

SOUTH ISLAND

# PROSPERITY PROJECT

## Business Delegation to China

Dates: October 18 – 21, 2017 (Shanghai)

Note: only the first five companies that qualify will be accepted!



### Overview:

The South Island Prosperity Project (SIPP) will work with up to five (5) local businesses for a business development trip to China (Shanghai & region) this fall. This trade delegation will provide your business with a low-risk opportunity to establish new relationships and/or deepen existing ones.

This delegation will coincide with the visit by Mayor of Victoria Lisa Helps to Shanghai as part of a broader trade mission to China and Japan. Mayors play a significant role in business development in Asian culture (especially in China) as they open doors and enhance your reputation with prospects and partners. To this end, to support your B2B meetings in Shanghai, the Mayor is hosting a reception event in Shanghai in partnership with the Consul-General of Canada, the Canadian Chamber of Commerce in Shanghai ([www.cancham.asia](http://www.cancham.asia)) and the BC Trade and Investment Office in Shanghai. Working with these partners, we will help your company set-up B2B meetings. In addition, the Alacrity Foundation ([www.alacritycanada.com](http://www.alacritycanada.com)), a Victoria-based foundation with a mandate for attracting investment to Canada, is holding an event at their Shanghai office during this time and have invited Victoria-based firms.

### Benefits:

To maximize the value of the offering to select companies, we will focus on a maximum of five (5) local businesses through the following services:

- Setting up B2B meetings in Shanghai.
- Exploring large opportunities through business consortiums
- Deepening relationships through value-add events
- One-on-one coaching/strategizing prior to the trip (*see page 3 for details*)
- See additional Export Programs on page 3

### Costs:

The above four services are offered free of charge; however, businesses must pay their own travel (return flights Victoria to Shanghai are averaging \$1000-1200 CAD), accommodation (Fairmont in downtown Shanghai averages \$314 CAD/night but cheaper options are plentiful) and incidentals such as in-market travel and meals.

# Attracting Chinese Investment

Dates: October 18 – 21, 2017 (Shanghai)

## Overview:

The South Island Prosperity Project is working with the Delphi Group (<http://delphi.ca>) to recruit Chinese businesses and organizations to come to Canada for the GLOBE 2018 Conference and Expo (in Vancouver) and the South Island Prosperity Forum (in Victoria), both taking place in March 2018.

The relationships initiated or strengthened while in Shanghai can be further enhanced as we work together to invite these business delegations to BC. Companies seeking investment or in-market partners or distributors in China should work with us to identify invitees.

GLOBE 2018 Conference and Expo (Vancouver, March 2018) [www.globeseries.com/forum](http://www.globeseries.com/forum)

- Attended by thousands of people from all over the world every two years, the international GLOBE conference has become one of the largest clean-technology and business sustainability gatherings in North America. First established in 1993, GLOBE features globally-relevant content sessions, keynote presentations, many networking facilities and events, and a large exhibit space.

South Island Prosperity Forum (Victoria, March 2018)

*website in development*

- SIPP is creating the South Island Prosperity Forum to showcase local investment and business opportunities underpinning the “Smart South Island” vision – an economic growth strategy to become a smart and digitally connected region in the next five years. In the coming years, the Prosperity Forum will be the catalyst for region-wide actions that address the region’s most significant challenges, as well as the most prominent opportunities that will set us up for future success.

## Next steps:

To become one of the five (5) featured businesses that will join us in Shanghai, please contact us with an expression of interest by August 8<sup>th</sup>, 2017.

## Key contacts:

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## **One-on-one coaching/strategizing**

This service is offered to **five (5)** companies only and will be delivered by **Raman Kapil**, SIPP's in-house Strategic Advisor. Raman is a seasoned entrepreneur having owned and operated an IT-firm for over 20 years. Raman has an MBA specializing in Business Strategy, and is a Chartered Director. Raman also maintains credentials as a Certified Professional Accountant (CPA and CMA). He has worked with many corporate boards at the senior governance and strategy levels and works as a senior business advisor to the SIPP and their client companies through the Business Connector program.

## **CanExport Program**

Designed to support companies interested in exploring new foreign markets.

- To be eligible, companies must highlight which country they are targeting, must present a clear strategy and strong rationale for entering the targeted market, and how their participation in this trade mission would be linked with a broader export strategy for that market.
- Note: For the purpose of the CanExport Program, an eligible target market is defined as a single country where an applicant has not exported to within the last 24 months.
- For more information and to apply, companies can go to:  
<http://international.gc.ca/trade-commerce/funding-financement/canexport/index.aspx?lang=eng>

## **Going Global Innovation (GGI) Program**

Designed to assist researchers who are looking for foreign partners to commercialize a Canadian technology. The program provides funding to offset many costs, including travel and other costs to support international collaboration.

- If Canadian companies are in the research phase of product development and/or are looking to undertake international collaboration around R&D, this program may be applicable.
- Program gives Canadian innovators up to \$75,000 to help commercialize, validate or adapt their technologies.
- GGI funds may be used to offset a variety of costs you may face when participating in targeted meetings with foreign collaborators (companies must apply 8 weeks ahead of their mission).
- For more information and to apply, companies can go to:  
<http://tradecommissioner.gc.ca/funding-financement/ggi-vmi/index.aspx?lang=eng>