Victoria-Changsha Friendship City Signing Ceremony

Date: Thursday, December 1, 2011

VICTORIA, BC – The media and public are invited to join Mayor Dean Fortin tomorrow at a Friendship City Agreement signing ceremony at City Hall.

Mayor Fortin and Mayor Zhang Jianfei of Changsha, China, will be signing the agreement, which marks the official Friendship City status between the two cities. A Friendship City is less formal than a Twin City relationship, though the purpose is similar. The main goal of Friendship City contact is to create friendship and understanding between communities and to lay a foundation of goodwill and exchange for future generations.

What: Victoria-Changsha Friendship City Agreement signing ceremony
When: Friday, December 2, 2011, from 11:30 a.m. to noon
Where: Council Chambers, Victoria City Hall

“Building relationships between Victoria and our counterpart cities in China is very important,” said Mayor Dean Fortin. “Our new friendship status with Changsha will bring many benefits to all of us – economically, educational and culturally. We have many similarities, and share many key industries. This creates exciting opportunities on both sides of the Pacific.”

As a result of a 2010 City of Victoria China Trade Mission, a partnership between the University of Victoria and Hunan University in China was established, and a new MBA Executive Program for Changsha students at UVic is already underway.

The City of Victoria recently released an Economic Development Strategy, with the goal of fostering the conditions for more jobs and investment to come to our city, to diversify the economy, and ensure the City is fiscally strong for future generations. The City's global relations assist local business organizations interested in making contacts and potential partnerships for two-way business opportunities and also help to develop long-term relationship building for investment attraction and talent recruitment.

For More Information:
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Background information on the 2010 China Trade Mission is attached.
Report on China Trade Mission
Shanghai, Suzhou, Changsha and Nanning | April 19th – May 1st, 2010

Participants:

- Mayor Dean Fortin, City of Victoria
- Ms. Sheryl Masters, City of Victoria
- Sasha Angus, Greater Victoria Development Agency
- Dave Cowen, The Butchart Gardens and Tourism Victoria
- Alan McGilivray, Prince of Whales
- Alvin Liu, BC Trade Office in Shanghai
- Cyndi McLeod, Royal Roads University
- Connie Chan, Royal Roads University
- Saul Klein, University of Victoria
- Ignace Ing, University of Victoria
- Maggie Li, University of Victoria
- Cathy Yao, BC Trade Office in Guangzhou
- James Li, Board of Advisors, UVIC Business
- Teresa Wat, AM1320/Mainstream Broadcasting Corporation
- Meng Zhang, TCEC Top Cultural Exchange Centre, Real Estate Investor
- John MacDonald, BC Trade Office in Shanghai
- Leanne Lei, BC Trade Office in Guangzhou

Mission
The mission showcased Greater Victoria as one of the world's most livable cities and the strengths and opportunities in our local economy. It promoted Greater Victoria's tourism, higher education and technology sectors, leveraging the region's long-standing relationship with Suzhou while establishing new relationships in both the private and public sectors.

Highlights and Outcomes

**Shanghai | April 19 – 21, 2010**

- Population: 19 million
- Economy: 213 billion USD (growth rate: 8.3%)
- Canadian Consulate hosted sold out reception for Victoria delegation with senior business leaders in Shanghai
- Gave destination presentation to senior management of top 3 Chinese tour operators:
  - Shanghai CYTS Tour Operation
  - Shanghai Jin Jiang Tour Co Ltd
  - Shanghai China Int'l Travel Service
- Posters and marketing materials for Victoria requested for over 150 travel offices across China
- Shanghai Economic Management College discussed potential opportunities with Victoria educational institutions
- Shanghai Information Services Assoc. (Technology Association) would like to send delegation in the next 6 to 12 months
- Met with “The Expedia of China” regarding tourism opportunities in Victoria
- Chinese tour operator doubled its bookings with the Butchart Gardens
- Met with the CEO of Shanghai Tourism Authority who looked very favorably on the Butchart Gardens and Victoria
- Head of the Shanghai Foreign Direct Investment Authority (invests over $13 billion annually) would like to send a delegation to Victoria re: clean tech and sustainable development
- Canadian Chamber of Commerce in Shanghai would like to assist with future inbound delegations as well as explore new partnerships for tourism development and provide market intelligence/business development opportunities for Victoria based businesses. Meeting included the heads of IBM, Bank of Montreal, Ivanhoe Cambridge in Shanghai
- Victoria was the first official delegation to the Canadian Pavilion in Shanghai and was greeted and toured by Cirque du Soleil and Mark Rowswell "Dashan", pavilion ambassador and most famous Canadian in China
Report on China Trade Mission

Highlights and Outcomes, CONTINUED

**Suzhou | April 22 – 23, 2010**  
**Population:** 8 million  
**Economy:** 83 Billion USD (16.2% growth rate)

- Renewed Suzhou sister city agreement celebrating a 30 year relationship
- Royal Roads University provided two scholarships in Tourism Management and Environmental Management
- Suzhou New District is developing an “ECO City” with a population of over 150,000. Would like to send a delegation to Victoria to meet local businesses about clean tech opportunities and sustainable building practices
- Global Institute of Software Technology in Suzhou New District, Executive Vice President expressed interest in 3+1/2 transfer cooperation agreement in business and professional communication undergraduate majors.
- Met the Director and senior executives of the Suzhou Bureau of Commerce
- Education bilateral meeting hosted by Chairman of Suzhou Dushu Lake Higher Education Administration Office
- Identified three new business development opportunities for Victoria educational institutions:
  - Suzhou Tourism Bureau
  - Renmin University of China
  - Hong Kong University SPACE
- Victoria delegation received TV and newspaper coverage in Suzhou media market

**Changsha | April 24th – 26th, 2010**  
**Population:** 6 million  
**Economy:** 43 Billion USD (15.1% growth rate)

- Signed letter of intent to form friendship city relationship between Victoria and Changsha, with Mayor of Changsha
- Met with major Chinese developer (Heung Kong Group) re: the Butchart Gardens and Victoria, BC promotional campaign
- University of Victoria signed a letter of intent with Changsha University to provide management development and training for marketplace in China of up to 40 million
- University of Victoria reached an agreement work to with Hunan University on MBA program, agreement to be signed on June 28
- Met with head of the tourism bureau and major tour operators
- Met with head of the Economic and Technical Development Zone
- Met with head of Changsha Commerce Bureau
- Met with CEO of Sun Zone Solar Panels and toured manufacturing facility
- Met with CEO and management of Broad Industries – interested in touring Dockside Green
- Victoria delegation received TV and newspaper coverage in Changsha media market

**Nanning | April 27 – 29, 2010**  
**Population:** 6.5 million  
**Economy:** 19 Billion USD (17.1% growth rate)

- Signed letter of intent to form a friendship city relationship between Victoria and Nanning, with Mayor of Nanning
- Held tourism, education and technology roundtables with heads of Nanning counterparts
- Guangxi Shenzhen Chamber of Commerce would like to look at opportunities for executive training
- Met with the head of ASEAN EXPO
- Met with the head of the Nanning school district and regional principals – new exchange opportunities
- Met with senior management of Leader LED manufacturing company
- Mayor Fortin and delegates supported RRU by meeting with Guangxi International Business Vocational College on new business development opportunity
- Victoria delegation received TV and newspaper coverage in Nanning media market
- Mayor of Nanning and delegation will be coming to Victoria in early July with a focus on education and technology