
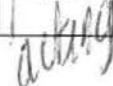


AGENDA INFORMATION	
<input type="checkbox"/> Regular Meeting	Date: _____
<input type="checkbox"/> Workshop (open to public)	Date: _____

Dept. Manager

GM/ Director


CAO


The District of North Vancouver REPORT TO COUNCIL

February 13, 2015

File:

AUTHOR: Mayor Richard Walton

SUBJECT: **Signing of MOU Extension with Guro-Gu, Korea - March 2015**

RECOMMENDATION:

That Mayor Walton be authorized to travel to Guro-Gu, Korea to sign the extension of the Memorandum of Understanding and further strengthen our economic relationship.

REASON FOR REPORT:

Council Policy 5-1600-2 requires that Council Approval be obtained for any Council Member to travel internationally.

SUMMARY:

The District had developed a twinning relationship with Guro-Gu District and had signed a Memorandum of Understanding (MOU) which supports our economic vibrancy goals. This MOU needs to be renewed and future projects will be discussed to further develop mutual economic benefits and friendly cooperation.

BACKGROUND:

In 2009 the District entered into an economic co-operation agreement with Guro-Gu and in 2010 a Memorandum of Understanding was signed between the District and Guro-Gu. The objectives of the agreement include supporting increased exports to Korea by District companies and attracting new investments.

The District received a Federal ICCI grant last year for our Guro-Gu project to develop and attract foreign direct investment to North Vancouver. This grant from Foreign Affairs and International Trade was to develop a foreign investment readiness and attraction strategy. This strategy was implemented in 2013 and culminated in a Guro-Gu Korea Trade Mission to North Vancouver when ten Korean businesses came to North Vancouver and met with 20 matched Metro Vancouver businesses in coordinated B2B meetings. (see attached report).

Timing/Approval Process:

Mayor Walton would be in Korea from approximately March 14 – 20, 2015.

Financial Impacts:

All costs of approximately \$5,000 for Mayor Walton's trip to Guro-Gu, Korea will be covered through the Federal ICCI grant we received.

Options:

1. Approve Mayor Walton's from March 14 – 20, 2015 to Guro, Korea
2. Not approve Mayor Walton's travel to Guro, Korea

Respectfully submitted,



Richard Walton
Mayor

REVIEWED WITH:		
<input type="checkbox"/> Sustainable Community Dev. _____	<input type="checkbox"/> Clerk's Office _____	External Agencies:
<input type="checkbox"/> Development Services _____	<input type="checkbox"/> Communications _____	<input type="checkbox"/> Library Board _____
<input type="checkbox"/> Utilities _____	<input type="checkbox"/> Finance _____	<input type="checkbox"/> NS Health _____
<input type="checkbox"/> Engineering Operations _____	<input type="checkbox"/> Fire Services _____	<input type="checkbox"/> RCMP _____
<input type="checkbox"/> Parks & Environment _____	<input type="checkbox"/> ITS _____	<input type="checkbox"/> Recreation Com. _____
<input type="checkbox"/> Facilities _____	<input type="checkbox"/> Solicitor _____	<input type="checkbox"/> Museum & Arch. _____
<input type="checkbox"/> Human resources _____	<input type="checkbox"/> GIS _____	<input type="checkbox"/> Other: _____



Summary Report Guro City Korea Trade Mission to North Vancouver (Oct 1 – 4th, 2013)



This Trade Mission is sponsored by the North Vancouver Chamber of Commerce and the District of North Vancouver.

Additional support provided by:

- ICCI, **Invest Canada-Community Initiatives**
- British Columbia Ministry of Jobs and Trade Development



Background

In 2005, The North Vancouver Chamber of Commerce (the Chamber) attended the "2005 APEC Chambers Congress" trade show in Busan, Korea. A Sisterhood relationship agreement was signed between the Chamber and the Busan Chamber of Commerce.

In 2008, a North Vancouver Chamber lead committee was formed to pursue a strategy for an international Trade Centre to be established in North Vancouver. The District of Guro, Korea was selected as a good economic fit with over 8,000 companies made up of manufacturers, office, multi-media/entertainment, bio-science and textile firms, producing more than 1.5 billion in exports.

The goal was to attract at least ten Korean companies to establish a business in the North Vancouver area. A funding submission was made to Western Economic Diversification (WD) to support the centre, but was ultimately not granted. The committee continued to pursue the relationship to create trade opportunities.

On September 21, 2009, the DNV entered into an economic cooperation agreement with Guro City and subsequently organized annual trade missions to each city.

In 2010, an MOU was signed between the Chamber and Guro Society of Commerce and Industry for a three year cooperation agreement. It outlined the following initiatives:

- Share information about each other's business communities
- Each organization would generate interest among its business in the other country
- Identify and exchange information about specific companies who are interested in trade and investment in the other country
- Encourage member businesses to participate in a trade and investment mission to the other country.

The 2013 Trade Mission

The DNV received funding from ICCL (Invest Canada-Community Initiatives) in the amount of \$7,000 for the purposes of initiating an international economic trade event between North Vancouver and Guro City and the DNV contributed an additional \$8,000, for a total of \$15,000. The Chamber committed time and resources to the Guro City Trade Mission as part of the annual DNV Agreement for Services Contract for more than \$20,000 in labour value.

The assignment for the Chamber Trade Mission was to:

- Build upon the positive relationship already established between the two cities.
- Work with Guro City's economic development office to identify Korean companies with an interest in North American expansion and invite them to come to North Vancouver for the Trade Mission.
- Identify North Vancouver (and area) companies with an interest in expanding into the Korean market and invite them to meet with the Guro companies at the Trade Mission.
- Determine prospective local Vancouver companies interested in Guro delegate businesses and arrange business meetings.
- Showcase North Vancouver and the greater Vancouver area as a great place to establish a business.
- Create an opportunity for at least one international business deal to be done through the relationships established.

The event was open to all interested Korean businesses wanting to expand into Canada. Initially, Guro matches were also sought for BC businesses wanting to expand into Korea. In the end, the event was focused on finding business matches for the Guro City businesses who were travelling for the event. Resources were very limited to accommodate both objectives. The event was to feature trade information sessions, business networking, business site tours and one-on-one business meetings. In addition, delegates were to get an appreciation for the Canadian West Coast lifestyle.

The event execution had many moving parts including arranging business meetings, guest speakers, hotels and restaurants, business/sightseeing tours and translators. Over a period of nine months, the Chamber and DNV staff communicated with representatives at the City of Guro, the Guro Chamber, the BC Trade and Investment offices in both Seoul and Vancouver, Kotra and CKBA to establish the roles and responsibilities of each party, to determine the event agenda, and to determine the businesses interested in participating.

Marten Kruijse of the DNV visited Guro City April 15-16, 2013 to meet with the Guro City representatives and the Guro Chamber to communicate the intentions of the Trade Mission. He also met with local businesses to engage and invite them to come to the North Vancouver trade event.

Trade Mission Participants

Over the course of nine months preceding the trade mission, there were many Guro companies who had expressed interest in coming to the event. Just three weeks prior to the event, the participants were confirmed and flights and hotels were booked. Sixteen delegates in total came to North Vancouver including three Guro City officials and thirteen business delegates.

Guro Business Description	Company Contact and Website:
Litepharmtech: Pharmaceutical technology, medical diagnosis instruments and photosensitizers, Visceral and body fat reducer Dr. Angio 1000 and Hangover Cure Tea Pyeonanta.	Kim Jung-sook - litepharm@naver.com www.litepharm.com/default/eng/eng_index.php
Shin Textile: Outdoor cycling, motorcycle clothing; specializes in seam-sealed and welded technical garments.	Shin Keum-shik (Victoria) – shin@shints.com www.shints.com
ILockworld: Hi-tech iris scan Security System	Han Sung Eun – han@ilockworld.com www.irisys.co.kr
WestSapphire: Web security software and solutions	Shim Gi-chang – gcschim@easycerti.com , macshim@westsapphire.com www.westsapphire.com
DNR Engineering: 3-D Glasses	Jeong Sung Chen – scjeon@dnreng.kr dnreng.kr/ ENG
SJP Corporation: Equipment parts - rings, seals, bearings, and gears.	Lee Hyeon Geun – sjpacking@naver.com sjp.sjpacking.co.kr
GMedi: Medical equipment – Xray Auto film Processor	Kwang-Mo Sung - www.qmedi.com
IB Leaders: Web development tool and framework solution supply and public/civilian system integration	Chung Kwang-chun – romchung@ibleaders.co.kr www.ibleaders.co.kr
nProtect: Web security software and solutions for financial transactions	Irene Kwon - irenekwon@inca.co.kr www.nprotect.com
Technonia: Digital multimedia manager, smart phone applications, and multi-device recharger	Won-Yong Sung – young@technonia.com www.technonia.com/en/index.html
City of Guro Representatives	Young-hwan Yoo, General Director of Life & Welfare Bureau Su-han Kim, Director of Enterprise Support Team Yoon-chul Kim, Asst. Manager of Int'l Affairs Task Force

The Trade Mission Agenda

Date:	Planned Activities:
Day 1: Tue, October 1:	Guro Guests Arrive & Welcome 2:20 pm Greeting and shuttle to North Vancouver Hotels 2:30 pm North Vancouver business tours – Arc'teryx, Bridge Brewing 5:00 pm Welcome Reception with Mayor Richard Walton – Pinnacle Hotel
Day 2: Wed, October 2:	Orientation & Presentations – Pinnacle Hotel 8:00 am Networking Breakfast Presentation from Paul Irwin, BC Trade & Investment 10:00am Guro City Business Presentations (with translation) 11:00am Scheduled Business to Business meetings (with translation) 12:00 pm Lunch – (Pinnacle Hotel) Guest Speaker Shawn Kim, Hiossen Implant Canada 1:30 pm Scheduled Business to Business meetings (with translation) 6:00 pm Dinner – (Kyung Bok Palace Korean Restaurant)
Day 3: Thu, October 3:	Business Meetings – Pinnacle Hotel 9:00 am Breakfast – Guest speaker Chang Han, All Media Group, (Rogers Korean TV) (Pinnacle Hotel) 10:00 am Stanley Park Tour (Or, Scheduled Business meetings) 12:00 pm Lunch – (Thai House North Vancouver or Stanley Park) 1:30 pm Free Time (Or, Scheduled Business Meetings) 4:00 pm Mountain Tour & Dinner – (Grouse Mountain)
Day 4: Fri, October 4:	Free Time and Sightseeing 9:00 am Breakfast – (Lonsdale Quay Hotel) 10:00 am Tour of MEC Green Building & North Shore Studios (Peter Leitch) 12:00 pm Lunch – (Brown's Social House - Lynn Valley) 1:30 pm Local sightseeing – Capilano Suspension Bridge 6:00 pm Farewell Dinner – (Pier 7 Restaurant) (By invitation) With BC Minister of State for Small Business & Tourism, Naomi Yamamoto

Day 1



Delegates were greeted by Alice To of the DNV and a translator and transferred by shuttle to the Lonsdale Quay Hotel. Once settled in their rooms, the delegates were taken on a brief tour of the area and two local businesses. Arc'teryx showcased their textile design studios and Bridge Brewing showcased their nano-brewery providing delegates with a beer tasting.

A welcome reception for the delegates was held at the Pinnacle Hotel with DNV Mayor Richard Walton and several councilors, members of the Chamber Board and local Korean business people (33 in total). Gifts were exchanged between the Guro City, DNV and the Chamber.

Day 2

Day 2 started with a networking buffet breakfast for delegates to engage with DNV officials and North Vancouver and area businesses. A presentation was given by Paul Irwin, Director, Priority Markets (Japan, Korea), BC Ministry of International Trade, on the benefits of doing business in British Columbia.



After the presentation, attendees were time to network and pass out business cards. Delegates were then given an opportunity to provide a presentation on their products and services (with a translator).

See video of the event at: <http://youtu.be/-ln5huEPaW8>

Following the presentations, pre-arranged one-one-one meetings were held with each of the delegates and local businesses, giving the delegates an opportunity to pitch their product.

At noon, lunch was served and Guest Speaker Shawn Kim, President of Hiossen Implant Canada, gave a presentation on his experience moving to North Vancouver and establishing the Canadian branch of Hiossen. He provided helpful tips to navigate the cultural and regulatory differences

between the two countries.

Following the presentation, pre-arranged, individual one-one-one meetings continued into the afternoon.

The following local businesses participated in meetings with the delegates:

- Jay Song & Steve Suh - GME Canada (Names of participants)
- Matt Pierrot - Bold Merchandise
- Tom Herbst - Arc'teryx
- Mark Trotsuk - Boardroom Clothing
- Joseph Jinn – Hann Pacific Capital
- David Wong and Joy Jin - DK Wong & Associates
- Royston Colburne - CKR Global
- David Ma - ND Global Financial & Technologies
- Tom Dielshchneider - BC Bearing (Motion Canada)
- Scott Baldwin – Central 1 Credit Union
- Rob Beynon – InterVistas Consulting Inc.
- YoonHee Kim – Bank of Montreal
- David (Jun-Hyeon) Cho – Korean Buy/Sell
- Tim Dai, HSBC
- Sang Wook Kwon – Open Connection Telus
- Dong Kyu Lee – Open Connection Telus
- David Kim – BDC
- Dan Kostiuk – DG Kostiuk & Associates
- Jo Birring – World Homeland Security
- Shawn Kim – Hiossen Implant Canada
- Joy Jin – TUV NORD Group
- David Thomas – CKBA representative
- Catherine Vertesi – Capilano University



Dinner was held at a local Korean restaurant where delegates enjoyed meeting with local Korean business people.

Day 3

Day 3 started with a buffet breakfast for delegates featuring guest speaker Chang Han of the All Media Group, (Rogers Korean TV). Mr. Han provided the delegates with an overview of the various opportunities and obstacles of relocating a business to BC. He spoke about the culture and what it is like to live in British Columbia.

Some delegates had follow-up business meetings arranged and the rest of the group enjoyed some sightseeing at Stanley Park on bicycles.

A separate itinerary was created for the Guro City officials who were interested in learning about our social systems. They visited Silver Harbour Senior's Centre and North Shore Neighbourhood House.

After lunch at a local restaurant, the group went up to beautiful Grouse Mountain for some hiking and later enjoyed dinner overlooking Vancouver. Several business people attended the dinner as well.



Day 4



On Day 4, delegates enjoyed breakfast at their hotel. Some delegates had follow-up business meetings and the Guro City officials had meetings with Phil Chapman, Social Planner from the DNV and had a tour of Churchill House senior's care facility in North Vancouver.

The rest of the group went on a tour of Mountain Equipment Coop. and North Shore Studios.

After lunch at a local restaurant, the entire group enjoyed a tour of the Capilano Suspension Bridge and Park.

A final farewell dinner was held at a local restaurant on the waterfront. BC Minister of State for Small Business and Tourism, Naomi Yamamoto, was a special guest. Gifts were exchanged between dignitaries and the mission was officially convened.

That evening, some of the local Korean volunteers took the group to the Gastown and Robson Street areas for some shopping and sightseeing.

The next morning most of the delegates flew back to Korea.

Conclusion

The 2013 North Vancouver Trade Mission was very successful with one North American/Asia distribution business deal being made between Technonia and a client of ND Global Financial & Technologies. LitePharmtech is in continuing discussions with a client of DK Wong & Associates and SJP Corporation is in discussions with Kwantlen College. Central 1 and another credit union are interested in continuing their discussion with nProtect. iLockworld had a follow-up meeting in Toronto with a prospective buyer a month after the trade event.

Strong international business connections were made, and relationships will continue with real prospects for business deals to be made in future. North Vancouver's relationship has been strengthened with the innovative, high-tech City of Guro. This was evident at Mayor Walton's visit to Korea Oct 21st, 2013 for the 50th Anniversary of Canadian-Korean relations where he received very positive feedback from Guro City Mayor Lee Sung.

The Chamber will continue to maintain contact with the delegates to track the progress of ongoing business discussions and to pursue any business matching opportunities that may arise in future.

Event Supporters

Thank you to the following people and organizations for participating in the 2013 Trade Mission.

Participating North Vancouver Businesses

Arc'teryx
Bridge Brewing
Brown's Social House, Lynn Valley
Capilano Suspension Bridge
Grouse Mountain
Kyung Bok Palace
Landsea Charters & Services
Lonsdale Quay Hotel
Mountain Equipment Coop
North Shore Studios
Pier 7 Restaurant
The Pinnacle Hotel

Local Volunteers

The Trade Mission required a large team of Chamber and DNV staff, interpreters and a number of local Korean speaking volunteers, without whom the event would not have been as successful. Special recognition is to be given to local volunteers:

Chang Han
Diana Kim
Q-Doh Pae
Shawn Kim
Susan Lee
Tyler Russell
Scott Lee (CKBA)
David Thomas (CKBA)

Participating North Vancouver Non-Profits

Silver Harbour Senior's Centre
Churchill House
North Shore Neighbourhood House