

REPORT TO THE DUNEDIN SHANGHAI ASSOCIATION (DSA) ON THE TRIP TO CHINA WITH THE CITY DELEGATION: 14-24 JUNE 2016

Below is my report from my trip to Shanghai, Guangzhou, and Qingyuan from 14-24 June 2016.

SHANGHAI: 14-19 JUNE 2016

The delegation for the Shanghai visit was comprised of:

- Dave Cull, Chris Staynes, Sue Bidrose, John Christie, and Hui Zhang (D.C.C.),
- Dougal McGowan and Cara Bradley (Otago Chamber of Commerce),
- Helen Nicholson, Ben Wooliscroft, and Amy Liu (University of Otago),
- Marc Doesburg and Yuan Pei (Otago Polytechnic),
- Sue Murray (Yellow Eyed Penguin Trust),
- Gemma Huang (Orbit Travel), Scott Hou (Integaty Holdings Limited), Joe Jiang (NZ South Island Chinese Newspaper) (The last three are tourism operators).

Tuesday 14 June – Sue Murray & I left For Shanghai. The rest of the delegation arrived in Shanghai from Qingdao on 14 June.

Wednesday 15 June – Sue Murray & I arrived in Shanghai. Got into town in good time. (Took around 1:15 by taxi from leaving Pudong Airport. Arrived in town around 9:15am).

In the morning, the delegation met with the New Zealand Consul General in Shanghai, Ms Guergana Guermanoff and had a very constructive meeting. We discussed how Dunedin can be part of the Consul General's programme of promoting the "New Zealand brand" in Shanghai. The "New Zealand brand" has to do with our natural, creative, innovative, vibrant and young culture. Promoting our businesses will be through the channels in promoting this brand.

It was clear that Dunedin's status as a UNESCO Creative City of Literature will be a pathway to promote Dunedin as a creative city, with Shanghai, being also a UNESCO Creative City, but that of Design. Our Mayor put our hand up to open the China/Shanghai Film Festival in New Zealand next year. We also discussed about promotion of the food and wildlife industries of Dunedin in the Kiwi Week in Shanghai. The Consul General agrees to email more info to DCC about that and include us in planning their programme and activities.

Guergana was originally from Dunedin and indicated she is keen to promote Dunedin, although she will leave her post as in Shanghai later this year. Being in her early 40's, it seems that she will have a long career in MFAT and will be a good advocate for Dunedin in any event.

The Shanghai Jiao Tong University hosted us lunch. After lunch, we attended the launch at the Shanghai Jiao Tong University of the Doctorate of Business Administration (DBA), a joint 3 year qualification run by Jiao Tong University and the University of Otago. The Launch was titled "Otago Day".

It was a fantastic event. Both Dave Cull and Helen Nicholson made strong speeches for Dunedin promoting the University of Otago to potential students who may come to study. It was very good to see what are perceived to be Dunedin's & the University's strengths and they were received. After that, we were given a tour of the business school at the Jiao Tong University which seems to work with other prestigious Business schools such as Harvard, Cambridge and Boston (from memory).



The delegation then went shopping for around an hour and experienced the Shanghai Subway at Peak Hour 5:30pm. (Won't go for any repeats myself.) Instead of shopping, Gemma and I visited the Science and Technology Museum (STM). Ms **Zheng** Yu, the Deputy Head of the domestic and international collaboration section of the museum, showed us around. Malcolm Wong had set up an appointment for me to visit the Natural History Museum but I misunderstood and went to the STM instead. Still we were greeted with wonderful hospitality and I have retained Ms Zheng's contact details for future reference.

The Mayor then took us out to dinner that evening.

Thursday 16 June

In the morning, the delegation visited the Shanghai Chamber of Commerce for an official meeting with the Chair, Mr **Yang** Jianrong. Our Mayor explained how important the relationship between Shanghai and Dunedin is in terms of trade and business and his vision of us developing reciprocal markets for Products and Innovation. Mr Yang mentioned that he turned down the invitation of the launch of Shanghai Disneyland that day to meet with our Mayor. Our Mayor was pleased that Mr Yang preferred to meet him rather than Mickey Mouse. While it was a formal meeting, it was good to see real issues being discussed around a certain degree of humour. Our Mayor mentioned that Dunedin might be able to assist with rural area developments in China as well as climate change areas using our experience and learning from each other in terms of problems such as South Dunedin. Research and innovation including particularly a sustainable way of development and learning from each other in those areas was discussed.

Dougal spoke as the CEO of our Chamber. He suggested that the Shanghai & Dunedin relationship should be a partnership in the following way:

Do not walk in front of me for I may not follow

Do not walk behind me for I may not lead

Walk beside me so we can face the challenges together.

There was plenty of nodding on the part of the Shanghai Chamber representatives as these words were spoken. It was inspiring to see how we (Dunedin and New Zealand) are never afraid to punch above our weight.

I then went with Sue Murray to visit the Shanghai Museum, an appointment set up by Malcolm, between 1 to 2:00pm. (The rest of the delegation met with the Shanghai Education Commission.) It was a very lovely museum to visit which really requires a full day to do it justice. We were pleased to be shown around for about half an hour by Ms **Xu** Li Yi of the Cultural Exchange Office of Shanghai. We were shown a scholar's garden at the basement of the Museum, on which our Chinese Garden's was modelled. It was very informative. Grateful to Malcolm to have set up the visit.

From 2:30pm the delegation met with the Huangpu District Government. It was again a formal meeting but more about what Dunedin does as a city and how the two local governments could work together. One memorable thing was that our Mayor mentioned about our street art which was obviously a bit of a novel concept for our Chinese counterparts. The 3 Chinese on our side (Hui, Gemma & I) all struggled to come up with the Translation for that. As our Mayor described it, the translation was much longer than "street art" as a result!

The delegation went back to the hotel. That evening I had dinner with Mr Cao who was the Shanghai photographer that the DSA hosted a couple of months back when he visited Dunedin. Mr Cao came with his daughter who was the interpreter and his friend, Ms **Liu** Min who is the general manager of a women and children healthcare biotech company. Mr Cao put on a very lavish dinner for Sue Murray, Helen Nicholson & I. I invited Helen to come to the dinner to explore how the University of Otago could work with the hospitals and medical schools in Shanghai. Mr Cao is a doctor himself. Mr Cao has a cousin who works at the East China University. Mr Cao's daughter works at an electrical rental car company. Being a marketing officer in the "Eco industry" in China, she could be a useful contact for Sue Murray to have for the Yellow Eyed Penguin Trust.

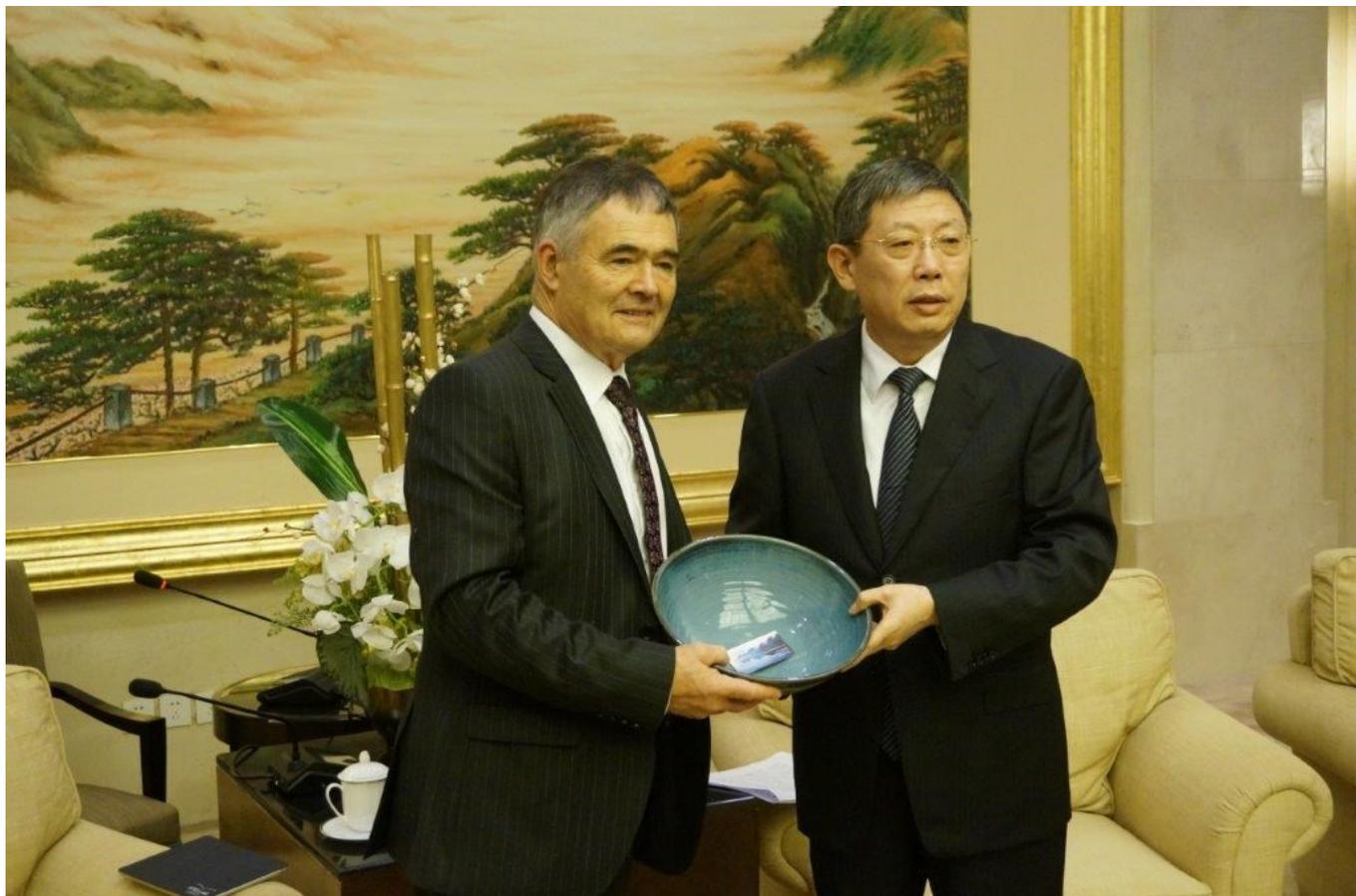
At the end of the evening, Helen indicated that she will explore with Mr Cao's cousin as to whether there is room for the two universities to work together, especially in the information science and technology area.

Friday 17 June

I went with Dave Cull, Chris Staynes, Sue Bidrose and Sue Murray to visit the Yu Garden in the morning. We were greeted with a very warm welcome and were shown around the garden by Mr **Zang** Ling who is the Director of the Yu Garden and Miss **Liu** Qun who is the party secretary at the Yu Garden. (Mr Zang greeted our Mayor with a hug- the first and only time I saw this on this trip.) It was a very different function as compared to the meetings in the previous days, as the warmth of the hosts and the lovely setting of the Yu Garden provided a relaxed and friendly atmosphere.



Unfortunately we could not stay for long, as we had to meet with, and attend a lunch hosted by, Mr **Yang Xiong**, the Mayor of Shanghai. The Mayor of Shanghai is considered to be one of the most powerful people in China. The meeting itself was brief, but the lunch was exquisite. I was very impressed by the level of questions asked by the Mayor of Shanghai to both Dave Cull and Sue Bidrose as to how New Zealand local authorities work on a political, operational, and financial basis. He explained to us how things work in China and Shanghai. The Shanghai local government is responsible for all aspects of civic life of a Shanghai citizen, except for national defence and international politics. It collects all taxes and revenue from the citizens and has to pay 50% of that to the Chinese national government which looks after only those 2 areas. In other words, the local government has to cover all the important areas of a civilian life – health, education, policing, infrastructure, arts and culture from the 50% it retains.



It was one of the most interesting lunches I have been to in my life.

After lunch we went to the headquarters of PCNZ and met with Kevin Parris who is the Chief Executive of PCNZ. PCNZ is a cooperative of several big companies in New Zealand which have ventured into the Chinese marketing and it is their way of sharing costs and risks in relation to marketing & distribution in China. Those companies include Sealord, Silver Fern Farms, Synlait, Villa Maria, and a partnership known as Kono. They are looking to provide consultancy services to companies which they may have synergies with. For example, Kevin mentioned NZTE recently referred Artemis in Dunedin to them. The PCNZ headquarters have a stunning and commanding view of Shanghai which projects their vision of where they wish to be in China.



In the evening we attended an alumni evening hosted by the University of Otago. The function was run at a local café run by a Kiwi living in Shanghai. There was craft beer and pizzas and venison. It was lovely to feel at home in Shanghai. I established contact with a friendly girl who is doing a Masters degree at Fudang University in Shanghai, but did her Bachelor of Anthropology at Otago. Her name is Mei **Ding**. Her studies were on the migration of the Uyghut people, a minority group in China. I will definitely keep in touch.

Saturday 18 June

This was a free day for Sue Murray and I while the Mayor and Chamber people visited WISS International (Western International School). Sue Murray managed to catch up with a friend in the morning. I caught up with a German friend who lived in Dunedin for few months many years ago and is now working for Bosch China.

We then had dinner with a friend of hers from Alexandra, Ken Milne, who took us to a restaurant with lovely Yunan food, and showed us the Bund in the evening. Ken runs a business selling ice cream to Shanghai and China and is happy living in Shanghai. He came back to Auckland every now & then.

VISIT TO QINGYUAN AND GUANGZHOU 19-23 JUNE 2016

Sunday 19 June

In the morning we left Shanghai first thing and flew into Qingyuan. We were taken to lunch and then dinner by the foreign affairs office of Qingyuan.

Monday 20 June

The formal meetings were held on Monday 20 June. In the morning, the delegation attended the exhibition hall showing the planning of the Qingyuan City, especially in the tourism area and the ecotourism.

We then attended a meeting with the Chamber of Commerce and witnessed the MOU signing between the two Chambers of Commerce. We were greeted by Mr **Yuang** Rongmeng, who is the Director of the China Federation of Overseas Chinese Entrepreneurs and the Qingyuan Overseas Chinese Enterprises Association. I was also pleased to meet a Mr **Mo** Ji Wan who is the Deputy Manager of the Qingyuan Investment Consultancy Limited, who is also a lawyer working with commercial contracts in Qingyuan. I hope to follow up with these contacts to explore business possibilities between Qingyuan and Dunedin.



We also attended a lunch hosted by Mr **Ge** Changwei who is the party Secretary of Qingyuan. There was discussion between our Mayor and him regarding the exchange of tourism and education. Mr Ge raised the issue of lack of accommodation in Dunedin and questioned our capacity to accommodate an influx of Chinese tourists. Our Mayor emphasised on the importance of eco and sustainable tourism but acknowledged that accommodation is something which Dunedin needs to work on. There was the recent opening of Distinction Hotel and our Mayor also made reference to negotiations with another high quality Hotel. That is an area which perhaps Qingyuan and Dunedin could work together to improve on.

In the afternoon we visited a wildlife park, Changling Park, which is a 10-year project established by the Qingyuan city. It gives me a taste of what "ecotourism" in China means. The park itself was more like a safari park and the futuristic videos shown to us suggest that their vision is tourism based on a Disneyland type of concept targeted at families and high end of the market.



In the afternoon we attended a meeting with the Qingyuan Tourism Bureau where our tourism operators gave presentations about their businesses after formal speeches were made by our Mayor and Qingyuan city representatives. The delegation then met with the Mayor of Qingyuan.

In Qingyuan and Guangzhou, our Mayor highlighted the Chinese heritage of Dunedin and its whakapapa being in the Guangdong area. I was referred to as a representative from the NZ Chinese community and my role as the Chair of the Dunedin Shanghai Association again highlights that connection between Dunedin and its old friend, Guangdong, in China. I explained to the people I met in Guangdong that the Chinese living in NZ would love to maintain cultural and heritage connections with China and tourism in that area may well be developed further.

Tuesday 21 June

The delegation left by minibus for Yingde which is a smaller place about 1.5 to 2 hours drive from Qingyuan.

We visited different cultural sites including a Dong Tian Xian Jing tourist holiday resort, as well as a cave similar to Waitamo Caves, in Yingde. We also visited a tea research institute and were treated to lovely Chinese tea. We were hosted by the Yingde City Council for dinner. At all times we were accompanied by the Vice Mayor of the Yingde City as well as the Foreign Affairs Office of the Yingde Municipal Government. We also visited a place at Yingde which produces unusual but natural stone formations, some of those resembled those stone formations at the Dunedin Chinese Gardens.

Wednesday 22 June

In the morning, the delegation left Qingyuan for Guangzhou by minibus.

In the morning, we attended a formal meeting with the Guangzhou Tourism Bureau where ideas were exchanged about how we could promote tourism both ways. We then attended a lunch hosted by the NZ Consul General in Guangzhou before attending a meeting with the China Southern Airline.

At the China Southern meeting, Dunedin was making a case for China Southern to increase their flights to Christchurch, which route was established around 9 months ago. Dunedin's case was presented by our Mayor and supported by Ms Rebecca Needham, the New Zealand Consul General in Guangzhou and the Christchurch International Airport business development officer at Shanghai Ms Swallow Wang. It was certainly a very interesting meeting to attend, as the substance of what drives tourism on both sides was discussed.



At that meeting I established contact with Ms Lv Ping who is in the passenger sales division of international sales of China Southern. One of the main objectives of China Southern is to increase the tourism going to China in order to justify having more flights coming to Christchurch. I suggested to Ms Lv that developing tourism products for Chinese living in New Zealand could be something worth exploring. I will follow this up with her.

In the evening we attended a reception hosted by the New Zealand Consulate General at Guangzhou. Prior to that Rebecca Needham did a brief presentation of the Consulate's work in Guangdong. She explained the different aspects of their work, especially the trade and business side of Guangdong. Most of the overseas Chinese are of course of Guangdong descent. I got the impression that the Pearl River Delta Economic Zone is a real economic powerhouse in China, given historical trade connection with the outside world. There is a larger source of Chinese students going overseas from this area, and the Chinese government in the area also provides funding for Chinese ventures partnering with foreign companies. Medical and scientific research collaboration was given as an example and cancer research being carried out by the Morris Wilkins Centre in Auckland on molecular biodiversity, which centre is accepted as a CORE (Centre of Research Excellence). There are also very strong manufacturing connections and entrepreneurs in the Guangdong area. There are also sister cities relationships established between different New Zealand cities and cities in Guangdong. There are bilateral relationships between China and NZ in the health research area especially in water, non-communicable diseases, and food safety. Auckland and Guangdong has signed an MOU regarding biomedicines. The collaboration between the Morris Wilkins Centre in Auckland and the Guangzhou Institute of Biomedicine and Health is one strong example of working in this area. There is a policy analyst, Felix, who is working at the New Zealand Consulate General in Guangzhou from Education New Zealand focusing specifically on education.

Rebecca then explored with us about our relationship with Qingyuan and how we can further that relationship.

After the presentation and meeting, there were informal drinks and nibbles when we met many of the alumni from Otago University as well as Kiwis living in Guangzhou. It was a relaxed and friendly atmosphere supported very much by the warmth brought along by the Otago alumni towards Dunedin and the University.

That was the last function of the delegation.

Thursday 23 June

We travelled by train to Hong Kong and then from Hong Kong flew back to Auckland then Dunedin on 24 June.

Summary

It was a very educational experience for me as Chair of the Dunedin Shanghai Association. My presence has added to the delegation in showing how serious Dunedin's commitment to the Dunedin and Shanghai relationship is. My presence in the Guangdong area reinforced Dunedin's connection with the Guangdong heritage of NZ Chinese in Otago and potentially provides a pathway for more reciprocal trading business connections. Being able to speak Cantonese in Guangdong was helpful on an informal level.

I made specific connections in Shanghai, Qingyuan & Guangzhou which I intend to follow up. I also have made introductions for others in the delegations which hopefully will build further relationships for them.

I have also built friendships and relationships with other members of the delegation. It is always a Team effort promoting Dunedin, and that is what DSA is about.

Teresa Chan
Chair- Dunedin Shanghai Association

7 July 2016