



# DUNEDIN SHANGHAI ASSOCIATION

## NEWSLETTER

### Report from the Chair

In July this year, I reported to you from our members' evening on 17 May 2016. Feedback we received from that evening was that we should celebrate successes and inform what is going on by way of a newsletter. This newsletter is a direct result of that feedback.

Warren Taylor has kindly agreed to be our newsletter editor. If you have any items of interest to go into the newsletter, please contact Warren at [warrent041@gmail.com](mailto:warrent041@gmail.com)

I would like to also use this opportunity to include our Committee's list and their contact details. Please feel free to contact any one of them and myself if you have any questions about their areas.

I would like to also report on progress re the following issues from the members' evening:

1. In the different areas we cover, the following persons are the liaison persons:

Civic: Hui Zhang and Margo Reid

Education: University – Robyn Broughton

Education: Polytech: Marc Doesburg

Education: High Schools: Sue Lynch

Tourism: Hamish Saxton/Caroline Cook

Sports: Lindsay Dey/John Brimble

Business: Dougal McGowan

Website: Robin Sew Hoy

Newsletter: Warren Taylor

- Mandarin: In terms of Mandarin speakers, we can call upon the assistance of Xiaoyan Mu, Hu Zhang, Joe Jiang of the New Zealand South Island Chinese Newspaper, and the Confucius Institute via our deputy chair, Robin Broughton and the wider membership.
- In the business area, we will need to continue to recruit more members onto the Committee who will drive activities in those areas. Any suggestions, please contact me.
- Membership structure and fees: we have formed a membership subcommittee and we have discussed the idea of membership structure and fees. The subcommittee consider that it is important for us to have well defined benefits of which we are committed to deliver before we can ask members to pay a fee. I have circulated a proposal for the Committee to consider.
- Communications: we now have a newsletter editor, but continue to look for a social media person to support us in that area of communications. Robin Sew Hoy had agreed to update the website links in relation to the different subcommittees.

We are still on the hunt for a treasurer. If you are interested, please contact me.

I have had a lot of positive feedback from the members for my report to China. Thank you for your feedback and support.

Sadly I announce Cara's resignation as secretary as she is leaving her employment with the Otago Chamber of Commerce at the end of September.

Malcolm Wong and Dave McKewen have also resigned from the Committee.

I wish to acknowledge the longstanding contribution made by each of these Committee members which has put the Association in its current established position. Malcolm, in particular, has worked tirelessly during his 10 year term as Chair. My sincere thanks to each of them.

In this newsletter, you will see what we have been doing and some of the upcoming events. We look forward to seeing you at them.

One final thing which is worth mentioning is that our Association paid for the framing of the photographic exhibition which is now hung at the Shanghai Room. The exhibition was unveiled by the Shanghai Municipal People's Congress Standing Committee Chairwoman, Yin Yicui and our Mayor, Dave Cull. The unveiling was part of the events associated with the signing of a new MoU between Dunedin and Shanghai, as well a MoU between Enterprise Dunedin and Shanghai Media Group which took place on 22 September 2016. You will see the photos and the press release from the Dunedin City Council on that in this newsletter.

**Teresa Chan - Chair of the Dunedin Shanghai Association**

**23 September 2016**



## Delegation Opens Doors for City

**Dougal McGowan, OCCI, Chief Executive**

Recently, the Otago Chamber joined Enterprise Dunedin, University of Otago, and Otago Polytechnic on a trade and education visit to China. Also joining the delegation were four inbound tourist operators and two local businesses. This visit was part of the Dunedin Economic Development Strategy, Project China, convened by the Chamber as part of the Grow Dunedin Partnership.

Too often we are asked what value these trips are, so I thought I would take the opportunity this week to highlight just some of the value for our city, its people and our economy.

The recent trip of 18 days included six cities (Qingdao, Beijing, Shanghai, Guangzhou, Qingyuan and Hong Kong), six days of travel and 50 meetings.

The project's efforts lie in promoting our city's tourism, trade, technology, business and education as well as environmental and investment opportunities. It is also charged with supporting, and being supported by, cultural and civic activities.

If we look at education, there are over 1,000 Chinese international students in the city. This equates to approximately ¼ of all international students. For secondary students, this equates to a spend of approximately \$26,000 per student per year, and for post graduate students, approximately \$46,000 per student per year. There are seven sister school relationships between Dunedin and China, enabling student cultural exchanges. For example, Columba College students recently visited Da Tong High School, in Shanghai. Otago Polytechnic and the University of Otago have for the past five years sent students to the Shanghai Summer School, and Dunedin has reciprocated for the third year in a row with the Dunedin – Shanghai Sister City Education Scholarship. There are regular academic exchanges and co-operations as well as visiting delegations, along with the recent announcement of the University's signing of a Doctor of Business Administration with Jiao Tong University, which all bring benefit the local economy. These have resulted in the Confucius Institute offering mandarin facilitation here in our local schools and the University. There are other research based, IP and innovation development projects that occur between the Dunedin and China.

The Dunedin Chinese Garden, Lan Yuan, is another permanent reminder of the strength of our relationship. This outstanding local tourism facility is the world's southern-most Chinese garden. Chinese tourism continues to be one of the fastest growth sectors with more taking up the free and independent travel option, which includes more bed nights for the City. A recent trend in education tourism continues to grow, with families taking the opportunity to visit the country while looking for future education prospects for their child.

Otago has a number of significant businesses engaged in the China market. Silver Fern Farms has a strong presence, NHNZ has major content contracts, and Fisher & Pakyel's Design Centre is maintained in Dunedin, even though it is now owned by Haier. There are numerous food and beverage providers in market including Southern Clams, the New Zealand Honey Co. and Whatbox, to name a few.

Dunedin's relationships with China are significant, and often the envy of others nationally and even internationally. Collaboration with key sectors of business, education and research and development from across the city help maximise Dunedin's growing presence in the China market. We expect to see further growth in the breadth and depth of both civic and business level commitment and this will flow into our local community.

It is these delegations that open the doors for many of our businesses and the city as a whole. The key now is to try and maximise the benefits of these opportunities and leverage from them. The Chamber has created Export and China Business Passports Courses to support business to be better prepared and to succeed in exporting and doing business in China.

This is just one way in which the new wave of the whole city working together is going to make a difference into the future.

**If you are interested in exporting to China or wish to find out more, call the Chamber on 03 479 0181.**



# Shanghai Delegation to Dunedin

Courtesy of The Dunedin City Council

*Dunedin will further boost its sister city relationship with Shanghai when a high-level delegation from China's largest city visits here later this week.*

The visiting delegation was led by Mrs Yin Yicui, Chairwoman of the Shanghai Municipal People's Congress – the highest ranking official to visit Dunedin in an official capacity.

The main purpose of the delegation's visit was to re-sign the Sister City Memorandum of Understanding between Dunedin and Shanghai on Thursday 22 September 2016.

Mayor of Dunedin Dave Cull says Dunedin is already reaping the benefits of its strong relationships with China, particularly in the areas of education, tourism, and trade.

As well as established links between the University of Otago and Otago Polytechnic with their counterparts in Shanghai, there are now eight partnerships between Dunedin and Shanghai schools.

Mr Cull says the updated MoU with Shanghai will build on existing relationships and also have an increased focus on science, technology, and innovation; sustainability and environmental protection; and creative industries and networks.

"As part of the updated agreement, the DCC through Enterprise Dunedin will be engaging with the Shanghai Science and Technology Commission with a view to collaborative research opportunities with the likes of the University of Otago and Otago Polytechnic.

"Earlier this year, Shanghai Mayor Yang Xiong and I discussed opportunities to include sustainability in the updated agreement. The context for this addition is for our cities to exchange knowledge and expertise on reducing our carbon footprint, responding to climate change and taking advantage of economic opportunities in a changing energy context.

"The updated MoU is also an opportunity to recognise that, like Shanghai, Dunedin is also now a UNESCO Creative City. We will be looking at opportunities for cultural exchange and other ways to collaborate through our respective statuses," says Mr Cull.

Also during the visit, Enterprise Dunedin and Shanghai Media Group, one of China's largest media and cultural companies, will sign a MoU aimed at making it easier for Chinese production companies to film in Dunedin and Otago, allowing the region to be better showcased to the Chinese market.

Enterprise Dunedin Director John Christie says the MoU with Shanghai Media Group will offer other opportunities for the Dunedin community, across a range of sectors including tourism, media and online business.

The other exciting event during the delegation's visit will be the opening of a Shanghai photographic exhibition in the Shanghai Room of the Municipal Chambers.

Mr Cull says the Shanghai Municipal Government gifted the photographs to Dunedin City Council on the occasion of the 20th anniversary of the sister city relationship in 2014. The photographs, which feature panoramic and cultural images, will be permanently exhibited in the Shanghai Room.

**For more information, please contact Dave Cull - Mayor of Dunedin on 03 477 4000**



Signing of the MoU by the Shanghai Municipal's Congress Standing Committee Chairwoman, Yin Yicui and the Dunedin Mayor, Dave Cull



Signing of the MoU by John Christie, Director, Enterprise Dunedin and The Shanghai Media Group Shanghai Media Group President, Wang Jianjun



Unveiling of the winning entry of the Shanghai Photographic competition (held in 2014 to celebrate the 20th anniversary of the Sister City Relationship) by Shanghai Municipal's Congress Standing Committee Chairwoman, Yin Yicui and the Dunedin Mayor, Dave Cull



## Southern Clams

**Roger Belton and Miao Zhang**

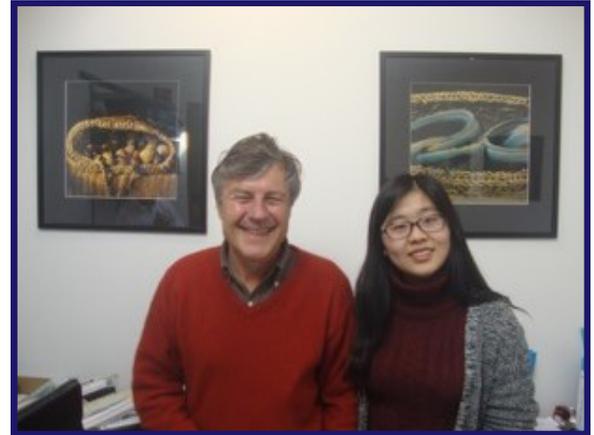
In the 90's, Southern Clams Ltd first attempted to develop the Chinese market via an international agency. Due to the political and economic constraints in China at that time, the endeavour was not successful. As China itself becomes more and more open, slowly we have established connections with long-term customers.

Compared to our major export destination United States, the shipment to China is much smaller with just a few hundred kilos. This is partly due to the specific niche of the two products we supply, New Zealand littleneck clams and Queen Scallops, which are unfamiliar to the local market. Thanks to New Zealand Seafood known by Chinese people as a synonym of purity and high quality, we have started to receive great interest and attention from importers. This, nevertheless, poses a new question for us, who is the best partner we should work with?

We learned our lessons from two previous frustrating and costly experiences. The first is years ago, a delay in clearance due to possibly miscommunication between the importer and customs, causing a shipment of frozen Queen Scallops to defrost, while the second experience that happened this year was a sudden change of cadmium standards from Chinese regulators without any notice, causing a bulk shipment of scallops to be destroyed.

More than ever we realised that, as valuable China is, finding the right channels and customers is not only about making the shipment cost-effective, but also minimising the risk in seafood handling.

In spite of all the difficulties, we are still committed to develop the market. With the rising middle class and increasing awareness of food safety and quality, we have enough reasons to believe that the purchase potential in China is considerably huge and worth continuous effort.



**Southern Clams' Managing Director Roger Belton, and Miao Zhang, Research & Development**

## A New High Level Education Initiative Linking Dunedin and Shanghai

**University of Otago - George Benwell**

In 2015 the Otago Business School signed an agreement to teach the Doctorate of Business Administration degree programme in China through Shanghai Jiao Tong University – Overseas Education College. Students enrol at the University of

Otago for the duration of the degree. The teaching is to be conducted by international experts from both the University of Otago and Shanghai Jiao Tong University. Students will be required to attend an orientation programme at the beginning

of their enrolment on the degree which is held at the University of Otago Business School in Dunedin.

The Doctorate of Business Administration has been approved and Professor George Benwell, Dean, Otago

Business School, University of Otago and a team will be in Shanghai during the third week of September to interview and enrol the first cohort of students. They will arrive in Dunedin later this year for an induction session over a week to ten days.

## Upcoming Events 2016

### September:

Signing ceremony for the new Memorandum of Understanding between Shanghai and Dunedin

**INVITATION ONLY**  
**Shanghai Room**  
**Municipal Chambers**  
**Thursday 22 September, 11am**

### October:

AD Instruments representative from China to talk to the DSA

**Chamber of Commerce Boardroom**  
**(Public Trust Building, Level 3)**  
**Wednesday 12 October 2016**

### November:

Talk from the Chinese Consul General

**Venue TBA**  
**Wednesday 2 November**

### December:

AGM

All contributions are welcome for inclusion in future newsletters. We wish to help promote success stories and productive initiatives resulting from the Dunedin Shanghai Sister City relationship. Distribution is to Members of the DSA and to relevant organisations, including media.

**Please send items to:**

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