

China Trade Mission

With Wayne County Executive Robert A. Ficano

November 5 to November 16, 2008

Shenzhen, Hangzhou, Changchun and Beijing of China



Wayne County Department of Economic Development

Dear Sir or Madam:

Wayne County Executive Robert Ficano will lead a trade delegation to four cities in China. The delegation will leave on Thursday, November 5th and return on Saturday, November 16th. The cities included in the destination are Shenzhen, Hangzhou, Changchun and Beijing, options to visit Changsha and Chongqing. These cities are leaders in automotive manufacturing, and they are economic centers for their respective regions. We will visit officials, host seminars and visit companies and have one-on-one meetings to help our businesses establish business contacts in China. We will also participate in China International Auto Parts Expo (www.ciape.com) and host the grand seminar in CIAPE to promote awareness for our region and companies. We believe that there are tremendous business opportunities for firms in our area.

The Detroit Regional Chamber, the Detroit Chinese Business Association, the U.S Department of Commerce, Warner Norcross&Judd, Comerica, Butzel Long and others are supporting us in making sure that the trade delegation becomes a great success. We would like to recruit companies from Wayne County including Southeast Michigan and match them with potential business partners, automotive OEM and suppliers, environmental technology engineering and equipment suppliers, real estate companies, travel services, logistics companies, financial institutions, school and technical colleges, service firms, trading companies and government agencies in the cities we will be visiting.

If you are interested, then please let us know before September 19th or sooner, so that we can match you with companies in all cities before our mission.

For more information, contact Olivia Deng at (313) 224-0267 or via email at odeng@co.wayne.mi.us

Sincerely,

Mulugetta Birru, Ph.D.
Executive Director
Department of Economic Development
Wayne County of Michigan
Phone: 313-224-0410
Fax: 313-224-8458

China Trade Mission Introduction

Nov.7	Depart from Detroit
Nov.8	Arrive in Shanghai and travel to Wuji (Changzhou)
Nov.9	Visit Wuji government officials and Wuji Auto suppliers Travel to Wuxi and tour Wuxi and Tai Lake
Nov.10	Meet with Wuxi government, business one-on-one meetings Visit Auto Suppliers Government reception
Nov.11	Travel to Chongqing Meet with Chongqing government, business one-on-one meetings Government reception
Nov.12	Visit Auto Suppliers in Chongqing (Option: some delegates to Changdu, business one-on-one meetings) Leaving to Changchun
Nov.13	Visit Changchun government, business one-on-one meetings Tour First Auto Work, Fawer, Arrive Beijing
Nov.14	Participate CIAPE Wayne County-DCBA-CIAPE Seminar, one-on-one meetings
Nov.15	Tour and shopping in Beijing
Nov.16	Return to Detroit

Benefits of China Trade Mission:

1. Orientation prior to trade mission provided
2. Business culture seminars providing you with the knowledge you need to succeed on the trade delegation
3. Legal aspects of doing business in China presented
4. Pre-match up before the trade mission.
5. Attend receptions/dinners by host governments.
6. Translation services available on request
7. International media coverage
8. Debriefing meetings and continuous counseling available after the trade mission
9. Not required to participate in all stops

Cost: \$6,200 per person (Can be customized)

*Include all coach airfares, hotels, visa fee for one time entry, transportation, site seeing, most meals, general translation, fee for seminar and meeting rooms, consultant services, most meals and the match-up with potential businesses. We will also customize the trip if it is necessary

*Incidental fee are not covered. Participants will be responsible of their own brochures for seminars and exhibitions.

The results from the previous Wayne County Trade Mission:

- Signing of Business Partnership Agreements with governments in Wuhan, Nanjing, Chongqing and Bengbu. We opened offices in Chongqing and Nanjing. The offices promote trade and investments between Wayne County companies and firms in those cities, and encourage cultural and educational exchanges.
- Several companies (including auto suppliers, environmental companies and educational institutes) that traveled with us have established business connections or partnership relationship with Chinese. Some of them even opened up offices in China.
- With the help of our Detroit Chamber of Commerce, we have been able to secure a major investment by a Chinese company from Beijing, the Tempo Group, to make a major investment in Wayne County. The Tempo Group through its subsidiary, Century Automotives, will open an R&D and create 200 engineering jobs to the region.
- We are assisting about several Chinese companies to network with potential customers here, search sites, provide invitations for visa process, open distribution and servicing centers, recruit staff for office positions, and to expedite their permission process in Wayne County.
- We helped many local companies here identify their business interests in China that including automotive suppliers, goods and commodities, and tutoring centers.



Changchun

Beijing

Wuxi

Chengdu

Chongqing

Changchun



The Chao'an Court of Jia Qing Emperor established Chanchung on July 8, 1800. Since then, it has transformed to become the capital of the Jilin province and an industrial supercenter. As of 2004, there were 7.24 million registered permanent residents located in Changchun city. The birth rate was 8.94 percent, and the death rate was 4.76 percent. About half of the citizens were urban residents, and the other half rural residents. The average family size was 3.41 members. Changchun also is a multi-ethnic region with 46 minorities totaling 252,000 people, or 3.53 percent of their population.

In 2004, the gross domestic product of Changchun reached RMB 153.5 billion; that was a 13.5 percent increase from 2003. In recent years, Changchun has made great breakthroughs in the strategic restructuring of the local economy. The proportion of the primary, second and tertiary industry has been adjusted to 11.0:48.3:40.7 in 2004 from 21.1:41.5:37.4 in 1997. The total number of laborers employed reached 3,761,000 in 2004. The average annual salary was RMB 15,722, up 13.4 percent from 2003.

Changchun's main industry is the manufacturing of transportation facilities and machinery. They produce 1/5 of the automobiles, 1/2 of the passenger trains, and 1/10 of the tractors for China. Changchun also hosts many large fairs and exhibitions yearly to expose itself to the world. The Changchun International Automobile Fair, Changchun Agricultural Fair, Sculpture Exhibition, and many more are attractions for millions to visit the city. Furthermore, the Jilin Maize Belt is one of the most important commodity grain bases in China. Maize, soybean, paddy rice and sorghum are Changchun's typical agricultural products with annual grain output up to 7,500,000 tons.

Changchun is a famous "city of film" in China. Changchun is home to the Changchun Film Studio. Since 1949, the Studio has produced over 2,000 films and cultivated many film producing talents for the country. Since 1992, the biyearly China Changchun Film Festival has become a unique gala for film industries at home and abroad.

Changchun has expanded its art and culture exchange activities with foreign countries. In recent years, a large batch of world renowned art groups have come to Changchun for good-will visits. Groups include the Red Army Choir and Little Birch Art Troupe from Russia, Pushkin Corps De Ballet, Philharmonics from Vienna and Germany. All these programs have enriched the public's cultural activities and promoted the culture exchanges between Changchun and other countries and regions.

Beijing



Covering an area of 168,000 square kilometers and with a permanent population of 14,564,000, Beijing is the political, cultural and international contacts center of China. Beijing is one of the strongest cities of China in terms of comprehensive strength. In 2003, the total output value of Beijing reached 361.19 billion Yuan, up 10.5% from the preceding year. The economic growth rate have maintained above 10% for five consecutive years.

Foundational industries including auto, electromechanical, chemical and steel industries have achieved a considerable economic scale. The high- and new-technology sector such as electronics and IT have formed remarkable industrial scale, which is taking the lead in China and keeping a high growth rate.

Beijing is the city with the most developed tertiary industry in China. In 2003, the added value achieved in the financial and insurance industry, commerce, real estate industry and postal/communication industry accounted for 23.2%, 12.2%, 8.4% and 7.8% of the whole tertiary industries respectively.

Beijing is the city with the most flourishing and developed science and technology, education and culture in China. Beijing has over 4000 scientific research institutions and 73 colleges and universities, with a total of 460,000 college and university students, 120,000 postgraduate students and 260,000 secondary vocational study students. The ratio of the total students of colleges, universities and above to the total population in Beijing reaches 3.98%. Beijing is the largest scientific research base nationwide and an important collecting and distributing center of both domestic and international scientific and technological information.

Beijing is the financial decision maker and macroeconomic control center of China. Central banks such as the People's bank of China, the Banking Surveillance Committee of China, the Security Surveillance Committee of China, the Insurance Surveillance Committee of China, and other major banking institutions including policy related banks, commercial banks and commercial insurance institutions have established their head office in Beijing.

Hangzhou



Located 180 kilometers south of Shanghai in the Yangzi Delta area, Hangzhou is the capital of the Zhejiang province. Hangzhou is comprised of 6 districts, 2 counties, and 5 county level municipalities. At the end of 2004, Hangzhou had a population of 6,516,800 people; an increase of 1.4 percent over 2003. Of the 6.5 million residents, 4,015,900 of them lived in an urban setting.

As of 2007, the GDP of Hangzhou was CNY 410.4 billion. Hangzhou's per capita GDP of US \$8,063 ranks 8th among 659 Chinese cities. The total export value of goods from Hangzhou totals US \$58 billion. In 2004, 2005, and 2006, Forbes magazine ranked Hangzhou the number one city in China to do business.

Hangzhou is world renowned for its historic relics and natural beauty. It is ranked as one of the then most scenic cities in China. Because of this, tourism is an important factor for Hangzhou's economy. Popular sites include historical pagodas, cultural sites, and the beautiful countryside around the city. Two of the most popular sites are West Lake, a 6 square kilometer lake, and Lingyin Si, the oldest Buddhist temple in the city. In 2004, 1.23 million foreign tourists and 30.2 million Chinese tourists visited Hangzhou.

The main industries in Hangzhou are machinery, electronics and information technology, medicine, chemicals, textiles and apparel, and food and beverage processing. These manufacturing industries are highly competitive in the Chinese economy. Hangzhou has three zones in which they encourage the establishment of foreign invested enterprises: Hangzhou Economic and Technological Development Zone, Hangzhou Hi-tech Industry Development Zone, and Xiaoshan Economic and Technological Development Zone.

Foreign based development has been particularly successful in the IT industry. Hangzhou has attracted several multinational companies to manufacture or undertake research and development. Motorola, Toshiba, Mitsubishi, and Nokia are making inroads in the following sectors: mobile communication equipment, telecommunication equipment, digital and audio equipment. In the machinery industry, the city has attracted General Electric and Siemens to produce parts for steam turbines and hydropower generators. The chemical, pharmaceutical, and food-processing industries have also attracted foreign direct investment.

Guangzhou



As of 2006, Guangzhou has a registered population of 7,607,200 people, up by 101,900 people compared with the end of 2005. In addition, there were approximately 3.91 million migrant workers. According to rough statistics, the permanent foreign residents in Guangzhou totals over 50,000. The temporary foreign residence registrations reached nearly 900,000, involving over 180 countries and regions. There are 160,000 people of 52 minority ethnic groups in Guangzhou.

Since 1992, Guangzhou's overall economic strength has risen to the third position among the country's 10 largest cities. Guangzhou has become a city with relatively strong secondary industry and developed tertiary industry. The city has experienced strong economic development and, in the past 20 years, Guangzhou's average annual economic growth rate has been more than 14% per year. In 2006 the GDP of the city reached RMB 623.6 billion. Soon, the per-capita GDP of Guangzhou will exceed 11,000 U.S. dollars.

Guangzhou is an important industrial base in China. Through years of development the city has established itself as an export-oriented modern industrial system with a complete range of specialties, a relatively developed light industry, and a heavy industry of certain scale. Of China's 40 major categories of industrial sectors, Guangzhou has 34. The industrial output value of the three pillar industries--automobile manufacturing, electronic communications, and petrochemical industries--accounts for about one-third of the city's industrial output value. With the introduction of advanced technology and the upgrade of light textiles, food, medicine, building materials, and other traditional industries, many new industries are developing rapidly.

In four consecutive years from 2003 to 2006, Guangzhou's foreign trade increased at least 10 billion dollars, totaling 63.767 billion U.S. dollars in 2006. As of January 2007, 151 of the world's top 500 multinational enterprises have come to Guangzhou for investment. 329 foreign direct investment enterprises have been established with a total investment of 11.244 billion U.S. dollars.

In the past, Guangzhou's major export commodities were textile products and primary products, but due to industrial upgrading, they have changed. Guangzhou's major export products now also include high-end manufacturing products, high-tech products, biotechnology, aerospace technology, materials products, software, automobiles etc. Its major export markets are the Hong Kong Special Administrative Region, the United States, the EU, Japan, and ASEAN.



China Trade Mission Application Form

1. Company Name: _____

2. Please complete the following information for all participants:

Name: _____
Address: _____
City, State, and Zip: _____
Telephone: _____
Fax: _____
E-mail Address: _____

3. Please identify your industry sectors and principal lines of business:

Industry sector(s): _____
Principal lines of business: _____

4. Number of U.S. Employees: _____

5. Does your company have any international business experience?

Yes No

If yes, please list the countries to which you have business with and the approximate amount dollars value of business.

6. Has your company previously participated in a trade mission?

7. Please describe the nature of your business as it relates to your desired goals on this trade mission:

8. Please give your objectives in this trade mission:

- a) Finding a sales representative: _____
- b) Finding licensees: _____
- c) Finding investment prospects: _____
- d) Exposure to new business prospects: _____
- e) Immediate sales: _____
- f) Product testing/market research: _____
- h) Government meetings: _____
- i) Other: _____

9. Please provide any additional information that you feel is relevant to this trade mission

10. The full amount is due within ten business days from the approval of your application. In addition, incidental fee are not covered; U.S. government rates have been secured for all participants. Contact Olivia Deng at (313) 224-0267 for travel and lodging details.

11. I acknowledge that the above information is to the best of my knowledge true, complete and correct:

Company Name: _____