

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 22, 2016

Item 15, Report No. 12, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on March 22, 2016.

15 BUSINESS MISSION TO CHINA 2015 – POST MISSION UPDATE

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Deputy City Manager, Planning & Growth Management and Director of Economic Development and Culture Services, dated March 1, 2016:

Recommendation

The Deputy City Manager, Planning & Growth Management and Director of Economic Development and Culture Services recommends:

1. THAT this report be received.

Contribution to Sustainability

Green Directions Vaughan embraces a *Sustainability First* principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Under this definition, activities related to economic development contribute to the sustainability of the City.

Economic Impact

During the mission, the three participating Vaughan companies reported signing more than \$125 million in letters of intent or agreements. As these partnerships and joint ventures materialize over the coming years, there will be a net positive impact on job creation and investment for the City of Vaughan.

The cost of the mission was approximately \$26K including mission pre-planning fees, marketing materials, travel, food, accommodations, provincial mission fees and some incidental expenses for gifts and translations. This figure will be adjusted slightly lower, pending the receipt of approved Invest Canada – Community Initiatives (ICCI) funding. These costs were within the Economic Development and Culture Services Department's 2015 Operating Budget.

Communications Plan

Staff will continue to follow-up with the leads and prospects developed during the mission as well as supporting Canadian businesses that have interests in the Chinese market. These communications will emphasize the City's international business development strategy - its desire to open new markets for Vaughan's companies as well as being a gateway for new investments from foreign-based industries looking to penetrate the North American market.

All international business development activities will be highlighted on the website and the Business Link newsletter.

Purpose

The purpose of this report is to provide Council with an update on the economic development outcomes resulting from the City's business mission to China in 2015.

Background – Analysis and Options

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. Scheduled to

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occur in conjunction with Premier Wynne's business mission, Vaughan's mission (November 2-15, 2015) leveraged the opportunities created by the larger, high profiled mission, and at the same time, allowed the City to support three local businesses, renewed relationships with its economic partner cities and meet with potential investors. Attachment 1 provides a detailed mission itinerary.

Leveraging Opportunities from the Province's Mission

The Wynne mission which included the Premier Kathleen Wynne; Minister of Economic Development, Employment and Infrastructure (MEDEI) Brad Duguid; and Minister of Citizenship, Immigration and International Trade (MCIIT) Michael Chan among the 85 or so delegates presented a substantial presence in China. The representation and profile of these government officials aid in creating a heightened media buzz both at home and abroad; and open doors to their Chinese government counterparts and company representations which would otherwise, be difficult to secure from the municipal level.

Leveraging opportunities created through the high profile provincial mission; the City was able to meet with officials from Jiangsu Province. Twinned with Ontario for the past 30 years, Jiangsu is the second smallest of China's 22 provinces but is ranked second nationally in gross domestic product (GDP). During this portion of the mission, the City met with science and technology, clean technology, construction, engineering and agriculture sector companies. The City also attended the 4th Global Nanjing R&D Summit which featured discussions on research and innovation projects, a high-level talent exchange and matchmaking sessions with Fortune 500 and Chinese top 500 enterprises, universities and scientific research institutes. The Ontario government facilitated meetings with high profile company representatives in Beijing and Shanghai, such as the Yongtai Group, a land and investment company. The Vaughan delegation was given the opportunity to showcase and market Vaughan, seeking matchmaking opportunities.

Supporting Local Business Expansions in China

Understanding that business practices in China requires a close relationship between Chinese commercial enterprises and their government agencies, City staff have been working with a number of local Vaughan companies to provide this same level of support. Even prior to launching Vaughan's business mission, staff has been working with a number of local companies to support their market entry, joint venture partnerships and business development pitches.

Door Components Canada (DCC) and New Concept Quality Doors (NCQD) is one of the largest manufacturers and distributors of residential entry door components and systems, primarily for the retrofit market. Both founded by Adam Jiang, Door Components and New Concept have two locations in Vaughan, plus a third in southwestern Ontario. Since inception, these enterprises have been on an impressive growth track, employing more than 100 people and generating annual revenues of C\$20 million in fewer than 5 years since start-up. With contracts in some of North America's largest home improvement retailers, e.g. Home Depot, Lowe's, Home Hardware and Rona, the companies have established a solid reputation for building door kits.

The companies are now in the process of transitioning from traditional building materials to incorporating smart home technology and intelligent building technology in their products. During the mission, they entered into three agreements (signed in Hong Kong, Shanghai and Beijing).

In Hong Kong, DCC and NCQD signed a joint venture with a Hong Kong company as an investor to set up a smart home industry platform in North America with the central base to be located in Vaughan. In Beijing NCQD signed a joint venture to build a customized manufacturing facility for doors. A three-phase agreement was signed with a Fortune 500 company located in Shanghai.

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The first phase will establish the financial framework for setting up a supply chain function in North America. The second phase will be an overseas warehousing inventory program with a warehouse in Vaughan. The third phase is a joint venture investor agreement to build an industrial park in southern Ontario to supply all types of building materials from China and Canada for export throughout the North American market. According to the President, the three signings are valued at C\$116.5 million with a potential to create 300 jobs in Ontario over the next three to five years.

Hot Yoga Wellness (HYW), a yoga studio started by Sujun Chen in Woodbridge, now has six locations across the Greater Toronto Area (GTA) with two locations in Vaughan. HYW and is branching out in China by entering into an agreement with the Chinese Health Qigong Association in Beijing to provide teacher training for yoga qigong. The project scope is to provide qigong yoga training across China to approximately 500 teachers annually, having a potential value of approximately C\$1.5 million over the next five years.

Ionada Inc., began as a Vaughan-based cleantech company with patents in marine exhaust scrubbing technologies. Initially employing five staff, Ionada has grown to 20 full-time employees and in the past year, acquired another 6,000 square feet of space and filed several additional patents. Since inception in 2014, Ionada has focused on Chinese markets, either as manufacturers, consumers or potential investors in these technologies. China's ascent to becoming the world's second largest economy ensures that demand for shipping is only expected to grow.

Prior to the mission, City staff was requested to support business development approaches with Chinese investors and customers. Staff prepared and delivered presentations to their customers, as well as provided training and hiring assistance.

In response to the Ionada request, City representatives were present for Ionada and Jiangsu Yadong International Investment Co. Ltd.'s announcement of a C\$10 million joint venture to manufacture and market marine exhaust gas cleaning systems in China and internationally. The project will create up to 20 high-tech research jobs in Ontario.

Although only three Vaughan companies were direct participants in the mission, there were a number of local companies that could not attend but had requested marketing and export development assistance from staff. Their interests and requirements were also explored while in China.

Attracting Foreign Business Investment

Chinese interests in Canadian real estate opportunities are not confined to Western Canada but are also prevalent in Vaughan. In Shanghai and Beijing, City representatives met with real estate development investors in pre-qualified meetings. Introductions facilitated by Will Sung of the Vaughan Chinese Business Association and Helen Dong of L&D Investment Consulting netted meetings with George Shi, Chairman of the Hangzhou Zhehai Business Management Co. Ltd. and William Zhong, Investment Director of Zhejiang Hi-Genius Investment Co. Ltd. Both highly experienced in establishing joint ventures and incubation centres in China, and also Canadian citizens, they are now seeking opportunities to invest up to \$100 million in commercial buildings and industrial enterprises in Vaughan. Follow-up meetings will be arranged to present more investment options during their return visit in 2016.

Having met with Eontime Real Estate during their visit earlier in 2015, City representatives held meetings with company officials in Beijing, facilitated with the Ontario International-Beijing Trade and Investment Office from the Embassy of Canada. Eontime is a professional real estate development and management group within the Zhongfa Group. With assets in excess of 100

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billion RMB (C\$20 billion), the company is focused on three sectors: finance, healthcare and cultural tourism. Eontime has expressed interest in large scale developments in integrated indoor malls and hotel/entertainment complexes. Having toured properties in Edmonton and Toronto, the company is seeking suitable sites in the Greater Toronto Area.

In addition to Eontime, meetings were held with another Beijing investor seeking 35 acres of land for the development of indoor waterparks, shopping centres and movie theatre complexes.

Introducing the Vaughan International Commercialization Centre (VICC) in China

Launched earlier in October 2015, the VICC is intended to ease the transition of foreign-based businesses entering the Canadian market with access to soft landing spaces, business consulting resources, networking and localization of technologies. The business mission offered the first opportunity to promote the VICC abroad, and specifically to the Chinese market. In meetings with government and business officials, the VICC was well received, with the City receiving multiple requests for memberships or partnerships. The City of Zibo and the City of Yangzhou have proposed partnership agreements with the VICC following the mission. The City will be producing additional marketing collateral materials translated into Simplified Chinese for follow-up.

Strengthening Economic Relationships with Zibo and Yangzhou

Vaughan's engagement in the Chinese market is facilitated by a series of socio-cultural sister city and economic relationships. This mission provided an opportunity to further strengthen these relationships through reciprocal meetings and public relations events.

Earlier in 2015, the City received an invitation from Yangzhou, Vaughan's only sister city in China to celebrate its 2500th Anniversary. Although the City was not able to be present on the actual anniversary date, Vaughan officials paid a visit to Yangzhou to present official congratulatory letters from Mayor Maurizio Bevilacqua and celebrate its 20th Anniversary of the signing of the Friendship City Agreement.

The visit was also an opportunity to meet with some of the industry groups who had visited Vaughan this past March. A delegation of 25 Yangzhou companies were given a tour and meeting with Mircom Group of Companies. During the two-day visit, the City met the Director of the Science and Technology Bureau to discuss opportunities to leverage Yangzhou technology companies with companies in the VICC to do business in Canada.

Interest was expressed by Yangzhou officials to elevate the relationship from friendship status to a full sister city agreement. Staff will review this request in accordance with the principles as detailed in Item 3, Report No. 29 of Committee of the Whole (Working Session): *Cultural and Social International Partnerships* adopted by Council on May 24, 2011 (Attachment 2).

During Vaughan's last mission to China in 2012, the City entered into an economic agreement with the City of Zibo. Since that time, Zibo has made seven visits to the GTA facilitated by Charlie Liu, Zibo's in-country representative. During this visit, Zibo's Foreign Affairs Office arranged meetings with six companies. In addition to receiving a presentation on the VICC, all companies delivered a 10-minute briefing on their business activities as well as their specific interests in Canada. This included: exporting, sales representation, and matchmaking opportunities. One of the most promising ventures was a stevia (sweetener) manufacturer that is considering a packaging and distribution operation in Ontario.

Learning Opportunities / Knowledge Exchanges

As with every venture into new places, there are numerous opportunities to learn. The City received tours and briefings from several cultural and educational organizations: West Kowloon Cultural District in Hong Kong; the Shanghai Film Art Academy and Yihai Group. Through these

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discussions, the City is able to see the development of a large scale culture and entertainment district based on a private/public partnership model – the West Kowloon Cultural District – that could inform the development of similar ventures in the Vaughan Metropolitan Centre.

The Shanghai Film Art Academy (SFAA), a college featuring a 120,000 square meter campus comprised of seven buildings and an underwater film studio provides film-making, animation, design, dance and music training to 8,000 students. Co-sponsored by the Shanghai Municipal Government, SFAA's teaching staff is comprised of working professionals and experts in the media and performing arts industry from around the world. School officials took a keen interest to both the Vaughan Film Festival and the VICC during discussions. Upon the delegation's return to Canada, correspondence was received from the SFAA indicating an interest in partnership opportunities.

On the request of the Association of Chinese Canadian Entrepreneurs (ACCE), an influential business network, Vaughan officials provided support and representation at the Randolph Dance Academy's signing ceremony with the Shanghai Dance School. Based in Toronto, the Randolph Dance Academy entered into a partnership agreement to create international student exchanges and dance productions touring across Ontario and China. Randolph had previously tested the international market for its arts education program with a successful partnership with the Amman (Jordan) Stardust Academy, that country's first performing arts school. The City may also benefit from this association, as Randolph has indicated an interest in expanding its performing arts program locally.

In Beijing, a meeting with the Yihai Group, a privately operated education provider netted some contacts for several Vaughan schools, including RoyalCrest Academy. Yihai provides lifelong learning opportunities, with schools ranging from kindergartens to an international high school (with a Canadian-based curriculum from British Columbia) to seniors learning. Yihai's interests are focused on teacher and student exchanges. The increasing propensity for foreign-based education from the growing Chinese middle class creates opportunities to establish private educational investments, possibly in the VMC.

Media Coverage and Communications

The City undertook extensive marketing and communications efforts to promote its business mission both locally and abroad. Significant media attention for the mission was achieved through both traditional and social media channels during and post mission. Some of the tactics employed include: print, radio, social media, website, the Business Link and e-Link newsletters. Working closely with the Corporate Communications Department, staff used Twitter and Facebook to track daily progress. A three-part series on the mission was published in the City of Vaughan's blog. Extensive coverage was received from the Vaughan Citizen, Thornhill Liberal and yorkregion.com as well as an on-air radio interview with a Chinese language radio station AM1430 and Ming Pao Chinese newspaper was conducted. Attachment 3 provides a sample of the media coverage received.

Staff found and used communication channels through Chinese-sanctioned platforms - e.g. WeChat, a mobile text and voice messaging communication service - to facilitate communications with Chinese economic development and business counterparts. Although the Chinese responded to conventional e-mail services, the rate of response through WeChat was much better, as they were using this service much more extensively.

Next Steps

The Economic Development and Culture Services Department will be following up on the leads and expressions of interests derived from both local businesses as well as Chinese entities.

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For January or February 2016, staff has already issued a letter of invitation to the Hanjiang District in Yangzhou for five-member delegation visit to discuss economic cooperation between respective industries.

Staff will continue to pursue expressions of interest for membership or participation in the various pilots underway that are associated with the VICC. With the support of the Canada China Business Council, ACCE, Greater Toronto Marketing Alliance, MEDEI, MCIIT and others, staff continues to work with local businesses on market readiness and business matchmaking initiatives.

The City will be refining its marketing and communications materials detailing development opportunities and business advantages. Advice from the ACCE and others will assist the City to tailor its value proposition to better appeal to investors.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

This report is consistent with the priorities set on the Term of Council Service Excellence Strategy Map: facilitate the development of the VMC; and attract investment and create jobs.

Regional Implications

Copies of this report will be shared with York Region's Economic Strategy Branch. The City will also continue to seek their assistance in servicing the needs of Vaughan and foreign-based companies as they pursue market entry and expansion.

Conclusions

The City of Vaughan is committed to developing a long-term relationship with China based on present and future economic growth. China's growing middle class is demanding innovative products and services particularly related to education, the environment and healthcare to deliver quality of life for its citizens. Its increasingly sophisticated populace is travelling more, and recognizes the potential return of investment from outside China. The availability of Chinese capital is not well utilized and yet it could offer opportunities for our businesses and city-building. Canadian businesses are better-served to embrace the potential that this market brings.

Attachments

1. Vaughan China Business Mission Itinerary
2. Item 3, Report No. 29 of Committee of the Whole (Working Session): *Cultural and Social International Partnerships*
3. Media Clippings

Report prepared by:

Elaine Yim Spencer, Economic Development Officer, ext. 8429
Shirley Kam, Senior Manager of Economic Development, ext. 8874

(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.)

BUSINESS MISSION TO CHINA 2015 – POST MISSION UPDATE

Recommendation

The Deputy City Manager, Planning & Growth Management and Director of Economic Development and Culture Services recommends:

1. THAT this report be received.

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in integrated indoor malls and hotel/entertainment complexes. Having toured properties in Edmonton and Toronto, the company is seeking suitable sites in the Greater Toronto Area.

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Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

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Regional Implications

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Report prepared by:

Elaine Yim Spencer, Economic Development Officer, ext. 8429
Shirley Kam, Senior Manager of Economic Development, ext. 8874

Respectfully submitted,

JOHN MACKENZIE
Deputy City Manager
Planning & Growth Management

JENNIFER LADOUCEUR
Director of Economic Development
and Culture Services

Business Mission to China – City of Vaughan

ITINERARY: November 2-15, 2015

Monday November 2 - Hong Kong	<p>9:00 a.m. Meet at Cordis at Langham Place Hotel - 555 Shanghai St, Mong Kok, Kowloon Phone # 852 3552 3388 with luggage. Check in luggage.</p> <p>Take taxi to Energizing Kowloon East Office</p> <p>10:00 a.m. Meeting with Energizing Kowloon East Office Conference Room G09, No. 122 Hoi Bun Road, Kwun Tong, Kowloon (Opposite China Aerospace Centre, No. 143 Hoi Bun Road, Kwun Tong)</p> <p>EKEO 's is the dedicated office of the Hong Kong Government to transfer the Kowloon East area of Hong Kong from an industrial area to a new Central Business District http://www.ekeo.gov.hk/en/contact_us/index.html</p> <p><u>Attendance List</u></p> <p>Energizing Kowloon East Office, Development Bureau</p> <ol style="list-style-type: none"> 1. Ms Brenda Au, Head of Energizing Kowloon East Office 2. Ms Winnie Ho, Deputy Head of Energizing Kowloon East Office <p>Contact: Rosanna Li – Deputy Head, Ek 3904 1648</p> <p>3:00 p.m. Check into Cordis at Langham Place Hotel - 555 Shanghai St, Mong Kok, Kowloon Phone # 852 3552 3388</p>
Tuesday November 3 Hong Kong	<p>11:30 a.m. Innovation and Technology Commission Room 2114, 2/F, West Wing, Central Government Offices, Tamar, Hong Kong</p> <p>Innovation and Technology Commission is a Government department dedicated to promote innovation and technology in Hong Kong - to give you a brief overview of Hong Kong Government's policy on the subject.</p> <p>Contact: Mr. Chi-on CHOW, Assistant Manager (Research and Support) of the Commission at +852 3655-4074 or co.chow@itc.gov.hk.</p> <p>2:15 p.m. Hong Kong Science and Technology Centre</p> <p>The visit will mainly comprise of a walking tour (instead of a sit-down meeting) to showcase the Science and Technology Park area, their incubators and other local innovations.</p> <p>Address: Enterprise Place (Building 5W), Contact: Teresa Leung Hong Kong Science and Technology Parks Corporation Direct: +852 2629 6847</p>

Wednesday November 4 Hong Kong and Nanjing	<p>9:00 A.M. Breakfast meeting with Leda Lee at Cordis Langham Place Hotel. Leda Mobile: 1392-3832-2628 e-mail – nicelimei@hotmail.com office: 00852-6918-3617 www.jyym.com</p> <p>Leda Lee is the owner and managing director of a renowned immigration and investment consultancy firm in Hong Kong and China. The company named Golden Ying Immigration & Investment Consultancy Company. It began its business 2003. It has been processing successfully over 1000 families immigrated to Hong Kong, Macau, Vancouver and Portugal through entrepreneurial or investment programs.</p> <p>2:00 p.m. – 3:00 p.m. Meeting at West Kowloon Cultural District Authority. Contact: Ms Jenny Sun Personal Secretary to Chief Executive Officer West Kowloon Cultural District Authority Direct (852) 2200 0889 Email jenny.sun@wkcd.hk Meeting with CEO, Mr. Duncan PESCOD and their Executive Director of Project Delivery, Dr M. W. CHAN</p> <p>4:30 p.m. Leave hotel for Hong Kong Airport Dragon Air KA-862 to Nanjing at 18:55 pm Arrive in Nanjing at 21:25 pm – 2 hours 30 mins flight</p> <p>10:30 p.m. Check into hotel at Jinling Hotel Nanjing 28 Hanzhong Road, Zinjiekou Square, Nanjing 210005 Phone 86-0-25-84711888</p>
Thursday November 5 Nanjing	<p>8:00 a.m. Early morning - Tour of the Nanjing War Memorial (2 hours)</p> <p>Evening: Dinner with Nanjing S & T Commission Officials.</p>
Friday November 6 Nanjing	<p>8:30 a.m. – 9:30 a.m. Plenary Session and Signing Ceremony (Jinling Hotel) Kunlun Ballroom A</p> <p>9:45 a.m. – 12:00 p.m. Ontario-Jiangsu CT Seminar – Kunlun Ballroom B Meetings with Ionada Incorporated and Door Components Canada, businesses from City of Vaughan</p> <p>12:30 a.m. -1:30 pm. Networking Lunch Kunlun Ballroom C – Meet with George Yan – Ionada and Adam from Door Components Canada</p> <p>6:00 p.m. – 8:30 p.m. Banquet Dinner by Gouverneur Li Xueyong – 30th anniversary</p>

<p>Saturday November 7 Shanghai</p>	<p>A.M. TBD – Wynne Mission -Take Motor Coach from Nanjing to Shanghai</p> <p>3:00 p.m. Check into Fairmount Peace Hotel Nine Heaven– 20 Nan Jinling Road East, Shanghai 20000N Movem1 Phone 86 21 6138 6907</p> <p>5:30 p.m. – 6:30 p.m. Welcome reception and group photo</p> <p>6:30 p.m. Sandra goes to dinner with Irwin Li and George Randolph – Owner of Randolph School of Dance in Toronto and Shanghai Dance School</p> <p>7:00 p.m. – 8:30 p.m. Elaine goes on River Cruise</p> <p>9:00 p.m. Jazz club with Ionada Incorporated.</p>
<p>Sunday November 8 Shanghai</p>	<p>9:15 a.m. Car pick up at lobby organized by Irwin Li – Translator meeting</p> <p>10:00 a.m. Meeting with Dr. Jiang President of Shanghai Film Art Academy – Crystine Zhang to arrange. Address: 188 Da’erwen Rd, Pudong, Shanghai. Car pick up from hotel arranged by Irwin Li.</p> <p>12:30 p.m. Lunch with Helen Dong – FDI opportunities for Vaughan.</p> <p>3:00 p.m. – 6:00 p.m. Meeting with Mr. George Shi through Helen Dong at Fairmount Peace Hotel Nine Heaven. George Shi is interested in investing in ready-to-go projects and is interested in the VMC.</p> <p>6:00 p.m. – 9:00 p.m. Dinner with Sujun Chen from Vaughan Hot Yoga Wellness</p>
<p>Monday November 9 Shanghai / Yangzhou</p>	<p>9:00 a.m. – 10:00 a.m. Plenary and Signing Ceremony Hall 8 Floor (Hotel) Meet with Adam Jiang at ceremony from Door Components Canada</p> <p>3:00 p.m. Take car to Shanghai Hongquiao Train Station</p> <p>4:30 p.m. Train from Shanghai Hongquiao to Zhenjiang South station:</p> <p>G-234 1630/1725 (business class)</p> <p>5:25pm arrive in Yangzhou (Private car pick up from Yangzhou government)</p> <p>6:20 p.m. Check into hotel –Shangri-La a night - No.472 West Wenchang Road, Yangzhou, JS, China</p> <p>6:40 p.m. Dinner with Yangzhou (Foreign Affairs Office) FAO in Yangzhou Shangri-la Hotel</p>

Tuesday November 10 Yangzhou	<p>Meetings with Foreign Affairs Yangzhou Government to celebrate 2500th Anniversary and City of Vaughan's 20th anniversary Friendship Agreement</p> <p>9:30 a.m. Visit Yangzhou Science and Technology Museum</p> <p>11:00 a.m. Visit Yangzhou Science and Technology Bureau</p> <p>12:00 a.m. Lunch</p> <p>2:00 p.m. Visit Song Jiacheng Sport Park</p> <p>3:30 p.m. Visit Yangzhou People's Congress</p> <p>5:30 p.m. Dinner with leaders from Yangzhou People's Congress</p>
Wednesday November 11 Yangzhou to Zibo	<p>9:20 a.m. Yangzhou Government Private car to Zhenjiang train station</p> <p>Train No. G230 10:17 a.m. / 2:00 p.m. (Business Class)</p> <p>3:00 p.m. Check in Ramada Hotel - 3 W Gongqingtuan Road Shandong Zibo 255213, China Phone:+86 533 621 8888</p> <p>Dinner with The Zibo Foreign Affairs Zibo Office and Vice Mayoress</p>
Thursday November 12 Zibo/Beijing	<p>ZIBO A.M. See attached itinerary of meetings.</p> <p>Meet with 2 local companies to talk about international trade, talk about the VICC and Vaughan Business Expo February 2016</p> <p>The other meeting will focus on student exchange. Will organize local schools to attend the meeting.</p> <p>After the two meetings, will go to station after lunch.</p> <p>Train ticket from Zibo to Beijing (Business Class)</p> <p>Train No. G194 2:20pm Arrive : 5:20pm</p> <p>Private car pick up from Mandarin Holidays</p> <p>6:00 p.m. Check into hotel in Beijing at Four Seasons Hotel Beijing – No.48, Liang Ma Qioa Road, Chao Yang District, Beijing 100125 – phone 86 10 5695-8888</p> <p>6:15 p.m. – 8:15 p.m. Dinner with Wynne Delegation and investors</p>

Friday November 13 Beijing	<p>7:00 a.m. – Breakfast meeting with Adam Jiang, Door Components Canada</p> <p>8:30 a.m. - Meeting with Sujun Chen, Hot Yoga Wellness -</p> <p>9:00 a.m. – 10:00 a.m. Plenary Session & signing ceremony hosted by Premier and senior local officials - Imperial Ballroom I</p> <p>10:00 a.m. Car pick up from Four Seasons by Irwin Li to Yihai</p> <p>11:00 a.m. to 5:00 p.m. Meeting with Linda and Jessie Wong – Tour of Beijing Schools. Yihai Group Address: No. 2 Hengfengyuan 3/F, 129 W Section of S 4th Ring Road, Fengtai District, Beijing China.</p> <p>6:00 p.m. – 10:00 p.m. Farewell delegation dinner at Four Season Ballroom Foyer</p>
Saturday ay November 14 Beijing/Toronto	<p>9:45 a.m. Pick up by Alex Etkin and Dorothy from Yongtai at Four Season’s hotel</p> <p>10:30 a.m. – 5:00 p.m. Meeting with Yongtai Group for Land Investment in Vaughan at Yongtai Office in Beijing. Commercial Officer (Special Projects) Ontario International-Beijing Trade and Investment Office, Embassy of Canada 19 Dongzhimenwai Dajie, Chaoyang District, Beijing Cell: (86) 138-1143-2490 alex.etkin@international.gc.ca</p> <p>7:00 p.m. – 10:30 p.m. Dinner with Former Toronto Consulate General, Fang Li</p>
Sunday November 15 Beijing/Toronto	<p>6:45 p.m. AC32 Air Canada Flight Depart Beijing at 18:45 to Toronto</p> <p>6:35 p.m. Arrive Toronto on Sunday November 15, 2015</p>

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 24, 2011

Item 3, Report No. 29, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on May 24, 2011.

3 CULTURAL AND SOCIAL INTERNATIONAL PARTNERSHIPS

The Committee of the Whole (Working Session) recommends approval of the recommendation contained in the following report of the Director of Economic Development, dated May 17, 2011:

Recommendation

The Director of Economic Development recommends:

1. That this report be received;
2. Council adopt the Cultural and Social International City Partnership framework as presented in this report and direct staff to continue to respond to international city opportunities.

Contribution to Sustainability

Sustainability means that we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Advancing and participating in international partnerships promotes greater understanding and respect of the diversity, cultural and economic resources of each city through the planning and implementation of programs that foster mutual understanding, respect and goodwill

Economic Impact

There are no financial implications resulting from the adoption of this report.

Communications Plan

Upon approval of this report, notification will be provided to the City's existing International Partnership cities.

Purpose

Council had requested that the Economic Development Department develop a strategy for the City's international city-to-city partnerships. International partnerships are largely established for one of two reasons - business development or cultural and social affiliation.

From a business development perspective, the newly adopted 10-year economic development strategy clearly identifies priority relationships with international cities grounded in business development with a set of accompanying objectives and actions to develop the relationships. (Attachment 1)

The purpose of this report is to create a framework that establishes a process for requests based on cultural and social affiliation.

Background – Analysis and Options

What is a Friendship/Twin/Sister City?

Sister Cities International, the nonprofit citizen diplomacy network that creates and strengthens partnerships around the world defines a sister city in this way, "When a community of any size or

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character joins with a community in another nation to learn more about the other and to develop friendly and meaningful exchanges, the two may propose a formal affiliation leading to official designation as “sister cities.” The ideal affiliation involves a large number of citizens and organizations in both communities engaged in continuing projects of mutual interest. This interchange helps to further international understanding at all levels of the community on a continuing long-term basis. Within the program, cities and their citizens exchange people, ideas and culture in a variety of educational, municipal, professional, technical and youth projects.”

The term Sister City has generally been interchanged with the terms Friendship City and Twin City in North America. However, cities around the world do view these terms as independent of each other. Friendship City being the most casual and least developed relationship, Twin City signifies a relationship with some formality and organized actions while Sister City represents, as noted, a formal recognition with defined actions, objectives and goals.

Vaughan’s Existing Cultural and Social International Partnerships

The International Partnership Policy of the City of Vaughan has been in place since 1992 and it indicates two forms of International Partnerships: Friendship Agreements and Twin City Agreements. These partnerships were characterized by the type of collaboration that they proposed to cultivate: cultural and/or educational relations or economic (opportunity) development. The underlying premise of the policy was that the relationship was being initiated by the City.

Since 1992, the City of Vaughan has formally signed a number of “Friendship and Twin” agreements with the following communities:

• Sora, Italy	(1992)	Friendship City
• Ramla, Israel	(1993)	Friendship City
• Sanjo, Japan	(1993)	Friendship City
• Yangzhou, China	(1995)	Friendship City
• Baguio, Philippines	(1997)	Twin City
• Delia, Italy	(1998)	Friendship City
• Lanciano, Italy	(2002)	Friendship City

Past Council Direction in Relation to Cultural and Social International Partnerships

A status report on the City’s twinning activities was approved by Council on March 19, 2001. In this report, Council approved the recommendation that following the completion of the friendship agreement with Lanciano, Italy, the focus for the next five years be on twinning relationships that would economically benefit the City, with the exception of existing agreements.

Following the July 2007 Business Mission to Italy, Council referred Staff’s recommendation to create an economic partnership with Parma and placed a moratorium on new partnerships with any jurisdiction in Italy for a period of at least five years in order to focus on existing partnerships and the inherent opportunities realized from existing ties.

In 2007, Council approved a report directing staff to bring forward recommendations for new economic partnerships with suitable partner cities in China, northern Italy, USA and any other jurisdiction offering excellent growth opportunities for Vaughan.

In addition to the current partnerships, in 2006, the City of Vaughan also entered into an informal agreement with an office of the University of Calabria in Cosenza, for the purpose of exploring innovative programs for young professionals and the business community.

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Continuity With Existing Cultural and Social International Partnerships

The work associated with the 10 year economic development strategy identified that from a business development perspective, the existing relationships do not offer significant economic benefit, but from a cultural and community perspective, they are very valuable.

In the case of Vaughan's "twin" and "friendship" cities that are social and cultural partnerships, there is usually strong community group support that maintains continuity of contact independent of the City. In the past, the activities of community groups have included reciprocal social/cultural visits (educational and personal exchanges); cultural celebrations; etc. Community groups do some very significant work, and it is recognized that the City reaps the benefits of those efforts. In addition, the majority of activities have been directed towards Vaughan; that is, more often it entails delegations coming to Vaughan than vice versa.

The City through the Economic Development Department would focus on leveraging these relationships to enhance its placemaking and community development efforts. For example, Sora has initiated professional exchanges in urban design and planning fields, providing expertise to the City in the development of piazzas or public squares. It has also sent cultural exhibits to the City and provided funding for bursaries for local students. The outcomes, while not immediately apparent, do have indirect economic benefits as it enhances the City's attractiveness to its ethnic populations which supports Goal 1 – Action 6 of the City's Diversity Strategy that was adopted by Council in May, 2010. To this end, these relationships should be continued by the City as a socio-cultural function.

Requirements for Existing Cultural and Social International Partnerships

With this in mind, as part of the framework to address requests for new social and cultural international city-to-city partnerships the following requirements are proposed to underpin the City's current twin and friendship cities and be adopted as part of the framework for international cultural and social city partnerships;

1. A local delegate representing the Twin or Friendship city shall meet annually with the Economic Development Department to review activities and potential opportunities and set an action plan for the coming year.
2. The Twin or Friendship city shall notify the Mayor's office of all incoming official delegations. Upon notification, the Mayor's Office will notify the City Clerk's Office as per Official Business Invitation Protocol.
3. Any requests for foreign travel associated with the City's current social and cultural international partnerships will brought on a case-by-case basis for Council approval.
4. In the event that requirement number 1 is not followed, the Director of Economic Development will recommend to Council the appropriate action up to and including;
 - a.) Place the international city partnership on a one-year probation.
 - b.) Terminate the relationship.

Working With New Cultural and Social International Partnership Requests

As noted in the City's Diversity Strategy, Vaughan is a diverse city as demonstrated by the various ethnic and religious groups, immigrants and languages spoken amongst its residents. Approximately 45% of Vaughan's residents are immigrants. Saying that, international partnership programs raise awareness of global issues; build and strengthen bridges of mutual understanding and respect; and can foster appreciation of each unique social and cultural heritage.

The proposed method and process to assess new requests for city-to-city relationships was developed by staff using various sources of information related to the topic such as;

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- A review of best practices from municipalities across North America, including but not limited to; Toronto, New York City, New York, Portland, Oregon, San Antonio, Texas, Kelowna, British Columbia, Ottawa, Ontario, Los Angeles, California, Chicago, Illinois and Halifax, Nova Scotia
- White Papers and Reports generated from associations such as; Sister Cities International, The Prosperity Institute, Economic Development Council of Canada, International Economic Developers Council, and the United Nations Research Institute.

Staff also used the following four principal objectives as a basis in creating the proposed framework for new social and cultural international partnership requests:

- The establishment and maintenance of social and cultural international partnerships do not happen by a single effort. It requires continuing activity.
- Continuity is achieved by a broad base of activity in which many people and organizations participate.
- Partnership requests must go through an established process
- Partnerships grounded on social or cultural ideals will be proposed to the City not vice versa.

Principles

Using the above mentioned information, staff propose the following principles for all new city-to-city cultural and social international partnerships;

1. There can be no more than (1) one relationship per region;
2. The prospective city should not have a relationship with another city in Ontario;
3. The City must be in a country with which the Federal government has some form of a relationship in good standing;
4. Approval of any new cultural and social international partnership city shall be on a one-year trial basis.

Requirements

To be considered, each cultural and social international city relationship request must meet the following requirements;

1. A proposal to establish a cultural and social international partnership relationship shall be submitted to the City Clerk's Office.
2. Be sponsored by a community association/group or an individual member of the community;
3. A list of individuals and/or community groups both in the City of Vaughan and in the prospective city who have a sincere desire to actively support and commit to a long-term relationship must be submitted as evidence for a strong relationship which would endure changes in elected government officials;
4. Demonstrate support and commitment from the cultural and social international partnership city in terms of community interest and active participation;
5. A community profile of the prospective city must be submitted and strong consideration will be given to compatibility of the cities in such areas as population and where there is a strong presence of local support association/group;
6. The community association/group must present a four-year plan of action that demonstrates the ability to support various visits, receptions, delegations and other similar functions such as a relationship entails with minimal financial contributions from the City of Vaughan.

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Responsibilities

1. The City Clerk's Office will forward the proposal to the Director of Economic Development for a recommendation. Once all documentation as outlined in the requirements is submitted, staff will review the proposal to determine if it is complete and if the criteria have been met. The Director shall respond to the request for a recommendation within 90 days.
2. The Economic Development Department will assist in the hosting of official incoming delegations (those cities which have a formal partnership with the City)
3. The Economic Development Department will, with sufficient notice and resource availability, assist a community group or association when requested in the hosting of official incoming delegations for those cities that do not have a formal partnership with the City.
4. The Economic Development Department will respond to requests from the community for information regarding international partnerships.
5. The Economic Development Department will assist in building community awareness and understanding of the international partnerships.
6. If the proposal is deemed to have met all the requirements, a recommendation in favour of the relationship will be forwarded to City Council for consideration.
7. All proposals will be assessed on a case by case basis;

Relationship to Vaughan Vision 2020

Preserve our Heritage and Support, Diversity, Arts & Culture
Plan and Manage Growth & Economic Vitality

Regional Implications

Not applicable

Conclusion

Social and cultural international partnerships can be one of the many valuable mechanisms used to enhance Vaughan's international relations. The City has identified a number of key international partnerships through the Economic Development Strategy that are based in economic business development. However, from time-to-time, various community groups or individuals approach the City enquiring as to the opportunity of creating an international partnership based on a cultural or social affiliation and in so doing, the City might wish to broaden the international partnership program to include more cities from across different parts of the globe. Therefore, this report has proposed a framework that establishes an equitable and transparent process to guide Staff, Council and the public in establishing and maintaining international partnerships that have a cultural and social affiliation.

Staff will continue to engage with local communities and with other cities around the world and to assess interest in establishing formal relationships. However, it is also important to emphasize that relationships between cities, communities and businesses can flourish without formal status.

Attachments

City of Vaughan Economic Development Strategy – Chapter 7, An International Business Development Strategy for Vaughan

Report prepared by:

Tim Simmonds, Director of Economic Development

(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.)

MEDIA CLIPPINGS

Blog 1 of 3: Vaughan + China: stories of urban and cultural transformation

Blog 2 of 3: Vaughan + China: investment, partnership, opportunity

Blog 3 of 3: Vaughan + China: strengthening friendship, celebrating history

Newspaper clippings

Vaughan Citizen Article: November 26, 2015: Concord/Thornhill North councillor praises China trade mission

Thornhill Liberal: November 26, 2015: Concord/Thornhill North councillor praises China trade mission

yorkregion.com: December 11, 2015: Concord/Thornhill North councillor praises China trade mission

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December 10, 2015

Vaughan + China: stories of urban and cultural transformation

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Three-part series chronicles recent China business mission



The City of Vaughan joined the Province of Ontario on a successful business mission to China last month to increase trade opportunities for businesses in Vaughan, create strategic partnerships with Chinese companies and establish Vaughan as a preferred location for investment.

This second article in the three-part series looks at how cities in China are transforming under-utilized space into liveable, walkable and enjoyable cultural hubs complete with complex transportation systems.

The 14-day business mission included tours of head offices, government bureaus, cultural and historical museums and education institutions showcasing the diverse and rapidly expanding domestic market in China. Ward 4 Councillor Sandra Yeung Racco and Elaine Yim Spencer, City of Vaughan economic development officer, attended the mission and came back to Vaughan better for the experience and with key lessons learned.

LESSONS LEARNED

The business mission to China provided several opportunities to see how development, technology and creativity are furthering the prosperity and growth of many of its cities. From creating pleasant pedestrian-friendly environments to fostering cultures of innovation and technology within the community, these learning experiences provide good insight that can be applied to the development of the [Vaughan Metropolitan Centre \(VMC\)](http://www.vaughan.ca/VMC/Pages/default.aspx) (<http://www.vaughan.ca/VMC/Pages/default.aspx>), the City's new downtown.

The City's vision for a new downtown is one of a vibrant, modern urban centre for residents and businesses that encompasses all amenities of urban lifestyle:

- Inspiring multi-use office towers
- Residences
- Open greenspace
- Urban squares
- Pedestrian shopping areas
- Restaurants
- Walking and cycling paths

Creating a true "downtown" has been the vision for Vaughan since the rapid growth in the 1980s and 1990s changed the city from a quiet collection of towns into a thriving city.



RE-ENERGIZING PUBLIC SPACE

The first day of the China mission began in Hong Kong with the Energizing Kowloon East Office (EKEO) (<http://www.ekeo.gov.hk/en/home/index.html>). Councillor Racco and Elaine were hosted by Brenda Au, head of the EKEO, and Winnie Ho, deputy head of the EKEO. The EKEO, inaugurated in June 2012, governs and monitors the development of Kowloon East with a goal of transforming the area into a premier core business district in Hong Kong in order to support its economic growth and strengthen its global competitiveness.

The EKEO team presented its master plan for Kowloon East's transformation from an industrial and manufacturing area into an attractive business area. In May 2014, EKEO commissioned the Pedestrian Environment Improvement Scheme for Transformation of Kwun Tong Business Area – Feasibility Study (http://www.walkablekwuntong.hk/index_en.html).

The vision for Kowloon East is to create a “walkable,” “stayable” and “sittable” core business district that incorporates work, live and play. The objectives of the study are to review the pedestrian environment and traffic conditions and develop an achievable improvement design that allows for pedestrian linkages, a road network and enhanced accessibility from various transit stations to the waterfront.

A three-stage public engagement initiative focuses on identifying key issues, brainstorming and collecting public input on proposed improvement strategies and collaborating with key stakeholders through various public engagement activities.

The study and engagement program is underway, and the City will remain in touch with its partners at the EKEO as this exciting urban transformation continues to take shape.



HONG KONG: PROMOTING INNOVATION AND TECHNOLOGY

The second day of the China mission was spent with Daisy Cheung, senior manager of the Innovation and Technology Commission (ITC) (<http://www.itc.gov.hk/en/welcome.htm>) of the Hong Kong Special Administrative Region. Established in 2000, the ITC works to create a vibrant ecosystem that uses software and hardware support to foster research collaboration between key players and create development and innovation activities.

The ITC's approach to promoting innovation and technology development is built upon five core strategies:

1. Providing world-class technology infrastructure for enterprises, research institutions and universities
2. Offering financial support to stakeholders in the industry, academia and research sectors to develop and commercialize their research and development results
3. Nurturing talent
4. Strengthening science and technology collaboration with the mainland and other economies

5. Fostering a vibrant culture of innovation

The ITC also works closely with government departments, the industrial and business sectors, tertiary institutions and industrial support organizations to promote applied research and development in different technology areas.

Councillor Racco and Elaine had an opportunity to attend the [InnoCarnival 2015](http://www.itm.gov.hk/en/activityinnoc.php) (<http://www.itm.gov.hk/en/activityinnoc.php>), organized by the ITC. The nine-day InnoCarnival is just one of a range of activities in support of [InnoTech Month 2015](http://www.itm.gov.hk/en/index.php) (<http://www.itm.gov.hk/en/index.php>), an initiative that promotes a culture of innovation and technology within the community. This year's InnoCarnival theme, "InnoTech — Key to a Boundless Future," featured free activities for the public, including large-scale exhibits, an electric vehicle demonstration, workshops, seminars, science competitions and guided tours. The event aims to give the public a hands-on and fun-filled experience of the convenience and enjoyment that innovation and technology bring to daily life.

This experience highlighted Hong Kong's interesting approach to promoting and boosting the public's interest in and understanding of technology — particularly among the younger generation. Councillor Racco and Elaine were pleasantly surprised to see how the InnoCarnival 2015 not only attracted the younger generation but seniors as well. Many seniors groups had the opportunity to visit and learn about the new technologies that can eventually enhance their standard of living.



STAY TUNED

Stay tuned for the final instalment of this series, which will take a closer look at Chinese history, culture, development and innovation and how Vaughan is working to deepen our friendship agreements with China.

Don't forget to read [part one of this series](https://vaughancityblog.wordpress.com/2015/11/27/vaughan-china-investment-partnership-opportunity/) (<https://vaughancityblog.wordpress.com/2015/11/27/vaughan-china-investment-partnership-opportunity/>), which outlines all the successes the China business mission brought to Vaughan and how we're creating lasting, long-term partnerships that will increase our competitive advantage and support our local businesses and economy.



Visit the City of Vaughan's website at vaughan.ca (http://r20.rs6.net/tn.jsp?f=00173ipdt8EfwCWqVKAoiDHmnwrPpN55xdP4xYWV9Ht9dMxqK1bptdfo39Bmt5Koil4aEzZaz6HkCwrnyDLi868pzSCAKlpROL16lNMBtdCjlowPRAevPd_qVMjsJCLB9kLvSptOYreVDIz38Uo6pu2Bqir_ZNyUW8G_aCT0WG2qXrnzKJO_sOMHFi2Em8=&c=9L4wEXi9NH583cjdgPj6zhfnrIfY9CxKg-WhTGmr1ntnX0qfBetrKg=&ch=vGyFchamnPD_S4nmR_Jek2fOW7w8XbKX_9J5z7OgXTrjYJkFas2Ssw==).

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November 27, 2015

Vaughan + China: investment, partnership, opportunity

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Three-part series chronicles recent China business mission

The City of Vaughan joined the Province of Ontario on a successful business mission to China this month to increase trade opportunities for businesses in Vaughan, create strategic partnerships with Chinese companies and establish Vaughan as a preferred location for Chinese investments. This is the first article in a three-part series that will share important details about the China business mission:



- **Part one: success for Vaughan** — creating lasting, long-term partnerships that will increase our competitive advantage and support our local businesses and economy
- **Part two: lessons learned** — understanding how cities in China are transforming under-utilized space into liveable, walkable and enjoyable cultural hubs complete with complex transportation systems
- **Part three: valuable experiences** — appreciating Chinese history, culture, development and innovation and deepening our friendship agreements

The 14-day business mission was led by the City of Vaughan and the Province of Ontario, included tours of head offices, government bureaus, cultural and historical museums and education institutions showcasing the diverse and rapidly expanding domestic market in China. Ward 4 Councillor Sandra Yeung Racco and Elaine Yim Spencer, City of Vaughan economic development officer, attended the mission and came back to Vaughan better for the experience and with key lessons learned.



SUCCESS FOR VAUGHAN

This China mission was a great success with tangible results for the City of Vaughan to support Vaughan businesses entering into Chinese partnerships. The total project value from these joint Vaughan/China partnerships is estimated to be about \$116.5 million CAD generated over the next five years. More than 820 jobs in Ontario are expected to be created from these joint ventures.

Most importantly, the City of Vaughan was able to strengthen relationships with businesses and government organizations to gather in-market intelligence and business matchmaking for bilateral trade through the Vaughan International Commercialization Centre (VICC).

Here are the four companies that the City of Vaughan was able to endorse to their Chinese partners for successful signings.

1. **Door Components Canada and New Concept Quality Doors** – New Concept Quality Doors Group, including Door Components Canada and New Concept Quality Doors Ltd., is one of the largest manufacturers and distributors of residential entry door components and systems in Ontario and in Canada. They have three plants in Ontario, employing more than 100 people with annual revenue of \$20 million CAD.
2. **York Entrepreneurship Development Institute (YEDI)** – VBEC (Vaughan Business Enterprise Centre) partnered with YEDI to deliver an accelerator program for not-for-profit agencies in York Region. To date, the VBEC-YEDI collaboration has accelerated almost 30 not-for-profit organizations in two cohorts. A third cohort is underway, with another three planned for 2016 and 2017.
3. **Hot Yoga Wellness** – Hot Yoga Wellness International entered into an agreement with the Chinese Health Qigong Association in Beijing to provide yoga qigong training including teacher training during the trade mission. The estimated scope of the project is to provide qigong yoga training across all of China by training five people from each province every year (four sessions/year; around 500 teachers not including students per year). The potential value of this agreement is approximately \$1.5 million CAD over the next five years.
4. **Ionada Inc.** (<http://www.ionada.com/>) and Jiangsu Yadong International Investment Co. Ltd., announced a \$10-million joint venture to manufacture and market marine exhaust gas cleaning systems in China and internationally. The project will create up to 20 high-tech research jobs in Ontario.



This mission was also a key opportunity to promote Vaughan's newest economic development initiative, the [Vaughan International Commercialization Centre \(VICC\)](http://www.vaughan.ca/business/VICC/Pages/default.aspx) (<http://www.vaughan.ca/business/VICC/Pages/default.aspx>). The VICC is a program that supports Vaughan-based businesses and international enterprises when it comes to pursuing business expansion through market development or diversification. The VICC provides businesses with the tools they need to expand and gain entry into new markets internationally and locally.

The mission resulted in several companies wanting to export to Vaughan and others wanting soft-landing spots and matchmaking opportunities with local companies. During a meeting with the [Innovation and Technology Commission \(ITC\)](http://www.itc.gov.hk/en/welcome.htm) at the Government of the Hong Kong Special Administrative Region (<http://www.itc.gov.hk/en/welcome.htm>), the Commission expressed its excitement about the VICC and how we can start collaborating to promote international partnerships and trade.



BRINGING BUSINESS TO VAUGHAN

During the China business mission, Councillor Racco and Elaine had the opportunity to meet with Linda and Jessie Wong, owners of a unique organization called the Yihai Group (<http://www.yihaiproperty.com/html/HOME/index.html>). The organization — which was founded in 1989 and has assets totaling more than 20-billion yuan (\$4 billion CAD) — runs a gated residential community in Beijing housing 40,000 residents and employing more than 2,000 staff. The community was created based on a theory of “harmonious real-estate development” that supports social responsibility, education and sustainable development.



Yihai Group’s unique competitive advantage is that it promotes lifelong education for all. The organization owns 12 educational institutions, including kindergarten schools, middle schools, an international school that teaches the British Columbia educational curriculum and a unique Elderly College for seniors who want to learn new skills. Their eldest student is 102 years old!

Recognizing the innovation behind Yihai Group, Councillor Racco signed a Letter of Intent with the organization to exchange educational resources, teach them more about the Ontario curriculum and partner with Vaughan schools for teacher and student exchanges.



TAKING DEVELOPMENT TO THE NEXT LEVEL

Councillor Racco and Elaine also had an interesting working session with a company called Eontime (<http://www.china-zhongfa.com/en/index.html>), a professional real-estate development and management group in Beijing affiliated with Zhongfa Group Co. The company — which was established in 1997 and has assets totaling \$20 billion CAD — is focused in three primary industries: finance, healthcare and cultural tourism.

Eontime takes an interesting approach to development, advocating for what it calls “the harmonious coexistence of buildings, people and the environment.” Eontime’s unique competitive advantage is that it produces modern humanistic products, with comfort and care infused into every detail.

It was during their meeting that Eontime expressed interest in developing a large indoor mall-hotel-entertainment centre complex. Councillor Racco and Elaine took the opportunity to present a number of development spaces in Vaughan that Eontime could invest in, sparking interest in commercial real-estate opportunities in the Vaughan Metropolitan Centre (VMC) (<http://www.vaughan.ca/vmc/Pages/default.aspx>) and the Vaughan Enterprise Zone (VEZ) (http://www.vaughan.ca/business/vaughan_enterprise_zone/Pages/default.aspx). Councillor Racco and the City of Vaughan will continue to work on a Letter of Intent with Eontime, which is largely interested in purchasing 35 acres of land in Vaughan to develop a multi-faceted entertainment complex complete with an indoor water park, movie theatre and shopping centre.

Economic Development will continue to work with Alex Etkin, Commercial Officer (Special Projects)

from the Ontario International-Beijing Trade and Investment Office to discuss further land options for future development in the City of Vaughan.

These meetings listed are just a few of the many discussions that took place in Hong Kong and China during the mission with potential investors to build in the City of Vaughan. This mission opened the doors to many opportunities for Foreign Direct Investment.



CREATING JOBS IN ONTARIO

Premier Kathleen Wynne concluded her second mission to China in Beijing with 38 new agreements valued at \$750 million signed by delegates in Beijing. This brings the estimated total value of agreements from the mission to \$2.5 billion. The agreements are expected to create 1,700 jobs in Ontario.

Stay tuned for the next instalment which will look at how cities in China are transforming under-utilized space into liveable, walkable and enjoyable cultural hubs complete with complex transportation systems for all ages to enjoy.



Visit the City of Vaughan's website at vaughan.ca (http://r20.rs6.net/tn.jsp?f=00173ipdt8EfwCWqVKAoiDHmnwrPpN55xdP4xYWV9Ht9dMxqK1bptdfo39BMt5Koil4aEzZaz6HkCwrnyDLi868pzSCAKlpROL16INMBtdCj1owPRaevPd;qVMjslCLB9kLvSptOYreVDIZ38Uo6pu2Bqir_ZNyUW8G_aCT0WG2qXrnzKJO_sOMHFi2Em8=&c=9L4wEXi9NH583cjdGpj6zhfmrIfY9CxKg-WhtGmrIntnX0qfBetrKg==&ch=vGyFchamnPD_S4nmR_Iek2fOW7w8XbKX_9J5z7OgXTrjYIkFas2Ssw==).

Posted by [cityofvaughan](#) in [Miscellaneous](#)

One thought on “Vaughan + China: investment, partnership, opportunity”

1. **Jim** says:

November 27, 2015 at 6:43 pm

Great to see this mission be so successful. Well done.

[Reply](#)

[Blog at WordPress.com.](#) | [The Splendio Theme.](#)

Our Story, Our City

City of Vaughan | blog | news | updates

[RSS Feed](#) [Twitter](#) [Facebook](#)

December 23, 2015

Vaughan + China: strengthening friendship, celebrating history

[Leave a comment](#)

Three-part series chronicles recent China business mission

The City of Vaughan joined the Province of Ontario on a successful business mission to China in November to increase trade opportunities for businesses in Vaughan, create strategic partnerships with Chinese companies and establish Vaughan as a preferred location for investment.

This final article in the three-part series takes a closer look at Chinese history and culture and how Vaughan is working to deepen our friendship agreements with China.

The 14-day business mission included tours of head offices, government bureaus, cultural and historical museums and education institutions showcasing the diverse and rapidly expanding domestic market in China. Ward 4 Councillor Sandra Yeung Racco and Elaine Yim Spencer, City of Vaughan economic development officer, attended the mission and came back to Vaughan better for the experience and with key lessons learned.



CELEBRATING FRIENDSHIPS AND ANNIVERSARIES

In 1995, Vaughan signed a Friendship Agreement with [Yangzhou City \(http://www.yangzhou.gov.cn/english/yzgov_en_index.shtml\)](http://www.yangzhou.gov.cn/english/yzgov_en_index.shtml) to develop culture and educational exchanges. Yangzhou is known as a museum city, boasting a rich collection of museums, including [China Block Printing Museum and Yangzhou Museum \(http://arts.cultural-china.com/en/102Arts8314.html\)](http://www.mircomgroup.com/), China Huaiyang Cuisine Culture Museum, a Chinese paper-cutting museum, a bonsai museum and an industrial museum.

Since 1995, Vaughan has visited Yangzhou in 2008, 2010, 2012 and during the most recent mission. In March 2015, the Yangzhou Municipal People's Congress and [Science and Technology Bureau \(http://kjj.yangzhou.gov.cn/\)](http://kjj.yangzhou.gov.cn/) delegation came to Vaughan and toured [Mircom Group of Companies \(http://www.mircomgroup.com/\)](http://www.mircomgroup.com/). During their visit, they invited Council and Vaughan officials to celebrate Yangzhou's 2,500th anniversary on Sept. 29, 2015. Although Vaughan officials couldn't attend on the anniversary date, the China mission was a great opportunity to not only celebrate Yangzhou's 2,500th anniversary, but also the 20th anniversary of Vaughan and Yangzhou's Friendship Agreement. Vaughan proposed elevating the status of our cities to a Sister City Agreement, and since returning from the mission there have been followup discussions focused on making this happen.



Councillor Racco and Elaine also received a tour of the Yangzhou People's Congress to meet with director Wang Yu Xin. Yangzhou is very interested in strengthening its relationship with Vaughan to foster business matchmaking opportunities and cultural exchanges. Yangzhou would also like to be a partner in the Vaughan International Commercialization Centre (VICC) (<http://www.vaughan.ca/business/VICC/Pages/default.aspx>) as a matchmaking partner and soft-landing spot for businesses. Vaughan remains engaged with Yangzhou, welcoming future delegations and providing workshops for Canadian businesses wanting to learn about doing business in China.

PAYING TRIBUTE: NANJING MASSACRE

In the City of Nanjing, Councillor Racco and Elaine paid their respects to the victims of the Nanjing Massacre at Memorial Hall (<http://www.nj1937.org/en/>). On Dec. 13, 1937, and over a period of six weeks, Imperial Japanese Army forces brutally murdered 300,000 Chinese people, including both soldiers and civilians, in the city of Nanjing. Then the capital of Nationalist China, Nanjing was left in ruins, and it took decades for the city and its citizens to recover from the attacks.

Nanjing is the capital city of Jiangsu province, and twinned with the Province of Ontario. This year is the 30th anniversary of the Twinning Agreement.



CULTURE OF FILM AND ART

While in Shanghai, Councillor Racco and Elaine met with Dr. Bo Jiang, president of the Shanghai Film Art Academy (<http://www.shfilmart.com/en/>), and associate assistant Shao Xiang. They toured the academy, sat in on a film class and learned about the academy's student programs and film and performing arts projects.



The academy features a new 120,000-square-metre campus made up of seven buildings that can house up to 8,000 students. A learning centre for filmmaking, animation, design, dance and music, the academy is a college sponsored by the Shanghai municipal government (<http://www.shanghai.gov.cn/shanghai/node27118/>) and staffed with teachers who are working professionals and experts from around the world specializing in media and the performing arts. This experience was a great learning opportunity for supporting the development of a cultural centre and arts academy in Vaughan.

Councillor Racco and Elaine were excited to promote the Vaughan Film Festival (VFF) (<http://www.vaughanfilmfestival.com/>) and a potential partnership with the Shanghai Film Art Academy. A partnership would give Shanghai students an opportunity to submit their films to be showcased in next year's VFF. The academy is also interested in becoming a partner for soft-landing and matchmaking opportunities with the VICC. Plans to discuss opportunities for collaboration will take place in early 2016.

VISION FOR VAUGHAN: ARTS, DESIGN AND CULTURAL CAMPUS



Also while in Shanghai, Councillor Racco and Elaine were introduced to George Randolph, president and founder of the [Randolph Academy for the Performing Arts](http://www.randolphacademy.com/) (<http://www.randolphacademy.com/>) in Toronto, who expressed interest in exploring the potential of expanding his performing art programs in Vaughan. Mr. Randolph has partnered with Shanghai to create international student exchanges and dance productions that will tour Ontario and China. He has already tested out the international market for an arts education program — four years ago he launched a successful partnership with Amman, Jordan's [Stardust Academy](http://www.stardust-academy.com/) (<http://www.stardust-academy.com/>), the country's first performing arts school. Overall, the meeting was successful, providing research material for a potential Vaughan arts, design and cultural campus.

THANKS FOR TUNING IN

The China mission was an amazing opportunity that brought many successes to Vaughan. Thank you for tuning in to this series as we shared our experiences and lessons learned with you. Don't forget to read [part one](https://vaughancityblog.wordpress.com/2015/11/27/vaughan-china-investment-partnership-opportunity/) (<https://vaughancityblog.wordpress.com/2015/11/27/vaughan-china-investment-partnership-opportunity/>), which outlines all the successes the China business mission brought to Vaughan and how we're creating lasting, long-term partnerships that will increase our competitive advantage and support our local businesses and economy.

You can also read the [second blog post of this series](http://bit.ly/1J0nOYV) (<http://bit.ly/1J0nOYV>), which looks at how cities in China are transforming under-utilized space into liveable, walkable and enjoyable cultural hubs complete with complex transportation systems.



Visit the City of Vaughan's website at vaughan.ca (http://r20.rs6.net/tn.jsp?f=00173ipdt8EfwCWqVKAoiDHmnwrPpN55xdP4xYWV9Ht9dMxqK1bptdfo39BMt5Koil4aEzZaz6HkCwmyDLi868pzSCAKlpROL16lNMBtdCj1owPRAevPd; qVMjsJCLB9kLvSptOYreVDIZ38Uo6pu2Bqir_ZNyUW8G_aCT0WG2qXrnzKIQ_sOMHFi2Em8=&c=9L4wEXi9NH583cjdGpJ6zhfnrIfY9CxKg-WhtGmr1ntnX0qfBetrKg=&ch=vGyFchamnPD_S4nmR_Iek2fOW7w8XbKX_9J5z7OgXTrjYJkFas2Ssw==).

Posted by [cityofvaughan](#) in [Council Blogs](#)

Tagged: [business mission](#), [business mission to China](#), [China](#), [China Mission](#), [George Randolph](#), [Nanjing Massacre](#), [Randolph Academy](#), [Randolph Academy for the Performing Arts](#), [Sandra Racco](#), [Sandra Yeung Racco](#), [Shanghai Film Art Academy](#), [Vaughan Film Festival](#), [Vaughan International Commercialization Centre](#), [VICC](#), [Yangzhou City](#)

[Blog at WordPress.com.](#) | [The Splendio Theme.](#)

Vaughan's Inspired City exhibition seeking entries

The sprawling suburban community once known as the City Above Toronto is undergoing a highly anticipated transformation with the emergence of its new downtown core, at Jane Street and Hwy. 7, dubbed the Vaughan Metropolitan Centre.

In celebration of that, the City of Vaughan is seeking original artworks from GTA artists for its eighth annual juried art exhibition, themed Inspired City.

Selected artwork will be exhibited in the Atrium Gallery at city hall from Jan. 12 to March 14, 2016.

There are cash prizes up for grabs for winners in the following categories: best in show, reserve best in show and people's choice award.

All two-dimensional artwork, produced by those 18 and up, is eligible.

Artists may submit up to three works for consideration by the jury.

Entries will be judged from digital images and should be submitted as JPEG files on CD, USB key or as email attachments.

You can also submit a brief artistic statement (maximum 100 words) and a one-page biography, but both are optional.

There is a \$20, non-refundable entry fee.

The deadline for submissions is Friday, Dec. 18.

Holiday food drive in Kleinburg

Kleinburg and Area Ratepayers' Association (KARA) is holding its eighth annual Holiday Food Drive, in support of the Vaughan Food Bank, this Saturday, Nov. 28.

Volunteers will be driving through the community between 10 a.m. and noon to pick up donations of non-perishable food items, which should be placed in bags on the doorstep before 10 a.m.

Alternatively, donations can be dropped off at Kline House, on the northwest corner of Nashville Road and Islington Avenue, between Friday, Nov. 27 and Wednesday, Dec. 2.

Organizers are hoping to collect more than 7,000 pounds of food.

Anyone wishing to volunteer, should contact Mary Anne Arthur at mary.anne.arthur@rogers.com or Mirella Iacovelli at mirella.iacovelli@rogers.com.

NEWS

Concord/Thornhill North councillor praises China trade mission

BY ADAM MARTIN-ROBBINS
amartinrobbins@yrmg.com

High-tech research jobs, more than \$100 million in revenue as well as a massive indoor mall, hotel and entertainment complex.

Those are among the benefits that could be reaped in Vaughan as a result of a recent provincial government led trade mission to China, according to Concord/Thornhill North Councillor Sandra Yeung Racco.

"It was great," she said. "I've been on a number of (trade missions) over the years as an elected official and I have to say this was probably the most productive in a number of ways."

Yeung Racco travelled to China with economic development officer Elaine Yim Spencer and representatives from four Vaughan businesses as part of the business trip headed up by Premier Kathleen Wynne.

The delegates travelled to Nanjing, Shanghai, Yangzhou, Zibo, Hong Kong and Beijing from Nov. 4 to Nov. 14.

During that time, local business representatives signed several agreements that are expected to generate about \$116.5 million and create 820 jobs over five years, Yeung Racco said.

Among the deals that were struck was a \$10-million joint venture between Vaughan's Ionada Inc. and Jiangsu Ya Dong International Investments Co. to manufacture and market marine exhaust gas cleaning systems in China and internationally.

That deal is projecting up to 20 high-tech research jobs in Ontario.

Door Components Canada and New Concept Quality Doors, a Vaughan-based manufacturer of residential doors and door components, signed a letter of intent with Zhejiang Zhongda Yuantong Industrial Corp to establish an international distribution centre in North America.

"They have expressed a real interest in developing Canada's largest indoor mall, hotel entertainment centre complex"

Another local firm that forged a partnership was Hot Yoga Wellness.

The company has developed a program that blends yoga and qigong, a discipline based around slow, fluid movements and deep breathing, Yeung Racco said.

That garnered interest from the Chinese Health Qigong Association in Beijing, which signed an agreement with Hot Yoga Wellness to provide training to qigong masters countrywide.

"They're going to be training teachers from China so that they can teach yoga/qigong there because they want to introduce it right across China," Yeung Racco said. "They're looking at training about five people from each province every year so that's about 500 teachers."

The potential value of the agree-

ment is pegged at \$1.5 million over five years.

Yeung Racco also spent about three hours meeting with representatives from Eontime Real estate Development Group in Beijing.

"They have expressed a real interest in developing Canada's largest indoor mall, hotel entertainment centre complex," she said. "They've been talking to us and looking for about a 35-acre piece of land to do this. ... They're very interested in our VMC (Vaughan Metropolitan Centre near Jane Street and Hwy. 7) as well as our Vaughan Enterprise Zone (Hwy. 427 area from Hwy. 7 to Nashville Road)."

Yeung Racco said the company is working on drafting a letter of intent.

In addition to the agreements that were signed, Yeung Racco said the trade mission gave the city a chance to promote the newly launched Vaughan Internationalization and Commercialization Centre to potential partners.

As well, she signed a letter of intent with Yihai Group, a company with about \$4 billion in assets, to share information about the Ontario curriculum and partner with Vaughan schools for teacher and student exchanges.

"This time our trade mission was more than just meeting and introducing each other. What it was really down to now was much more solid relationships that we're establishing," Yeung Racco said.

It's not yet known how much the trade mission cost the city, as they're still tallying the bills, Yeung Racco said.



VAUGHAN

NOTICE OF PUBLIC MEETING



VAUGHAN

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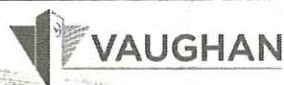
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NOTICE OF PUBLIC MEETING PROPOSED 2016 BUDGET AND 2017 TO 2018 FINANCIAL PLAN

SPECIAL COUNCIL MEETING
TUESDAY, DECEMBER 15 AT 7:00 P.M.
Vaughan City Hall,
Council Chamber, 2nd Floor
2141 Major Mackenzie Drive, Vaughan

TAKE NOTICE that a Special Council meeting will be held by The Corporation of the City of Vaughan for the purpose of receiving input from the public on the following matters:

Proposed 2016 Budget And 2017 To 2018 Financial Plan

Any member of the public may attend this public meeting to provide comments with respect to these matters. Written comments may also be mailed to the City Clerk, City of Vaughan, 2141 Major Mackenzie Drive, Vaughan ON L6A 1T1, e-mailed to clerks@vaughan.ca or faxed to 905-832-8535 but must be received in the City Clerk's Office no later than 12:00 noon on Friday, December 11, 2015 to ensure advance circulation.

The Council Agenda, including staff report(s) on the above matters, will be available in the City Clerk's Office on Friday, December 11, 2015 and on the City's website at www.vaughan.ca. For further information, please call 905-832-8585 ext. 8482.

LAURA MIRABELLA-SIDDALL, CPA, CA
CHIEF FINANCIAL OFFICER/CITY TREASURER

JEFFREY A. ABRAMS
CITY CLERK

HunterDouglas Gallery

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Concord-Thornhill North councillor praises China trade mission

Adam Martin-Robbins

Vaughan Citizen | Dec 11, 2015

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Adam Martin-Robbins is a reporter with the Vaughan Citizen. He can be reached at amartinrobbins@ymg.com. Follow him on [Twitter](#) and the Vaughan Citizen on [Facebook](#)

