

TO: MUNICIPAL MANAGER 1991 MARCH 22

FROM: DIRECTOR PLANNING &  
BUILDING INSPECTION

SUBJECT: MUNICIPAL PARTICIPATION IN A TRADE MISSION  
TO HONG KONG DURING THE WEEK OF MAY 20 1991.

PURPOSE: To obtain Council authorization for the Municipal Economic Development Coordinator to participate in a Trade Mission to Hong Kong to be coordinated and led by the Ministry of Regional and Economic Development as described in this report.

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RECOMMENDATION:

1. THAT the Economic Development Coordinator be authorized to participate in a Trade Mission to Hong Kong to include attendance at the Annual Hong Kong Trade and Investment '91 Show in Hong Kong along with associated business meetings during the week of May 20, 1991.

R E P O R T

1.0 INTRODUCTION:

- 1.1 The Provincial Ministry of Regional and Economic Development has invited Mr. Phil Sanderson, the Municipality's Economic Development Coordinator to represent Burnaby and the Province of B.C. at the Hong Kong Trade and Investment '91 Show to be held in Hong Kong from May 23 to May 25, 1991. Council will refer to the attached letter from the Ministry of Regional and Economic Development. The Ministry has offered to pay for 50% of the associated costs of both travel and accommodation for a seven day stay which has been estimated at a total of \$4,000. of which the Municipality will provide a contribution of \$2,000. Consistent with the recently adopted Economic Development Strategy, Burnaby's participation in this trade mission will provide a good venue to promote the many business and investment opportunities that are available in the Municipality and the Province. The associated costs of participating in this trade mission have been appropriately provided for in the Departmental budget as outlined in this report.

2.0 GENERAL COMMENTS:

- 2.1 The Hong Kong Trade and Investment '91 Show is a three day event that will be held on May 23 through May 25 of this year in Hong Kong. The trade show is co-sponsored by the Hong Kong Stock Exchange, the Hong Kong Chamber of Commerce and the Hong Kong Trade Commission. The majority of those attending this trade show are from the Asian business community who are seeking worldwide investment opportunities. The Province of B. C. will be one of approximately 140 government jurisdictions and related business groups from around the world who will be participating in the trade show by staffing a display booth and presenting business opportunities that exist within the Province. Additional time will be set aside in Hong Kong to make contact with other relevant groups and organizations in the Hong Kong business community and to follow up on any related business leads that may arise.

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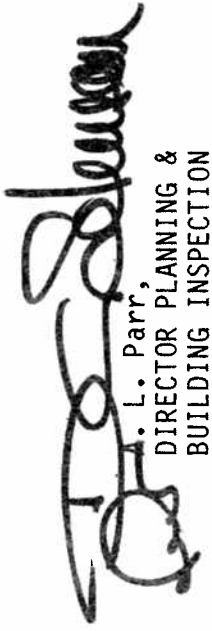
- 2.2 As outlined in the letter from the Ministry, the Hong Kong Trade Show also coincides with Prime Minister Mulroney's opening of Festival Canada '91 and the Taipei Trade Show which is being held at the same time in the same convention center. This will provide another venue for exploring business opportunities for the Municipality. In addition, the Ministry of Regional and Economic Development is exploring the possibility of conducting business meetings in Taiwan prior to the Hong Kong Trade Show in which the Economic Development Officers will play a key role. Further information on this matter will be confirmed in the near future.
- 2.3 The trade mission will be led by Mr. Bob Plecas, the Deputy Minister of the Ministry of Regional and Economic Development. Accompanying the Deputy Minister will be Mr. Wayne Hatch, the Assistant Deputy Minister responsible for the Community Economic Development Program and a select group of only four Municipal Economic Development Officers. Mr. Sanderson has been invited to attend along with the Economic Development Officers from Richmond, Vernon and Kamloops. This will be the second time the Ministry has participated in this trade show and associated trade mission which has been concluded to be a very worthwhile endeavor with some very positive results.
- 2.4 This trade mission is an excellent opportunity for Burnaby to raise its international profile as a sound and diversified community with many exciting business and investment opportunities. It is also a good opportunity to establish some very important networks and contacts in the Orient that can be passed on to the local business community in the hopes of initiating increased trade, joint venturing, technology transfer etc. between Burnaby-based businesses and those in the Orient. Burnaby's participation in this trade mission is consistent with the Municipal Economic Development Strategy which pursuant to Strategy 2, Action #2.1.9 states that Burnaby should:
- "Participate in selected trade shows and missions to promote Burnaby and the opportunities that are available."
- 2.5 As outlined in the letter from the Ministry of Regional and Economic Development, the total estimated cost of including Burnaby's Economic Development Coordinator in this trade mission would be approximately \$4,000. of which the Municipality would only have to pay \$2,000. with the Ministry picking up the other half of the costs. In this regard, Council will recall an item that appeared on the 1991 March 04 Agenda which dealt with the receipt of \$32,250. from the Provincial Ministry of Regional and Economic Development to help fund the Municipality's economic development initiatives for 1990. It was noted at that time that the Municipality had received approximately \$2,000. more than originally projected and that this excess amount would be credited to the 1991 revenue account for Economic Development. This revenue would offset the Municipality's costs for Burnaby's participation in this trade mission.

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2.6 Given that participation in this trade mission is an unusual opportunity which has not previously been undertaken by Burnaby, and that the Annual Budget is not yet approved, it is appropriate that this endeavor be authorized by Council. Participation in this trade mission will give recognition to Burnaby's status as a mature urban community where significant business and investment opportunities can be found. Since this trade mission will provide widespread exposure to international business and investment interests, all sectors of the community should benefit. Funds to cover Burnaby's costs for participation in this trade mission are available as outlined above. It is therefore recommended that Council authorize the Economic Development Coordinator to participate in this trade mission to Hong Kong as outlined.

*AP*  
PS/ds

Attachment

  
J. L. Parr,  
DIRECTOR PLANNING &  
BUILDING INSPECTION



Province of  
British Columbia

Ministry of  
Regional and  
Economic Development

712 Yates Street  
Victoria  
British Columbia  
V8V 1X5

**ATTACHMENT**

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March 13, 1991

Mr. Phil Sanderson  
Economic Development Coordinator  
District of Burnaby  
4949 Canada Way  
Burnaby, British Columbia  
V5G 1M2

Dear Mr. Sanderson:

**RE: TRADE MISSION TO HONG KONG**

You are invited to represent your community and your Province at the Hong Kong Trade and Investment '91 Show to be held in Hong Kong from May 23, 1991 to May 25, 1991. The Trade Show coincides with the Prime Minister's opening of Festival Canada '91 and the Taipei Trade Show to be held at the same time in the same Convention Centre.

This is the second year that British Columbia will have been to this Show and business deals currently pending from the first Trade Show attended by Economic Development Officers have a potential value of some \$30 million in direct investment in communities across British Columbia.

This year we have limited the size of the Mission to only four Economic Development Officers in order to focus efforts of promotion, information dissemination, coordination, and hopefully increase the prospects of the solid investment proposals that you each have for your communities.

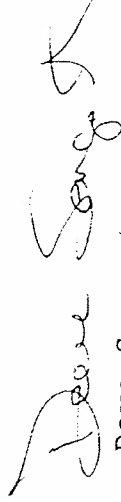
We will 50 percent cost-share the travel costs and provide the local advertising and booth space at no cost to you. It is estimated that for seven days accommodation and airfare that the total travel costs should not exceed \$4,000.00 which would translate to a cost of \$2,000.00 to your Commission.

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I hope that you will be able to take advantage of this opportunity and look for an early reply.

Yours sincerely,



Dave Sargent  
Director  
Community Economic  
Development Branch

