

## CITY OF VAUGHAN

### **EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 19, 2013**

Item 13, Report No. 5, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on February 19, 2013.

#### **13                      BUSINESS MISSION TO CHINA 2012 – POST MISSION UPDATE**

**The Committee of the Whole recommends:**

- 1)        That the following recommendation contained in the report of the Executive Director, Office of the City Manager, dated February 5, 2013, be approved:**
  - 2.        That staff continue working with the business prospects established during the course of the mission to locate in Vaughan.**

#### **Recommendation**

The Executive Director, Office of the City Manager in consultation with the Deputy Mayor/Regional Councillor Gino Rosati and Ward 4 Councillor Sandra Yeung Racco recommends;

1. THAT this report be received;
2. THAT staff continue working with the business prospects established during the course of the mission to locate in Vaughan; and
3. THAT the Council Member Expense Policy Section 9.31 "Travel: Conferences, Seminars and Business Trips", be amended to include under sub-heading "Business Travel coordinated through the Economic Development Department - (Economic Development Budget)" the following clause:- "Members of Council will be permitted to fly business class for air travel which exceeds six hours one way to the destination."

#### **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 economic development contributes to the sustainability of the City.

#### **Economic Impact**

All costs associated with the 2012 Business Mission to China were budgeted in the Economic Development Department's 2012 operating budget. There is no economic impact with receipt of this report.

However, future costs of international business development missions will have a greater impact on the department's annual budget if recommendation three is approved. To illustrate the costs, staff did a simple review of the price of a round-trip adult ticket on Air Canada from Toronto to Shanghai which is a 15 hour flight. The cost for an economy priced seat is approximately \$2,733. Whereas the cost for the business class seat is approximately \$4,356 – a net increase of \$1,623.

#### **Communications Plan**

Formal communications and follow-up meetings will continue with the City of Zibo, local business leaders and other stakeholders. These communications will emphasize Vaughan's international business development strategy and desire to open new markets for Vaughan companies. Also, all international business development activities will be highlighted in upcoming Economic Development communications such as Business Link and Business E-Link newsletters.

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### **EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 19, 2013**

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#### **Purpose**

The purpose of this report is to provide Council with an overview of the City's participation in the Confederation of Greater Toronto Chinese Business Association's 2012 Business Mission to China.

#### **Background – Analysis and Options**

From November 23 to December 4, 2012, the City of Vaughan participated in a Business Mission to China. Organized by the Confederation of Greater Toronto Business Association (CGTCBA), a coalition that includes the Toronto Chinese Business Association, Richmond Hill and Markham Chinese Business Association, Mississauga Chinese Business Association and the Scarborough/York Region Chinese Business Association; the purpose of the mission was to promote business and trade opportunities between Chinese and Canadian businesses.

Having completed a successful mission in 2010, the CGTCBA attracted participation from 71 individuals for the 2012 Business Mission, representing post secondary institutions, government and the private sector. Municipal representation included Susan Fennell, Mayor of Brampton; Jeff Lehman, Mayor of Barrie; Willie Woo, Regional Councillor of Clarington; Rob Burton, Mayor of Oakville; Frank Scarpitti, Mayor of Markham; and Deputy Mayor and Regional Councillor Gino Rosati of Vaughan.

In addition to Deputy Mayor and Regional Councillor Rosati, the City of Vaughan was represented by Ward 4 Councillor Sandra Yeung Racco, Executive Director Tim Simmonds, and Senior Manager of Economic Development Shirley Kam. Mr. Will Sung, President of the Vaughan Chinese Business Council also participated.

The City of Vaughan's international business development program encompasses three objectives: attracting foreign direct investment; creating export development opportunities for local businesses; and creating learning opportunities for the City's administration. The program organized by the CGTCBA touched on all Vaughan's objectives. It sought to put the Greater Toronto Area on the map with Chinese administrators and businesses; as well as reconnect with the Trade Commissioner Services in key markets.

The 2012 Business Mission included business meetings, conferences, company tours and networking sessions in Shanghai, Beijing (Funhill District), Xuzhou, and Hong Kong. The schedule was flexible to allow municipalities to customize their programs to include private meetings and business visits. Vaughan officials visited Zibo, a city in Shandong Province, with whom the City signed a Letter of Economic Intent.

#### **Building Connections with Trade Facilitators**

Doing business in China can be a complex and somewhat chaotic process. Business relationships are closely interwoven with political relationships. Having local in-market representation can open doors and facilitate business interactions. Canadian business interests are represented by joint provincial-federal trade commissioner services based out of the Consulate Offices in major centres such as Shanghai, Beijing and Hong Kong. Having an in-market presence, trade commissioners can provide market and business intelligence as well as facilitate business travel and work issues abroad.

Upon arrival in Shanghai, on November 25, the delegation met with Canadian Consul General to Shanghai Rick Savone, and Marc Ceolin, Director of the Canadian Chamber of Commerce in Shanghai. With more than 20 million residents and a booming economy, Shanghai is a favoured location for many Canadian companies entering the Chinese markets. This meeting allowed Staff to be introduced to Consul General Savone and reconnect with Philip Wong, Consul – Economic Affairs, who has worked with the City on previous missions as well as the opening of the CanadaMart in Yiwu.

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### **EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 19, 2013**

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In Beijing, the delegation was received by Canadian Ambassador to China Guy Saint-Jacques. A briefing on recent political changes and China's economic future were provided by consular staff. As well, the delegation met with the Chinese Ministry of Commerce responsible for trade and investment, both domestic and international.

On December 3, InvestHK, the economic development agency for Hong Kong Special Autonomous Region held a briefing for the delegation on doing business through Hong Kong. The status enjoyed by Hong Kong under the principle of "one country, two systems" creates special operating conditions for doing business with China. Two overarching advantages are in Hong Kong's favour: location in southeast Asia and ability to provide legal certainties for companies entering China. InvestHK can assist Canadian companies to use Hong Kong as a launch point into China and southeast Asia, navigating the complex Chinese tax systems, developing local contacts and facilitating business establishment.

#### Business-to-Business Meetings

The delegation participated at the 2012 China-Canada Economic Trade and Investment Forum at Funhill District, Beijing. Organized by the International Development Department of the National Development and Reform Commission; the Beijing Investment Promotion Bureau; and People's Government of Beijing Funhill District, the Funhill District Economic Trade and Investment Forum gave each municipality an opportunity to provide an overview of their city, business and economic development objectives. This session was attended by over 80 Chinese business people and media.

In addition to trade show exhibits, the City aired its Vaughan Metropolitan Centre "It'll Move You" 3D video animation. Featuring the City's new downtown and the various investment opportunities in residential, office and commercial spaces, the video animation set Vaughan apart from the other municipalities. This video played to an investment audience, and not just an industrial audience. The City also distributed more than 100 copies of its Cleantech Brochure (translated into Chinese) and information kit in USB format.

Following the conference and exhibition, the Vaughan delegation held meetings with individual businesses. The delegation was divided into three breakout sessions by areas of interest: government/institutional sector, financial and insurance sectors, and business sectors. Vaughan participated in the Business Sectors breakout session. Business introductions were made with seven companies involved in green paperboard and box packaging; food additives; agricultural science; food manufacturer; transportation and logistics providers and retail chain store operators.

During the mission, Staff met with Mr. Edison Luo of Zhejiang Winers Trading. Since 2010, the City has worked with Mr. Luo to introduce Canadian products to the Chinese market through CanadaMart located in Yiwu. The relationship has netted sales for a number of Canadian products.

Similarly, the Vaughan delegation was introduced to Ringo Chen, a Canadian resident with business interests in Shanghai and Guangdong province. Through Mr. Chen introductions were made to a Chinese cosmetics manufacturer.

A corporate visit was paid to a Chinese automotive parts manufacturer that the City was already working with. Prior to November, Staff have held ongoing discussions with Canadian representatives, however, the mission provided an opportunity to meet with Chinese company officials. The visit was very positive, creating a personal connection and warmth with key decision-makers that cannot be garnered through telephone calls and email correspondence.

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The concept of 'guanxi' – establishing a personal connection between people that allows for more fruitful outcomes – is an extremely important cultural and business precept with the Chinese. Trust and integrity is developed over a long period of time, before a business transaction can take place. It is therefore very important that City representatives establish and re-connect often with potential business partners. The guanxi concept applies equally to Chinese businesses, and government officials.

#### Economic Cooperation with Zibo, China

During this mission, the City of Vaughan signed a Letter of Intent (Attachment 1) with Zibo, China. Located in central Shandong Province, between Shanghai and Beijing, Zibo is a city of 4.2 million people. With a Gross Domestic Product of 32.8 billion RMB in 2011, Zibo is ranked #47 in China for its economic position. In addition to a large petrochemical industry, Zibo is a logistics and distribution hub for the province. In recent years, the local government has shifted its focus to alternative energy sectors, medical and technical services.

Zibo has an active foreign trade and investment program. Since first meeting the City of Vaughan in 2008, representatives from Zibo's Municipal Government including their Foreign Affairs Office, Zibo Municipal Sports Bureau and Bureau of Commerce have visited the City of Vaughan five times over the past four years to explore opportunities for economic cooperation. In 2011, the City received a request from Zibo to sign a Letter of Intent of Establishing Friendly Cooperation Relationship Between the City of Vaughan, Ontario, Canada and the City of Zibo, Shandong, People's Republic of China.

On March 20, 2012, Council approved the development of an economic partnership with Zibo through the signing of a Letter of Intent. The signing of a Letter of Intent provides a framework for initiatives and outcomes for both municipalities that focus on business. It provides a defined timeframe to pursue a more formal economic development partnership if both municipalities agree that it would be beneficial.

During the short visit, Zibo representatives provided a tour that highlighted the evolution of the city. Zibo's varied past included being the birthplace of ancient football (cuju) and one of China's leading centres of ceramics production. However modern-day Zibo is also home to many emerging industries. In addition to a tour of the Zibo Museum of Ceramics, the delegation visited a modern multi-sport complex that included a 20,000-seat track and field stadium, aquatics complex and gymnasiums developed by the municipal government for residents' use as well as hosting national level competitions. The delegation also toured Zibo Guoli New Power Source Technology Limited, a developer and manufacturer of rechargeable battery systems.

At a meeting with the Zibo Bureau of Commerce, the City's delegation provided a briefing on the City, its economic sectors and opportunities for investment. The VMC video animation was presented and discussions took place about capitalizing on transit infrastructure investment, connectivity to Greater Toronto Area (GTA) and welcoming Chinese communities. Discussions held with the Foreign Affairs Office and the Zibo Bureau of Commerce indicate an interest from Chinese businesses to continue their 'going global' strategy - using the GTA as a platform to launch in North American markets.

Staff are meeting with Zibo's Canadian representative to establish a work program for 2013.

#### Learning Opportunity – West Kowloon Cultural District

The delegation received a briefing on the West Kowloon Cultural District (Attachment 2). In 2008, the Hong Kong government provided an endowment of US\$2.7 billion to develop a new arts and cultural centre, with the objectives of strategic promotion of arts and culture; developing long term arts and culture infrastructure; and boosting Hong Kong's image as a cultural metropolis. With

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this endowment, planning began for a complex of cultural venues, convention, retail, dining, entertainment, parks and residences on a 40-hectare parcel of reclaimed land owned by the Hong Kong government. The project includes 17 cultural venues, i.e. performance spaces, museums, arts pavilions, tea houses, black box theatres, etc. within a mixed use environment.

As this project is nearing the completion of the planning stages, there are ample opportunities for Canadian companies. Architectural design competitions are being held for a number of the cultural venues. Technical services such as noise attenuation, accoustics, dewatering, remediation expertise, etc. are being sought. And at construction stages, there will be requirements for construction materials.

The West Kowloon Cultural District provides an excellent learning opportunity for the development of the Vaughan Metropolitan Centre, as the City's cultural hub and base for the creative sector. The challenges experienced by the West Kowloon Cultural District bears resemblance to the issues faced in the VMC: strata parks and parking, transportation accessibility, multiple mixed uses, complex physical (groundwater, remediation) challenges, public interests and financial sustainability. Officials at the West Kowloon Cultural District have indicated a willingness to share their knowledge and experiences.

#### Learning Opportunity – Cyberport

The delegation received a tour and briefing on Cyberport, a digital and ICT initiative undertaken by the Hong Kong government. Recognizing that Hong Kong's traditional manufacturing industries were moving to lower cost locations, and Hong Kong's future competitiveness depended on developing value-added services, the government directed its attention to developing a digital media and communications cluster. It established a non-profit organization to build and operate a physical and virtual complex to house companies and entrepreneurs engaged in these sectors. Under this mandate, four office buildings totalling one million square feet of space, a hotel, 300,000 square feet of retail commercial space and residences were built.

Cyberport has three business streams: office space leasing for large corporate clients; soft landing spots or hotelling for small companies considering entering the market (fixed cost space rented on a month by month basis); and entrepreneurship training and incubation. The complex is fitted with 10 GB service to every desk, office, presentation centre and meeting room. All major telecoms, including mainland Chinese companies, were invited to provide technology platforms for users to develop and test applications prior to launch. A tech centre provides the latest audio, video and 3D animation technologies to assist local companies to expand their technical capabilities and promote innovation and collaboration.

The corporate office space leases at \$3 per square foot, inclusive of rent, utilities, phone, internet, fibre, etc. The hotel spaces or soft landing space rents at a cost of \$250 per month per desk. In a supercharged real estate market such as Hong Kong, these rates are unheard of. Altogether Cyberport has 135 tenants (75 of whom lease corporate space) with an 85 percent occupancy rate (some space is set aside as contingency for expansions).

Takeway: government has to be willing to step in with investment in order to develop collaborative spaces for emerging sectors such as digital media and communications.

#### Business Outcomes – Attracting Investment and Job Creation

During the mission, it became very apparent that although China projects a more moderate rate of growth for the next several years, investment interest in Canada is still high. The GTA, with its large Chinese community, is a particularly attractive location for business investment. During the mission, the City received expressions of interest from seven companies that varied from packaging, organic beverages, food, transportation, logistics, retail chains, cosmetics

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manufacturing, etc. In addition, the City held follow up meetings with several companies with whom there have been previous relationships.

Some of the follow-up activities include business introductions, product sourcing and engagement with provincial representatives for financial or business case support. City Staff will continue to work with these companies to promote job creation, business investment or to find joint venture opportunities.

#### **Relationship to Vaughan Vision 2020 / Strategic Plan**

This report is consistent with the priorities previously set by Council. Specifically, this report assists in fulfilling Vaughan Vision 20|20 Goal: Manage Growth and Economic Well-being.

#### **Regional Implications**

Not applicable

#### **Conclusion**

The City's international business development program has taken great strides in the past three years and continues to build on success. The work directly and indirectly related to the first trade mission to China in 2008 and subsequent missions in 2010 and 2011 have resulted in Vaughan building its image as a Gateway into the GTA and North American markets and providing business opportunities for Vaughan companies to export product into CanadaMart in Yiwu. This work has had a positive influence - gaining local recognition of Vaughan as a place to do business as well as attracting two Chinese companies to locate here.

Working the Chinese markets requires close cooperation between political bodies, business entities, and industry groups. Vaughan is fortunate to be supported by organizations such as the Vaughan Chinese Business Council, the CGTCBA, and the Canada China Business Council. With extensive ties in Asia, these groups provide a valuable service as a day-to-day bridge to Chinese businesses and helping companies and investors to navigate the large marketplace.

Staff will stay engaged with these groups as they welcome future incoming delegations and will continue to work with them to provide workshops for Canadian businesses wanting to learn about doing business in China. In addition, staff will continue to support their in-market business attraction efforts with collateral material that speaks to the value proposition provided by Vaughan and the GTA.

The City's Economic Development Strategy articulates a goal of establishing an Asia-Pacific Gateway via linkages with Delta, British Columbia. The foundation which has been built from the City's work in China serves as solid building blocks toward establishing that gateway. The job creation and business investments opportunities associated with these trade connections have significant impact on such areas as the Vaughan Enterprise Zone, a natural distribution and logistics hub for the GTA, with its proximity to Pearson International Airport, the Canadian Pacific Intermodal Terminal and its provincial highway connections. The relationships that the City is creating today will allow the City to remain competitive in today's fast-paced global economy.

#### **Attachments**

Attachment 1 – Signed Letter of Intent  
Attachment 2 – West Kowloon Cultural District  
Attachment 3 - Photo Gallery

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**Report prepared by:**

Shirley Kam, Senior Manager of Economic Development  
Tim Simmonds, Executive Director, City Manager's Office

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

## **COMMITTEE OF THE WHOLE – FEBRUARY 5, 2013**

### **BUSINESS MISSION TO CHINA 2012 – POST MISSION UPDATE**

#### **Recommendation**

The Executive Director, Office of the City Manager in consultation with the Deputy Mayor/Regional Councillor Gino Rosati and Ward 4 Councillor Sandra Yeung Racco recommends;

1. THAT this report be received;
2. THAT staff continue working with the business prospects established during the course of the mission to locate in Vaughan; and
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#### **Contribution to Sustainability**

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#### **Economic Impact**

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#### **Communications Plan**

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## **Purpose**

The purpose of this report is to provide Council with an overview of the City's participation in the Confederation of Greater Toronto Chinese Business Association's 2012 Business Mission to China.

## **Background – Analysis and Options**

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#### Learning Opportunity – West Kowloon Cultural District

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Takeway: government has to be willing to step in with investment in order to develop collaborative spaces for emerging sectors such as digital media and communications.

#### **Business Outcomes – Attracting Investment and Job Creation**

During the mission, it became very apparent that although China projects a more moderate rate of growth for the next several years, investment interest in Canada is still high. The GTA, with its large Chinese community, is a particularly attractive location for business investment. During the mission, the City received expressions of interest from seven companies that varied from packaging, organic beverages, food, transportation, logistics, retail chains, cosmetics manufacturing, etc. In addition, the City held follow up meetings with several companies with whom there have been previous relationships.

Some of the follow-up activities include business introductions, product sourcing and engagement with provincial representatives for financial or business case support. City Staff will continue to work with these companies to promote job creation, business investment or to find joint venture opportunities.

#### **Relationship to Vaughan Vision 2020 / Strategic Plan**

This report is consistent with the priorities previously set by Council. Specifically, this report assists in fulfilling Vaughan Vision 20|20 Goal: Manage Growth and Economic Well-being.

#### **Regional Implications**

Not applicable

#### **Conclusion**

The City's international business development program has taken great strides in the past three years and continues to build on success. The work directly and indirectly related to the first trade mission to China in 2008 and subsequent missions in 2010 and 2011 have resulted in Vaughan building its image as a Gateway into the GTA and North American markets and providing business opportunities for Vaughan companies to export product into CanadaMart in Yiwu. This work has had a positive influence - gaining local recognition of Vaughan as a place to do business as well as attracting two Chinese companies to locate here.

Working the Chinese markets requires close cooperation between political bodies, business entities, and industry groups. Vaughan is fortunate to be supported by organizations such as the Vaughan Chinese Business Council, the CGTCBA, and the Canada China Business Council. With extensive ties in Asia, these groups provide a valuable service as a day-to-day bridge to Chinese businesses and helping companies and investors to navigate the large marketplace.

Staff will stay engaged with these groups as they welcome future incoming delegations and will continue to work with them to provide workshops for Canadian businesses

wanting to learn about doing business in China. In addition, staff will continue to support their in-market business attraction efforts with collateral material that speaks to the value proposition provided by Vaughan and the GTA.

The City's Economic Development Strategy articulates a goal of establishing an Asia-Pacific Gateway via linkages with Delta, British Columbia. The foundation which has been built from the City's work in China serves as solid building blocks toward establishing that gateway. The job creation and business investments opportunities associated with these trade connections have significant impact on such areas as the Vaughan Enterprise Zone, a natural distribution and logistics hub for the GTA, with its proximity to Pearson International Airport, the Canadian Pacific Intermodal Terminal and its provincial highway connections. The relationships that the City is creating today will allow the City to remain competitive in today's fast-paced global economy.

**Attachments**

Attachment 1 – Signed Letter of Intent  
Attachment 2 – West Kowloon Cultural District  
Attachment 3 - Photo Gallery

**Report prepared by:**

Shirley Kam, Senior Manager of Economic Development  
Tim Simmonds, Executive Director, City Manager's Office

Respectfully submitted,

Tim Simmonds  
Executive Director

## 中国山东省淄博市与加拿大安大略省旺市 建立友好合作关系意向书

2012年11月30日至12月1日，加拿大旺市副市长吉诺·罗萨蒂先生及其代表团对中国淄博市进行了友好访问。访问期间，淄博市政府领导与旺市代表团进行了友好会谈，双方就经济、工业、文化和旅游等方面的合作达成广泛共识。

为了加强联系，促进两市共同发展，双方在相互尊重、平等、友好协商的基础上达成如下协议：

- 一、双方同意两市建立友好合作关系，开展各项交流与合作。
  - 二、双方政府将组织代表团互访，交换交流合作信息，促进各领域合作。如条件允许，两市每年组织一次互访。
  - 三、双方通过开展一系列交流活动，探讨在经济、科技、制造业、投资、物流、旅游和文化等领域开展交流合作。双方支持信息共享，进一步促进合作会谈。
  - 四、积极推动淄博市商务局与旺市经济发展部门、企业界在新材料、精密仪器、电子等高科技领域开展合作。
  - 五、双方确定两市间交流与合作由淄博市政府外事办公室和旺市经济发展部负责。
  - 六、条件成熟时，两市将正式签署《建立友好城市关系协议书》。
- 该意向书用中、英两种文字写就，具有同等效力。原件一式两份，双方各持一份。



张庆盈

淄博市副市长

2012年11月30日



吉诺·罗萨蒂

旺市副市长

2012年11月30日



# Letter of Intent

## of Establishing Friendly Cooperation Relations Between the City of Vaughan, Canada and the City of Zibo, China

Mr. Gino Rosati, the Vice Mayor of the City of Vaughan (Canada) and his delegation visited the City of Zibo (China) on November 30 and December 1, 2012. During the visit, The City Leaders of Zibo held friendly talks with the City of Vaughan Delegation, and achieved comprehensive consensus on economy, industry, culture and tourism cooperation.

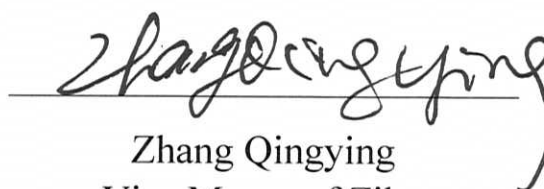
This letter of intent of establishing friendly cooperation relationship is created in order to strengthen the ties and relationship as well as achieve common development between the City of Vaughan and the City of Zibo. On the basis of mutual respect and equality, the two parties have reached the following agreements.

1. The two parties agreed to establish friendly cooperation relationship and conduct all-round exchanges and cooperation.
2. The governments of two parties will organize delegations to visit each other to exchange cooperation information to develop mutually-beneficial cooperation. If the condition permits, the mutual visits will be scheduled once a year.
3. Through a series of activities and exchanges, the two parties intend to achieve common development in the fields of economy, science and technology, advanced manufacturing, business investment, logistics, tourism and culture. The two parties have agreed to support the sharing of information and to continue talks on further deepening of their cooperation.
4. Promoting cooperation in new materials, precise instruments, electronics and other hi-tech industries, among Municipal Bureau of Commerce of Zibo, Economic Development Departments and local companies of Vaughan.
5. The two parties will entrust the Economic Development Department of the City of Vaughan and the Foreign Affairs Office of Zibo Municipal People's Government to handle the bilateral exchanges and cooperation.
6. The two parties will sign the Agreement of Establishing Sister-City Relationship under the matured conditions.

The letter of intent is written in English and Chinese. Both versions have the same equivalency. It has two originals, each party holding one.



Gino Rosati  
Vice Mayor of Vaughan  
Nov.30,2012



Zhang Qingying  
Vice Mayor of Zibo  
Nov.30,2012



West Kowloon Cultural District Authority

# West Kowloon Cultural District A Place for Everyone

Stage 3 Public Engagement Exercise  
30/9/2011 – 30/10/2011









# A Place for Everyone

- Preface

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- The Plan
  - Phasing of Facilities
  - The Great Park
  - The Avenue
  - The Squares
  - Desirable Features

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- Connectivity

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- Sustainability

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- Way Forward

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- Summary of Phase 1 Facilities

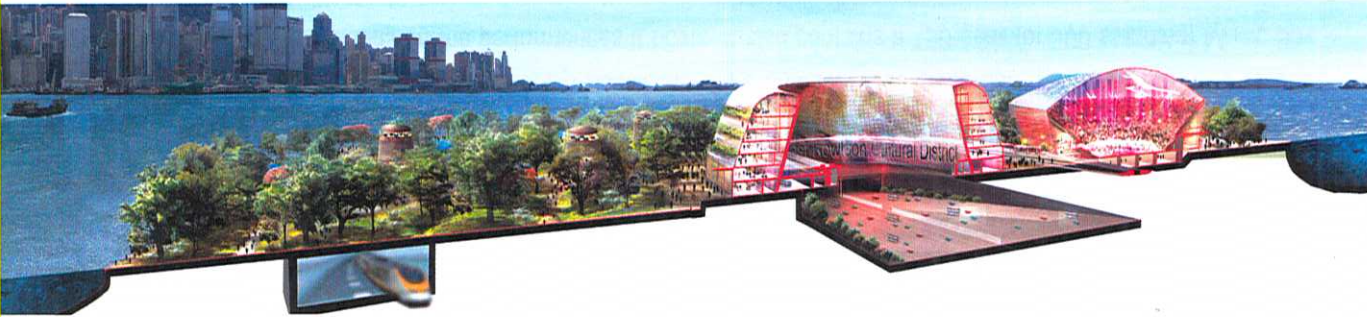




# Preface

Last November we presented three Conceptual Plan Options for the future West Kowloon Cultural District to the public by three of the world's renowned master planning teams to reflect the Hong Kong of today, and its dreams of an arts and cultural hub for tomorrow. Today, we put forward a proposed Development Plan based on the concept by Foster+Partners, which was favoured by the people of Hong Kong.

We have enhanced the preferred Conceptual Plan and incorporated desirable features from the other two master plans wherever appropriate to make the Cultural District a place to relax and be inspired. It will be, in every aspect, a Place for Everyone.



Mega Performance Venue and Exhibition Centre





## The Plan

The new Cultural District will host a rich mix of activities – spanning culture, education, leisure, residential and commercial – that will interact with each other within a single piece of urban fabric adjacent to a unique and spacious city park, enlivening the everyday life of our city.

The arts and cultural facilities will be totally integrated into the city, with all their visual arts, performances and educational offerings easily accessible to one another along a main vehicular traffic free artery, adding a new dimension to the thriving metropolis of Hong Kong and creating an even more lively and diverse urban scene.

Art will be everywhere in the Cultural District! A number of exhibition and performance pavilions will be dotted around the District, alongside major arts and cultural facilities, providing spaces for arts groups, designers and performers to showcase their creations and enriching the creative environment.

There are learning facilities at major arts and cultural facilities to enhance students' arts appreciation capability and to forge close collaboration with schools and institutions, and also additional creative learning spaces for performing and visual arts.

Planning and constructing a unique District from scratch gives us the opportunity to develop it as a pioneer of sustainability and state-of-the-art information and communication technology – a strategy we will adopt to see through the project.

## Phasing of Facilities

This sizeable project will be developed in phases. It is planned that the first batch of facilities to be commissioned around 2015 will be part of the Great Park with its outdoor performance facilities – an Outdoor Theatre and Freespace with Music Box as well as the Xiqu Centre which houses a Main Theatre and a Teahouse.

The other facilities to be commissioned in Phase 1 include the Music Centre which comprises a Concert Hall and a Recital Hall, the Centre for Contemporary Performance made up of three Blackboxes, the Lyric Theatre, the Medium Theatre I, the Musical Theatre, the Mega Performance Venue plus Exhibition Centre, and Phase I of the main visual arts facility M+.

A host of other ancillary facilities including the Resident Company Centre, the Literary Arts Space, other creative learning facilities and a number of Arts Pavilions dotted in the District for visual arts exhibitions will also be constructed in this phase.

Facilities to be constructed in Phase 2 will include the Great Theatre, the Xiqu Small Theatre, the Medium Theatre II and M+ Phase 2.

## The Great Park

The Great Park will bring the Hong Kong countryside to the urban centre, with trees offering shade throughout the hot days and months, gently undulating terrain and extensive areas of green grass. The Great Park will also host outdoor performances, sculpture displays and art activities.

## The Avenue

Like the historic Chinese tenement, the Avenue is colonnaded with trees down its centre to create shade for everyone. At ground level, visitors will be able to access many of the Cultural District's new cultural buildings, as well as shops, restaurants, cafes, studios, workshops and education facilities. Pedestrian-friendly streets will link the vibrant north with the bucolic, landscaped waterfront and harbour to the south. The ground level is largely free of traffic to make a safer, fresher environment for people, with all car parks and service entrances to be located underground.





## The Squares

Xiqu Square at the corner of Canton Road and Austin Road, serves as the gateway to the Cultural District and a hub for the Chinese cultural activities of the Xiqu Centre.

Central Square, located halfway along the Avenue, marks the intersection of the District's main artery and a tree-lined route, leading from the new Express Rail Link terminus to the waterfront and its panoramic views of Hong Kong Island.

Artist Square is located at the westerly end of the Avenue. It comprises the space adjacent to the M+ and its surrounding facilities and will be the perfect destination for relaxing and circulating among the area's arts and cultural venues.

## Desirable Features

A number of features expressed by the public in previous stages of engagement exercises to be desirable will be incorporated:

- Relocation of Xiqu Centre to Canton Road end of the District
- Relocation of M+ to the entrance of the Great Park
- Realignment of the Avenue to provide room for street performances
- Inclusion of Arts Pavilions
- Inclusion of a Premier Theatre
- Incorporation of 'Banyan Farm' concept in Outdoor Theatre design
- Provision of space for literary activities and programmes
- Proposed provision of travellators
- Proposed provision of green roofs on buildings and wind turbines
- Inclusion of arts pontoons subject to technical and statutory feasibility
- Inclusion of piers subject to technical and statutory feasibility

Outdoor Theatre in the Great Park





## Connectivity

Building around a comprehensive pedestrian and public transport network conveniently linked to the territory's rail and public transport network, the transport system in the future Cultural District will be seamlessly integrated with the network and neighbouring developments.

A natural gateway for visitors from the Mainland and overseas arriving via Express Rail Link, cross-boundary ferry, cross-boundary coach and Airport Express Link, the district will be accessible to all age and mobility groups.

A people-dominated environment will be created at ground level by segregating pedestrian and activity areas from vehicular traffic which will be put underground. A web of footbridges and subways will link pedestrians from nearby underground railway stations and entry points to the District, providing continuous pedestrian networks at ground, subway and elevated levels. Vehicular traffic making use of the basement driveway to access the car parks at basement level will be zoned to provide direct access to the facilities and activity areas above.

Environmental friendly bus will be used for serving the Cultural District. We are also planning on placing strategically sheltered travellers along walkways for the comfort of pedestrians, and to further study providing piers for water access.



## Sustainability

Our mission is to develop and promote the Cultural District into a social, cultural, economic and environmentally dynamic metropolis for the communities, fostering the long-term cultural development in Hong Kong underpinned by the sustainability principles.

We firmly believe that the District's longevity and social impact can be maximised through the coexistence of quality, value and sustainability. The Cultural District would adopt practical and affordable green initiatives while creating an urban oasis that simultaneously brings people closer to nature and culture. Reduced waste, energy consumption and operational costs will be the key, and we also hope to inspire positive social, economic and environmental changes... especially among Hong Kong's younger generations.

## Way Forward

We plan to submit the proposed Development Plan\* to the Town Planning Board around the end of this year. In parallel, we are preparing design competitions for a number of iconic facilities so that construction works can begin as soon as possible after the statutory planning process is completed. In the meantime, we have and will continue to launch arts and cultural programmes to build audience and to organise and support training and development programmes to nurture talents for the arts and cultural sector.

The West Kowloon Cultural District will be a place where an organic arts community can flourish, enhancing quality of life in Hong Kong. To achieve this, community engagement is critical. Your input to date has helped turn our vision into a plan. Now, we ask for your continued support to help us take the next step forward and turn the Cultural District into reality.

*\* Information about the proposed Development Plan is available at the Authority's website: [www.wkcda.hk/pe3](http://www.wkcda.hk/pe3)*



# WEST KOWLOON CULTURAL DISTRICT

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查詢詳情

For enquiries

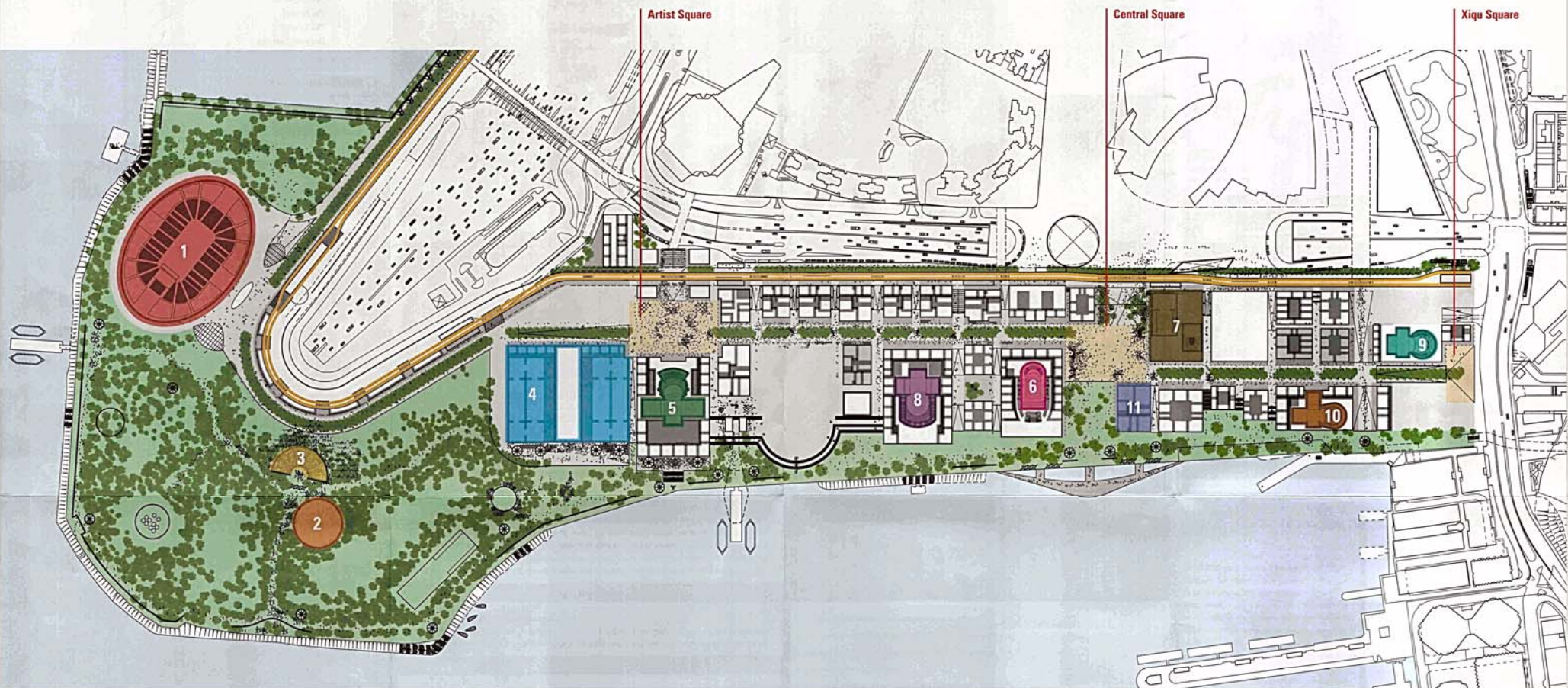
(+852) 2200 0217

[www.wkcda.hk](http://www.wkcda.hk)





# SUMMARY OF PHASE 1 FACILITIES



## 1 / Mega Performance Venue and Exhibition Centre Complex

The Mega Performance Venue is Hong Kong's biggest indoor seated facility, with over 15,000 seats designed for local and overseas concerts and large-scale entertainment events.

The Exhibition Centre is planned as a medium-sized convention facility sitting under the Mega Performance Venue and integrated with a hotel.

## 2 / Freespace (with Music Box)

A new concept within the Great Park where the possibilities are endless. Freespace can accommodate 300 to 500 people and places no restrictions on the performances it hosts. It also contains a 150-seat (or 300 standing) Music Box to attract adventurous spirits looking to explore the alternative and independent music scenes.

## 3 / Outdoor Theatre

A 500-seat (and 2,000 standing) outdoor theatre adjacent to Freespace and integrated within the landscape design of the Great Park.

## 4 / M+

Asia's first international-calibre museum for visual culture – contemporary art, design, architecture, moving image and popular culture – all looking at the world from a Hong Kong perspective. With 43,000 square metres just in Phase 1 alone, visitors will get a museum experience that is both rich and innovative – perfect for a full day's educational visit, or a quick moment of inspiration.

## 5 / Lyric Theatre

A versatile, 1,200-seat facility with an orchestra pit for dance, ballet, opera, musicals and theatrical performances.

## 6 / Music Centre (Concert Hall, Recital Hall with Arts Education Facility)

A centre that comprises a 1,800-seat signature Concert Hall with world-class acoustics, plus a 300-seat Recital Hall that is well suited for chamber music and recitals.

## 7 / Centre for Contemporary Performance (3 Blackboxes with Arts Education Facility)

Comprises three differently designed and equipped, flexible performing spaces with 400, 250 and 150 seats respectively to suit different scales of performances – great for dance, theatrical and multimedia performances and much more.

## 8 / Musical Theatre

A 2,000-seat receiving house for touring musicals, popular commercial productions and large-scale performances.

## 9 / Xiqu Centre (Main Theatre, Teahouse with Arts Education Facility)

A 1,100-seat Main Theatre with a Teahouse featuring traditional Chinese performances. Destined to become the home base for the preservation and development of Chinese opera in Hong Kong.

## 10 / Medium Theatre I

A well equipped 600-seat, proscenium-arch style theatre for medium-scale theatrical and dance performances.

## 11 / Resident Company Centre

A facility dedicated to our district resident companies with 120,000 square feet of space for offices, creation, rehearsals and more to facilitate partnership, exchanges and professional development for local arts groups.

## Arts Education and Other Facilities

Learning facilities at the Centre for Contemporary Performance, M+, Music Centre and Xiqu Centre will enhance arts appreciation and forge close collaboration with schools and institutions. There are also Arts Pavilions for performing and visual arts. Space will be provided for literary activities and exhibitions.



### **Attachment 3–Business Mission to China Photo Gallery**



**Business Mission to China Delegation**



**Deputy Mayor Gino Rosati & Councillor Sandra Yeung Racco meeting with Rick Savone, Canadian Consul General in Shanghai**



**2012 China-Canada Economic Trade & Investment Forum, Beijing Funhill District**



**Business meetings at Beijing Funhill District**



Tour of Chinese car manufacturer



Industry tour of Chinese silicon manufacturer





**Mayors meeting with Canadian Ambassador to China, Guy Saint-Jacques**



**Briefing from the Chinese Ministry of Commerce**



**Meeting with Vice Mayor Zhang Qingying of Zibo, China**



**Deputy Mayor & Regional Councillor signing the Letter of Intent with Zibo, China**



**Demonstration of battery charging station, Zibo Guoli New Power Source Technology Ltd.**



**Tour of Zibo's 20,000 –seat stadium and athletics complex**





**A scale model of the Cyberport complex in Hong Kong**



**3D Technology demonstration lab at Cyberport, Hong Kong**