

**TRIP REPORT
PREMIER'S MISSION TO SOUTH KOREA
MAY 16 – 19, 2012**

Overview

The BC Jobs and Trade Mission to Korea offered the opportunity to nurture and strengthen business relationships in Korea and expand markets for British Columbia goods and services. The mission has also opened up new doors, connected BC businesses with Korean demand, and kept BC economy strong and growing.

73 delegates representing 54 companies, organizations and community groups accompanied the Premier on the BC Jobs and Trade Mission to Korea. During the BC Jobs and Trade Mission to Korea, 8 business deals and partnership agreements were signed or announced, with a value of over \$300 million. Premier Clark attended 15 events and meetings with business and political leaders, including Gyeonggi Province Governor Kim and such large investor as POSCO and Korea Gas Corporation.

Premier Clark's Jobs and Trade Mission coincided with the announcement by Shell Canada Limited, KOGAS, PetroChina Company Limited and Mitsubishi Corporation that they have partnered to jointly develop an LNG facility near Kitimat, which is expected to handle 12 million tonnes of LNG a year and create thousands of jobs for British Columbians. Premier Clark was able to discuss this project with Korea Gas Corporation, and was joined on the mission by representatives of Shell Canada Limited.

The mission has encouraged continuous engagement between BC and Korean companies, institutions and industry groups to further strengthen ties toward more partners.

Mission Objectives

- To nurture and strengthen business relationships in Korea, expand markets for British Columbia goods and services market and promote BC's goods and services
- To encourage opened up new doors, connected BC businesses with Korean demand, and kept BC economy strong and growing.

Results (Date, details and participants of all significant meetings/activities in-market)

May 17, 2012 (Seoul)

Premier Christy Clark meeting with Dong-Hoo Moon, VP and Secretary General, PyeongChang Olympic Committee 2018

- Accompanied by: Ambassador Chatterson, Members of BC green building and wood products delegations including Sturucturlam, Equilibrium Consultants, Cannon Design, Fast + EPP and CMHC International.
- BC green building companies are interested in design, construction and procurement opportunities resulting from 2018 Games. The meeting presents an opportunity to establish a rapport and reaffirm BC's connection to Korea as Winter Olympic hosts.

- Follow-up: to check with the Olympic Organizing Committee about facilities construction plan and inform them of interesting BC companies.

May 17, 2012 (Seoul)

Premier Christy Clark at a green building seminar

- Focus:
 - BC's sustainable construction and green/clean building technology,
 - A session that reviews the 'Lessons learned from the 2010 Vancouver Winter Olympic Games'. Such a session would provide Korean firms involved with the 2018 Pyeongchang games the opportunity to meet and exchange ideas with BC firms that were involved with designing and constructing the game facilities in Vancouver. This could be facilitated through a ½ day, round table networking session
- Seminar Structure:
 - Cutting edge topics that will interest and attract a broader professional audience, including urban planners, and Gov't. policy makers, are addressed.
 - CMHC partners with other like minded academic bodies and Korean research institutes to deliver the program.
- 11 individuals from 8 companies in BC Green Building sector made presentations at Rose Room 1F Grand Intercontinental Hotel
 - 1) CMHC Glen Webb Don Renaud
 - 2) Structurlam Bill Downing President
 - 3) Equilibrium Consulting Inc. Robert Malczyk Principal
 - 4) Cannon Design-Vancouver Rob Johnston
 - 5) Fast+EPP/StructureCraft Builders Gerry Epp Owner
 - 6) Super E Housing Office/ Energy Efficient Exporters Alliance (EEEE) Jeff Culp General Manager
 - 7) Sinclair International Projects Inc. David Sinclair
 - 8) Deltalok Group & Companies Hun Su Kim, Won Ki Kim Group Chairman & CEO President
- Follow-up: N/A

May 17, 2012 (Seoul)

Premier Christy Clark at two (2) MOU signings between Canada Wood Korea and Best House Korea, and Super E Housing Office and Best House Korea

- Outline of MOU: Technical Cooperation and Construction at BHK Maseong Wood Frame Townhouse. Canada Wood is dedicated towards promoting the use of Canadian wood products in international markets. The Quality Support program by Super E Housing Office focuses on offering on-site assistance and training to builders who are in the pursuit of quality construction. BHK is committed to realizing a high-quality, better life for customers by introducing an environment-friendly concept and quality wood frame construction through co-operating with Canada Wood.
- Participants

- Tai Jeong Canada Wood Korea
- Young Joon Ahn BHK
- Jeff Culp, Super E Housing Office
- Follow-up:
 - to discuss TV crew to BC by BHK for coverage of wood frame townhouse in BC
 - to check the progress on townhouse project by BHK

May 17, 2012 (Seoul)

Premier Christy Clark at the MOU signing between Korea Institute of Science & Technology (KIST) and UBC as witness

- Outline: KIST and UBC's Brent Sauder agreed Overseas KIST Laboratories and the potential for an on-site laboratory and KIST branch at UBC's Prince George Campus
- Participants:
 - UBC, VP John Hepburn
 - KIST, VP Jung-Kyung Kim
- Follow-up: Tangible outcome is expected soon after presidential election in Korea in Dec. 2012.

May 17, 2012 (Seoul)

Premier Christy Clark hosted a corporate luncheon at Grand InterContinental Seoul by inviting 300 guests.

- Outline: 300 guests were invited to the luncheon on May 17, during which the Premier highlighted BC-Korea trade, investment and innovation partnerships and delivered key messages in BC jobs plan.
- Participants: Korean business leaders in BC's priority sectors and relevant government agencies and crown corporations were invited: approx. 300 guests.
Head tables were arranged for group invitees like Korea International Trade Association, Canadian Embassy in Korea, Hanjin Shipping, Korea Institute of Science and Technology, and SK E & S.
- Follow-up: Needs to follow up on Interest from some companies at the corporate luncheon: KOGAS and SK E & S for investment in LNG, Western Power for bio-energy, Hanjin Shipping for transportation

May 17, 2012 (Seoul)

Premier Christy Clark address to students at Suwon Academy of World Languages (SAWL)

- Outline: The Premier speech was designed to promote BC's world-class education system and encourage Korean students to choose BC as their study choice.
- Participants: 250 SAWL students and BC participants to GG-BC Sister Province Reception
- Follow-up: A high school in BC needs to be recommended for sisterhood with SAWL.

May 17, 2012 (Seoul)

Premier Christy Clark meeting with Gyeonggi Governor Kim, Moon-soo

- Outline: The bilateral meeting intended to recognize progress of the sister province relationship and encourage more opportunities to share best practices and business opportunities and discuss renewal of Action Plan, which expires at the end of 2012.
- Participants: Gov. Kim, Moon-soo, Ambassador David Chatterson, Jae-Young Lee, President of Gyeonggi Urban Development Agency, Tae Yeol Cho, Advising Ambassador to Gov. Kim
- Follow-up: Renewal of Action Plan

May 17, 2012 (Seoul)

Premier Christy Clark at BC Day and Honourary Citizenship Ceremony May 17

- Outline: An official ceremony to declare May 17, 2012 as the first BC Day in Gyeonggi and celebrate the BC and Gyeonggi Province sister relationship. Premier received honorary citizenship certificate.
- Participants: Gov. Kim, Moon-soo, Ambassador David Chatterson and other Gyeong gov't officials
- Follow-up: NA

May 17, 2012 (Seoul)

Premier Christy Clark at Gwanggyo Techno Valley Tour and GG-BC Sister Province Dinner

- Outline: Premier met businesses and technology institutes located in Gwanggyo Techno Valley; learned more about Gyeonggi's diverse technology entities; celebrate BC-Gyeonggi relationship during dinner.
- Participants: Approx. 70 guests from Gyeonggi Province joined the reception:
 - 1) Gyeonggi Provincial Government: 9 including Governor Kim
 - 2) Crown Corporation under Gyeonggi Province: 9 including Gyeonggi Small & Medium Business Corporation
 - 3) Gyeonggi Provincial Council and Federal-Level Organization: 3 including Economy & Investment Committee, Gyeonggi Provincial Council, and Presidential Council on Nation Branding
 - 4) Economy-related Organizations: 8 including Gyeonggi Federation of Economic Organization and Gyeonggi Chamber of Commerce
 - 5) CEOs of Main Corporations and Excellent Small & Medium Enterprises in Gyeonggi Province: 41

BC participants: 40

- Follow-up: NA

May 18, 2012 (Seoul)

Premier Christy Clark at BC Mining Roundtable

- Outline: Presentation to Korean corporations with investment interests in BC's mining and natural gas sectors.
- Participants:
 - Presenters: 8
 - Compliance Energy Corp.
 - Deloitte & Touche Corporate Finance Canada Inc.
 - Borden Ladner Gervais
 - Yellowhead Mining
 - Getty Copper Inc.
 - Imperial Metals Corporation
 - Canadian Kailuan Dehua Mines Co., Ltd.
 - Kivalliq Energy Corporation
 - Invited guests: Korean mining companies – 50+ participants

May 18, 2012 (Seoul)

Premier Christy Clark meeting with KOGAS President Kang Soo Choo

- Outline: Premier recognized KOGAS' recent investments into BC's shale gas deposits and encourage further investment and strategic partnerships. KOGAS is interested in investing in the upstream natural gas industry, LNG liquefaction and re-gasification projects, and diversifying LNG sources and contract exposure.
- Participants:
 - BC: Ambassador David Chatterson / Krista Edwards, Shell Canada
 - KOGAS: Young Sung Park, Exec. VP / Young Si Kwon, VP of LNG Procurement
 - Shell Korea: Soong Bum Ahn, Country Chair

May 18, 2012 (Seoul)

Lunch with KOGAS and BC Energy Companies

- Outline: To engage with KOGAS and Korea Industry leaders to thank them for recent investments and advance BC Jobs Plan key sectors. KOGAS is the world's largest LNG importer and Korea's sole LNG provider. The company is interested in investing in the upstream natural gas industry, LNG liquefaction and re-gasification projects and diversifying LNG sources and contract exposure.
- Participants
 - KOGAS:
 - Chang Eon Bae Manager, Secretariat
 - Young Sung Park Executive Vice President
 - Young Sik Kwon Vice President, LNG Procurement Dept
 - Hyoung Jin Song Senior Manager, LNG Project Development Team
 - Won Cho Manager
 - Woong Sun Ryu Deputy Manager
 - Ho Bin Kim Senior Staff
 - Jong Ho Executive Vice President
 - Ik Hyun Park Vice President, Resources Project Dept.
 - Kyung Sick Park Team Leader, Production Project Team
 - Yong Ho Lee Senior Manager

Jeong Su Kang Senior Staff
Hyun Chang Kim Staff

- BC Companies:

Michael Culbert CEO, Progress Energy
Gary Weilinger Vice President, Strategic Development & External Affairs, Spectra
Rob Whitwham Pipeline Director, Spectra Energy
Sarah McCullough Government Relations, Spectra Energy
Krista Edwards Government Affairs Advisor, Shell Canada
Datuk M Sabarudin M Amin. Managing Director/CEO, Petronas

- Shell Korea

Soong Bum Ahn Country Chair, Shell Korea

- Seoul Embassy: Ambassador, Paul Norila, Kevin Jo

May 18, 2012 (Seoul)

Premier Christy Clark meeting with Ministry of Knowledge & Economy(MKE) Vice Minister Cho, Seok

- Outline: Promoted BC's green economy capabilities and discussed areas for cooperation in bioenergy, hydrogen fuel cell technology, green buildings and climate policies.
- Participants: Accompanied by Ambassador David Chatterson
- Follow-up: MKE is responsible for advancement of Korea's green economy. Need to check Korean government policy on green energy through MKE regularly.

May 18, 2012 (Seoul)

Premier Christy Clark meeting with CEO Joon-Yang Chung, Chairman & CEO, POSCO

- Outline: To formally met Mr. Joon-Yang Chung, Chairman & CEO and recognized POSCO's investment in BC. POSCO is a significant investor in BC's mining sector and interested in further investments.
- Participants: Accompanied by POSCO Canada Director and Ambassador David Chatterson
- Follow-up: NA

May 18, 2012 (Seoul)

Premier Christy Clark hosted 'Friends of BC' reception in Seoul by inviting 150 guests.

- Outline: Premier outlined BC government economic development vision and priorities, reaffirmed BC's strong cultural and business ties with Korea, outlined mission successes and highlights, reiterated BC's commitment to Korea, and encouraged further discussion and strengthening business and cultural ties.
- Participants:
 - Premier, BC Industry Delegates
 - MOU Partners: Royal Road University and Kookmin University, Deltalok Group in BC and Deltlok Korea, and Nelson Bio-Energy Co. in Vancouver and Korea Welds
 - Korean companies doing business with BC
 - BC Alumni

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PREMIER'S MISSION TO HONG KONG, TIANJIN AND BEIJING
September 8-12, 2012

OVERVIEW

1. Purpose:

The purpose of the Premier's mission to Hong Kong and China is to reinforce BC's economic and cultural ties with these priority markets and to promote further investment into the province and exports from the province to advance the BC Jobs Plan. The Premier's mission leads into the formal component of the Council of the Federation mission to China from September 13-20, 2012 and presents an opportunity to profile the New West Partnership with the Premiers of Alberta and Saskatchewan.

The key focus of the mission is to:

1. Present BC as an attractive, stable and welcoming destination for investment, and a source for key jobs plan goods and services.
2. Attract corporate offices to British Columbia.
3. Reinvigorate BC's government-to-government relations with Hong Kong and the Pearl River Delta region.
4. Build on the strength of BC's Chinese diasporas to demonstrate that BC is a familiar, welcoming and hospitable place to do business and visit.
5. Promote the New West Partnership to global business leaders and investors.
6. Highlight BC's position as Asia's fastest and most efficient gateway to North American markets.

2. Priority Mission Activities:

1. World Economic Forum (WEF) Speech/Panel

World Economic Forum (WEF) Speech/Panel

Premier Clark's participation on a public panel titled ***Strategic Shifts: The Future of Resource Industry*** to profile our diverse energy and natural resource profile. In particular profiling BC's liquefied natural gas (LNG) strategy and BC's role in providing clean energy to Asia. If the natural gas industry develops as expected, BC could be one of the top five LNG exporters in the world. BC natural gas is increasingly substituted for other higher emission power sources, like coal and diesel, for power generation and transportation in other countries.

2. New West Partnership Reception

New West Partnership reception proposed theme is energy security (to be confirmed with NWP partners). Premiers Clark, Redford and Wall would host attending WEF VIPs to the NWP reception. This would provide an excellent opportunity to further brand and promote the NWP resources such as LNG, coal, copper, oil, uranium and potash.

3. Connecting with the Hong Kong Diaspora

Hong Kong is Asia's most Canadian city: a survey in 2011 by the Asia Pacific Foundation showed that there is one Canadian citizen in every 13 households in Hong Kong. 82% of Canadians in Hong Kong said they last lived in British Columbia or Ontario.

During the early 1990s the rapid pace of immigration growth was primarily a result of the high influx of Hong Kong immigrants to British Columbia. During the period from 1990-1999 more than 35% of all Hong Kong immigrants to Canada chose to settle in BC.

4. Reinvigorating government-to-government relations with Hong Kong

CY Leung, the new Chief Executive of Hong Kong SAR took office July 1. This presents an opportunity for the Premier to establish good relations with the new administration.

5. Attracting Investment to BC

JTI is working to advance at least one of two key mining deals in time for Premier Clark's September visit to China/Hong Kong.

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6. Attracting Offices to BC

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7. Opening BC's Trade and Investment Office in Hong Kong

JTI is working to establish office space/candidates to represent BC's trade and investment activities in Hong Kong. JTI will be unable to hire a Trade and Investment Representative in-market by the September timeframe, but will be able to do a symbolic ribbon cutting for the BC Office. JTI is working to secure a physical office space in August.

3. Program:

A proposed four day mission program for the Premier would begin in Hong Kong, followed by Beijing and Tianjin, departing on Saturday, September 8th and returning on Wednesday, September 12th.

VANCOUVER (Saturday, September 8)

- *Media availability prior to departure*
- *13:50 Departure for Hong Kong (Flight AC007: 13h 05m)*

HONG KONG (Sunday, September 9)

- *17:55 Arrival Hong Kong*
- *19:30 Arrival Hotel*
- *PM: Private Program Options:*
 - *Visit and dine at Victoria Peak a major tourist attraction which offers views over Central, Victoria Harbour, and the surrounding islands. Will also provide a vantage point to take in weekly occurring fireworks on Sunday evenings.*
 - *Casual dinner at the Canadian Consul General's Official Residence (OR) at Jardines Lookout (a prominent neighborhood in Hong Kong). OR would provide views of Hong Kong harbour as well as evening fireworks.*

HONG KONG (Monday, September 10)

- *AM: Bilateral meeting with Hong Kong Chief Executive or Financial Secretary*
- *12:00: "Friends of BC" Luncheon – Announcement BC Trade and Investment Office in Hong Kong*
- *PM: Corporate Calls with:*
 - *Cheung Kong Group*
Meeting with Cheung Kong Chairmen, Mr. Li Ka Shing
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 - *Shougang Fushan*

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- *16:00: Departure for Shenzhen Airport (by car)*
- *18:55: Departure for Tianjin (Air China 1320)*
- *22:05: Arrival in Tianjin*
- *23:00: Arrival Hotel*

BEIJING/TIANJIN (Tuesday, September 11)

- *AM: WEF preparation*
- *12:00: Departure for WEF*
- *14.00 – 15.00: World Economic Forum*
Option 1: Strategic Shifts: The Future of Resource Industry

What major trends, new models and emerging technologies are transforming the industry landscape?

Dimensions to be addressed:

- *Fostering emerging growth markets*
- *Mobilizing technological change*

- Navigating structural shifts

Option 2: Strategic Shifts: The Future of Energy

What major trends, new models and emerging technologies are transforming the energy industry landscape?

Dimensions to be addressed:

- Fostering emerging growth markets
- Mobilizing technological change
- Navigating structural shifts
- Enhancing corporate citizenship
- *PM: Private Program Options:*
 - Tour of Tianjin Port - Tianjin Port handled 450 million tonnes of cargo and 11.5 million TUE of containers in 2011, making it the world's fifth largest port by throughput tonnage, and the eleventh in container throughput.
 - Bell Tower at the Tianjin Ancient Culture Street - The Bell Tower is located on the Tianjin Ancient Culture Street, which is filled with replicas of classical architecture in the folk style of the Qing Dynasty (1644-1911).
- *19:30 – 22:00: NWP Reception at WEF* – Reception would incorporate VIPs invited to attend WEF and would further brand and promote resource rich Western Canada to Chinese/International investors and buyers. Proposed themes:
 - Energy
 - Agriculture and Agri-Food
 - Education
- *Overnight in Tianjin(* s15

BEIJING/VANCOUVER (Wednesday, September 12)

- AM: Transit to Beijing on high speed train (45 minute train ride)
- *AM/Luncheon: Corporate calls with:*
 - China National Cereals, Oils and Foodstuffs Corporation (COFCO)
COFCO Group is China's largest food processing, manufacturer and trader. COFCO is also a significant player in the forest products market in China s21
 - China National Offshore Oil Corporation (CNOOC)
On July 23, CNOOC agreed to buy Canadian company Nexen pending regulatory approval from Ottawa and Washington. Nexen has tenure in shale gas properties in northeast British Columbia, and an agreement to partner with Japanese INPEX Corporation to jointly investigate a potential LNG export project. CNOOC is China's largest producer of offshore crude oil and natural gas and could bring substantial investment capital to Nexen's natural gas interests in BC.
 - Petro China
PetroChina is partnering with Shell, Mitsubishi and KOGAS to build an LNG export facility in Kitimat, BC. The project could start exporting LNG to Asia by 2019. PetroChina is the largest oil and gas producer and distributor in China.

- 13:30 Departure for Airport
Departure from Beijing (16:05); arrival Vancouver

4. Background:

Why Hong Kong?

- Hong Kong is a long-standing investor in the BC economy, ranging from real estate, transportation, pulp and paper, coal and other mining operations to investment in the hotel/tourism sector.
- *Investment*: Hong Kong was the world's largest Initial Public Offering market in two of the last three years driven by mainland Chinese companies. As a result large capital pools exist in the market that could be directed to major investment projects in BC.
- *Trade*: Hong Kong is a relatively small export market for British Columbia accounting for only \$260 million in 2011. Seafood and pulp and paper are the primary export commodities.
- *Cultural Connections*: Hong Kong still serves as a major hub for businesses seeking to do business in mainland China or with mainland businesses in other markets.

Why World Economic Forum/Tianjin?

- *Resource Security:* Premier(s) to discuss opportunities to secure strategic resources in Western Canada, from natural gas, coal, oil, uranium to potash.
- *Transportation:* Premier (s) to discuss the importance of Canada's Pacific Gateway transportation network for increasing trade and investment with Asia.
- *New West Partnership:* BC, Alberta and Saskatchewan Premiers have an opportunity to profile the strategic importance of the New West Partnership to global business leaders and investors.

Why Beijing?

- Corporate Calls:** Following up on the Premier's November 2011 visit, a quick visit to Beijing will focus on a number of strategic corporate investors in British Columbia rather than government to government relations given the upcoming change in the Chinese Leadership.

Priority Sectors – Hong Kong:

- Resources:*

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- Agrifoods:* Hong Kong eliminated tariffs on wine in 2008 creating one of the largest wine markets in the world. Seafood products from BC continue to be a major export commodity to Hong Kong valued at \$48 million.
- Transportation:* Hong Kong is a global transportation and logistics hub. Hong Kong is ranked as the third busiest container port in the world while Hong Kong Airport was the busiest airport in the world by cargo in 2010 and 10th busiest by passenger traffic in 2011. In 2006 Hong Kong based Orient Overseas Container Line (OOCL) sold Terminal Systems Inc

operator of Deltaport and Vanterm to Ontario Teachers' Pension Plan Board (OTPP) for USD\$2.4B. OCCL maintains an office in Vancouver and has regular scheduled container service to Vancouver. Based on the expertise in ports/terminal infrastructure, there may be certain Hong Kong companies interested in operating or developing green-field terminals in British Columbia.

Priority Sectors – China:

- *Natural Gas:* China is still well behind Japan, Korea as a major importer of LNG. However, stronger demand is forecasted, witnessed by recent Chinese investment interests in LNG terminals (e.g. PetroChina's investment into the recently announced Shell LNG terminal).
- *Mining:* China is the world's largest producer and consumer of coal and in 2011 surpassed Japan as the world's number one importer of coal. Chinese companies are heavily invested in several underground coal mines in BC.
- *Clean Technology:* s13 with a focus on natural gas as witnessed by the success of BC firms such as Westport Innovations and IMW Industries.
- *Forestry:* China is the largest overseas market for BC softwood commodity products.
- *International Education:* China is ranked as the number 1 source country for international students to BC; 22,641 Chinese visa students studied in BC in 2011. The Province's K-12 education system is well-regarded in China as exemplified by the export of BC K-12 curriculum via the successful dogwood program. There are currently 28 BC certified schools operating in China.
- *Tourism:* With the recent signing of Approved Destination Status (ADS) Canada bound tourism traffic has increased driving increased activity in airline, hotel and other related tourism services. In 2011, 136,292 visitors from China came to British Columbia.
- *Transportation:* Growing business and tourism traffic to Canada will continue to drive increased flights between China and British Columbia, recently witnessed by the launch of Sichuan Airlines three-times-weekly service to YVR as well as expanded passenger service from both China Southern and China Eastern to YVR.



Premier's Mission to Hong Kong, Tianjin, Beijing
September 8 to 12, 2012

Overview

Premier to Promote B.C. at World Economic Forum in China

Premier Christy Clark will participate in the World Economic Forum's Annual Meeting of the New Champions, the foremost global business gathering in Asia, on September 11 in Tianjin, China. The World Economic Forum attracts 1,500 of the world's top business executives and government leaders. The theme of this year's gathering in Tianjin is 'Creating the Future Economy'.

Premier Clark will take part in the "Strategic Shifts: The Future of Energy" panel at the annual meeting and will host a New West Partnership reception, along with Alberta and Saskatchewan, to promote Western Canada's trade and investment advantages.

Prior to arriving in Tianjin, Premier Clark will make her first official visit to Hong Kong, a global financial centre with extensive cultural and trade connections to British Columbia, on September 10. The Premier will engage in a series of high-level meetings, including with key partners in the development of B.C.'s liquefied natural gas industry, there and in Beijing on September 12, before returning to B.C.

Day 1 – Travel to Hong Kong – Saturday, September 8

- Meeting with Chinese Consul General Lui Fei at Vancouver International Airport
- Travel to Hong Kong

Day 2 – Hong Kong – Sunday, September 9

- Arrive in Hong Kong
- Meeting with Canadian Consul General in Hong Kong, Ian Burchett
 - Premier Clark will discuss opportunities with the Consul General on how to further strengthen the relationship between BC and Hong Kong.

Day 3 – Hong Kong – Monday, September 10

- Meeting with Hong Kong Marine Department
 - Premier Clark will be joined by executives from Port Metro Vancouver and the Prince Rupert Port Authority for a meeting with Hong Kong Marine Department executives who will provide a briefing on the Hong Kong Port as well as Hong Kong's development as an international maritime centre. The province and port corporations will discuss opportunities for increased trade ties between Hong Kong and BC with the Hong Kong Marine Department.
- Meeting with BC Seafood Delegation
 - Premier Clark will meet with BC companies who are attending the Asian Seafood Exposition in Hong Kong at the Canadian Seafood Luncheon organized by the Consulate General of Canada in Hong Kong.
- Friends of BC Luncheon with the Hong Kong Canadian Chamber of Commerce
 - Premier Clark will host a Friends of BC corporate luncheon to meet with and address the Hong Kong corporate community on the economic directions of the Province and the commitment to proactively work with Hong Kong business partners to significantly expand trade and investment relations. She will also announce B.C.'s plans to open a new International Trade and Investment office in Hong Kong
- Meeting with Cheung Kong Group – Li Ka-Shing and Victor Li
 - Premier Clark will meet with HK business leaders Li Ka-Shing and his son Victor Li to discuss their business interests in British Columbia. The Premier will encourage Mr. Li and his son to make further investments in BC's natural gas sector and will explore Mr. Li's interests in other sectors.
- Travel to Tianjin for World Economic Forum

Day 4 – Tianjin (WEF) – Tuesday, September 11

- World Economic Forum “Strategic Shifts: The Future of Energy” Panel
 - The Premier will participate in a panel presentation, presenting BC's liquefied natural gas industry and the Asia-Pacific Gateway.
- Meeting with Suzlon Energy Ltd.
 - The Premier will be appearing on the panel with the Chairman of India's Suzlon Energy group, the world's fifth largest wind power manufacturer – and will meet to discuss opportunities for investment in B.C.
- Meeting with CNOOC
 - Premier Clark will meet with China's National Offshore Oil Corporation to discuss their interests in LNG development in British Columbia
- New West Partnership Reception
 - Premier Clark will co-host a New West Partnership reception with the Premier's of Alberta and Saskatchewan, highlighting western Canada's natural resources and positive investment climate.

Day 5 – Beijing – Wednesday, September 12

- Travel to Beijing
- Meeting with China Huadian Corporation
 - Prior to returning to British Columbia, the Premier will meet with China Huadian Corporation, one of the five largest state-owned power generation companies in China, to discuss their interests in investing in BC shale gas co-development.

ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry of Jobs, Tourism and Innovation

Date: January 30, 2013

Minister Responsible: Pat Bell

Trade Mission Costs

ADVICE AND RECOMMENDED RESPONSE:

- **We think the return on investment, bringing more investment to B.C. and more jobs for British Columbians, is worth the costs.**
- **If we are going to continue creating jobs in BC, we need to attract international investment and diversify**
- **Opening and expanding key markets for BC goods and services, especially in Asia, is one of the pillars of the Jobs Plan.**
- **That is why trade missions are important - they help us deepen our relationships with priority markets that have the most potential for growth.**
- **B.C. businesses and organizations continue to participate because they know the value of attending.**

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KEY FACTS:

A recent FOI request is requesting:

Any and all expense records and taxpayer costs for the Premier's May 2012 Asian trade mission and for any other meetings, meals, outings, appearances, accommodation, travel and any other expenses the Premier had during the five days before and the five days following including expense records/costs for anyone accompanying and/or meeting with the Premier.

PREMIER CLARK – MISSION TO ASIA, 2013

OPTIONS PAPER

I. Background:

In an interview with the Globe and Mail on May 18, 2013 on priorities for the new Liberal government, Premier Clark stated that “staff is already planning a vital trade mission, tentatively scheduled to touch down in China, Japan and Korea, in a bid to close essential LNG deals”.

A Premier’s mission focused on LNG to China, Japan and Korea would certainly be welcomed by Asian LNG project proponents and other interested investors in the very dynamic and rapidly-shifting natural gas sector.

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With new reserves of natural and shale gas coming on line throughout the world, investors are interested in understanding British Columbia’s commitment to advancing LNG projects in BC on issues including labour supply and costs, taxation, infrastructure (port and pipeline), and federal-provincial-First Nation governance issues.

While focusing on LNG, the Province also has a range of other industry interests in key Asian markets which may be taken into consideration in planning a Premier’s mission.

II. Factors to Consider:

A Premier’s mission can be planned for *any* dates, to *any* markets and comprising *any* range of program elements. This options paper outline suggested programming elements and provides two illustrative itinerary options, based around the three markets the Premier has referenced publically and the stated LNG focus of the mission.

A number of factors in mission planning are worth reviewing at this preliminary stage:

Dates: Beyond avoiding national public holidays, a mission can be planned for *any* dates in the coming year. A calendar showing holidays and known trade activities during the months of September through December is appended. Confirmation of dates by the Premier’s Office is the critical *first step*, before mission programming can begin.

Countries/Cities: A Premier’s mission can travel to *any* market and to *any* city within that market. Flight times, regional airline schedules, ground transportation and costs are all factors in determining time-on-the-ground required and general travel ‘wear and tear’ of the itinerary.

Delegations: With the stated intention of the mission now public, the Premier’s Office will begin to receive expressions of interest from a range of BC stakeholders in accompanying her on this mission. With accompanying delegations comes an expectation by these representatives for some ‘face time’ with the Premier during the mission for witnessing of MOUs, private meetings with their partners, etc.

Major Events: Conferences and trade events provide an occasion for the Premier to address a large audience of relevant stakeholders. At the same time, these large events also attract

other prominent national government representatives and can dilute resources and attention that both Host Governments and Canadian Embassies would otherwise be able to focus on a Premier's mission.

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III. Programming Elements:

Regardless of the length and timing of a mission, it is anticipated that the Premier's program would include the following elements:

Key Announcements and Corporate Deal Signings:

- In Tokyo, Seoul and Beijing, the potential to announce new investment and next phase corporate decisions related to existing LNG project proponent as well as new LNG plant site offerings (i.e. Grassy Point)

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- In Tokyo, Seoul and Beijing, the opportunity to witness other corporate deal signings in the mining, energy and technology sectors

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Strengthening Bilateral Relations

- In Tokyo, meetings with Ministry of Economy, Trade and Industry, Ministry of Foreign Affairs and JOGMEC to discuss BC-Japan trade and investment relations in energy and other priority sectors
- In Seoul, an opportunity to meet with the Ministry of Trade, Industry and Energy to discuss BC-Korea cooperation in energy and other priority sectors
- In Korea, a meeting with Governor Kim of Gyeonggi Province on the occasion of the fifth anniversary of BC-Gyeonggi sister province relations

Corporate Calls on Key Investors:

- Bilateral meetings with key corporate investors in LNG in BC, including Mitsubishi Corporation, INPEX, JAPEX, CNOOC, KOGAS, KNOC
- Roundtables and seminars related to LNG opportunities in BC will provide an opportunity for the Premier and BC industry representatives to meet other interested investors.

Relationship-building

- “Friends of BC” networking events in each market would provide a chance to highlight BC’s strategic advantages and commitment to building economic relations with Japan, Korea, China

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IV. City/Country Elements:

Here is a summary of suggested program components, arranged by destination, for consideration as part of a Premier’s LNG-focused mission to Asia.

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JAPAN: Tokyo (2.0 days of programming)

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- Ministry of Economy Trade and Industry (METI) and Ministry of Foreign Affairs (MOFA) – reinforcing BC’s commitment to LNG development
- JOGMEC – following up on MOU signed last year on Gas-to-Liquid opportunities associated with natural gas industry
- Mitsubishi, INPEX, JAPEX – engagement with both upstream and downstream

- investors – reinforcing commitment/possible incremental announcements
- Mitsui, Itochu – engagement with interested investors

KOREA: Seoul/Daegu (2.0 days of programming)

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- End of November/Early December: 2nd Annual BC/Canada-Korea Natural Gas Forum is a follow up event to last December's forum in Vancouver, building on a cooperation agreement between BC and the Korean Government's Ministry of Trade, Industry and Energy; this event is likely to give the Premier the most profile as it is a 'BC-focused' event
- Ministry of Trade, Industry and Energy (MOTIE) – meeting with a new Minister, reinforce BC's commitment to sector
- KOGAS/KNOC – meeting with new CEOs of both public companies
- SK E&S – meeting with this new player that is shortlisted on Grassy Point LNG EOI
- STX Energy, GS Energy, Daewoo, Posco Energy – meetings with interested investors

CHINA: Beijing (1.5 to 2 days of programming)

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Sample Itinerary 2 (November Option)

VANCOUVER (Saturday, November 23)

- *Media availability with industry delegations prior to departure*
- *Departure for Seoul*

SEOUL (Sunday, November 24)

- *Arrive Seoul*
- *“Friends of BC” Reception, Seoul*

SEOUL (Monday, November 25)

- *2nd Annual BC/Canada-Korea Natural Gas Forum*
- *Travel to Suwon for Dinner in honour of 5th Anniversary of BC-Gyeonggi relations*

TOKYO (Tuesday, November 26)

- *Depart Seoul; arrive Tokyo*
- *“Friends of BC” Reception, Tokyo*

TOKYO (Wednesday, November 27)

- *Opening of BC Natural Resources seminar*
- *Corporate calls to key Japanese LNG proponents: Mitsubishi, INPEX, JOGMEC*
- *Dinner with key Japanese investors in BC*

BEIJING (Thursday, November 28)

- *Depart Tokyo for Beijing*
- *“Friends of BC” Reception, Beijing*

BEIJING (Friday, November 29)

- *Meeting with China National Energy Administration*
- *Meeting with CNOOC*

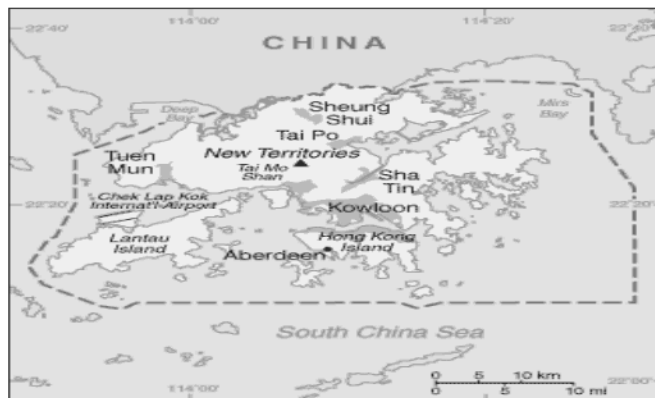
BEIJING (Saturday, November 30)

- *Depart Beijing; Arrive Vancouver*



International Profile:

HONG KONG



Quick Facts

Total Area:	1,104 sq km
Population:	7.2 million
Type of Government:	Special Administrative Region of China
Chief of State:	President of China HU Jintao (since 15 March 2003)
Head of Government:	Chief Executive LEUNG Chun-ying (since July 2012)
2011 GDP:	\$355.6 billion
National Currency:	1 CAD = 7.6 HK\$
Language(s):	Cantonese (official), English (official)

HK Importance to BC

- ▶ HK is a long-standing investor in the BC economy.
- ▶ BC has a large HK community due to the high influx of HK immigrants during the early 1990s.
- ▶ HK is Asia's most Canadian city (82% of Canadians in HK said they last lived in BC or Ontario).
- ▶ There is 1 Canadian citizen in every 13 households in Hong Kong.

Political Update

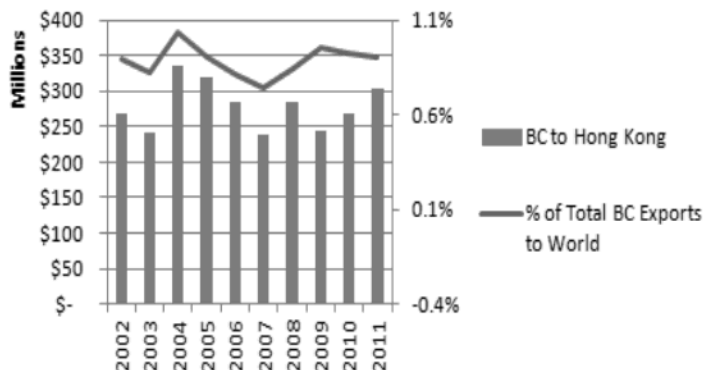
- ▶ Hong Kong was returned to China in 1997 and is governed under the "One Country, Two Systems" model. (i.e. part of China. There are some sensitivities around calling Hong Kong residents 'Chinese' – they should not be referred to as Chinese, rather as 'Hong Kong residents').
- ▶ Mr. LEUNG Chun-ying, elected as Chief Executive in March 2012 by a 1,200-member Election Committee, assumed office on July 1st, 2012.

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- ▶ Legislative Elections—September 9th, 2012.

BC - Hong Kong Exports

BC Exports to Hong Kong





International Profile:

HONG KONG

Cantonese Phrases

Cantonese is spoken in the southern provinces of Guangdong and Guangxi, as well as in Hong Kong and Macau. Due to the historic migration of Cantonese speakers from Guangdong and Hong Kong, Cantonese is the dominant form of Chinese spoken in many major cities in the US, Canada, and Australia.

Greetings

ENGLISH	CANTONESE PRONUNCIATION
Hello	Nay HOE
Good morning	CHO Sun
Good afternoon	NnnGon
Good evening	MAhN On
Welcome	FOON Ying
Good-bye	Joy Gean

Introductions

ENGLISH	CANTONESE PRONUNCIATION
My name is _____	Awe Gewcho
What is your name?	Nay Gew MUT Yay Mang?

Pleasantries

ENGLISH	CANTONESE PRONUNCIATION
How are you?	Nay Hoe MAH
I am fine, how are you?	Awe GAY Hoe Nay Na?
Pleased to meet you	Hoe Hawsum Gean Doh Nay
Thank you	Daw Ger
You're welcome	Mmm Say
No thank you	Mmm You, Daw Ger
No need to thank!	Mmm Say Daw Ger
(response if someone says "Thank you")	
Good luck	Chook Nay Hoewan

Other

ENGLISH	CANTONESE PRONUNCIATION
Sorry	Dwi Mmm Gee
Excuse me	Chin Man
(to interject in a conversation – "may I ask?")	
Excuse me	MmmGOY
(to ask someone to move. Also used for "sorry")	



CONFIDENTIAL ADVICE TO THE PREMIER

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CONFIDENTIAL ADVICE TO THE PREMIER

Sensitive Issues - China

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International Profile: CHINA



Quick Facts

Total Area: 9,600,000 km² (Canada: 9,984,670 km²)
 Population: 1.3 billion (2011 est.)
 Capital: Beijing (population: 20.2 million)
 Type of Government: Communist state
 Administrative Divisions: 23 provinces, 5 autonomous regions, 4 municipalities, 2 special administrative regions (SARs)
 Head of State: President HU Jintao (since 15 March 2000)
 Head of Government: Premier WEN Jiabao (since 16 March 2003)
 2011 GDP: USD\$ 11.44 trillion
 National Currency: 1 CAD\$ = 6.25 RMB
 Language(s): Mandarin Chinese, with regional dialects such as Shanghaiese and Cantonese
 Religions: Atheist (Official Religion), Daoist (Taoist), Buddhist, Christian 3-4%, Muslim 1-2%
 National Day: Chinese National Day - October 1

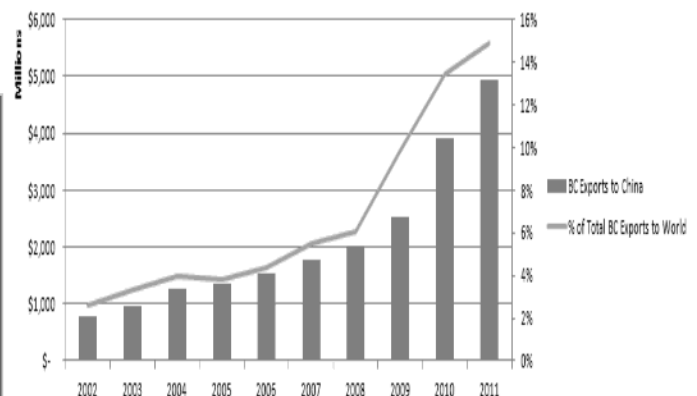
Political Update

- The next party leadership line-up will be announced at the 18th National Congress of the Communist Party of China, which is expected to be held in **the Fall** of 2012.

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BC Exports to China





International Profile:

TIANJIN



Quick Facts

Total Area:	11,760 km ²
Population:	12,938,224
Administrative divisions:	13 districts, three counties
Mayor:	Huang Xingguo
Party Secretary:	Zhang Gaoli
2011 GDP:	US\$ 177.6 billion
Language(s):	Mandarin (Tianjin Dialect)



Political & Economic Update

- ▶ Dual party-government system (party determines policy; government implements policy). Party Secretary/Chief is the highest-ranking party official.
- ▶ Mayor is the highest-ranking government official; occupies the same level in the order of precedence as provincial governors because Tianjin is a centrally administered municipality.
- ▶ Farmland makes up about 40% of Tianjin's land. Major crops include: wheat, rice, and maize.
- ▶ Tianjin is an important industrial base, with petrochemical industries, textiles, car manufacturing, mechanical industries, salt production, and metal working.
- ▶ Tianjin has deposits of 1 billion tonnes of petroleum, with geothermal energy another energy resource for Tianjin.

BC Interests in Tianjin

- ▶ BC is promoting the use of wood frame construction in Tianjin. BC contributed wood products for construction and provided quality assurance during the construction of the TEDA (Tianjin Economic-Technological Development Area) Project 2-4 story wood frame apartment buildings, to be completed in the Fall of 2012.
- ▶ Tianjin has a BC certified school: Tianjin TEDA Maple Leaf International School. BC Certified Schools Programs are inspected and certified by the BC Ministry of Education.



BEIJING



Political & Economic Update

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- ▶ As the capital of China, Beijing houses all the important national government and political institutions.
- ▶ Beijing is among the most developed cities in China; tertiary industry accounts for over 70% of Beijing's GDP.
- ▶ Economic priorities include steady and rapid development, boosting domestic demand, and increasing the consumption capacity of residents.

- ▶ BC's interests in Beijing include the following sectors: mining, liquefied natural gas, agriculture and agri-food, ICT and digital media, and international education.
- ▶ BC opened a Trade and Investment Representative office in Beijing in 2009.

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India

PRIORITY MARKET OVERVIEW

GDP: \$1.947 trillion (2012 est.)

GDP growth rates:

- 5.2% (projected 2013)
- 5.0% in 2012
- 7.5% in 2011



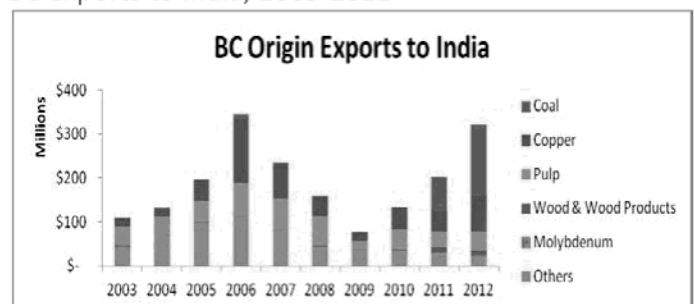
MARKET HIGHLIGHTS

- Asia's third largest economy and the world's most populous democracy
- Economic growth averaging 8% per year for the last decade
- Projected to become world's fifth-largest consumer market by 2025, with a young demographic profile and growing middle class
- Largest film industry in the world with revenues of \$2.5 billion by 2015, growing at a rate of over 9% annually and over 2,000 films produced annually
- Major global centre for ICT and fast-growing life sciences market; biotechnology industry stood at \$4 billion in 2011, and is expected to grow to \$10 billion by 2015

BC EXPORTS TO INDIA

- Ranked as the eleventh-highest destination for BC origin exports in 2012, receiving 1.1% of BC's commodity exports
- Exports have risen steadily over the past four years to \$321 million in 2012, the highest level since 2006 – a 60% increase over 2011
- \$321 million in 2012, +60% vs 2011 (coal \$200 million, copper \$80 million, pulp \$40 million)
- \$201 million in 2011, +50% vs 2010 (coal \$70 million, copper \$50 million, pulp \$40 million)

BC exports to India, 2003-2012



Top 5 commodities:

- Coal, copper, pulp, lumber, other machinery and equipment.

Trade agreements: Negotiations between Canada and India towards a Comprehensive Economic Partnership Agreement began in November 2010. An 8th round of negotiations took place in June 2013.



BC REPRESENTATION IN-MARKET

- > **India team costs** (13 staff)
 - Contract value \$1,239,242
- > **TIR presence**
 - Bangalore
 - Mumbai
 - Chandigarh
- > **Other BC Offices**
 - Forestry Innovation Investment
 - Mumbai

KEY EVENT HIGHLIGHTS

- | | |
|---|--|
| <ul style="list-style-type: none">> International Mining and Machinery (IMME) Exhibition
January 2014 Kolkata> Green Building Congress
October 2013 Chennai> Renewable Energy Expo
September 2013 New Delhi> India Telecom
December 2013 New Delhi | <ul style="list-style-type: none">> FICCI Higher Education Summit
November 2013 New Delhi> Agritech India
August 2013 Bangalore> Agro Technology and Business Fair
November 2014 Chandigarh |
|---|--|

SUCCESS STORIES FACILITATED BY BC MINISTRY OF INTERNATIONAL TRADE

- On March 11 and 12, 2013, British Columbia hosted the inaugural BC - India Global Business Forum in Vancouver. The event attracted over 450 participants including delegations travelling from India and from elsewhere in Canada to participate. Many private business meetings were also held before, during and after the forum.
- Spectrum Organic Wines, a wholly owned Indian subsidiary of Pyramid Wine Exports Ltd, was supported in its recent entry into the Indian market. The company received strategic advice on marketing their products in India and assistance with sales promotion strategies.
- As a result of the Premier's most recent mission to India in late 2011, delegation deals concluded exceeded \$60 million. In the area of high-technology, Ballard Power signed an agreement to provide its fuel-cell technology for commercial backup power systems for Indian telecom towers. The deal with Delta Power Solutions is significant for Ballard as it provides an opportunity for additional sales and as proof that fuel-cell technology is a viable solution for back-up power in India. Another technology company, Healthcare Resources Group Inc., signed a joint venture agreement with Continental Carriers Pvt. Ltd. for the introduction of the HRG Patient e-Link System in Indian hospitals, clinics, and extended and long term care facilities.



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Japan

PRIORITY MARKET OVERVIEW

GDP: \$5.984 trillion (2012 est.)

GDP growth rates:

- 1.2% (projected 2013)
- 2.0% in 2012
- (-0.5)% in 2011



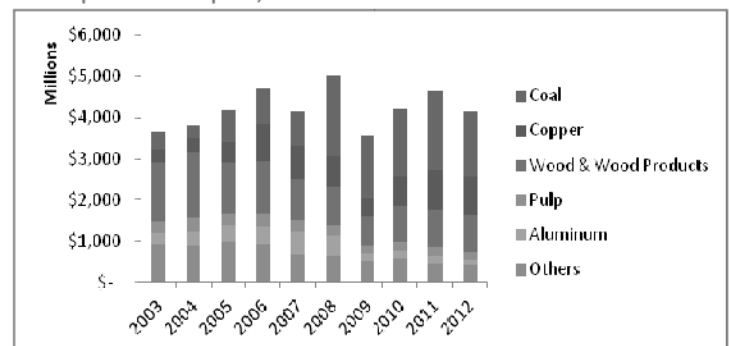
MARKET HIGHLIGHTS

- World's third largest economy and remains a high-tech powerhouse
- Shift away from nuclear energy leading to growing interest in new energy sources such as renewable and LNG; already world's # 1 consumer of LNG
- \$1.3 trillion government stimulus package announced
- Business and government spending on R&D is among the highest in the world (3.4% and 2.7% of GDP respectively)
- Strong, long-standing relationships with BC in key sectors (e.g. natural resources, forestry, seafood)

BC EXPORTS TO JAPAN

- BC's 3rd largest trading partner after the U.S. and China
- \$4.1B in 2012, -10.6% vs 2011 (lumber \$700 million, coal \$1.6B, copper \$1.0B)
- \$4.7B in 2011, +10.9% vs 2010 (lumber \$700 million, coal \$1.9B, copper \$1.0B)

BC exports to Japan, 2003-2012



Top 5 commodities:

- Coal, copper, lumber, pulp, logs.

Trade agreements: The first Canada-Japan Economic Partnership Agreement (EPA) negotiation took place in November 2012 with the second session in April 2013. The next round is scheduled for early July. Canada is a part of Trans Pacific Partnership negotiations, which Japan is expected to join on July 23, 2013.



BC REPRESENTATION IN-MARKET

- > **Japan team costs (6 staff)**
 - Contract value \$1,400,620
- > **TIR presence**
 - Tokyo
- > **Other BC Offices**
 - Destination BC
 - Tokyo

KEY EVENT HIGHLIGHTS

- | | |
|--|---|
| > AdTech Tokyo
September 2013 Tokyo | > Study in Canada Fair
November 2013 Tokyo, Osaka, Fukuoka |
| > LNG Producer-Consumer Conference
September 2013 Tokyo | > Fuel Cell EXPO
February 2014 Tokyo |
| > Japan Home and Building Show
October 2013 Tokyo | > FoodEx Japan
March 2014 Makuhari Messe (Tokyo) |
| > BioJapan 2013
October 2013 Yokohama | |

SUCCESS STORIES FACILITATED BY BC MINISTRY OF INTERNATIONAL TRADE

- In February 2012, DeNA Co., Ltd. announced that it will be establishing its first Canadian office, DeNA Studio Canada Ltd., in Vancouver. In July 2012, GREE—a Japanese mobile social gaming company with a worldwide network of over 230 million users—also announced the establishment of its first Canadian development centre in Vancouver. Most recently, in April 2013, NAMCO BANDAI Studios Inc. announced that its new subsidiary, NAMCO BANDAI Studios Vancouver Inc., will start operations in June. The studio will develop online social games and significantly boost jobs in BC's technology sector.
- Powertech and Japanese energy distributor Tomoe Shokai recently signed a Letter of Intent to enter into a strategic alliance for the sale and installation of Powertech's hydrogen fuelling stations in Japan. Each fuelling station has a value of approximately \$2 million. This strategic alliance with one of Asia's top industrial suppliers of liquid and petroleum gases was signed during the Premier's trade mission to Japan, Korea and the Philippines in May 2012. The deal opens a lucrative new market for Powertech, which pioneered the first 700-bar fast-fill hydrogen fuelling station in 2002.
- Mitsubishi Corporation, in partnership with other global energy leaders Shell Canada Limited, Korea Gas Corporation (KOGAS), and PetroChina Company Ltd., announced in May 2012 that they will be jointly developing an LNG export facility near Kitimat. Two LNG processing units are proposed, each with the capacity to produce six million tonnes of LNG annually. The investment is estimated to be in excess of \$12 billion. Shell will hold a 40 per cent interest in the project, named LNG Canada, while Mitsubishi and the other two Asian partners will each have a 20 per cent stake.

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South Korea

PRIORITY MARKET OVERVIEW

GDP: \$1.151 trillion (2012 est.)

GDP growth rates:

- 2.1% (projected 2013)
- 2.0% in 2012
- 3.7% in 2011



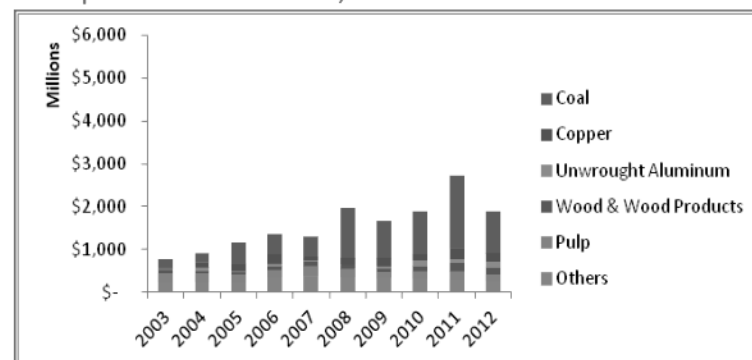
MARKET HIGHLIGHTS

- Third-largest economy in Asia
- Heavily reliant on energy and natural resource imports
- One of the world's top mobile markets, with growth in ICT and digital media subsectors
- Rising global prominence through leading chaebols (Samsung, Hyundai, LG)
- Strong shipping and air cargo infrastructure help position it as a regional hub in Asia

BC EXPORTS TO SOUTH KOREA

- BC's fourth-largest export market, which has more than doubled over past 8 years
- Important buyer of BC's coal (over 17% of BC exports in 2012) for its world-leading shipbuilding and steel-making enterprises
- \$1.9B in 2012, -30.7% vs 2011 (lumber \$61 million, coal \$1.0B, copper \$200 million)
- \$2.7B in 2011, +44.5% vs 2010 (lumber \$56 million, coal \$1.7B, copper \$200 million)

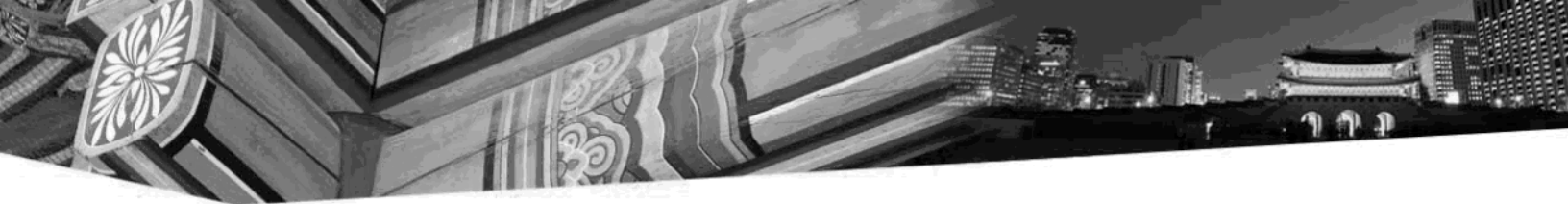
BC exports to South Korea, 2003-2012



Top 5 commodities:

- Coal, copper, molybdenum (a metallic element used especially in strengthening and hardening steel), pulp, logs.

Trade agreements: Negotiations for a Canada-Korea Free Trade Agreement stalled in March 2008. BC seeks a concluded agreement as soon as possible since South Korea recently concluded free trade agreements with the European Union (July 2011) and the United States (March 2012), putting BC companies at a competitive disadvantage.



BC REPRESENTATION IN-MARKET

- > **South Korea team costs** (6 staff)
 - Contract value \$951,744
- > **TIR presence**
 - Seoul
- > **Other BC Offices**
 - Destination BC
 - Seoul

KEY EVENT HIGHLIGHTS

- | | |
|--|---|
| > Energy and Mining Investment Seminar
July 2013 Seoul | > 2 nd Canada-Korea Natural Gas Forum
December 2013 Seoul |
| > Pellet Trade Asia 2013
September 2013 Seoul | > MBC Construction Expo
January 2014 Seoul |
| > Canadian Education Fair
November 2013 Seoul | > Korea Study Abroad Fair
March 2014 Seoul |
| > G-Star Global Game Exhibition
November 2013 Busan | > Seoul Food Expo
May 2014 Seoul |
| > Energy and Mineral Resources Development
Symposium
December 2013 Seoul | > International Exhibition on Environmental
Technology & Green Energy (ENVEX)
June 2014 Seoul |

SUCCESS STORIES FACILITATED BY BC MINISTRY OF INTERNATIONAL TRADE

- Korea Gas Corporation (KOGAS), in partnership with other global energy leaders Shell Canada Limited, PetroChina Limited and Mitsubishi Corporation, announced in May 2012 that they will be jointly developing an LNG export facility near Kitimat. Two LNG processing units are proposed, each with the capacity to produce six million tonnes of LNG annually. The investment is estimated to be in excess of \$12 billion US. Shell will hold a 40 per cent interest in the project, named LNG Canada, while KOGAS and the other two Asian partners will each have a 20 per cent stake.
- The first Canada–Korea Natural Gas Forum was held in December 2012 to promote the exchange of information on international gas markets and encourage investment between Korea and BC. The forum was the result of a memorandum of understanding (MOU) signed between the South Korea and BC governments in August 2012 to share information, exchange research and technology, and promote exports and investment in BC's energy sector. The forum will take place on an annual basis, alternating between the two countries.
- Participants at the 2013 Korea International Boat Show, the largest marine leisure exhibition of its kind in the market, saw a number of successes as a result of this year's show. Campion Marine Inc. is negotiating the purchase of one of its marine leisure boats, and Offshore Interiors Inc. secured a deal to provide services for the design, fabrication, and installation of yacht interior millwork.
- The University of British Columbia (UBC) and the Korea Institute of Science and Technology (KIST) recently signed a three-year collaboration to boost joint research and development of fuels and chemicals sourced from biomass.

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PREMIER'S MISSION TO JAPAN, KOREA AND THE PHILIPPINES Spring 2012

OVERVIEW

1. Purpose:

The purpose of the Premier's mission to Japan and Korea is to reinforce BC's economic and cultural ties with these priority Asian markets and to promote further investment into the province and exports from the province to advance the BC Jobs Plan.

Why Japan and Korea?

- *Trade:* Japan is BC's third largest export market, worth \$4.7 billion and representing 45% of Canada's total exports to Japan. Korea is BC's fourth largest export market, worth \$2.7 billion and representing over 54% of Canada's total exports to Korea. Top exports to both countries include coal, copper and forest products.
- *Investment:* Japan is a long-standing investor in the BC economy, ranging from lumber, pulp and paper, construction, coal and other mining operations to investment in the hotel/tourism sector. Korea also has significant investments in BC mining operations.

Why the Philippines?

- *Labour Mobility:* The Philippines is the second largest source country of Temporary Foreign Workers to BC after Australia – and the second largest source country for immigrants to BC after China. The total Filipino community in BC is estimated at 125,000.

Priority Sectors - Japan:

- *Natural Gas:* Mitsubishi Corporation, along with a consortium of other Japanese and Korean companies, is investing billions into shale gas development in northeast BC, with interests in LNG terminal and pipeline development.
- *Mining:* Japanese companies are invested in eight major mines in BC, including Mitsubishi Materials investment in Copper Mountain announced in July 2010, worth over \$250 million.
- *Clean Technology:* Japan is committed to diversifying its energy mix away from nuclear, with a focus on both bioenergy and hydrogen and fuel cell technology.
- *Forestry:* Japan is the third largest market for BC wood products by volume. The BC forest industry has a significant role to play in helping Japan rebuild after the Great Tohoku Earthquake and Tsunami.
- *Agrifoods:* Japan's focus on safe, high quality food products is a natural fit for BC's seafood, fruits and beverage exports.
- *Transportation:* Japan is Port Metro Vancouver's second largest trading partner, after China. Roughly 17 million tons of cargo were shipped through the port to Japan in 2010.

Priority Sectors - Korea:

- *Natural Gas:* Korea is world's 2nd largest importer of LNG. It's public natural gas company KOGAS has signed long-term off-take agreements with Kitimat LNG and is involved in shale gas development projects in northeast BC.
- *Mining:* Korea is world's 3rd largest importer of coal. Korean steel company POSCO

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recently announced a \$180 million investment in the Mount Klappan coal mine project in northwest BC.

- *Clean Technology:* Korea's national green growth strategy has led to focused interest by the country's power utilities in BC biomass as a means of meeting the country's new renewable energy standards.
- *Forestry:* Korea is the 4th largest overseas market for BC softwood commodity products with significant growth potential. BC green building design and innovation is an ideal solution to Korea's focus on urban development and renewal
- *International Education:* Korea is ranked as the top source country for international students to BC; close to 18,000 Korean students studied in BC in 2010. The Province's K-12 education system is well-regarded in Korea.
- *Tourism:* Korea will be hosting the 2018 Winter Olympics in Pyeongchang and is interested in learning from BC's experience in hosting a successful Games.
- *Transportation:* Both Korean and Japanese investors are concerned that expansion of gateway infrastructure will keep pace with their demand for BC natural resources.

Priority Sectors - Philippines:

- *Natural Gas / Tourism:* Temporary foreign workers from the Philippines can help to fill emerging labour shortages in key sectors of the provincial economy, particularly in northeast BC.

Key Objectives:

- Present BC as an attractive, stable and welcoming destination for investment from Japan and Korea
- Promote those BC jobs plan sectors of most interest to Japan and Korea and demonstrate how they meet Japan and Korea's needs
- Highlight BC's position as Asia's fastest and most efficient gateway to North American markets
- Build on the strength of BC's Japanese, Korean and Filipino diasporas to demonstrate the BC is a familiar, welcoming and hospitable place to do business and visit.

2. Program Components

Key Announcements:

- In Japan, an opportunity to announce the construction of a school or senior's housing centre using wood products, BC's contribution to tsunami reconstruction efforts
- In Japan and Korea, the potential to announce significant new investments in BC's natural gas and mining resources.

MOUs / Corporate Signings:

- In Tokyo, an opportunity for BC to sign an agreement with J-COAL, Japan's coal energy agency, to advance coal mining cooperation
- In both Tokyo and Seoul, the opportunity to witness a number of corporate deal signings in the areas of wood products, fuel cell technology and bioenergy

Strengthening Bilateral Relations

- In Korea, the Premier will meet with Governor Kim of Gyeonggi Province, BC's sister province in Korea, to advance economic cooperation in a range of sectors
- In Tokyo, an opportunity to meet with the Ministry of Economy, Trade and Industry to discuss BC-Japan trade and investment relations in priority sectors
- In Seoul, an opportunity to meet with the Ministry of Knowledge Economy to discuss BC-Korea cooperation on the green economy
- In Manila, an opportunity to meet with the Secretary of Labour in conjunction with BC Job Recruitment Fair

Corporate Calls / Investors:

- Bilateral meetings with key corporate investors in BC, including Mitsubishi Corporation, JOGMEC, KOGAS, and POSCO
- Roundtables related to LNG, mining, bioenergy and green building design will provide an opportunity for BC industry leaders to meet with their counterparts to advance trade and investment relations.

Relationship-building

- "Friends of BC" networking events will provide a chance to highlight BC's strategic advantages and commitment to building relations with Japan, Korea and the Philippines
- Announcements and networking events will highlight the cultural and humanitarian ties between BC and Japan, Korea and the Philippines.

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OVERVIEW

with significant growth potential. BC green building design and innovation is an ideal solution to Korea's focus on urban development and renewal.

- *International Education:* Korea is ranked among the top-three source countries for international students to BC, along with China and India. Korean soccer star Young-Pyo Lee recently cited that his decision to sign with the Vancouver Whitecaps was related to his children's education. BC's K-12 education system is well-regarded in Korea.
- *Tourism:* Korea will be hosting the 2018 Winter Olympics in Pyeongchang and is interested in learning from BC's experience in hosting a successful Games.

Key Objectives:

- *Investment:* Present BC as an attractive, stable and welcoming destination for investment from Japan and Korea
- *Natural Resources:* Promote BC as a world leader in natural gas production, a major producer of coal and other minerals and a top supplier of wood products to Asia
- *Pacific Gateway:* Highlight BC's position as Asia's fastest and most efficient gateway to North American markets
- *Clean Technology:* Promote BC as a world leader in clean energy resources and clean technology innovation
- *International Education:* Reinforce British Columbia's world class education system.

2. Program Components

Key Announcements:

- In Japan, an opportunity to announce the construction of a school or senior's housing centre using wood products, BC's contribution to tsunami reconstruction efforts
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- Roundtables related to LNG, mining, bioenergy and green building design will provide an opportunity for BC industry leaders to meet with their counterparts to advance trade and investment relations.

Relationship-building

- “Friends of BC” networking events will provide a chance to highlight BC’s strategic advantages and commitment to building relations with Japan and Korea
- Announcements and networking events will highlight the cultural and humanitarian ties between BC and Japan/Korea.

3. Program:

A proposed one-week mission program for the Premier would first visit Japan, followed by Korea, ending with a brief visit to the Philippines. The following outline is intended to provide an overview of suggested mission components; details on specific program elements will be forthcoming once final dates have been set.

VANCOUVER (Sunday, April 22)

- *Media availability with industry delegations prior to departure*
- *Departure for Narita (1305)*

TOKYO (Monday, April 23)

- *Arrive Narita Airport (1520); transit to hotel (approx 2+ hours)*
- *Briefing with Canadian Ambassador; BC Trade Representative*

TOKYO (Tuesday, April 24)

- *Announcement: BC contribution to Japan Reconstruction Efforts*
- *Roundtable with BC forest companies and their Japanese clients*
- *Corporate luncheon under “Canada Starts Here” theme*
- *Corporate / Government calls*
- *“Friends of BC” Reception*

TOKYO (Wednesday, April 25)

- *Roundtable on Japanese mining investment opportunities in BC*
- *Luncheon with key Japanese investors in BC*
- *Corporate calls*
- *Departure from Tokyo (Haneda Airport @ 1620) to Seoul (Gimpo Airport @ 1845)*

SEOUL (Thursday, April 26)

- *Roundtable/MOU signing - BC forest companies and Korean counterparts*
- *Corporate luncheon under “Canada Starts Here” theme*
- *Corporate / Government calls*
- *“Friends of BC” Reception*

SEOUL (Friday, April 27)

- *Roundtable on Korean mining investment opportunities in BC*
- *Corporate / Government calls*
- *Luncheon with Korean investors in BC*
- *Late afternoon departure to Suwon*
- *Bilateral meeting/cultural dinner with Gyeonggi Governor Kim*

[Note: delegation overnights at Incheon Airport Hotel instead of returning to Seoul]

SEOUL/ MANILA (Saturday, April 28)

- *Departure from Seoul (Incheon Airport @ 835) to Manila (1125 arrival)*
- *Program – focusing on labour market recruitment and education*
- *“Friends of BC” Reception*

MANILA/VANCOUVER (Sunday, April 29)

- *Departure from Manila (1100); arrival Vancouver (1320)*

Pages 228 through 244 redacted for the following reasons:

s13, s16, s17, s21, s22



THE BC
JOBS PLAN



NEWS RELEASE

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Office of the Premier
Ministry of Jobs, Tourism and Innovation

Premier Ends Mission Focused on Energy, Tech, Labour

VICTORIA – Building on the momentum of the first Jobs and Trade Mission to China and India, Premier Christy Clark's Jobs and Trade Mission to Japan, Korea and the Philippines focused on promoting British Columbia's natural resources, as well as clean and high technologies to Asian investors.

"Our government knows that we need to keep our economy growing by strengthening and diversifying our trading relationships," said Premier Clark. "Japan and Korea need our vast liquefied natural gas (LNG) resources to meet their energy demands, and we are opening up new markets for our biomass sector creating jobs in places like Prince George and the North Shore.

"And our mining industry continues to garner investor interest creating high-paying, long-term and skilled jobs for B.C. families. We are also being increasingly recognized as a hub of digital-animation technologies, a new and exciting area of trade with Japan and Korea. I was also particularly pleased to be the first B.C. Premier to visit the Philippines and make progress on labour mobility with our Joint Communiqué."

During the BC Jobs and Trade Mission, 25 business deals and partnership agreements were signed or announced, with a value of over \$500 million. Premier Clark attended approximately 40 events and meetings with business and political leaders, including large investors in B.C. such as Mitsubishi Corporation, Korea Gas Corporation (KOGAS), and Korean mining company POSCO. The trip also provided Premier Clark with the opportunity to meet with companies with investments in B.C.'s technology sector, such as DeNA, a mobile game producer, and Takeda Pharmaceutical Company Limited, Japan's largest pharmaceutical company.

Many of the announcements involved B.C.'s clean-energy industry, including an agreement between the Province and Japan Oil Gas and Metals National Corporation (JOGMEC) to co-operate and share information on natural gas activities in B.C., and an agreement between Nelson BioEnergy, Princeton Co-Gen and Korea Welds Co. for the purchase of 6,000 tonnes of wood pellets this year, worth \$1.26 million.

"We feel bioenergy is a real growth area for B.C.," said Premier Clark. "It's one that has the potential to provide value-added jobs in areas of the province hit by the pine-beetle epidemic."

Premier Clark's Jobs and Trade Mission coincided with the announcement by Shell Canada Limited, KOGAS, PetroChina Company Limited and Mitsubishi Corporation that they have partnered to jointly develop an LNG facility near Kitimat, which is expected to handle 12 million tonnes of LNG a year and create thousands of jobs for British Columbians. Premier Clark was able to discuss this project with both KOGAS and Mitsubishi in bilateral meetings, and was joined on the mission by representatives of Shell Canada Limited.

"Being able to talk with these companies about their demand for LNG, being able to see first-hand what an LNG facility looks like, and learn how important LNG is to their long-term energy security provided us with such great perspective on the role B.C.'s LNG can play in Japan's future," said Premier Clark.

During the mission, Premier Clark also visited the Philippines, signing a Joint Communiqué with the Philippines' Department of Labor and Employment on areas of mutual benefits with respect to labour mobility. This visit to Manila also gave government the opportunity to strengthen B.C.'s economic partnership with a country with which a strong cultural relationship already exists.

Other agreements on the trade mission involved B.C.'s mining sector, including a three-year extension of an agreement between Imperial Metals Corporation and Sumitomo Metal Mining Co. worth \$150 million, and a \$35-million investment by JX Nippon Oil for a feasibility study for Xstrata Coal's Suska Project near Dease Lake.

"We are extremely pleased with the outcomes from this trade mission and the ongoing support from the B.C. government," said Brian Kynoch, president, Imperial Metals Corporation. "To have Premier Christy Clark lead this trade mission to open doors, seek new markets and build on current relationships, confirms that British Columbia is a place to do business."

Approximately 104 delegates representing 75 companies, organizations and community groups accompanied the Premier on the BC Jobs and Trade Mission.

"In Asia, it's very important to show that government and companies are working together," said Premier Clark. "That's why our government is proud to work with B.C. organizations to build long-term stable relationships with Asia Pacific that will lead to jobs here at home in British Columbia."

Premier Clark left Vancouver on May 12. While in Japan the mission visited both Sendai and Tokyo. In Korea, the mission made stops in both Seoul and Suwon. Finally, before returning on May 20, Premier Clark led the mission to Manila in the Philippines.

The second BC Jobs and Trade Mission followed a commitment made in 'Canada Starts Here: The BC Jobs Plan' to strengthen existing relationships between B.C. and Asian markets by opening doors for new relationships and setting the stage for future opportunities in Japan, Korea and the Philippines.

A backgrounder follows.

BACKGROUND

Trade Mission Key Announcements for Tuesday, May 14

- The University of Northern British Columbia and Gakushuin Women's College signed a Memorandum of Understanding (MOU) to develop academic areas of mutual interest. The two are agreeing to establish a relationship to develop study abroad programs, exchange students and faculty members, promote the cooperation in academic activities, and develop other mutually beneficial programs. The schools also launched a new high definition video link between the two campuses.
- The University of Northern British Columbia and the Japan Travel Bureau Business World Tokyo Corporation signed an MOU to promote, encourage, and facilitate the development and internationalization of higher education in B.C.
- Royal Roads University and VIEC International Inc. of Japan signed an MOU toward development and implementation of programs specific to the Japanese market, as well as the promotion of mutual understanding between the two organizations.
- The Canadian Chamber of Commerce in Japan and Canada Japan Society of British Columbia signed an MOU to strengthen co-operation between the two organizations, including exchange of information, work to further improve and expand trade relations, and to promote cooperation among government officials and the business community.

Trade Mission Key Announcements for Tuesday, May 15

- Nippon Access agreed to retail Natural Glaciers Waters product through one of Japan's largest grocery chains.
- Powertech and Tomoe Shokai have signed a Letter of Intent (LOI) to enter into a strategic alliance for the sale of Powertech's hydrogen fuelling stations in Japan. Each fuelling station has a value of some \$2 million.
- JX Nippon and Xstrata Coal announced a \$35 million pre-feasibility study of the Suska Coal Project, located between Tumbler Ridge and Chetwynd.
- Sumitomo Metal Mining Co. and Imperial Metals Corporation revealed a three-year extension of an existing copper concentrate agreement between the two companies worth a total of \$150 million.

Trade Mission Key Announcements for Wednesday, May 16

- The Government of British Columbia and Japan Oil, Gas and Metals National Corporation signed an MOU covering co-operation and information sharing on natural gas activities in B.C.

Trade Mission Key Announcements for Thursday, May 17

- Canada Wood Group and Best House Korea signed an MOU for the sharing of information on the design and construction of wood-frame houses to be built at Masung Wood Framed Home Community Development Project. It is expected that up to \$5 million in B.C. lumber will be purchased for the project.
- UBC and KIST signed an MOU on the implementation of joint research in clean technology and the establishment of a KIST Research Laboratory at UBC.
- RCI Capital/Sustainable Development Technology Canada and TStone Corporation agreed on \$300 million worth of matching funding for investment in Canadian clean technology portfolio companies, of which over 30 per cent of the portfolios are B.C. companies.
- British Columbia based Deltalok Group agreed to supply Acciona Energy Korea with the design and construction of permanent structures for the wind power complex in Young Yang County, GyeongBuk Province. The agreement is for 70 units and is valued at \$10 million.
- Durae Corporation and Ironwood Clay Company announced an MOU to establish partnership, collaboration and economic development opportunities. Ironwood is a supplier of Marine Mineral Elements water to AmorePacific, the largest cosmetics manufacturer in Korea, through Durae Corporation.
- Hanjin Shipping and Prince Rupert Port Authority celebrated the company's one-year anniversary of shipping to Prince Rupert.

Trade Mission Key Announcements for Friday, May 18

- Royal Roads University and the Institute of International Education at Kookmin University agreed to establish an institutional partnership.
- Nelson Bio Energy (of Vancouver, B.C.) will supply 6,000 tons of B.C. wood pellets produced by Princeton Co-Generation Company (of Princeton, B.C.) to Korea Welds Company in 2012. In 2013, 10,000 tons will be supplied.

Trade Mission Key Announcements for Saturday, May 19

- The Province of British Columbia and the Republic of the Philippines signed a Joint Communiqué on areas of mutual benefits with respect to labour mobility.
- Aquilini Renewable Energy announced it received approval from the Philippine Economic Zone Authority (PEZA) to build, operate and manage a \$15-million waste-to-energy gasification plant in the City of Mactan in Cebu Province.

- The Applied Science and Technologists and Technicians of BC and the Asia Pacific Gateway Skills Table announced the launch of their Training Assessment for Technologists and Technicians Project. The project will pilot a collaborative assessment process for comparing Philippine and Canadian education, as well as training and professional standards in the civil, mechanical and electronics technology occupations.
- Montreux Capital Corp., a BC-based TSX-V company, is acquiring several proprietary banking software assets, including Kowops eCommunity Solutions Phils Inc., a Philippines-based banking software company, in a \$1.75-million transaction that will bring modern banking solutions to the underserved poor in emerging markets.

Media can download raw footage, photos, audio on www.sendtonews.com when it is available.

To view and download photos from the Asia Trade Mission visit: <http://flic.kr/s/aHsjz4PFfy>

Follow the Asia Trade Mission at:

<http://www.britishcolumbia.ca/Connect/PremiersMission2012/Pages/PremiersMission.aspx>

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Ministry of Jobs, Tourism and Innovation

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Connect with the Province of B.C. at www.gov.bc.ca/connect

Summary of Marketing and Promotion Supports for Investment Attraction and Export Development

Premier's Mission to China and India, November 2011

MISSION OBJECTIVES

Summary

The BC Jobs and Trade Mission to China and India was a key component of the BC Jobs Plan commitment to expand and open new markets in the Asia-Pacific Region. With the tremendous economic growth in that region, B.C. recognizes that strengthening ties to Asia is important to attract new investment and defend and create jobs at home.

The goals of the mission were to strengthen existing relationships, open doors to form new trade and business relationships, and set the stage for future trade missions. In order to grow markets overseas, it is important to continue to develop trade and investment relationships and that takes time, commitment and consistency.

This trade mission was different from previous missions in a number of ways. It was the largest in history - including some 250 representatives from B.C. businesses and organizations. The mission played a key role in helping to connect small and large businesses and institutions with foreign customers, and promoted B.C.'s competitive advantages. For the first time, a trade mission brought together a wide range of sectors and representatives from forestry, mining, liquefied natural gas (LNG), technology, agri-food, transportation, tourism and education. The goal was to open new doors for all the sectors to benefit from opportunities in China and India.

The delegation also included over 100 community representatives from B.C.'s Chinese-Canadian and South Asian communities. This group played an important role to help B.C. develop strong business and cultural ties with China and India. The itinerary was ambitious, with visits in eight cities over thirteen days. The cities were: Guangzhou, Shanghai and Beijing in China and Delhi, Mumbai, Bangalore, Amritsar and Chandigarh in India.

The trade mission exceeded expectations. During the mission, more than 60 agreements and partnerships were signed, with a dollar value exceeding \$1.4 billion. The mission was important in promoting relationships with government and business leaders in both countries, which is a necessity to expand business opportunities. For instance, Premier Clark attended approximately 70 events and meetings with business and political leaders. The trade mission also enhanced B.C.'s market presence and promoted the provinces' competitive advantages in key markets.

Marketing Objectives

Marketing and promotional efforts focused on leveraging the Premier's trade mission to broaden awareness of B.C.'s investment potential and export capacity in key geographic target markets and high-priority sectors. They also encouraged integrated cross-ministry marketing efforts to ensure consistent jurisdictional messaging and new brand exposure (Canada Starts Here). Key marketing objectives were to:

- Showcase B.C.'s competitive advantages in seafood, mining and international education, all priority Jobs Plan sectors
- Promote exports and investment opportunities
- Promote B.C. as a tourism and education destination
- Support business development and major events, including
 - China Seafood 2011 Tradeshow
 - Guangzhou Seafood business event
 - China Mining 2011 Tradeshow
 - Hong Kong Mining business event
- Publicize ITIA services for investment attraction and export facilitation

These marketing objectives were met through an integrated campaign approach focused on primarily on: 1) key tradeshows and business events where B.C. had a prominent presence, onsite business development during those events, and business matching; and 2) online promotion through social media and search optimization strategies.

Results

The following provides a high-level overview of the tactics and results for the integrated campaign for seafood, mining and education combined:

Objective	Tactic	Result
Business Development	Trade show presence	Well-chosen booth locations and effective graphical treatment of product generated high traffic and onsite B2B matchmaking
Business Development	Online promotion	<ul style="list-style-type: none">✓ Traffic to ITIA website increased 7000% during campaign✓ Engaged visitors to landing pages (avg. time on page 1 min 11 sec. to 2 min 58 sec.)✓ >90 click-throughs to B.C. companies✓ >160 click-throughs to trade offices in China and India

Objective	Tactic	Result
Showcase B.C.'s competitive advantages	Search engine campaigns for seafood, mining and education	<ul style="list-style-type: none"> ✓ >16.9 million impressions in China ✓ >1.6 million impressions in India ✓ Captured ~ 50% of all possible search impressions for relevant keywords
Promote exports and investment attraction	On-site and online collateral	<ul style="list-style-type: none"> ✓ >210 downloads of investment collateral material
Publicize ITIA services	Social media campaign	<ul style="list-style-type: none"> ✓ Klout score increased 6 points to 42 (Networker) ✓ Gained 90 followers (+41%) on @BCTradeInvest ✓ Gained 255 followers (+13%) on SINA Weibo

The results from the campaigns undertaken to support business development activities alongside the Premier's mission demonstrate that:

- Coordination of social media activities with key partners results in higher domestic engagement levels than stand-alone activities. Results improve with integration:
 - Multi-channel
 - Cross-government
 - Industry partners
- Integrated and targeted campaigns including search optimization, social media campaigns and on-site activities are successful at driving international traffic to the external-facing international website and encouraging online behaviour to contact trade offices and download key investment attraction and export materials.
- Significant opportunities for ongoing online marketing exist for:
 - Seafood sector in China
 - Education sector in China and India
- Event-focused online marketing support is valuable in both China and India to create brand and product awareness for investment attraction and exports of mining and minerals.
- Online marketing efforts show promise for further lead generation development, including more technical upgrades to introduce more 'conversion' mechanisms on landing pages.

Key Results by Sector

SEAFOOD

Objective	Performance Metric	Achieved Performance	Comments
Showcase B.C. seafood products to potential international buyers	Brand impressions	China: 6,366,727 impressions India: 114,888 impressions	High level of brand promotion in- market
	Landing page views (<i>increase over baseline of 70/day</i>)	China: 233 page views per day (30% increase) India: 11 per day (84% decrease)	High views in China. Low views in India as seafood is not popular in India. This campaign was a low-cost test.
Promote B.C. seafood companies, producers and product to the Chinese public	Trade show booth visitors (<i>quantity</i>)	TBD	Anecdotal feedback indicates that product graphics drove high traffic
	Trade show B2B meetings (<i>quantity</i>)	TBD	
	Time on landing page (<i>increase over industry average of 43 seconds</i>)	China: 1 min 52 sec India: 1 min 50 sec	Visitors engaged, content relevant. Time/engagement could be increased with additional content.
	Click through rate to landing page (<i>increase over industry average of 0.1-0.2% on Google China, and 1.0-1.5 on Google</i>)	China: 0.22% CTR (10% increase over industry standard) India: 1.26% CTR (530% increase over industry standard)	Effective, targeted promotions China: Above average India: Much higher than average
	Lead generation for B.C. companies (click-throughs or downloads)	China: 35 India: 16	Strong click-throughs indicate further opportunity for lead capture and generation
	Lead generation for B.C. trade offices (click-throughs)	China: 331 India: 7	
	Download of collateral material <i>Baseline: 29 YouTube views</i>	72 clicks on the 'Download Button' for the Seafood Investment Kit 103 YouTube views (255% increase)	Strong level of interest in seafood information kit compared to previous campaigns
Increase awareness of ITIA services for investment attraction and export facilitation	Overall ITIA web traffic (<i>increase over baseline</i>)	146.88% increase in international traffic 7,000% increase in web traffic	Results not segmented by sector. Combined mining, seafood and education campaigns drove large increases
	Social media influence (<i>increase in Klout score, increase in followers over baseline of 8 per campaign</i>)	Four point increase in Klout score to 36 33 new followers (15% increase)	B.C. considered a "Networker" online

Demonstrate to B.C. seafood companies the wealth of export opportunities in new Asian markets	Social media engagement (Facebook) <i>Baseline: 2 shares, 1 comment, 2 Likes</i>	7 Likes (250% increase in likes) 1 share (50% decrease in shares) 4 comments (300% increase in comments)	Cross-government and partner cooperation as well as mix of B2B and B2C increased engagement.
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Recommendations/Future Options

The seafood marketing efforts increased awareness of the sector in China and, in particular, focused attention on key seafood suppliers. The success of the campaign indicates that a mix of business-to-business and business-to-consumer engagement could be a good future approach. It is therefore recommended that:

- Both brand awareness and product profiles be considered for future campaigns in China
- Exploration with Ministry of Agriculture contacts be undertaken to identify elements with potential for the development of a longer-term export-oriented marketing strategy, including co-marketing options with seafood suppliers and other private entities.

MINING AND MINERALS

Objective	Performance Metric	Achieved Performance	Comments
Showcase B.C. mining and mineral resources	Brand impressions	China: 6,933,700 India: 774,682	Strong brand awareness in market for the sector
	Landing page views (increase over baseline of 70/day)	China: 130/day (58% increase) India: 28/day (70% decrease)	
Support business development and investor attraction activities	Trade show booth visitors (quantity)	TBC (MEM)	Anecdotal feedback indicates that booth position drove high traffic and meetings
	Trade show B2B meetings (quantity)	TBC (MEM)	
	Time on landing page (increase over industry average of 43 seconds)	China: 1min50 India: 2min58	Visitors engaged, content relevant
	Click through rate to landing page (increase over industry average of 1-1.5% for Google English and 0.1-0.2% for Google China)	China: 0.18% India: 1.19%	Effective and targeted promotions China: good India: good
	Lead generation for B.C. companies (click-throughs or downloads)	80 downloads of company profiles	Good interest from users given it was the first test with company profiles
	Lead generation for B.C. trade offices (click-throughs)	China: 37 India: 5	
Increase awareness of ITIA services for investment attraction and export facilitation	Overall ITIA web traffic (increase over baseline)	146.88% increase in international traffic 7,000% increase in web traffic	Results not segmented by sector. Combined mining, seafood and education campaigns drove large increases
	Social media influence (increase in Klout score, increase in followers over baseline of 8 per campaign)	57 new Twitter followers 3 point increase in Klout score Twitter drove 3 visits to English blog 3 reads for translated B.C. mining blog	Good result considering C-suite mining executives not typically active online Strong partner support
Maximize exposure of mining investments and opportunities	Download of investment collateral material	120	High compared to previous campaigns.

Recommendations/Future Options

Despite the mining sector not being very active on social media channels in general, there is clearly an opportunity to engage them during events, and that engagement can then be leveraged after the event for future business development efforts.

It is therefore recommended that future activities focus marketing efforts on supporting business development activities at events, including the following activities:

- Conduct pre-event integrated, targeted search engine and social media campaign aimed at generating leads for ITIA and B.C. companies to facilitate meetings at the event.
- Between events, foster awareness of ITIA services in this sector by nurturing community through continued regular social media activities.
- A mix of content promoting B.C. competitive advantages in mining, minerals and metals offered a solid content strategy and segmenting topics and opportunities in mining helped to integrate with a wider-range of business interests online. A similar, mixed model, that reaches out to capture mining, minerals, and metals, is recommended for future campaigns.
- Leverage the positive sentiment and engagement created during events by maintaining the volume and frequency of tweets and continuing to build the Twitter list for the mining sector. This would involve continuing to promote international mining blogs over @BCTradeInvest Twitter stream to facilitate retweets and increase knowledge of valuable resources and mining, metals and mineral opportunities. Blog content should be kept short and factual.
- Continue to build online presence, via blogging and Twitter, to further develop the Canada Starts Here brand identity, associating it with mining companies and credible investment-related information.

INTERNATIONAL EDUCATION

Objective	Performance Metric	Achieved Performance	Comments
Showcase B.C.'s international education sector to Asia Pacific	Brand impressions	China: 3,637,419 impressions India: 460,657 impressions	High level of brand awareness in-market for the sector.
Promote key messages targeting students, parents and those interested in investing in an international education experience	Landing page views (<i>increase over baseline of 70/day</i>)	China: 139/day (98.6% increase) India: 48/day (31.4% decrease)	Baseline is from English campaigns that have had more promotion and overall traffic activity. This was the first campaign run off the India site.
	Time on landing page (<i>increase over industry average of 43 seconds</i>)	China: 1 min 11 sec India: 2 min 16 sec	Visitors engaged, content relevant. Time/engagement could be increased with additional content.
	Click through rate to landing page (<i>increase over industry average of 1-1.5% for Google English and 0.1-0.2% for Google China</i>)	China: 0.33% CTR (65% increase over industry standard) India: 3.19% CTR (110% increase over industry standard)	Effective and targeted promotions and strong interest in sector in these markets. Search based ads in India had a 6.16% CTR- a very impressive CTR for a campaign
	Increase in YouTube Views <i>Baseline: 29 views (English)</i>	English: 201 YouTube views (593% increase) Translated: 43 YouTube views	Strong interest in sector in these markets. Good number of views for translated video through social channels (<i>no baseline available</i>). 31 SINA Weibo views – most for video on SINA Weibo account to date
	Overall ITIA web traffic (increase over baseline)	146.88% increase in international traffic 7,000% increase in web traffic	Results not segmented by sector. Combined mining, seafood and education campaigns drove large increases

Promote B.C.'s centres of excellence and education advantages	Lead generation (click-throughs or downloads)	China: 117 India: 104	Leads primarily through to government resources. Opportunity to partner with institutions for segmented lead generation.
	Social media influence (increase in Klout score, Twitter followers)	3 point increase in Klout score to 42 33 new Twitter followers (<i>overall campaign</i>) 15% Increase	Strong cooperation with B.C. institutions points to opportunity to continue to build profile in this sector.
	Social media interaction (<i>Facebook baseline: 2 Likes, 2 shares, 1 comment</i>)	3 Likes (50% increase) 2 share (flat) 0 comments	Efforts focused on Twitter as Facebook was less active.

Recommendations/Future Options

Given the very high level of interest about studying in British Columbia in the search optimization campaign and social media channels in both India and China, it is clear there is scope for a longer-term online campaign with more targeted educational offerings. The sector has strong potential for business-consumer marketing activities with segmented promotional options linked to institutions already actively recruiting in these markets, as evidenced from the MOUs signed during the recent Premier's mission to Asia.

It is recommended that efforts be initiated with AVED to develop ongoing integrated online marketing campaigns for B.C. education for both China and India including the following activities:

- Search engine optimization campaigns targeted towards prospective students and their parents and segmented by educational offering (K-12, trade/vocational, academic) on both Google China and Baidu
- Targeted, segmented landing pages that engage audience and funnel leads to appropriate institutional lead capture mechanisms
- Social media campaigns targeted towards generating brand awareness of B.C. and B.C. education in markets with a focus on EQA and quality assurance
- Exploratory efforts to develop a marketing consortium of B.C. educational institutions and associations to align key campaigns by institutions and school districts so they support and amplify B.C. education brand awareness.
- Identify resources to support social media efforts by B.C. trade offices in these markets to nurture engagement with the target population (students,

parents, prospective investors, economic immigrants) and develop culturally relevant, timely campaigns on Sina Weibo.