



# The Dunedin Shanghai Sister City Delegation Report

APRIL 2013

dunedin



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# Introduction

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The Dunedin Shanghai sister city relationship was formalised in October 1994. At the same time, the Otago Chamber of Commerce signed a Memorandum of Understanding (MoU) with its sister organisation in Shanghai. Since then, longstanding and valuable relationships have been established. There is the opportunity to further develop these relationships, specifically in the areas of civic and business interests.

There is a very strong mandate from the Government to boost New Zealand's export opportunities. Since NZ and China signed the Free Trade Agreement in 2008, our exports to China have grown 160%. The Government has a goal to increase our ratio of exports to GDP from 30% to 40% by 2025. These central Government initiatives align with Dunedin's Economic Development Strategy goals and, in particular, those relating to attracting more international students and increasing value from tourism.

Dunedin is in an enviable position nationally and is well placed to enhance its trade links with Shanghai and into wider China. Our initiatives currently focus on four key sectors - food and beverage, export education, tourism, and health technologies and biotechnology.

The primary purpose of the Dunedin Delegation that travelled to Shanghai in April 2013 was to renew the sister city MoU. The visit also strengthened relationships between various organisations; relationships which are expected to bring significant economic benefits to the city.

The delegates, representing the DCC, the Otago Chamber of Commerce, Tourism Dunedin, the Otago Polytechnic, the Otago Museum, the Dunedin Shanghai Association, University of Otago, the Dunedin Chinese Gardens Trust and five high schools, met with their counterparts in Shanghai where several new opportunities were presented.



# Qingdao Municipal Government and Qingdao Commerce Bureau

Qingdao is a major city in the Shandong province in Eastern China, with a population of more than eight million. It has a total area of 11,282 square km. Haier Group is located in Qingdao.

The Vice Mayor of Qingdao discussed the fostering of strong civic and economic links with the possibility of a friendship status between the cities, with open trade opportunities and investment to Dunedin. The Mayor of Dunedin outlined the strengths of Dunedin in the tertiary education, research and design sectors.

Various similarities were noted between Qingdao and Dunedin:

- Port cities
- Strong medical schools
- Renowned breweries
- National marine university (Qingdao) and national marine study centre (Dunedin)
- Prestigious appliance companies (Haier and Fisher & Paykel)
- Tourism industry

Some of these may provide a basis for co-operation between the two cities, particularly the tertiary education and research areas.

## CONNECTIONS

### KEY CONTACTS:

#### Mr Liu Mingjun

Vice Mayor of Qingdao

#### Mr Liu Yong and Mr Deng Li

Vice Director-General of Qingdao Commerce Bureau

### Attendees:

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie



## Haier Group

Before the meeting, the Delegation had a tour of the display centre. Haier produces and markets appliances under some dozen brands. Haier is a manufacturing company, which also offers interior design and house and apartment fit outs, including kitchens and bathrooms.

The Delegation was informed that, of all the Haier appliance brands, their prestige one is Fisher & Paykel. Fisher & Paykel is firmly recognised as a key design centre in the Haier group. Haier's philosophy is that design needs to be distributed within the markets.

The meeting established a connection between the DCC and Haier. The Mayor and Deputy Mayor exchanged views and information with Mr Han. They outlined the strengths of our city in the tertiary education, research and design sectors. The Delegation was impressed to note that Haier's most innovative appliance products were designed in Dunedin and also the contribution Dunedin could make to Haier's research and development (R&D) and design efforts. The Mayor welcomed the expansion of the Fisher & Paykel design unit in Dunedin.

### CONNECTIONS

#### KEY CONTACT:

**Mr Han Zhendong**  
Chair of Supervisory Board

#### Attendees:

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie

*Designer: Soohee Moon, Otago Polytechnic  
Photographer: Emily Hlavac Green*



# Shanghai University of Engineering Science Graduation Fashion Show

The Delegation was invited to the Shanghai University of Engineering Science Graduation Fashion Show during Shanghai International Fashion Week. The show featured the designs of recently graduated design students.

The Otago Polytechnic and the Shanghai University of Engineering Science have a long history of co-operation on various initiatives. Discussions are continuing regarding Otago Polytechnic designers contributing to future shows. The potential for designers exposed to and breaking into the Shanghai market cannot be overstated.

The Otago Polytechnic also had a formal meeting with Shanghai University of Engineering Science (SUES), which focused on developing the relationship between the Polytechnic and SUES, and building on the staff and student exchanges that have already taken place. An initial discussion was held about the possibility of an Otago Polytechnic presence on the SUES campus.

The Otago Polytechnic also established a new collaborative relationship with Shanghai Dian Ji University. If this works, the Polytechnic will be the SDJU's only partnership in New Zealand. The University offers a range of qualifications from Diplomas to Masters Degrees. These include qualifications from other countries, such as Melbourne's Box Hill Institute of Technical and Further Education (TAFE). Discussions focused on degree top-ups, tertiary teacher training and staff and student exchanges.



# Shanghai Municipal Education Commission

The Delegation met with Dr Li Ruiyang, who noted that “today is about laying a foundation for future relations”.

Shanghai Municipal Education Commission (SMEC) is seeking to globalise 200 joint international programmes with New Zealand.

Student exchange is important to Shanghai:

- 50,000 international students in Shanghai, including 112 from New Zealand
- 60 million Yuan fund for international education scholarships
- There are 69 universities in Shanghai
- more than 1000 primary and secondary schools
- 630,000 secondary students

Ms Zhou Zengwei is in charge of primary and secondary school relations.

Prior to the trip, each Dunedin school's prospectus was assessed by the SMEC and matching schools in Shanghai were sought. As a result, each Dunedin school was paired with a sister school.

Five high schools signed Memorandums of Understanding (MoU) with Shanghai high schools “to carry out co-operation between the schools with practical and concrete content”.

The high schools are:

- Kaikorai Valley College – No. 2 secondary school attached to Tongji University
- Logan Park High School – Gumei Senior High School
- Kavanagh College – Shanghai Jinyuan Senior High School
- Otago Boys' High School – Shanghai No. 8 Senior High School
- Otago Girls' High School – Guangming High School

Tertiary and secondary scholarships were offered to Shanghai students. A two-week cultural exchange programme is open to students of Shanghai (12 students per group, to be hosted and funded by Dunedin, with support from the ANZ).

My Yang Weiren, Director of the International Co-operation and Exchange Division of SMEC, signalled an opportunity to form a Confucius Institute in Dunedin as collaboration between the Commission and Dunedin.

## CONNECTIONS

### KEY CONTACT:

**Dr Li Ruiyang**  
Deputy Director-General

### Attendees:

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie, Phil Ker, Mike Waddell, Garry Chronican (Kaikorai Valley College), Tracy O'Brien (Kavanagh College), Linda Miller (Otago Girls' High School), Cathi Graham (Logan Park High School), Alex Grace (Education New Zealand, China Regional Manager), Hamish Saxton, Barry Timmings



## Follow-ups after the meeting

Representatives from Dunedin schools spent the day in their sister schools on 16 April. Discussions were held about future areas for co-operation as agreed to in the various MoU.

A brief summary of the four schools' initiatives follows.

### **Garry Chronican**

*Kaikorai Valley College* - No. 2 Secondary School Attached to Tongji University

Discussions focused on these areas of the MoU:

- Student exchanges between the schools
- Innovative ways to share language and literature
- Long term academic study
- Teacher visits and exchanges
- Exchange of professional relationships between teachers and school leaders

It is highly likely that Kaikorai Valley College will host a group of about 20 students and staff for four weeks in August 2013. The principal will also visit at that time.

### **Tracy O'Brien**

*Kavanagh College* - Jin Yuan Senior High School

The MoU between Kavanagh College and Jin Yuan Senior High School outlined an intention to focus on mutual co-operation and understanding, while maintaining and building long-term educational links. Kavanagh College Principal Tracy O'Brien invited Jin Yuan Principal Ms Wang Liping to bring a delegation of staff and students to NZ this year to visit Kavanagh, with a view to developing the relationship. This is under consideration. To date discussions have focused on:

- Staff and student exchanges to develop cultural understanding
- Language teaching exchanges (English/Mandarin)
- Online lesson swapping, seminars, presentations on arranged topics
- Students/class online blog sharing as class groups or individuals
- Short-term student exchanges (possible longer term academic study)
- Teacher professional learning groups for Asia/ China awareness

Kavanagh College's strategy at this stage is to start small and see what can be done, and to do it well. There is potential to use online/live links to the school, given their working day is longer than New Zealand schools, and the four-hour time difference makes this feasible. Kavanagh College is keen to forge and cement the new relationship by hosting a group from Jin Yuan.



#### **Cathi Graham**

*Logan Park High School* – Gumei Senior School

Discussions focused on:

- Student and/or teacher exchange visits
- Opportunities for enhancement of Mandarin and English via Skype
- Development of curriculum in mutual areas of interest
- Visit by Gumei Principal to Logan Park later in the year

#### **Linda Miller**

*Otago Girls High School* – Guang Ming High School

Discussions were along general lines, with the first visit from Guang Ming teachers due in June this year. On this visit, they will come to Otago Girls' High School and more discussions will be held then.

#### **Karen Clyne**

*Otago Boys' High School* – Shanghai No 8 Senior High School

Discussion with the Principal of Shanghai No 8 Senior School led to the following agreement:

- Strengthen friendly exchanges between both schools
- Promote mutual understanding of culture and education between China and New Zealand
- Visits by teachers and students between schools

It is hoped to invite the Principal to the OBHS 150th celebration in August.

Hopefully a small exchange group can be arranged very soon.



# Shanghai Municipal Tourism Administration

The Delegation met with Mr Yang, who said tourism numbers (Shanghai to NZ) increased by 40% from 13,000 in 2012 and have already increased to 15,000 in the first quarter of 2013. He also said:

- The foundation of co-operation is to respect each other
- Communication today is the first, and an important, step
- Co-operation should be two-way

Shanghai Municipal Tourism Administration (SMTA) would like to

- Offer support for events and a road show
- Discuss opportunities for tourism
- Gain knowledge of NZ culture, customs, natural environment and other features
- Collaborate on tourism opportunities combined with conferences and exhibitions
- Be involved in personnel and expertise exchanges (Patrick Chen from the International Department is the key contact person)

Tourism Dunedin had another meeting with Mr Chen later in the week, where he further extended the offer to assist with advice on doing business in Shanghai. He suggested a priority for Dunedin in Shanghai was investment in lifting and magnifying the city's brand and image exposure in order to communicate the Dunedin 'experience', and therefore reputation.

Tourism Dunedin met with key Shanghai-based wholesale travel companies at Tourism New Zealand's Shanghai office on 17 April. As well as Tourism New Zealand and Air New Zealand staff, 10 representatives from seven companies were introduced to six recommended itineraries. These were regarded favourably.

In preparation for the Shanghai trip, Tourism Dunedin completed its website translation: [www.DunedinNZ.com/cn](http://www.DunedinNZ.com/cn) and developed a China market promotional video that can be viewed at <http://www.youtube.com/watch?v=IP4E2IedH2U&feature=youtu.be>.

## CONNECTIONS

### KEY CONTACT:

**Mr Yang Jinsong**  
Vice Chairman

### Attendees:

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie, Hamish Saxton, Barry Timmings



# Shanghai International Chamber of Commerce

In 2012, Shanghai and NZ bilateral trading reached US\$1.6 billion. NZ exported to Shanghai US\$1.1 billion. The bilateral trade volume between NZ and Shanghai has increased by 29% already in the first two months of 2013.

Shanghai to NZ: mainly clothing and office equipment and machinery.

NZ to Shanghai: wood and dairy (infant formula is most popular).

For the Chinese, NZ is a popular country in which to study and travel.

The Otago Chamber of Commerce has had an 18-year relationship with the Shanghai International Chamber.

Both agreed to encourage bilateral relations in tourism, education and business to achieve a win-win outcome.

## CONNECTIONS

### KEY CONTACT:

#### Mr Wang Lie

Vice Chairman of China Council for the Promotion of International Trade (CCPIT) Shanghai

### Attendees:

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie



## Zizhu Hi-Tech Zone Chamber of Commerce

The Zizhu Hi-Tech Industrial Development Zone is the only privately-owned (joint investors also include Minhang District government and Jiao Tong University) hi-tech zone in China. Established in 2002, it is one of the largest national hi-tech industrial development zones in Shanghai. It consists of a university area, research and development centre and a Peninsula Ecology Living Area. Education and medical services are being established.

Zizhu's companies include Microsoft, Intel, Coca Cola, General Electric, Sandisk, Infosys, Borgwarner, Chrysler, Yamaha, the National Research Centre for Nano Technology, an audio visual industry base and others. It has US\$3.8 billion of foreign direct investment.

Mr Qiang said "There are many pragmatic opportunities between our two cities" and "we will earnestly put forward suggestions for co-operation". There is considerable potential for Dunedin businesses and tertiary education institutions to collaborate with Zizhu, in R&D, collaborative research and the commercialisation of projects.

An MoU was signed with Zizhu Hi-Tech Zone Chamber of Commerce.

### Follow up items for Project Shanghai:

There are opportunities to collaborate on R&D with the University of Otago. Bring back a delegation in November with the University of Otago to present a proposal to Tech Park companies.

Profiles on Dunedin companies are to be sent to Zizhu, with an opportunity for a delegation to visit in November. Companies' specific requirements need to be detailed with regard to company needs, eg. company sale, product sale, licensing sale or intellectual property sale are possibilities.

There is potential for foreign direct investment into NZ and Zizhu gave the example of 90 million RMB (Chinese yuan) collaboration in cancer cell research.

### CONNECTIONS

#### KEY CONTACT:

#### Mr Guoyong Qiang

Vice Executive Chairman of Zizhu Chamber of Commerce

#### Attendees:

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie

A photograph showing two men in suits shaking hands in a courtyard. The man on the left is older with grey hair, and the man on the right is younger with glasses. They are both smiling. In the background, there are other people in formal attire, some holding cameras, and traditional Chinese architecture with red lanterns.

# Shanghai Municipal Foreign Affairs Office

An opportunity to exchange staff with Foreign Affairs Office.

## CONNECTIONS

**KEY CONTACT:**

**Mr Li Mingjun**  
Director-General of SMFAO

**Attendees:**

Dave Cull, Chris Staynes, Paul Orders,  
Ying Qin, John Christie



## Mayor of Shanghai

During the meeting, Mayor Cull offered the Shanghai Mayor two study abroad exchange scholarships (tertiary and secondary school), each for up to 12 Shanghai students in Dunedin.

Mayor Yang was the Deputy Mayor responsible for the World Expo and had a good impression of NZ through its pavilion. He commented on the high regard in which the Dunedin Shanghai Sister City relationship is held. He also indicated a possible visit to NZ during his term and, if so, he would definitely visit Dunedin.

The refreshed sister city MoU was signed between Shanghai and Dunedin. It updates all the sectors of collaborative activities the two cities are involved in.

### CONNECTIONS

#### KEY CONTACT:

**Mayor Yang Xiong**

#### Attendees:

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie, Phil Ker, Mike Waddell, Malcolm Wong, Hamish Saxton, Barry Timmings, Graham Crombie, Ian Griffin, Matthew Dalzell, Alex Grace





## Shanghai Yu Garden

At the official meeting, Mr Zang proposed exhibition exchanges between Toitū Otago Settlers Museum and Yu Garden. The Dunedin Chinese Garden, Lan Yuan, celebrates its fifth birthday this year, but Mayor Cull suggested leaving the celebration until 2014 or 2015, so when the Mayor of Shanghai comes to visit, he can be part of the celebration.

The opening ceremony of 'Our Journey towards Enlightenment - Photo Exhibition of the 5th Anniversary of Lan Yuan in Dunedin, New Zealand' was held in Yu Garden (the sister garden to the Dunedin Chinese Garden) during the Huang Pu District cultural month (the Huang Pu district is where Yu Garden is located). It was a sumptuous and impressive opening in the 200-year-old courtyard. This venue offers a high profile window on Dunedin in the heart of Shanghai.

The offer was made for Dunedin to use Yu Garden for other promotions or events.

Photographs of the Dunedin Chinese Garden and Dunedin city were displayed for the remainder of April. Yu Garden has approximately 20,000 visitors a week. This was a fantastic opportunity to showcase both Lan Yuan and Dunedin.

The opening was attended by the Deputy Director-General of the Shanghai Municipal Foreign Affairs Office, Mr Zhu Weimen, and Deputy Huang Pu District Mayor Cheng Xiaoyu.

In his speech, Mr Zhu made reference to Lan Yuan being the highlight of the successful and friendly co-operation that exists between Shanghai and Dunedin. He also stated that Lan Yuan is not only a well-known symbol of the sister city relationship between Shanghai and Dunedin, but also a model for China-New Zealand co-operation.

Yu Garden presented gifts to the Dunedin Garden consisting of a celadon vase, painting and calligraphy. These will be shown on display at Lan Yuan in due course.

### CONNECTIONS

#### KEY CONTACT:

##### Mr Zang Ling

Director of Management of Yu Garden

#### Attendees:

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie, Malcolm Wong

# Shanghai Museum

The emphasis was on strengthening the relationship and more exhibition exchanges.

An exhibition from the Shanghai Museum on China's Minority Cultures is opening at the Otago Museum in July.

The two Museums are currently discussing the provision of an exhibition from Otago to Shanghai based on Pacifica collection items.

Apart from the official meeting at the Shanghai Museum, three Otago Museum representatives also held a meeting with the senior management of the Shanghai Science and Technology Museum. The discussions were wide-ranging, building on the Museums' past relationship. The Otago Museum has a MoU with the Shanghai Science and Technology Museum and the two Museums have begun staff transfers.

The first key topic of discussion was the opening of the Shanghai Natural History Museum, which is under the auspices of the Shanghai Science and Technology Museum. This opening will be a major event in May 2014. The Otago Museum has been selected as one of two foreign museums to be involved in the opening displays and work is underway in preparation for this.

The second area of discussion focused on the third museum which is the responsibility of the Shanghai Science and Technology Museum. This is a new museum centred on astronomy. Dr Griffin, who has an astronomy academic background, would be available to work with the Museum in the conceptual development of their new venture.

## CONNECTIONS

### KEY CONTACT:

**Mr Chen Xiejun**  
Director

**Mr Chen Kelun**  
Deputy Director

### Attendees:

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie, Malcolm Wong, Graham Crombie, Dr Ian Griffin, Clare Wilson

# ANZ Breakfast meeting

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ANZ Commercial Banking  
China Commercial Client  
Solutions

Opportunity for foreign direct investment.



# Shanghai Botanical Garden

The Mayoral Delegation was invited to the 2013 Shanghai Botanical Garden Annual Flower Show to view a joint project between the Shanghai Botanical Garden and the Dunedin Botanic Garden.

The Director of the Shanghai Garden invited the Dunedin Botanic Garden to have a display garden at the show. The Shanghai Garden covered the costs of the installation - labour, plants and materials.

A design incorporating elements of the Dunedin Garden - the pillars from the entranceway sculpture and the logo - was used. Shanghai Garden horticultural staff sourced the plants from Shanghai. The design was drawn by a landscape architect under the direction of Dunedin Botanic Garden staff.

The overall effect strongly identified the display garden as collaboration between the two gardens.

## CONNECTIONS

### KEY CONTACT:

**Mr Feng Shucheng**  
Director

### Attendees:

Dave Cull, Chris Staynes, Paul Orders,  
Ying Qin, John Christie



## Jinshan District

Jinshan is a suburb of Shanghai with a population of 800,000. This is a district that has clearly been identified for expansion and extensive building and development is underway.

Possible cultural and tourism exchange.

### CONNECTIONS

**KEY CONTACT:**

**Mr Zhang Quanquan**  
Standing Member of District CPC Committee

**Attendees:**

Dave Cull, Chris Staynes, Paul Orders, Ying Qin, John Christie, Graham Crombie

# Appendix A:

## Dunedin Delegation April 2013

Organisation	Name	Role
Dunedin City Council	Dave Cull	Mayor of Dunedin
	Chris Staynes	Deputy Mayor of Dunedin
	Paul Orders	Chief Executive
	Ying Qin	Shanghai Business Development Manager
Otago Chamber of Commerce	John Christie	Chief Executive
Dunedin Shanghai Association	Malcolm Wong	Chair
Consulate-General Shanghai	Matthew Dalzell	Consul-General
Otago Museum	Graham Crombie	Chair
	Ian Griffin	Chief Executive
	Clare Wilson	Director of Collection, Research and Experience
Otago Polytechnic	Phil Ker	Chief Executive
	Mike Waddell	Director of Communication
Tourism Dunedin	Hamish Saxton	Chief Executive
	Barry Timmings	Chair
Education New Zealand, NZ Embassy	Alexandra Grace	Regional Manager China
Kaikorai Valley College	Garry Chronican	Deputy Principal
Kavanagh College	Tracy O'Brien	Principal
Otago Girls' High School	Linda Miller	Principal
Logan Park High School	Cathi Graham	International Dean
Otago Boys' High School	Karen Clyne	Director of International Students

# Appendix B: News

## **New Zealand sister city seeks stronger Shanghai relationship**

WELLINGTON, April 8 (Xinhua) – New Zealand’s second South Island city of Dunedin is hoping to open up new China trade opportunities when it signs an updated sister city agreement with Shanghai this month.

A delegation including business, education and tourism leaders from Dunedin will visit Shanghai from April 12 to 19, headed by Mayor Dave Cull.

Major events would include the signing of an updated memorandum of understanding (MoU) between the two cities to highlight areas of importance to both cities and to include action plans.

The visit would also see the signing of a MoU between the Otago Chamber of Commerce and its Shanghai counterpart, and meetings with the Shanghai Municipal Education Commission and the Shanghai Municipal Tourism Bureau.

Cull said the trip was a great opportunity to build on the existing sister city relationship, which was first agreed in 1994.

“The civic relationship between the two cities is an important overarching relationship,” Cull said in a statement.

“Under this umbrella relationship, specific benefits to Dunedin will come through the links developed and enhanced by groups such as the Otago Chamber of Commerce, individual businesses, tertiary institutions and Tourism Dunedin.”

### SOURCE

**xinhuatnet.com** – [http://news.xinhuanet.com/english/china/2013-04/08/c\\_132292906.htm](http://news.xinhuanet.com/english/china/2013-04/08/c_132292906.htm)

## Busy Schedule for Shanghai Delegation

Dunedin (Monday, 8 April 2013) – The signing of an updated sister city agreement will be a key event for the Dunedin delegation that leaves for Shanghai on Wednesday.

Most of 13-strong Dunedin Shanghai Sister City Delegation will be in Shanghai from 12 to 19 April. The delegation comprises representatives from the Dunedin City Council, the Otago Chamber of Commerce, the Dunedin Shanghai Association, the Otago Museum, the Otago Polytechnic and Tourism Dunedin. Representatives from five Dunedin high schools are also travelling with the delegation.

The DCC representatives are Mayor of Dunedin Dave Cull, Deputy Mayor Cr Chris Staynes, Chief Executive Paul Orders and Shanghai Business Development Manager Ying Qin.

Major delegation events will include the signing of an updated Memorandum of Understanding (MoU) between the two cities, the signing of an MoU between the Otago Chamber and its Shanghai counterpart, and meetings with the Shanghai Municipal Education Commission and the Shanghai Municipal Tourism Bureau.

Some members will travel to the nearby city of Qingdao to meet executives from the Haier Group, which owns the controlling interest in Fisher & Paykel. Other events include meetings at the Shanghai Museum and at the Yu Garden, which is holding a Dunedin Chinese Garden photographic exhibition with images from the Garden and of the city. There will also be a tour of the Jinshan District, which is the area surrounding Shanghai.

Mr Cull says the trip is a great opportunity to build on the existing sister city relationship. There will be a big focus on developing further co-operation in the areas of business, education and tourism.

“The civic relationship between the two cities is an important overarching relationship. Under this umbrella relationship, specific benefits to Dunedin will come through the links developed and enhanced by groups such as the Otago Chamber of Commerce, individual businesses, tertiary institutions and Tourism Dunedin.”

The aim of the sister city MoU was to highlight areas of importance to both cities. It would be a high-level document and action plans would be established to sit beneath it. This would tie in with the Dunedin Economic Development Strategy, adopted last year, which includes a specific focus on Shanghai.

The sister city agreement was first signed in 1994.

## SOURCE

**Big News Network** – <http://www.bignewsnetwork.com/index.php/sid/213676507/scat/14d7eba4e435d135>



## Delegation aiming to boost links

A delegation led by Dunedin Mayor Dave Cull is heading back to China this week confident of boosting tourism and education links with Shanghai.

City representatives will visit Shanghai from April 12-19 - the second trip by a Dunedin delegation in less than six months - to sign an updated sister-city relationship agreement.

The delegation will also pursue initiatives designed to attract more Chinese tourists to Dunedin and encourage exchanges and other links between the two cities' schools.

The 13-strong group will be headed by Mr Cull and deputy mayor Chris Staynes, council chief executive Paul Orders and the council's Shanghai business development manager, Ying Qin.

Representatives from the Otago Chamber of Commerce, Tourism Dunedin, the University of Otago, Otago Polytechnic and five Dunedin high schools, and Otago Museum staff and members of the Dunedin Shanghai Association, will complete the official party.

Mr Cull said the trip was a "great opportunity" to develop business, education and tourism co-operation between the two cities, and chamber chief executive John Christie was confident the trip would deliver results.

That included a push to add Dunedin to the itineraries of outbound tour operators in China, to encourage the growing number of Chinese visitors to New Zealand to spend a day or two in Dunedin, Mr Christie said.

The group would meet representatives from the Shanghai Municipal Tourism Bureau, as well as outbound tour operators, while in China, he said.

The push was being led by Tourism Dunedin chief executive Hamish Saxton, who had been preparing examples of tour packages to showcase Dunedin's attractions.

Mr Saxton said he would spend a day with product managers from Shanghai travel agents to teach them about Dunedin.

The meeting with Shanghai's tourism bureau would help give that push "additional gravitas", Mr Saxton said.

"This is about building a relationship up over time ... this is an important step on the way," he said.

Mr Christie said there was "huge potential" for Dunedin to cash in on China's growing appetite to explore New Zealand.

"We just need to get a day or two on people's itineraries when they come to New Zealand. That's the key aim for us.

"We know that one of the fastest growing tourism markets to New Zealand is coming out of China. We just want to make sure that they're also aware that there is a South Island."

A similar move to improve educational links would also be pushed on the trip, including at a meeting with Shanghai Municipal Education Commission staff and during meetings between schools, Mr Christie said.

The aim was to improve links between Dunedin high schools and their counterparts in Shanghai, helping encourage exchanges between the two, as existed on a tertiary level between the two cities, he said.

"Some of that hard work between those institutions that's gone on over that time is now bearing quite a lot of fruit.

"We're looking to introduce high schools into that environment," he said.

Mr Christie said he would also represent Dunedin companies interested in expanding into China while on the trip.

The trip would also include meetings with representatives from Shanghai's municipal government, the Shanghai Museum and the Shanghai Chamber of Commerce, a visit to a technology park and the Yu Gardens, to mark five years since the development of the Dunedin Chinese Garden.

A meeting with the ANZ Bank in Shanghai would also be held to discuss ways of tapping into their wealthy clients, as part of a push to encourage investment in Dunedin, Mr Christie said.

## SOURCE

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Source URL (retrieved on 13/05/2013 - 11:22)  
<http://www.odt.co.nz/news/dunedin/252533/delegation-aiming-boost-links>

Published on Otago Daily Times Online News (<http://www.odt.co.nz>)  
 By Chris Morris

### Haier assures Dunedin delegation over F&P

Chinese manufacturing giant Haier has confirmed its commitment to strengthening the Fisher and Paykel design centre in Dunedin, the Dunedin City Council says. A delegation led by Dunedin Mayor Dave Cull and deputy mayor Chris Staynes yesterday met the company's board of supervisors chairman Han Zhendong at Haier's headquarters in Qingdao, China. They emphasised the city's long history and the importance of Fisher and Paykel to Dunedin, a release said. Mr Zhendong said Haier was looking forward to developing its relationship with Fisher and Paykel and Dunedin's wider research and development community. Mr Cull said he had every confidence it would open up a successful new chapter for the company as Haier developed it as one of its premium brands. The 13-strong Dunedin delegation, which includes commerce and education representatives, is visiting Shanghai until April 19 with the aim of boosting tourism and education links.

#### SOURCE

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Source URL (retrieved on 06/05/2013 - 16:15): <http://www.odt.co.nz/news/dunedin/252989/haier-assures-dunedin-delegation-overfp>

Published on Otago Daily Times  
Online News (<http://www.odt.co.nz>)  
Created 13/04/13

## Dunedin-Shanghai school link

Dunedin Mayor Dave Cull is hailing the signing of agreements between high schools in Shanghai and Dunedin as an important milestone in the development of links between the two cities. The agreements involving five Dunedin high schools were signed in Shanghai yesterday and commit each of the schools to programmes of pupil and teacher exchanges, Mr Cull said. The agreements come as Mr Cull leads a 19-strong delegation in Shanghai aimed at boosting tourism and education links with the city. The delegation, which includes representatives from the five high schools, is due to finish its visit to the city on Friday. Dunedin schools involved are Kaikorai Valley College, Kavanagh College, Otago Girls' High School, Logan Park High School and Otago Boys' High School.

Mr Cull said the agreements represented an important milestone in the development of links between the two cities. "Education is an area where Dunedin excels and it is good to see our schools developing interactions with Shanghai counterparts in areas well beyond international student recruitment.

"These agreements break new ground and will see Dunedin and Shanghai schools co-operate in areas such as teacher and student exchange, long-term academic study opportunities, and language and literature development," he said. They were not about recruiting international high school students to the city, or seeking immediate economic benefit and instead about "enhancing the relationship" between the education sectors of both cities.

The agreements were made after a meeting with the deputy-general of the Shanghai Municipal Education Commission, Li Ruiyang and director of the Commission's International Co-operation and Exchanges Division, Yang Weiren. "Today is about laying a foundation for the future of relations between our two cities," Mr Li said. [vaughan.elder@odt.co.nz](mailto:vaughan.elder@odt.co.nz) [1]

### SOURCE

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By Vaughan Elder

## Museum exhibition details arranged.

Key negotiations involving two major Chinese exhibitions with close links with the Otago Museum will take place in Shanghai, Dunedin's Chinese sister city, this week.

A big Shanghai Museum travelling exhibition devoted to the jewellery and other distinctive cultural artefacts used by some of China's ethnic minorities will open at the Otago Museum on July 6.

It followed the Te Ao Maori: Maori Treasures from the Otago Museum, the Otago Museum's first large-scale overseas show, which attracted more than 600,000 visitors at the Shanghai Museum in 2011.

The Otago Museum has also been invited to stage a big display at the opening of the Shanghai Natural History Museum in February next year, in what museum organisers say is a "great honour". The institution is being established by the long-established Shanghai Science and Technology Museum, which attracts more than two million visitors each year.

The Otago Museum's newly-appointed director, Dr Ian Griffin, Otago Museum Trust Board chairman Graham Crombie and Otago Museum collections, research and experience director Clare Wilson are in Shanghai, as part of a Dunedin City Council delegation.

Otago Museum representatives will take part in talks to finalise details for both the Dunedin show, and the new exhibition in Shanghai.

Ms Wilson said next February's "major show" would have a "significant impact", and was likely to help increase Chinese tourism in Dunedin, and would also further boost the Dunedin-Shanghai sister city relationship. The exhibition would in some respects be even more challenging than the Te Ao Maori show.

In that show, Otago Museum provided the Maori artefacts, but Shanghai Museum organisers decided the display style and provided all the display "furniture".

For the first time for a major exhibition, Otago Museum staff are providing every aspect of next year's Chinese show, including the display furniture.

Being asked to stage the show was "a great sign of the respect with which the Otago Museum is held", she said.

The planned show would introduce Chinese visitors to New Zealand's spectacular natural history, seen through the eyes of the Maori myth of creation, and would include some Maori artefacts, as well as natural science exhibits.

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## Dunedin Mayor signs sister city agreement in Shanghai

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The sister city relationship between Dunedin and Shanghai will continue to grow in the wake of an updated agreement between the two cities.

Mayor of Dunedin Dave Cull and Mayor of Shanghai Yang Xiong yesterday signed an updated Memorandum of Understanding (MoU) during a visit by a Dunedin delegation, led by Mr Cull, to Shanghai.

The signing took part during a formal ceremony at Hengshan Picardie Hotel in Shanghai.

Mr Cull said the agreement marked an important strengthening of the Dunedin-Shanghai partnership.

“Our relationship has now reached a level of maturity and is already supporting growing connections between our two cities. There is a high level of trust on both sides and this mutual friendship is poised to translate into an expansion of trade, economic and cultural links across-the-board,” he said.

Mr Yang said that of all Shanghai’s sister city relationships Dunedin was one of those with a special place in Shanghai’s affections.

Significantly, he went on to accept an invitation by Mr Cull to visit Dunedin during his five-year term of office.

The agreement will be in place from 2013 to 2015. Under the agreement, in order to boost the sister city relationship, both cities agree to conduct mutually beneficial co-operation over those years in a variety of areas such as business and trade, education, tourism, culture and sports, and botany and horticulture.

The document says since the first sister city agreement was signed in 1994, “the two cities have increased mutual understanding and deepened friendship through fruitful co-operation and exchange in the business, trade, public health, educational, recreational and cultural areas”.

The aim of the sister city MoU was to highlight areas of importance to both cities. It would be a high-level document and action plans would be established to sit beneath it. This would tie in with the Dunedin Economic Development Strategy, adopted last year, which includes a specific focus on Shanghai.

Most of the Dunedin Shanghai Sister City Delegation will be in Shanghai until Friday. The delegation comprises representatives from the Dunedin City Council, the Otago Chamber of Commerce, the Dunedin Shanghai Association, the Otago Museum, the Otago Polytechnic and Tourism Dunedin. Representatives from five Dunedin high schools are also travelling with the delegation.

Today delegation members have meetings at the Shanghai Museum and at the Yu Garden and tomorrow they have a tour of the Jinshan District.

### SOURCE

Shanghai News: <http://www.shanghainews.net/index.php/sid/213892660/scat/360231fd461d67ac>

Scoop: <http://www.newzealandnews.net/index.php/sid/213892365/scat/14d7eba4e435d135>

Yahoo: <http://nz.sports.yahoo.com/news/dunedin-mayor-signs-sister-city-031053143.html>

Voxy: <http://www.voxy.co.nz/politics/dunedin-mayor-signs-sister-city-agreement-shanghai/5/152910>

## Important Links Forged Between Otago Chamber of Commerce and its Chinese Counterparts

Shanghai (Tuesday, 16 April 2013) - Great opportunities are on the horizon for Dunedin's technology sector following the signing of a significant agreement in Shanghai today.

The Chief Executive of the Otago Chamber of Commerce John Christie has signed a Memorandum of Understanding (MoU) with Guoyong Qiang Executive Vice President of the Zizhu Chamber of Commerce, which is responsible for dozens of businesses in the one of the largest privately owned technology parks in Shanghai which is also a national level high technology research zone. The businesses include Microsoft, Sandisk, Intel, General Electroc, Yamaha, Borgwarner and national centres for research in fields such as nanotechnology medicine and audio visual.

Otago Chamber of Commerce Chief Executive John Christie says "the agreement lays the foundation to foster links that will expand Dunedin's technology sector into the China market through already established networks. The Zizhu Chamber is very keen to get collaboration happening at a practical level."

Representatives from the Otago Chamber and the University of Otago met with Zizhu Chamber representatives last week to discuss how to build the relationship with a focus on information technology and bio technology companies. They also discussed opportunities for the University to work with companies at the technology park.

Mr Christie says it is possible a delegation with representatives from the Otago Chamber, the tertiary sector and technology companies may visit the Zizhu Technology Park later in the year and present a more formal proposal on opportunities which could deliver benefits to both Dunedin and Shanghai.

The MoU presents a significant opportunity for Dunedin to capitalise on its innovation in the technology area. It will also help the city deliver on key themes in the Dunedin Economic Development Strategy, such as 'Alliances for innovation'.

Today, the Otago Chamber of Commerce also met with the Shanghai Chamber of Commerce.

The relationship between the two chambers was established at the same time the sister city relationship between the cities was signed, in 1994, and the Otago Chamber has been actively fostering the relationship with regular visits on behalf of Otago's business community.

Mr Christie says, "There is lots of interest from our business community in opportunities for trade with Shanghai and China. We go to these meetings, not to conduct business, but to promote our businesses and to help them get established."

The meeting today built on the already well-established relationship. Relationships such as these are a sound foundation for the Dunedin Economic Development Strategy project, 'Project Shanghai'.

Mr Christie says the four key areas of focus in Project Shanghai (education, tourism, technology and food and beverage), provide a clear platform to drive the growth of Dunedin's economy through this relationship.

"We have these meetings regularly, but this is an important one. We have met with several member companies already and we will be having follow-up meetings to introduce some of our products. This delegation has a strong focus on education and tourism, but there are opportunities for growth in many areas."

The relationship allows for a useful flow of information as well, with the Shanghai Chamber providing information for companies that want to expand into China and sharing regulatory information.

"If we have companies struggling to understand Chinese rules and regulations, we can ask the Shanghai Chamber for assistance."

### SOURCE

A story in ODT re Chamber agreement. Here is the Scoop link (same story) because it's not in ODT online version of the paper. <http://www.scoop.co.nz/stories/AK1304/S00398/important-links-forged-with-chinese-counterparts.htm>

## PM expects 'a lot more' visitors to come from China

Dunedin and Queenstown are leading destinations for the 180,000 Chinese predicted to visit the South Island annually in the near future.

About 200,000 Chinese visited New Zealand each year, and that figure was expected to increase to about a million, Prime Minister John Key said.

He spoke yesterday at Trenz, New Zealand's largest tourism trade conference, this year being held in Auckland.

Mr Key announced details of how the Government's additional \$158 million for tourism over the next four years would be spent.

He said China would produce "a lot more" travellers to New Zealand.

At present, 18% of all Chinese visitors toured the South Island. Most were on their own or with partners and spouses, and their average stay of 17.4 nights was more than double the average stay of Chinese visitors to New Zealand overall (6.2 nights).

Tourism Dunedin chief executive Hamish Saxton said while Australia remained the largest tourism market, China's potential was too good to ignore, especially as European markets struggled economically.

"We are still in the early stages with China, which is such an important market because the level of potential is so great."

Dunedin and Queenstown were "ideal" destinations for Chinese travellers, particularly those wanting "high-end" luxury experiences, he said.

A five-star hotel, as proposed for Dunedin, would help reinforce the notion to Chinese that the city had all they expected from an international destination, Mr Saxton said.

He has just returned from a business trip to Shanghai with Tourism Dunedin chairman Barry Timmings, as part of the sister city delegation.

They met Shanghai's mayor and representatives of the Shanghai Tourism Bureau, and showed Chinese travel professionals a China-specific training programme about Dunedin.

Given Mr Key's visit to China the week before, it was a timely opportunity to further cement the relationship between Shanghai and Dunedin, Mr Saxton said.

"We need to be absolutely committed to this market, and that requires targeted investment and activity to maintain and grow the relationship and the business. Dunedin and Queenstown offer a very complementary and fulfilling New Zealand experience."

Accommodation group Accor has just introduced China Optimum Service Standards to eight of its New Zealand hotels, including three in Queenstown - MGallery St Moritz, Novotel and Mercure.

It was also looking at implementing the standards in its Dunedin hotels.

Under the standards, Chinese visitors were catered to by specialist food services, multilingual reception staff and Chinese language television and newspapers.

"A key component of the China Optimum Service Standards will be training and education of front-line hotel staff about the cultural background of China and the specific needs of Chinese guests.

We want to train all staff to say basic greetings in Chinese and, just as importantly, to understand their culture and practices," Accor New Zealand and Fiji vice-president Garth Simmons said.

Mr Saxton said was one of three from Tourism Dunedin at the conference, planning to promote the city to about 80 tourism and travel representatives in prearranged meetings, and liaise with a further 150 from the industry at associated functions.

"Trenz, for us, is the most important travel trade show on the annual calendar."

About 1000 people were expected to attend, including 290 international travel buyers from 27 markets, 252 New Zealand exhibitors, international and domestic media, Government ministers and sponsors.

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