turin.

Lombardy and Milan: SIEL (www.saile.it, renewable energy), Rea Green in Dalmine (www.readalmine.it) - the City of Milan - Promos (special office of the Milan Chamber of Commerce) - the Province of Milan - the Region of Lombardy - UCIMU (Association of Italian Manufacturers of Machine Tools, Robots, Automation Systems and ancillary products www.ucimu.it) and its associated companies - ApiVarese (www.api.varese.it) - Association of SME of the Varese area, and its members) - CRASL the Research Centre for Environment and Sustainability in Lombardy (www.crasl.unicatt.it),

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ICCO role as Project Manager

As Project Manager of the delegation the ICCO will:

- Be in charge of the project budget/accounting
- Be in charge of all administration

Logistic Coordination

- Arrange air and ground transportation
- Arrange hotel accommodations
- Develop and carry out the Mission Itinerary
- Coordinate/arrange Business and Political meetings
- Coordinate/arrange a meeting with the respective Mayors
- Organize presentation opportunities for the City of Vaughan
- Mr. Corrado Paina, Executive Director of the ICCO, Ms. Elena dell'Osbel Deputy Director, ICCO and MS. Tiziana Tedesco, Director of Trade Department, ICCO will liaise with the City of Vaughan.

Delegation Coordination

- Develop Delegate packages
- Recruit Institutional and Business Delegates

Sponsorship Coordination

- Develop Sponsorship packages
- Recruit/retain Mission Sponsors to offset the Mission's Expenses
- Deliver Sponsorships requirements

Marketing Coordination

- Carry out a marketing plan developed by the City of Vaughan
- Work with our partners to create common "message" to be conveyed in press releases, marketing material and communications

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Timeline and Action Plan

February-April , 2012 the ICCT will:

- Develop a budget, sponsorship package and delegate package

April-August

- Recruit Sponsors Business/Institutional delegates
- Build Business and Institutional Programme
- Draft itinerary

August-September

- Final preparation
- Review MISSION plans with the above mentioned partners

September 2012

- **City of Vaughan Mission to Italy**

One of the major components to our job as project managers is sponsorship recruitment. The Chamber, via sponsorship and delegate administration fees, will cover the costs associated with the Mission. The business delegates would pay their own way as part of registering for the Mission.

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Costs per delegate:

costs per delegate	item	delegate pkg Cdn \$
	hotels for 6 nights	1680
	transfers by bus + domestic flights	1850
	other expenses/admin	1000
	TOTAL	4530
	business flight Toronto Italy	4000
	economy flight Toronto Italy	1500

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APPENDIX

Economic OVERVIEW and outlook on the proposed CITIES and SECTORS

MILAN AND LOMBARDY REGION

Lombardy covers an area of just under 24,000 km². It is the fourth-largest region in Italy in area (after Sicily, Piedmont and Sardinia) and hosts 9.6 million residents. There were 959,567 companies registered in Lombardy at the end of 2007 (33.9 active companies per km² and 84.3 companies per 1,000 population).

The business system is composed primarily of manufacturing and advanced service companies with employment and production levels well above the national average.

Milan contributes 10% of national GDP, while Lombardy contributes over 20% of national GDP. The Milan system alone accounts for 25% of Italian imports and 13% of its exports.

The share of Milan province in the national total is equal to:

- 16.2% of investors,
- 18% of revenues generated abroad,
- 19.9% of the number of equity investments in foreign companies,
- 22.7% of employees abroad.

Thanks to its geographical position, ICT infrastructure and its universities and financial structures, Milan is the principal portal for foreign direct investments (more than 50% of foreign equity investments in Italy are sited in Lombardy).

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Milan is particularly favored by the Italian subsidiaries of foreign multinationals in the services and high-tech manufacturing sectors (chemical-pharmaceutical, electrical and electronic, and mechanical).

Most of the foreign companies with a presence in Milan come from the United States, France, Germany and the United Kingdom. Important Chinese and Indian groups have also approached the Lombard market in recent years.

Milan is the main city of the Lombardy region

- Lombardy extends its territory in a crucial position for both the European continent and the Mediterranean sea
- Lombardy is the main Italian region for business: more than 16% of Italian enterprises are located in Lombardy
- The gross domestic product in Lombardy (more than 320.5 Billion € in 2008) accounts for almost one quarter of the total GDP of Italy
- Milan and its region are one of the four European economic engines

Milan is the most important economic area of Italy, with an activity rate which reached 71% in its province, exceeding the national average (62.5%)

- Residents in Milan: 3,349,000
- Foreign Residents in Milan : 256,000 (7.6% of residents)
- Unemployment rate: 3.8% (Italy: 6.1%)
- Employees in the province: 1,793,000
- GDP: 124 billions € (10% of total Italian GDP)
- GDP per capita: 30,629 €

An excellent business environment:

- According to a 2007 Standard & Poor's research, Milan is one of the top ten World Economic Centers
- Milan exhibition pole is the second largest one in Europe with 470.000 sqm of total surface; every year it hosts nearly 100 events and around 4,5 millions of visitors, with a gross economic impact on the territory of about 4,3 billions €
- Milan is at the 2nd place - after New York - for number of consulates

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- Milan hosts more than 40% of inflow foreign investments coming to Italy
- Most of the foreign enterprises operating in Italy declare to have chosen Italy because of the high-skilled working force and the wide offer of human capital

ECONOMIC SECTORS

Milan offers a wide range of infrastructures, human capital and R&D facilities. All these services allow Milan to perform as the best in some specific sectors such as:

Fashion	Design
Financial services	ICT
Multimedia and editing	Renewable energies
Life Science and Biotechnologies	Exposition services and fairs
Furniture and textile	Education and Training
Business services	Entertainment
Pharmaceuticals	Agriculture
Logistics	Aerospace
Consulting	Real Estate

Below is an overview of the some of the main sectors of interest for Milan and Lombardy:

Renewable energies

- Based on the European Union agreement on climate and energy, 17% of the energy consumed in Italy needs to be produced using renewable sources.
- The Italian incentives system in the sector is currently the most competitive in Europe and, even if revised to a lower level for 2011 and 2012, there have not been any radical cuts as in Germany and Spain.
- Lombardy produces 20% of Italy's renewable energy

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- Lombardy specialises in the following renewable energy sectors: refuse, hydroelectric, biogas, photovoltaic and solar
- The region represents a tenth of the volume of Italian business, or about a billion Euros out of ten billion
- Brescia, Milan and Bergamo are among the most profitable provinces for solar energy

Photovoltaic Energy

- There are 6,024 photovoltaic energy plants in Lombardy (as of June 2009) providing a total of 57,000 kW of power.
- The province of Milan ranks fifth in Italy in the photovoltaic energy sector with 1,004 plants (approximately 3.15% of the national total), supplying 9.4 MW of power
- Milan is the second most profitable province in Lombardy in terms of number of plants and total installed power, with approximately 20% of the region's plants
- The province of Milan is first for photovoltaic energy distribution, with respect to its size (63.59 plants per 100 sq. km. supplying 5.98 kW per sq. km., about twice that of Varese and Bergamo provinces which are closely comparable in terms of values)

Hydroelectric Energy

- Lombardy produces over a quarter of Italy's hydroelectric energy.
- The sector still presents considerable scope for development, especially in the mini-hydroelectric division: Italy, with Lombardy in first place, represents the largest market for hydroelectric energy in Europe, boasting a large number of players in the mini-hydroelectric division. (about 130 companies in all are currently registered)

Biomass

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- Biomass finds fertile territory in the Lombardy region, providing for large reference markets:
- electrical energy production - companies belonging to large Italian industrial groups have decided to enter this industry)
- thermal energy production - by small and medium scale operators, who are becoming increasingly predominant. Lombardy is a major centre of excellence in the district heating sector.
- Solid biofuels (including solid vegetable fuels and solid refuse): Lombardy's predominance in producing biodegradable refuse is particularly noteworthy (57% of the national total).
- Gaseous biofuels: in particular, during a period of agricultural crisis such as the current one, reduced investments and good profitability (with payback periods of less than 5 years and returns of greater than 10%) make them particularly attractive. Design and installation is taking place in Italian companies, usually with the support of foreign partners, especially the Germans, who are especially technically competent.
- Liquid biofuels serve to meet energy demands for (auto) traction, for the most part using biodiesel and bioethanol. Italy has great potential in this sector, even if it is still only being partially exploited. Today, the productive capacity of biodiesel is ranked second in Europe, falling only behind Germany, with about 2.25 million tonnes produced annually. Growth in 2007 was 88% and more than 400% from 2003. Despite this potential, plant utilization is less than 30%.

Other cities of interest in Lombardy: Bergamo, Brescia and Varese

BERGAMO

Bergamo and its province have a population of 1,098,740 (2010), an area of 2,722.86 square km, which includes 244 townships.

The province of Bergamo economy is based on SMEs, so it is not easy to speak of main activities as very varied products are made. The most common industries are manufacturing, construction, information and technology, mechanical and heavy industries (mineral processing, especially iron, concrete and marble).

- Bergamo Importations (2010) 7.440.369,15 vs Lombardia Importations (2010) 117.051.337,25;

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- Bergamo Exportations (2010) 11.467.655,34 vs Lombardia Exportations (2010) 93.938.245,40;
- unemployment rate (2010) 3,7 %;
- Bergamo GDP (2010) 31.979 €.

BRESCIA

Brescia has a population of around 197,000 people. It is the second largest city in Lombardy, after the capital, Milan.

- The main sectors are industrial 34,8% services 63,1%, agriculture 2,1% (2010);
- Brescia was ranked in 2010 as 5th in the GDP regional index with 30.308€ (+3,6% between 2009-2010);
- Brescia Importations 7.343.621.569 euro (2010) the main industries are metallurgy and garbage disposal;
- Brescia Exportations 11.563.298.788 euro (2010) the main industries are steel, metallurgy and mechanical and transportation.

VARESE

Varese is located 55 km north of Milan, It has a population of around 883.285 people.

- The business system is composed of 64.402 companies (2010) able to produce an income of 23 billions of euro;
- The province of Varese economy is based on SMEs 93%;
- The main sector is manufacturing 34,7% but other relevant industries are mechanical, textile, electronics, aeronautics, chemical and plastic materials, while the service industries (tourism, transportation and logistic) reached the 57%;

TURIN AND PIEDMONT

Piemonte is in the heart of north-west Italy - a macro-region that represents over 32% of Italy's GDP, 41% of exports and 50% of imports - in a strategic position between northern Europe and the Mediterranean basin, ensuring high accessibility of goods and people, at the crossroads of Europe's two vital development axes.

As the top Italian region for private investment in Research and Development, Piemonte offers a blend of competencies and industries: automotive, design, robotics,

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information and communication technology, aerospace, agriculture and food processing, textiles, tourism, cinema, multimedia and emerging clusters such as bio and nano-technologies, intelligent transportation system and renewable energy.

The region is able to offer Italian and foreign businesses a network of external economies consolidated by lengthy experience, made up of professional skills, service networks, supply systems, technology innovation centers and education/training facilities. With its solid industrial tradition, Piemonte is a region strongly linked to manufacturing, enhanced by the diversification and expansion of its economic structure, and able to offer a strongly competitive and specialized labour market.

With over 468,000 companies, more than 650 of them foreign, Piemonte produces 8.4% of the entire nation's gross domestic product, for over € 124 billion. The region's exports, worth € 37 billion, represent 10% of the national total. In terms of income and consumption, Piemonte is clearly above the national average and in line with Europe's richest regions.

Piemonte is Italy's third region for incoming foreign investments, which represent 14% of the national total.

Renewable energy

Piemonte has launched important initiatives to attract companies active in the field of Renewable Energy, and is investing significant resources to support research in the energy and environmental sustainability sector. Hydrogen technologies and photovoltaic are strategic priorities. Renewable energy has an impact of more than 10% out of all energy consumption in Piemonte, split between hydroelectric and biomass production. In line with European objectives, the Region has set a target for 2020 to achieve 20% of renewables, 20% in savings and 20% reduction in greenhouse gases through the development of renewable technologies. Important operational decisions come from the strong commitment of the Region, such as the allocation of almost 300 million euro of structural funds: Piemonte is the European region that has earmarked most EU financial resources for the renewable energy sector.

The regional strategy focuses on supporting and developing excellences in the sector, especially in:

- solar energy (photovoltaics)
- biofuels and biomasses
- hydrogen

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Strategic objectives:

- Energy saving

Energy upgrading involves new and old public buildings - schools and hospitals in particular - but also private companies and housing. The automotive sector is at the forefront in terms of reduction in consumption and emissions.

- Production and use of renewable sources

Solar heating and photovoltaics, but also geothermal, biomass and hydroelectric energy.

- Competitiveness of systems and technologies

Expanding the market and encouraging the location of companies to work in the energy field and help create innovative technological supply chains.

Solar energy (photovoltaics)

- The City of Torino, together with the Fiat Research Centre and the Politecnico, participates in the EU initiative "Concerto" aimed at promoting integrated energy systems based on co-generation and renewable energies with the Polycity project.
- The solar car Phylla - a vehicle that can be recharged at night in special garages that accumulate energy during the day - has been presented in Torino. The project has been set up by the Region in collaboration with Environment Park, Fiat Research Centre, Politecnico di Torino, IED and IAAD, together with important private companies.
- The Politecnico of Torino is the Research Coordinator who has seen the birth of Heliplat (see the picture), a new type of UAV (Unmanned Aerial Vehicle) plane developed by several European universities and companies partners under the EU research project HELINET. Its main feature is the possibility to be powered by solar panels during the day, and fuel cells during the night: this is a fundamental discovery against the long-discussed polluting impact of Co2 emissions generated by planes.
- Silfab is to launch production of high-quality solar grade polysilicon - for the construction of solar panels - in Borgofranco d'Ivrea near Torino. It will be a strategic plant for the development of renewable energy in Italy.

Biofuels and biomasses

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- 400 biomass heating and thermo-electric plants are active in the region, many of which serving district heating networks.
- The Mossi&Ghisolfi group has decided to create the first major Italian plant for the production of bio-ethanol in Tortona, in the province of Alessandria. Advanced research activities on II Generation bio-ethanol will take place as well in the same place.
- In Torino, Amiat runs the most efficient plant of energy recovery from waste in Europe, one of the top five in the world for the quantity of energy produced. 10 General Electric motors transform the biogas into energy for 40,000 households.
- Electro Power Systems, based in Torino, has developed the Electro7™ power system, the first multi-output fuel cell system for business continuity applications which provides 100% clean power.
- Biosolar Lab is the first laboratory in Italy, set up by Politecnico of Torino, Imperial College of London, MIT, Eni and Chemtex, devoted to solar energy conversion through biotechnology.
- GM Powertrain in Europe has set up its own research centre for new generation of low emission engines inside the new Cittadella Politecnica of the Politecnico di Torino.
- The project SOFTECOP (Sunflower raw Oil as a bioFuel Technology for Combined heat and Power plants) aims to test a cogeneration system based on vegetable oil energy.

Hydrogen

- The Piemonte Hydrogen System-SPH2 is a wide network which includes local authorities, universities, R&D centres, private companies and SMEs with hi-tech capabilities and expertise in FC system and applications.
- BioEnergyLab runs a new biorefining plant unique in Europe and second in the world from the Environment Park of Torino, where hydrogen is extracted from waste from the processing of cheese, milk and cold meat products, but also from the biological waste produced by families.
- HysyLab (Hydrogen System Laboratory) is a centre of excellence on hydrogen technologies; co-financed by EU, it was launched by Environment Park together with Gruppo Sapio, GTT, Provincia di Torino, Politecnico di Torino, and with the support of

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Regione Piemonte and Città di Torino; it has been conceived as an aggregation centre of the Piedmont Hydrogen System and of the operators of the sector, as a support laboratory for small and medium sized enterprises, and as a training centre for future technicians working in the sector of the applied research.

- Torino is where the hydrogen fuelled vehicle H-due was created. Constructed from recyclable and low environmental impact materials, H-due is powered by a hydrogen-burning battery, designed by the Politecnico di Torino and HySyLab. H-due (see the picture) was produced by a team of Piedmontese companies coordinated by "From Concept to Car", a project of the Torino Chamber of Commerce.

VENICE AND VENETO REGION

Veneto is located in the North-East side of Italy between Dolomiti mountains and Adriatic Sea.

It extends over a surface of 18378 square kilometres, whose 56% are plains, 14% hills, 30% mountains.

The current economy of Venice is based mainly on tourism. The city's beautiful architectural style, canals and other cultural and artistic heritage such as the Venetian Carnival and numerous film festivals, attract tourism from all over the world throughout the year.

The islands of Murano and Burano are famous for the production of a special fine glass well appreciated and exported all around the world.

The mainland - especially the towns of Mestre and Marghera - is an important shipbuilding zone with several industrial facilities such as steel processing, foundries and chemical factories and metallurgical industries.

In 2010, global GDP grew by 5%, European GDP by 1.7%, while Italy registered a 1.3% growth. The Veneto region closed 2010 with 1.6% growth, thus leaving the worst of the crisis behind.

Exports have played a key role: after a 21.5% decrease in 2009, they have been the most dynamic item (+16.3%), € 45.6 billion (6.4 more than 2009) worth, even though they don't still reach 2007 and 2008 levels (€ 50 billion).

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2010 foreign trade in the Veneto region accounted for the 13.5% of total national exports. Germany was confirmed the main trade partner (13.7%), followed by France (10.7%). China showed significant growth: € 1.4 billion, that is, 3%. Imports increased even more: € 37.9 billion, +23.7%.

Venice and the Veneto region could be the ideal area to end the week-long visit to Northern Italy. Previous experiences confirmed the high interest of local companies to find out information of business opportunities in Ontario. A presentation on doing business in Vaughan and in the GTA in collaboration with the Chamber of Commerce in Venice and the participation of local companies in the manufacturing, rubber and plastic production, green building, energy saving as well as packaging is strongly suggested.

ROME

Rome, located in the Lazio Region, in central Italy, is the capital of Italy and the country's largest and most populated city, with over 2.7 million residents in 1,285.3 km² (496.3 sq mi).

With a score of 2.56, Rome was also ranked in 2010 as 28th in the Global Cities Index (moving up two places from its 2008 position), being the highest-ranking city in Italy. Furthermore, Rome was in 2008, also ranked 15th out of all the cities of the world for global importance, mainly for cultural experience.

Rome shows a marked tendency to the tertiary industry (87,12%): tourism, trade, cinema, television and informatics have great weight with the local economy but also mechanical and construction industry, finance and agriculture are well developed.

- 433,018 companies registered in Rome at the end of 2010 (7.3% of the all Italian companies);
- Rome GDP 32.567,6 (2009) vs national GDP 25.263,4 (2009);
- employment rate 61,8%(2009);
- unemployment rate 8,1%(2009);
- importations 6,9%(2009);
- exportations 2,1%(2009).

The program in Rome will include primarily institutional meetings and visits and will conclude the 7 day business and institutional delegation to Italy.

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Organized by:



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CHINESE BUSINESS ASSOCIATION
大多市華商總會

Mississauga Chinese Business Association (MCBA)
Richmond Hill & Markham Chinese Business Association (RHMCBA)
Scarborough York Region Chinese Business Association (SYRCBA)
Toronto Chinese Business Association (TCBA)





“The Confederation of the Greater Toronto Chinese Business Association is proud to organize this very important China Trade Mission 2012. We look forward to building and strengthening relationships for Canadian municipalities and businesses with their counterparts in China. This comprehensive Mission will include stops in Shanghai, Beijing, Shijiazhuang, Wuhan, Chongqing, Xiamen and Hong Kong.”

~Stephen Chu, President, MCBA



“The Confederation of the Greater Toronto Area has forged solid links with municipal and business leaders in China’s largest cities. This Mission will facilitate face-to-face interactions – an essential part of doing business with China – that can open doors to new opportunities for mutual achievement and success.”

~ Kenny Wan, President, RHMCA



“The Confederation of the Greater Toronto Chinese Business Associations put together a successful Business Development Mission back in 2010. We were honored to accompany Canada municipal governments and businesses on this mission. Close to 40 companies and mayors participated from GTA and beyond. The overwhelming response from participants was that the trip was a success. It opened doors and provided entrée to many business opportunities that exist for companies in Canada, which has a growing market for goods from China. We strongly believe that China Trade Mission 2012 will be another great event to attract and open more opportunities.”

~Johnny So, President, SYRCBA



“In today’s global economy, it is crucial for business to develop international markets. China, as a major world power, provides unparalleled opportunities. The Confederation of the Chinese Business Association encourages Canadian cities, companies, and business associations to take advantage of this well-organized Mission that allows participants to make the right business connections.”

~Benny Cheung, President, TCBA

The Organizing Team

The Organizer

Confederation of Greater Toronto Chinese Business Association (CGTCBA)

CGTCBA was jointly incorporated in 1998 by four business associations – Mississauga (MCBA), Richmond Hill & Markham (RHMCBA), Scarborough York Region (SYRCBA) and Toronto (TCBA). The formation of this Confederation marked an important step towards unity and created a valuable support network for our community.

CGTCBA plays a key role in promoting business and trade among the Chinese and mainstream communities, provides members opportunities to enhance their competitiveness, helps bridge the Canadian Chinese business community with all levels of the government, and serves as the voice that reflects the members' needs and concerns.

Team Leaders

Stephen Chu, President, MCBA

Kenny Wan, President, RHMCBA

Johnny So, President Elect, SYRCBA

Benny Cheung, President, TCBA

Honorary Patrons

His Worship Frank Scarpitti, Mayor of Town of Markham

Her Worship Hazel McCallion, Mayor of City of Mississauga

His Worship Dave Barrow, Mayor of Town of Richmond Hill

His Worship Rob Ford, Mayor of City of Toronto

His Worship Maurizio Bevilacqua, Mayor of City of Vaughan

Mr. Chen Ligang, Consul General of The Consulate General of the People's Republic of China in Toronto

Ms. Gloria Lo, Director of Hong Kong Economic and Trade Office in Toronto

Participating Partners

Canada China Tourism Association

Consulate General of Canada in Shanghai, Economic Affairs – Ontario

China Council for the Promotion of International Trade

Department of Canadian Heritage, International Expositions – Canadian Pavilion, Shanghai Expo

Federation of Portuguese Canadian Business and Professionals

Hong Kong Economic and Trade Office in Toronto

Hong Kong Trade Development Council in Canada

Indo-Canada Chamber of Commerce

International Cooperation Centre, National Development & Reform Commission

Italian Chamber of Commerce in Toronto

Markham Board of Trade

Mississauga Board of Trade

Mississauga Economic Development Office

Richmond Hill Chamber of Commerce

The Consulate General of the People's Republic of China in Toronto

Toronto Chamber of Commerce

Toronto Board of Trade

York Region Economic Office

**Our sincere gratitude to those whose names have not been included at the time of printing.*

The Organizing Committee:

Co-chairs:

Winnie Fung, Benedict Leung

Benny Cheung

John Leung

Kenny Wan

Stephen Chu

Johnny So

About the Mission

The 2012 China Trade Mission is designed to promote greater economic, business and cultural ties between Canada and China.

The Mission will allow participants to extend friendship, establish connections, strengthen existing relations, promote Canadian investment products and services, explore opportunities for joint ventures, and source potential suppliers.

The Mission to one of the world's fastest-growing markets will open doors to high-level networking opportunities and exchange new ideas with international governmental and business leaders. It will provide Canadian cities and businesses new access and comprehensive insight into the dynamic Chinese market – its vast scale of economy, diversity and potential. Don't miss this gateway to lucrative business opportunities.

Features of Mission Itinerary:

- Participate in a series of business events such as:
 - * Meetings with Consular Officials,
 - * Local Economic Development Departments and Business Associations,
 - * Briefing on Business Opportunities and Sectoral Information,
 - * Visit to Key Industrial Zones,
 - * Business Forums and Networking Sessions,
 - * Pre-arranged Business Appointments, etc.
- The privilege of attending the Mission's feature event – Economic and Business Development Forum in Beijing and Shanghai.
- Opportunity to visit your preferred "Sister City" or Partner City.

Benefits to the Delegates:

- Foster strong trade and economic ties between cities in Canada and China.
- Create new cooperation opportunities for cities and businesses.
- Lay groundwork and establish relationships with several cities that are considered economic powerhouse in China.
- Meet with companies that are establishing their presence in Canada.
- Opportunity to present a speech and introduce your cities, agencies and businesses.
- Opportunity to showcase your products, services and expertise by hosting and sponsoring Individual Information Session to a captured audience of local business leaders.

2012 China Trade Mission Schedule

Day 1	Nov 24	Sat	Depart Canada for Shanghai	
Day 2	Nov 25	Sun	Arrive in Shanghai at 15.31pm Welcome Reception by Shanghai Government Officials	
Day 3	Nov 26	Mon	Business Reception / Networking Session Business Dinner hosted by Local Business Association	
Day 4	Nov 27	Tue	Visit Economic and Industrial Zones in Shanghai and vicinities (including Sister cities)	
Day 5	Nov 28	Wed	Noon Flight/ bullet train to Beijing Welcome Reception by Local Government Office Briefing on Business Opportunities	
Day 6	Nov 29	Thu	Canada - China Economic & Business Development Forum, co-hosted by ICC - National Development & Reform Committee & GCTCBA Speeches & Open Forum Individual Business Development Seminars Business Networking Session Dinner Reception	
Day 7	Nov 30	Fri	Business /Industry visits: China Entrepreneur Association, China Centre for International Economic Exchanges, Other Pre-arranged Business Meetings	
Day 8	Dec 1	Sat	Option #1: (Dec 1 – 2) Depart for “Sister City”/Partner City RHMCBA: Shijiazhuang, Wuhan (<i>TBC</i>) TCBA: Chongqin (<i>TBC</i>) MCBA: Anhui (<i>TBC</i>) SYRCBA: Qing Dao (<i>TBC</i>)	Optional #2: (Dec 1 – Dec 2) -Beijing Tour -Great Wall Tour
Day 9	Dec 2	Sun	“Sister City”/Partner City Program Business Development Meetings	
Day 10	Dec 3	Mon	Depart for Hong Kong in the morning Business Networking Session, hosted by HKETO & HKTDC Welcome Reception	
Day 11	Dec 4	Tue	Breakfast Meeting with Local Business Associations	
Day 12	Dec 5	Wed	Depart for Canada in the afternoon	

* The above planned schedule is subject to changes and final confirmation without further notice

** Post-trip Business Meetings can be arranged upon request at extra cost.

Our Destinations

Shanghai



With a population of over 20 million, Shanghai is widely regarded as the centre of finance, trade and communications in China.

As one of the world's busiest ports, Shanghai is a major destination for foreign corporate headquarters, fuelling demand for a highly educated and modernized workforce. Shanghai has one of the world's busiest ports. Since 2005, Shanghai has ranked first of the world's busiest cargo ports throughout, handling a total of 560 million tons of cargo in 2007. Shanghai container traffic has surpassed Hong

Kong to become the second busiest port in the world, behind Singapore. Shanghai has recorded a double-digit growth for 15 consecutive years since 1992. In 2008, Shanghai's nominal GDP posted a 9.7% growth to 1.37 trillion Yuan.

Industrial zones in Shanghai include Shanghai Hongqiao Economic and Technological Development Zone, Jinqiao Export Economic Processing Zone, Minhang Economic and Technological Development Zone, and Shanghai Caohejing High and New Technological Development Zone (see List of economic and technological development zones in Shanghai).

Beijing



As the Capital City of the People's Republic of China, Beijing is the country's centre of politics, culture, education and diplomacy.

Beijing is amongst the most developed cities in China with tertiary industry accounting for 73.2% of its GDP, making it the first post industrial city in mainland China. Finance is one of the most important industries of Beijing. By the end of 2007, there are 751 financial organizations in Beijing that generated 128.6 billion RMB revenue accounting for 11.6% of the total financial industry revenue of the

entire country. It also accounts for 13.8% of Beijing's GDP, the highest percentage of that of all Chinese cities.

Beijing is increasingly becoming known for its innovative entrepreneurs and high-growth start-ups. This culture is backed by a large community of both Chinese and foreign venture capital firms.

Hong Kong



Officially the Hong Kong Special Administrative Region, Hong Kong is one of the two special administrative regions under the "one country, two systems" policy. As a result, Hong Kong is largely self-governing, has its own currency, legal and political systems, a high degree of autonomy in all areas except foreign affairs and defence. Hong Kong is one of the world's leading financial capitals, a major business and cultural hub, and maintains a highly developed capitalist economy. Its identity as a cosmopolitan centre where east meets west is reflected in its cuisine, cinema, music and traditions, and although the population is predominantly Chinese, residents and expatriates of other ethnicities form a significant segment of society.

The Government of Hong Kong plays a passive role in the financial industry, mostly leaving the direction of the economy to market forces and the private sector. Under the official policy of positive non-interventionism, Hong Kong is often cited as an example of laissez-faire capitalism.

Hong Kong is the world's eleventh largest trading entity with the total value of imports and exports exceeding its gross domestic product. Much of Hong Kong's exports consist of re-exports, which are products made outside of the territory, especially in mainland China, and distributed via Hong Kong. Even before the 1997 handover, Hong Kong had established extensive trade and investment ties with mainland China, and its autonomous status now enables it to serve as a point of entry for investment flowing into the mainland. Hong Kong's largest export markets are mainland China, the United States, and Japan.

Who Should Participate

The mission will promote and showcase Canadian products, expertise and services in the following, but not limited to, recommended sectors: Finance & Investment, Real Estate Development, Education & Training, Logistic, Health Science and Technology etc.

Delegate Cost:

Full package: \$6,800 (*Canadian*)

Early Bird Discount: \$150 off (*reserved and paid in full by June 31, 2012*)

Member Discount: \$100 off

Double Occupancy Discount: \$900 off

Included in Package:

- Participation in all business networking events arranged in each city
- Economic & Business Development Forum
- Promotion of your company throughout the mission
- Pre-departure Information Sessions and Seminars
- Admissions to arranged major sight seeing spots
- International and domestic airfare - economy class
- 5 star hotel accommodation single occupancy
- Group meals and official banquets
- Local transportation

Fees do not include the following:

- All personal expenses
- Travel Visa for China
- Travel, medical and flight/trip cancellation insurance

**Individual Business Promotion Session and Workshop/Seminar Sponsorship Opportunities are available upon request; please check with us for more details.*

Registration and Contact Information

For registration and further detailed information, please contact the Co-Chairs:

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CONFEDERATION OF GREATER TORONTO

CHINESE BUSINESS ASSOCIATION

大多市華商總會

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