

Mason, Patty JTI:EX

From: Hayden, Dana JTI:EX
Sent: Sunday, February 19, 2012 3:24 PM
To: Pantazopoulos, Dimitri IGRS:EX; Hayden, Dana JTI:EX; Sen, Shom JTI:EX; Maranda, Pierrette IGRS:EX; Haney, Donald IGRS:EX; Bhullar, Barinder PREM:EX; Parhar, TJ S JTI:EX; Gordon, Matt GCPE:EX; Irwin, Paul JTI:EX; Ewert-Johns, Marcus JTI:EX; Haakstad, Kim PREM:EX
Cc: Fekete, Renee JTI:EX
Subject: Japan - Korea
Attachments: Japan - Mission Objectives Feb 18.docx; AGENDA February 20, 2012.docx; Communications Plan_PCC Asia Mission.docx; Korea - Mission Objectives Feb 18.docx; PCC mission outline 4.docx

Proposed agenda and materials for tomorrow

Dana Hayden
Deputy Minister
Ministry of Jobs, Tourism and Innovation

Premier's Mission to Japan and Korea, Spring 2012
JAPAN - Mission Objectives

I. BACKGROUND:

Current economic conditions in the country; Government's priorities

- Prime Minister Noda's top priority is the recovery of Japan from the devastation of the great East Japan earthquake and the restoration of Japan's economy.
- The March 2011 earthquake and tsunami hurt an already sluggish Japanese economy, as corporate profits, supply chains and power supply were severely impacted. Growth for FY 2011/12 is forecasted to contract by 0.4% and grow in FY2012/13 by 2.0%.
- Japan's currency has appreciated dramatically over the year, forcing the country to deal with a hollowing-out of the nation's domestic industries as the strong yen puts Japanese exports at a disadvantage to its Asian-based competitors.
- Japan recorded a 2.49 trillion yen trade deficit in 2011, the first in 31 years (since the 1980 oil shocks) due to decreased exports and increased imports of LNG to offset the use of domestic nuclear power.

Overview of BC's Trade with Japan

- In 2010, 46.3% of Canada's exports to Japan originated from BC.
- Japan is BC's second largest export market, although China is poised to overtake that position, following a decade long decline in BC's market share.
- Japanese foreign direct investment (FDI) has played a large role in shaping British Columbia's resource industries.
- In 2010, coal, minerals and wood were Japan's top 3 exports to Japan:
 - BC exported \$1.6 billion of coal to Japan and \$1.04 billion of metallic mineral products.
 - B.C. exported 2.4 million m³ of commodity wood products valued at \$648 million.
 - Japan is B.C.'s second largest export market for agriculture, fish & seafood exports, totaling \$296 million.

Japan's Trading Partners

- Japan's top 3 trading partners are China (20.7%), US (12.7%), and South Korea (6.2%).
- Key competitors in BC's top export sectors to Japan (in traditional industries) include Australia (coal and aluminum), Chile (copper), the EU & US (wood), and Indonesia (coal and copper).
- Japan currently imports most of its LNG from the Middle East, Australia and SE Asia. Russia is developing its LNG export capacity, which could impact the price of LNG in the mid-long term.

Japan's Business Culture

- Japan is a market economy with similar business practices found in Western developed economies. Japanese corporate investors pay close attention to the policy directions of foreign governments which may impact their international investments.
- Protocol is very important when engaging both from a government and business perspective.
- Japan's major trading companies such as Mitsubishi Corporation, Mitsui & Co., Marubeni Corporation and Sumitomo Corporation are powerful players both within Japan and globally. The major trading houses take a careful, systematic approach to international intelligence gathering when making international investment decisions.
- There are approximately 230 Japan-affiliated companies with offices in BC, including general trading, lumber, pulp and paper, construction, mining and tourism sectors.

II. CULTURAL CONNECTIONS TO BC:

- Formal ties between Japan and Canada began with the establishment of the Japanese Consulate in Vancouver on June 22, 1889 – 40 years before its embassy opened in Ottawa.
- The Japanese-Canadian community in BC stands at 41,000, based on 2006 census data. Much of BC's Japanese-Canadian community is third generation and is integrated into the mainstream community through intermarriage.
- The community is dispersed throughout Metro Vancouver, but most heavily concentrated in the Downtown/West End and Steveston neighbourhoods of Metro Vancouver.
- Japan was the 9th top source country for immigrants to British Columbia in 2011, with 699 immigrants, with the majority entering on family (287) and skilled worker (148) applications.
- For over two decades, Japanese students have enrolled in programs in Canada, and British Columbia has attracted many of these students (often over 50 percent of the Canadian total). Approximately 7,000 Japanese students attend BC institutions annually.
- British Columbia has nearly half of Canada's sister city relationships with Japan (35 out of 75). BC municipalities with active sister city ties with Japan include: Victoria-Morioka (capital of Iwate Prefecture in northeastern region of the main island of Honshu, inland from the earthquake/tsunami zone); Kelowna-Kasugai (Aichi Prefecture, in the central region of Honshu); and Vancouver-Yokohama (capital of Kanagawa Prefecture, second largest city in Japan, located just south of Tokyo).

III. OUR APPROACH / JOBS PLAN SECTORS:

A. FORESTRY

S13, S16, S17

S13, S16, S17

B. MINING

S13, S16, S17

S13, S16, S17

C. NATURAL GAS

S13, S16, S17

S13, S16, S17

D. AGRIFOODS

S13, S16, S17

E. TECHNOLOGY

S13, S16, S17

F. TOURISM

S13, S16, S17

G. TRANSPORTATION

S13, S16, S17

H. INTERNATIONAL EDUCATION

S13, S16, S17

S13, S16, S17

Premier's Mission to Japan and Korea, Spring 2012
KOREA - Mission Objectives

I. BACKGROUND:

Current economic conditions in the country; Government's priorities

- South Korea is the 14th largest economy in the world, with a GDP of over US\$1 trillion. China, Japan and USA are its largest trading partners.
- South Korea relies heavily on imports of energy, raw materials and other commodities. Its top imports are fuels, machinery, iron, steel and chemicals.
- In 2010 South Korea achieved one of the strongest economic recoveries among industrialized nations and concluded free-trade deals with the EU and the US.
- Korea's President announced a *Low Carbon, Green Growth Strategy* in August 2008, featuring an ambitious plan to invest \$87 billion in the green economy in the coming five years.
- The Korean Government is implementing Renewable Portfolio Standards where Korean utilities are required to source 2% of total power production from renewable energy in 2012 and up to 10% by 2022.

Overview of BC's Trade with Korea

- Korea is British Columbia's fourth largest trading partner and third largest goods export market to Asia, accounting for \$1.9 billion of B.C.'s commodity exports in 2010.
- Total exports to South Korea were up 13 per cent in 2010 compared to 2009.
- Coal, valued at \$1 billion, made up 53 per cent of all B.C.'s exports to South Korea in 2010.
- BC ranks first in the provincial share of exports to South Korea (50.3%), well above the second place exporter, Ontario (19.3%).
- Nearly 94,000 South Koreans visited BC in 2010, spending about \$149 M. This makes Korea BC's 6th largest overseas tourism market in terms of visitation, and 4th in terms of revenue. It also thereby represents the overseas market with the highest average revenue/visitor for BC (2010; source: International Travel Survey data).
- BC garners an estimated 40% share of Canada's packaged leisure tour products offered by Korean travel agencies.

Korea's Trading Partners

- China is Korea's largest trading partner, receiving nearly a quarter of its exports (24%); US (10%) and Japan (6%) follow.
- Key competitors to BC's exports in the resource sectors to Korea include Australia (coal, LNG), Chile (copper) and Indonesia (wood pulp).
- Key competitors to BC's exports in the knowledge and services sectors include Australia, UK, New Zealand and the US (education, tourism, digital media).

Government-Business Relations in Korea

- The Korean Government has played a significant role in the country's economic development. The government provided enterprises with a range of subsidies and incentives but in return demands strict adherence to expected economic performance targets.
- In recent years, Korea's economy has moved away from the centrally planned, government-directed investment model toward a more market-oriented one. However, Korean government still plays an important role in such sectors as green technology and investment in overseas resources.

- There is a high level of credibility and trust in government in Korea. The relationship between the public sector and the large Korean enterprises is very close, but ultimately the public sector clearly has the upper hand, with government wielding a range of policy instruments and incentives to direct industrial policy.

Korea's Business Culture

- Korea is a fast-growing market economy with an outward-looking business community.
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S13, S16

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II. CULTURAL CONNECTIONS TO BC:

- The Korean-Canadian resident community in BC is estimated at over 50,000, with the community most heavily concentrated in the Coquitlam/Fraser Heights regions of Metro Vancouver.
- Korea was the 4th top source country for immigrants to British Columbia in 2011, with 1,947 immigrants, with the majority entering on skilled worker (783) and Provincial Nominee (449) applications.
- In 2009/10, about 17,900 Korean students were studying in BC, representing almost 20 percent of the province's total international student population. Over half of foreign students studying in BC's elementary and secondary schools are from Korea.
- BC has an active sister province relationship with Gyeonggi province in Korea.
- Several BC municipalities have active sister city ties with Korea, including Coquitlam-Paju (Gyeonggi Province), North Vancouver District-Guro (District of Seoul); Burnaby-Hwaseong City (Gyeonggi Province); and Vancouver-Incheon (direct controlled municipality neighbouring Seoul). While city twinnings are recognized platforms for building cross-cultural relationships, they have limited utility in and of themselves as an international business development tool.
- One of Korea's most famous soccer players, Young-Pyo Lee has recently signed with the Vancouver Whitecaps. It was widely reported in Korea that the main reasons for choosing Vancouver was BC's excellent K-12 education system and quality of life.

A. FORESTRY

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S13, S16, S17

B. MINING

S13, S16, S17

S13, S16, S17

C. NATURAL GAS

S13, S16, S17

S13, S16, S17

D. AGRIFOODS

S13, S16, S17

F. TOURISM.

S13, S16, S17

S13, S16, S17

G. TRANSPORTATION

S13, S16, S17

S13, S16, S17

H. INTERNATIONAL EDUCATION

S13, S16, S17

S13, S16, S17

MISSION OUTLINE

VANCOUVER (Saturday, May 19)

- Media availability with Industry delegations prior to departure
- 1305 Departure for Narita (Flight AC003: 10h 15m)

TOKYO (Sunday, May 20)

- 1520 Arrive Narita

TOKYO (Monday, May 21)

- Announcement – BC contribution to Japan Reconstruction Efforts
- Roundtable with BC forest companies and their Japanese clients
- “Friends of BC” Reception

TOKYO (Tuesday, May 22)

- Corporate calls / announcements - Japanese investment in BC LNG
- Corporate luncheon under “Canada Starts Here” theme
- Roundtable on Japanese mining investment in BC
- Reception with key Japanese corporate investors in BC

TOKYO/SEOUL (Wednesday, May 23)

- Corporate calls/announcements - clean technology partnerships
- Luncheon - International education partners
- 1620 Departure for Seoul (Flight NH1165: 2h 25m)
- 1845 Arrival in Seoul (Gimpo)

SEOUL (Thursday, May 24)

- Roundtable/MOU signing - BC forest companies and Korean counterparts
- Corporate calls / announcements - Korean investment in LNG and mining
- Reception with key Korean corporate investors in BC

SEOUL/SUWON (Friday, May 25)

- Corporate calls/announcements - clean energy and green buildings
- Corporate luncheon under “Canada Starts Here” theme
- Late afternoon departure to Suwon
- Bilateral meeting/dinner with Gyeonggi Governor Kim

[Note: delegation could overnight in Incheon instead of returning to Seoul]

SEOUL/MANILA/VANCOUVER (Saturday, May 26)

- 835 Departure for Manila (Flight OZ701: 3h 50m);
- 1125 Arrival in Manila
- Program – Announcements/meetings focusing on labour market recruitment and education
- 1950 Departure for Hong Kong (Flight CX902: 2h 05m)
- 2155 Arrival in HK (Layover: 2h 35m)
- 0030 Departure for Vancouver (Flight CX888: 11h 55m)
- 2125 Arrival in Vancouver (same day).

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MISSION OUTLINE
Option 1 (full program)

VANCOUVER (Sunday, April 22 *)

- *Media availability with industry delegations prior to departure*
- *Depart YVR to Narita*

TOKYO (Monday, April 23)

- *Arrive in Tokyo, transfer to Embassy, meeting with Ambassador*
- *Travel to Sendai by bullet train*

SENDAI (Tuesday, April 24)

THEME: Humanitarian / Reconstruction

- *Tour of coastal areas impacted by tsunami*
- *Groundbreaking ceremony for reconstruction project co-funded by BC's \$2M*
- *Evening - Return to Tokyo by bullet train, transfer to hotel*

TOKYO (Wednesday, April 25)

THEME: Forest Products

- *Corporate calls/announcement with focus on forest sector*
- *Roundtable and luncheon for BC forest companies and their Japanese clients*
- *"Friends of BC" Reception*

TOKYO (Thursday, April 26)

THEME: Natural Resources / Gateway

- *Corporate calls / announcements associated with Japanese investment in BC LNG*
- *Roundtable / MOU signings focused on Japanese mining investment in BC*
- *Reception with key Japanese corporate investors in BC*

TOKYO (Friday, April 27)

THEME: Research / Innovation

- *Corporate calls / announcements / MOU signings with focus on key technology and innovation partnerships between BC and Japan (morning only)*
- *International Education Marketing Roundtable*
- *Late afternoon flight to Seoul, Korea*

SEOUL (Saturday, April 28)

- *Private / Community Program*

SEOUL – SUWON (Sunday, April 29)

THEME: Sister Province Relations

- *Mid-day travel to Suwon, capital of Gyeonggi Province*
- *Tour of UNESCO World Heritage Site*
- *Cultural Event hosted by Gyeonggi Province*

* A Sunday departure from YVR would alleviate pressure on the Japan program, including trip up to Sendai at the beginning of the program and start of spring holiday season on the Friday in Japan.

SUWON - SEOUL (Monday, April 30)

THEME: Natural Resources / Gateway

- *Bilateral Meeting and Luncheon with Gyeonggi Governor*
- *Corporate calls / announcements associated with Korean investment in BC LNG and mining interests*
- *International Education Marketing Roundtable*
- *Reception with key Korean corporate investors in BC*

SEOUL (Tuesday, May 1)

THEME: Clean Energy / Innovation

- *Corporate calls / announcements / deal signings in the clean energy (hydrogen and fuel cell), and research/innovation sectors*
- *"Canada Starts Here" corporate luncheon with Canada Korea Chamber of Commerce*
- *Roundtable with bioenergy companies and Korean power utilities*
- *"Friends of BC" Reception*

SEOUL (Wednesday, May 2)

THEME: Forest Products / Tourism

- *Announcements / deal signings in the forest products and green buildings sector*
- *Tour of housing project featuring BC wood products and green design*
- *Meeting with Pyeongchang 2018 Winter Olympic Organizing Committee members*
- *Evening flight to Hong Kong (OR Return to Vancouver)*

HONG KONG (Thursday, May 3)

THEME: Trade / Cultural Ties

- *Bilateral with Hong Kong Chief Executive*
- *Key corporate calls and announcements*
- *Evening reception in partnership with Canadian Chamber and Canadian Consulate Hong Kong*

HONG KONG (Friday, May 4)

THEME: Natural Resources / Gateway

- *Corporate calls on key HK clients of the gateway*
- *Investment Roundtable Luncheon*
- *Evening flight to Manila (OR Return to Vancouver)*

MANILA (Saturday, May 5)

THEME: Labour Mobility / Int'l Education

- *Provincial Nominee Program Labour Mobility Recruitment Fair*
- *International Education Marketing Roundtable*
- *Reception and Cultural program*

MANILA – VANCOUVER (Sunday, May 6)

- *Depart for Vancouver*

Not Responsive

From: Hayden, Dana JTI:EX
Sent: Saturday, February 11, 2012 5:12 PM
To: Pantazopoulos, Dimitri PREM:EX; Haakstad, Kim PREM:EX; Haney, Donald IGRS:EX; Sen, Shom JTI:EX; Ewert-Johns, Marcus JTI:EX; Irwin, Paul JTI:EX
Subject: Japan/Korea Mission

Dana Hayden
Deputy Minister
Ministry of Jobs, Tourism and Innovation

Please find attached revised Roles and Responsibilities as well as a condensed agenda that Dimitri requested (the schedule will be a bit tight for 1 week including Manila).

ROLES AND RESPONSIBILITIES
OFFICIAL DELEGATION
JAPAN/KOREA

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|-----------------------------|--|
| 1. Premier Clark | <i>Head of Delegation</i> |
| 2. Gabe Garfinkel, EA | <i>Executive Assistant</i> <ul style="list-style-type: none"> - Prepares daily briefing packages for Premier - Lead on speeches. Carries binder with speeches and compiles BNs and speeches into sleeves (one per event) - Liaise with John Paul Fraser at GCPE HQ on speeches that are being sent while on tour (especially bigger keynote speeches) - Provides feedback to John Paul from the Premier on speeches, and ensures she has speeches for review - Ensures Premier has correct document package prior to each meeting for review - Carries portfolio/briefcase to all meetings - Tends to personal needs of Premier |
| 3. Dana Hayden | <i>Deputy Minister, JTI</i> <ul style="list-style-type: none"> - Primary briefer of Premier on the program, as well as local market and broader economic/Jobs Plan Issues - Primary point of contact for Corporate and Community delegation liaisons in order to triage high number of requests directed towards Premier - Makes introductions of Premier to key BC delegation leaders who may be present - Primary point of contact and interface between Premier's staff and JTI staff on program and logistics issues - Receives and ensures all requests, clarifications, and concerns are addressed |
| 4. Shom Sen or Marcus Johns | <i>Executive, JTI</i> <ul style="list-style-type: none"> - Second in command to JTI DM to ensure that all issues and action items are addressed expeditiously and report back to DM on results. - Conduit to trade and investment teams responsible for event management, logistics, program elements, etc. - Oversees virtual "mission operations centre" - Ensures program consistency - Conducts daily wrap up (de)briefing at end of each day - Oversees daily briefing binder updates |
| 5. Matt Gordon | <i>Director, Communications</i> <ul style="list-style-type: none"> - Lead liaison with journalists - Manages and moderates media call backs -- (PO to set up the calls with Telus/Bell, and does Media Advisories) - Manages GCPE videographer assignments (videographer to feed back to BC) - Lead on News releases. Co-ordinates news releases with PO, |

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| | <p>GCPE HQ and Premier, updates/tweaks news releases with information on-the-ground</p> <ul style="list-style-type: none"> - Lead on Issues management: Ensures Premier is briefed on potential issues both at home and in China/India working with GCPE HQ and PO - Supports "mission operations centre" by being available to do last minute research and fact checking to support the Premier's remarks and responses to questions - Confirms with GCPE that all materials needed for web site updates are sent in a timely way (?- video, JP/Barinder – Photos, Matt - News release) - Point of contact for/Directs local PR firm - Attends all events that have a communications angle - Responsible for feeding photos with cutlines and captions to PO and GCPE HQ |
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ROLES AND RESPONSIBILITIES

SUPPORT DELEGATION

JAPAN

Core Support Delegation

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|-------------------|--|
| 1. Avrom SALSBERG | <p><i>BC Representative</i></p> <ul style="list-style-type: none"> - Local face of BC responsible for direct follow-up with clients and stakeholders in the region - Will do official introductions of the Premier to the hosts and vice-versa - Can provide local context, perspective and specific information about the host during the meeting to delegation members - Secondary note taker capturing key points of discussion and all follow-up actions / commitments - Provides some back up to the interpreter |
| 2. Paul IRWIN | <p><i>Director, North Asia Program, JTI</i></p> <ul style="list-style-type: none"> - Stage manage event flow during the meeting - Can provide DM with contextual briefing linking local issues to broader economic agenda - Updates delegation briefing binders nightly and as required - Primary note taker capturing key points of discussion and all follow-up actions the Government has committed to - Notes personal messages and drafts post mission thank you letters to hosts (non-government meetings) - Drafter of overall final mission report |
| 3. Rob O'BRIEN | <p><i>Manager, Japan Program, JTI</i></p> <ul style="list-style-type: none"> - Sendal Program advance manager - Coordination of BC Forest Products Delegations, program elements, including any MOU signings - Drafter of final mission report for Japan market |
| 4. TBD | <p><i>Protocol and Logistics Functions</i></p> <ul style="list-style-type: none"> - Verifies room preparation and set-up so that protocol guidelines are respected and Premier's expectations met - Manages Gift Inventory and hands gift to Premier for presentation at the end of each meeting - Collects and catalogues official gifts received by the Premier from her hosts - Supports updating of briefing binders and other materials as required - Notes personal messages and drafts post mission thank you letters to hosts (government meetings) |
| 5. Local PR Firm | <p><i>Public Affairs and Media Relations Functions</i></p> <ul style="list-style-type: none"> - Manages local videographer - Organizes interviews with local market media |

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| | - Coordinates local media at receptions and larger events |
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Tokyo Office Staff

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|--------------------|---|
| 1. Ichiro MIZUSAWA | <i>Local Lead for BC Mining/LNG Delegations</i> <ul style="list-style-type: none"> - Coordination with local partners for Mining/LNG roundtable - Arrange business matching for delegation |
| 2. Shiho HORIKAWA | <i>Logistics Lead</i> <ul style="list-style-type: none"> - Vehicle Coordination - Hotel Room and Function Rooms Coordinator - Logistics Coordination - Protocol Liaison - Airport Arrivals and Departures Lead |

ROLES AND RESPONSIBILITIES
SUPPORT DELEGATION
KOREA
Core Support Delegation

| | |
|------------------|---|
| 1. Kyung Suk KIM | <i>BC Representative</i> <ul style="list-style-type: none"> - Local face of BC responsible for direct follow-up with clients and stakeholders in the region - Will do official introductions of the Premier to the hosts and vice-versa - Can provide local context, perspective and specific information about the host during the meeting to delegation members - Secondary note taker capturing key points of discussion and all follow-up actions / commitments - Provides some back up to the interpreter |
| 2. Paul IRWIN | <i>Director, North Asia Program, JTI</i> <ul style="list-style-type: none"> - Stage manage event flow during the meeting - Can provide DM with contextual briefing linking local issues to broader economic agenda - Primary note taker capturing key points of discussion and all follow-up actions the Government has committed to - Notes personal messages and drafts post mission thank you letters to hosts (non-government) - Coordinates daily briefing binder updates - Drafter of overall mission report |
| 3. Soo Kyung AHN | <i>Manager, Korea Program, JTI</i> <ul style="list-style-type: none"> - Coordination of BC Forestry/Green Building/Bioenergy Delegations; coordination of all programming details including any MOU signings - Drafter of final mission outcomes report for Korea - Seoul/Suwon Advance manager |
| 4. | <i>Protocol and Logistics Functions</i> <ul style="list-style-type: none"> - Verifies room preparation and set-up so that protocol guidelines are respected and Premier's expectations met - Manages Gift Inventory and hands gift to Premier for presentation at the end of each meeting - Collects and catalogues official gifts received by the Premier from her hosts - Supports updating of briefing binders and other materials as required - Notes personal messages and drafts post mission thank you letters to hosts (government meetings) |
| 5. Local PR Firm | <i>Public Affairs and Media Relations Functions</i> <ul style="list-style-type: none"> - Manages local videographer - Organizes interviews with local market media |

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| | - Coordinates local media at receptions and larger events |
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Seoul

| | |
|-----------------|--|
| 1. Jae Jung HUH | Local Lead for BC Mining/LNG Delegations <ul style="list-style-type: none"> - Coordination with local partners for Mining/LNG roundtable - Arrange business matching for delegation |
| 2. Nar.Hyun.LIM | Logistics Lead <ul style="list-style-type: none"> - Vehicle Coordination - Hotel Room and Function Rooms Coordinator - Logistics Coordination - Protocol Liaison - Airport Arrivals and Departures Coordinator |

Mason, Patty JTI:EX

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Monday, February 6, 2012 9:46 AM
To: Hayden, Dana JTI:EX; Bhullar, Barinder PREM:EX; Ouellette, Marc-Andre IGRS:EX; Maranda, Pierrette IGRS:EX; Haney, Donald IGRS:EX; Haakstad, Kim PREM:EX; Parhar, TJ S JTI:EX; Sen, Shom JTI:EX; Irwin, Paul JTI:EX; Ewert-Johns, Marcus JTI:EX; Mentzelopoulos, Athana GCPE:EX; Gordon, Matt GCPE:EX
Subject: Agenda for today's meeting.

Update and next steps:

1. Review Mission Outline
 - a. Recommendations and suggestions re: HK and Manila
2. Review Outreach Plan
 - a. Timing an invitation
 - b. Discussion of how to select participants to the mission
3. Review Comms Plan
4. Action Items for this week
 - a. Confirm the dates and get sign-off re: destinations and dates
 - b. Begin to schedule outreach meetings
 - c. Prepare Announcements
 - d. Clarify roles and responsibilities

Mason, Patty JTI:EX

From: Sen, Shom JTI:EX
Sent: Friday, February 3, 2012 2:40 PM
To: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Mentzelopoulos, Athana GCPE:EX; Parhar, T J S JTI:EX; Bhullar, Barinder PREM:EX; Maranda, Pierrette IGRS:EX; Ouellette, Marc-Andre IGRS:EX; Haney, Donald IGRS:EX
Cc: Hayden, Dana JTI:EX; Yelovalz, Maureen JTI:EX; Ewert-Johns, Marcus JTI:EX; Irwin, Paul JTI:EX; Bubrick, Elaine JTI:EX
Subject: Japan/Korea Mission - Monday February 6th
Attachments: PCC mission outline 1 (2).docx; PCC Outreach Plan.docx; Pacific Gateway Alliance Mission 2012 (2).docx; Pyeongchang 2018 Premier's trip.docx

Here are four documents, as requested out of the last meeting:

1. Preliminary Schedule / Mission Overview (Jp-Kr-HK-Phil)
2. Outreach - options (industry, community, events, etc)
3. Pacific Gateway Alliance Mission (i.e. Minister Lekstrom – with opportunities for alignment in Japan and Hong Kong)
4. Potential approach re Korea Olympics

Regards
Shom

MISSION OUTLINE

VANCOUVER (Sunday, April 22 ? *)

- *Media availability with industry delegations prior to departure*
- *Depart YVR to Narita*

TOKYO (Monday, April 23)

- *Arrive in Tokyo, transfer to Embassy, meeting with Ambassador*
- *Travel to Sendai by bullet train*

SENDAI (Tuesday, April 24)

THEME: Humanitarian / Cultural Ties

- *Tour of coastal areas impacted by tsunami*
- *Groundbreaking ceremony for reconstruction project co-funded by BC's \$2M*
- *Evening - Return to Tokyo by bullet train, transfer to hotel*

TOKYO (Wednesday, April 25)

THEME: Reconstruction/Forest Products

- *Corporate calls/announcement with focus on forest sector*
- *Roundtable and luncheon for BC forest companies and their Japanese clients*
- *BC Alumni Reception*

TOKYO (Thursday, April 26)

THEME: Natural Resources / Gateway

- *Corporate calls / announcements associated with Japanese investment in BC LNG*
- *Roundtable / MOU signings focused on Japanese mining investment in BC*
- *Reception with key Japanese corporate investors in BC*

TOKYO - SEOUL (Friday, April 27)

THEME: Research / Innovation

- *Corporate calls / announcements / MOU signings with focus on key technology and innovation partnerships between BC and Japan (morning only)*
- *Late afternoon flight to Seoul, Korea*

SEOUL (Saturday, April 28)

- *Private / Community Program*

SEOUL – SUWON (Sunday, April 29)

THEME: Cultural / Sister Province Ties

- *Mid-day travel to Suwon, capital of Gyeonggi Province*
- *Tour of UNESCO World Heritage Site*
- *Cultural Event hosted by Gyeonggi Province*

SUWON - SEOUL (Monday, April 30)

THEME: Natural Resources / Gateway

- *Bilateral Meeting and Luncheon with Gyeonggi Governor*
- *Corporate calls / announcements associated with Korean investment in BC LNG and mining interests*

* A Sunday departure from YVR would alleviate pressure on the Japan program, including trip up to Sendai at the beginning of the program and start of spring holiday season on the Friday in Japan.

- *Reception with key Korean corporate investors in BC*

SEOUL (Tuesday, May 1)

THEME: Clean Energy / Innovation

- *Corporate calls / announcements / deal signings in the clean energy (hydrogen and fuel cell), and research/innovation sectors*
- *"Canada Starts Here" corporate luncheon with Canada Korea Chamber of Commerce*
- *Roundtable with bioenergy companies and Korean power utilities*
- *BC Alumni Reception*

SEOUL (Wednesday, May 2)

THEME: Forest Products / Tourism

- *Announcements / deal signings in the forest products and green buildings sector*
- *Tour of housing project featuring BC wood products and green design*
- *Meeting with Pyeongchang 2018 Winter Olympic Organizing Committee members*
- *Evening flight to Hong Kong*

HONG KONG (Thursday, May 3)

THEME: Trade / Cultural Ties

- *Bilateral with Hong Kong Chief Executive*
- *Key corporate calls and announcements*
- *Evening reception in partnership with Canadian Chamber and Canadian Consulate Hong Kong*

HONG KONG (Friday, May 4)

THEME: Natural Resources / Gateway

- *Corporate calls on key HK clients of the gateway*
- *Investment Roundtable Luncheon*
- *Evening flight to Manila*

MANILA (Saturday, May 5)

THEME: Labour Mobility

- *Provincial Nominee Program Labour Mobility Recruitment Fair*
- *Education Roundtable*
- *Reception and Cultural program*

MANILA – VANCOUVER (Sunday, May 6)

- *Depart for Vancouver*

* A Sunday departure from YVR would alleviate pressure on the Japan program, including trip up to Sendai at the beginning of the program and start of spring holiday season on the Friday in Japan.

Mission Outreach Plan

Industry Outreach:

- **Japan:** key Japanese business associations are Konwakai (Japanese corporations based in BC) whose engagement with the Premier's office has been facilitated by Kazuko Komastu (Pacific Western Brewing) as well as the Canada-Japan Society of BC
- **Key Japanese corporations** based in BC: Mitsubishi, Mitsui, Marubeni, Sojitz, Sumitomo, Itochu, Japan Airlines, Canadian Autoparts, Toyota Inc., Okabe (Coast Hotels), Listel
- **Korea:** key Korean business associations are Canada-Korea Business Association and key individuals involved in the nascent Canada Korea Foundation (announced by the Prime Minister in February 2011)
- **Key Korean corporations** here in BC: POSCAN, Hyundai Rotem, Hanjin Shipping, Hyundai Merchant Marine, Korean Airlines, Korea Southern Power (KOSPO), Keumho Tire, Seah Holdings; also KOGAS (based in Calgary), Samsung C&T (based in Toronto), Hyundai E&C (Toronto), and Daewoo International (Toronto)
- **Mining:** Mining Association of BC, The Association for Mineral Exploration British Columbia, Fortune Mineral, and Avanti
- **LNG:** Apache, EnCana, EOG, Nexen Energy, Progress Energy, Shell and Spectra Energy Transmission West
- **Wood/Green Buildings:** Council of Forest Industries; BC Wood; Canada Wood Group, Canada Mortgage and Housing, Ainsworth, Canfor, Coast Forest Products Association, Conifex, Hampton Affiliates, Interfor, Interior Lumber Manufacturers' Association, Interex Forest Products Ltd., Mill & Timber, The Teal-Jones Group, Tolko Industries, West Fraser Timber Co. Ltd., Western Forest Products
- **BioEnergy:** Pinnacle, Pacific Bioenergy, Premium, Tatsha pellets, Highland Pellets, Visidis Energy, Bio Secure Power, Princeton Co-Gen, Conifex, BC Bioenergy Network, Wood Pellet Association of Canada, Bio Pathway Canada, FP Innovations, Lignol, Nexterra
- **Green Economy:** GLOBE Foundation, BC Environmental Industry Association, Clean Energy BC, BC Bioenergy Network, Canadian Hydrogen and Fuel Cell Association, Ballard Power, Dpointe, Greenlight Innovations, NRC-Centre for Fuel Cell Innovation
- **Technology:** BC Technology Industry Association, Life Sciences BC, Centre for Drug Research & Development, DigiBC, Deltech, Altentech, Wavefront, Ocean Networks Canada, Powertech Labs, Hootsuite, Teraspeak, MRM Proteomics, Absolute Software, and Avcorp Industries.
- **Gateway:** Pacific Gateway executive members including YVR and PG Airport, Port Metro Vancouver and Port of Prince Rupert, CN and CP, Ridley Terminal, Fibre-Co, Surrey Fraser Dock, Kitimat Port, Kinder Morgan Terminal
- **Education/Research:** University of British Columbia, Simon Fraser University, University of Victoria, UNBC, Royal Roads University and Thompson River University; Centre for Drug Research and Development, GenomeBC, BC Cancer Agency
- **Hong Kong:** Hong Kong Trade and Development Council; Hong Kong Canada Business Association
- **Philippines:** South East Asia Canada Business Council, Filipino Canadian Chamber of Commerce BC

Community Outreach:

- **Japan:** key networks for community engagement include **Nikkei Place** (seniors and community centre), **Vancouver Mokuyokai Society** (social networking), **Tonari Gumi** (benevolent society) and **JET Alumni Association** (English teaching in Japan)
- **Korea:** key network for community engagement is **Korean Society of BC** (cultural society), **Korean Society of BC**, **Korean Cultural Heritage Society**, **Amicus Lawyers**, **C3 Society** (cultural), **Newgen** (young Koreans)
- In addition to traditional 'community groups', **municipalities** are an important consideration given that many have sister city ties in both markets (Korea: **Coquitlam-Paju**, **North Vancouver-Guro**; **Burnaby-Hwaseong City**; **Vancouver-Incheon**. Japan: **Victoria-Morioki**; **Kelowna-Kasugai**; **Vancouver-Yokohama** and others)

Government Stakeholders:

- **BC Ministries and Agencies:** **MEM** (LNG and mining); **FII** (forest products); **MAL** (agricultural products); **MOTI** (gateway); **AVED** (education); **BCCIE** (international education); **JTI** (tourism, PNP)
- **Federal Government:** **DFAIT** (ambassadors/CG in Tokyo, Seoul, Hong Kong, Manila); **CMHC** (green buildings); **Western Economic Diversification**
- **Consuls General** of Japan, Korea, The Philippines in Vancouver (also Philippines Labour Attache), **Hong Kong Economic and Trade Office** in Vancouver, **JOGMEC** (mining/energy)

Ideas for possible pre-mission, mission and post mission events:

Other mission planning processes in play:

- **Pacific Gateway Alliance Mission:** Dates: April 15-28 or April 22-May 5. Destinations: Japan, China and Singapore. Details: (see attached mission 1-pager)
- **Canada-Korea Business Association/District of North Vancouver:** Dates: April 1-6. Destination: Korea - Seoul and environs. Details: District of North Vancouver is twinned with District of Guro in Gyeonggi Province. CKBA plans an annual mission for its members. Program will include various cross-cultural and business networking activities. Delegation to consist of approximately 12-15 participants from business, government and education sectors

Pacific Gateway Alliance Mission 2012

| | |
|---|---|
| Dates: | <p>April 15 to 28 <u>OR</u> April 22 to May 5</p> <p><i>Timing of China portion dependent on availability of Alliance (to be confirmed week of February 6). Tokyo/Singapore portion fixed the week of April 22 – 27</i></p> |
| Length of Trip: | 14 days |
| Countries Visited: | <p>Singapore (April 23 – 25)</p> <p>Japan (Tokyo) (April 25-27)</p> <p>China (Beijing, Shanghai, Guangzhou, Hong Kong) (April 15-22 <u>or</u> April 2 – May 5)</p> |
| Opportunities for Connection to Premier's Mission: | |

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Pyeongchang 2018 – Premier's Mission to Korea, 2012.

In July 2011, PyeongChang, Korea was awarded the 2018 Olympic Winter Games. In October 2011, the Pyeongchang Organizing Committee for the Olympic Games was formed and Kim Jin-Sun, former 3-term Governor of Gangwon Province was named as President and CEO. The Korean Prime Minister, Kim Hwang-Sik, along with the Chairman of the National Assembly and a number of business leaders have been appointed to an advisory group. The Organizing Committee is headquartered in PyeongChang with an office in Seoul and is currently engaged in setting up its Games master plan.

In the 10 years it has spent bidding on the 2010, 2014 and 2018 Olympic Winter Games, Korea has made significant investments in its winter sports infrastructure. Today, with 6 years still to go, 7 of PyeongChang's 13 competition venues have already been completed. Because of this, and the fact that the Organizing Committee is just getting underway, it may be premature for B.C. companies to expect to see many Olympic procurement opportunities just yet.

This is a good time, however, for B.C. to establish itself as a supportive partner with broad knowledge and experience that will be helpful to Korea as they develop their plans. From that position, sector specific programs, missions and delegations can be developed over the next number of years to connect B.C. companies to specific opportunities in the Korean market.

One strong area of opportunity will be British Columbia's green building legacy from the 2010 Games. A major focus of PyeongChang's Olympic bid was on environmental sustainability, including the goal of achieving 100 percent energy efficiency through renewable energy and smart-grid systems. Another potential opportunity exists in Korea's determination to use the Olympic Games to increase participation in winter sports overall. This objective could lead to the development of winter sport facilities and related infrastructure across the country, providing opportunities for a number of B.C. companies.

Mason, Patty JTI:EX

From: Haney, Donald IGRS:EX
Sent: Sunday, January 29, 2012 10:14 PM
To: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Mentzelopoulos, Athana GCPE:EX; Parhar, TJ S JTI:EX; Bhullar, Barinder PREM:EX; Maranda, Pierrette IGRS:EX; Ouellette, Marc-Andre IGRS:EX; Hayden, Dana JTI:EX; Sen, Shom JTI:EX; Ewert-Johns, Marcus JTI:EX; Irwin, Paul JTI:EX
Subject: Twinning note for tomorrow's meeting on Japan/Korea Mission

Colleagues,

Here is the note Dimitri asked that I prepare for tomorrow's meeting.

My apologies, in advance, if the mission objectives are different than those provided by Shom. Pierrette forwarded Shom's email to me but unfortunately the pre-reading materials didn't attach to the email.

Thanks,

Don



Municipal

twinning BN.docx



Municipal

twinning attachment

INFORMATION NOTE
Intergovernmental Relations Secretariat
Office of the Premier

DATE: January 30, 2012

PREPARED FOR: Premier's Mission Steering Committee

ISSUE: Value of Municipal Participation in Support of Mission Objectives

MISSION OBJECTIVES:

- The Premier's program could be built around the following themes:
 - *Investment:* Through corporate calls and networking events, present BC as an attractive, stable and welcoming investment destination, bringing industry and jobs to the Province.
 - *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:* Under "Canada Starts Here" highlight BC's position as Asia's fastest and most efficient gateway for Asia to North American markets.
 - *Clean Technology:* Promote BC as a world leader in clean energy resources and clean technology innovation.
 - *International Education:* Reinforce BC's world class education system and strengthen university research collaboration.

VALUE OF MUNICIPAL TWINNING IN SUPPORTING MISSION OBJECTIVES:

- Provincial and municipal twinning relationships are a prominent economic development tool in Asia. As such, they do have potential to advance the Province's and BC communities' trade and investment interests in those markets.
- Economically robust twinning arrangements are rooted in strong inter-community relationships and take time to develop. For those communities that commit the resources (time, energy, money) to developing these relationships, there are measurable economic benefits, including new small business ventures into overseas markets, increased inward investment, foreign student recruitment, and new business start-ups. Partnering with communities as part of a Premier's mission has the potential to bring additional profile to BC's sister city relationships and therefore boost their economic potential.
- British Columbia has two active sister province relationships, with Guangdong, China and Gyeonggi Province, Korea, and BC communities are involved in over 100 twinning relationships with foreign communities. Approximately half of these arrangements are with communities in the Asia Pacific, including Japan, Korea,

China and India. British Columbia has nearly half of Canada's sister city relationships with Japan (35 out of 75).

- Several BC municipalities have active sister city ties with Korea and Japan. These include:
 - Korea - Coquitlam-Paju (Gyeonggi Province), North Vancouver District-Guro (District of Seoul); Burnaby-Hwaseong City (Gyeonggi Province); and Vancouver-Incheon (direct controlled municipality neighbouring Seoul); and
 - Japan - Victoria-Morioka (capital of Iwate Prefecture in northeastern region of the main island of Honshu, inland from the earthquake/tsunami zone); Kelowna-Kasugai (Aichi Prefecture, in the central region of Honshu); and Vancouver-Yokohama (capital of Kanagawa Prefecture, second largest city in Japan, located just south of Tokyo).
- Victoria (Morioka, Japan twin), Kelowna (Kasugai, Japan twin) and North Vancouver District (Guro, Korea twin) are considered to have the most robust twinning relationships. Of further interest is Cranbrook, which has recently been developing its relationships in Korea and China. Cranbrook is planning to conduct a Korea/China mission this spring and is anticipating signing one or two sister city agreements, including one with Wonju, Korea (about 90 km northwest of Seoul).
- By way of example, North Vancouver District's sister city arrangement with Guro, Korea has in three years resulted in: the establishment of a Korean Advisory Committee to foster trade initiatives; Chung Dam, a Korean company leasing the former International College campus, generating approximately \$10 M annually; and trade agreements between:
 - Chung Dam School (DNV) - Chung Dam Schools (GD)
 - ArcTeryx (DNV) - Nelson Trading (GD)
 - Meltech (DNV) - Posco R & D (GD)
 - J.S. Macmillan (DNV) - New Dasean (GD)
 - GME Canada (DNV) - GME Stone (GD)
 - Hourston Glascraft (DNV) - Distributor (GD)
 - Northlands Golf Course (DNV) - Fawoo Technology (GD).
- See attached spreadsheet for a description of the trade, economic development, education, culture and other activities undertaken by BC cities that received funding from the Province to develop sister city relationships in Korea and Japan.

KEY FACTS ABOUT BC's JAPANESE- AND KOREAN-CANADIAN COMMUNITIES

- Japanese-Canadian Community in BC: 41,000 (25,305 single ethnic responses, 16,285 multiple ethnic responses. This data is from the 2006 census. Note that the high multiple ethnic response rate shows the extent to which BC's Japanese-Canadian community has integrated into the mainstream community through intermarriage.
- The community is dispersed throughout Metro Vancouver, but most heavily concentrated in the Downtown Vancouver and Steveston neighbourhoods of Metro Vancouver.

- Japan was the 9th top source country for immigrants to British Columbia in 2011 (based on preliminary estimates), with 699 immigrants, with the majority entering on family (287) and skilled worker (148) applications. The top three source countries for immigrants that year were Mainland China (7,087), Philippines (5,825), and India (4,129). Total immigration to BC in 2011 was 34,000.
- For over two decades, Japanese students have enrolled in programs in Canada, and British Columbia has attracted many of these students (often over 50 percent of the Canadian total). Approximately 7,000 Japanese visa and non-visa students attend BC schools and institutions annually.
- Korean-Canadian Community in BC: 51,860 (49,480 single ethnic responses, 2,385 multiple ethnic responses). This data is from the 2006 census; it is believed the community has grown significantly since that time.
- The community is most heavily concentrated in the Coquitlam/Fraser Heights regions of Metro Vancouver.
- Korea was the 4th top source country for immigrants to British Columbia in 2011, with 1,947 immigrants, with the majority entering on skilled worker (783) and Provincial Nominee (449) applications.
- In 2009/10, about 17,900 Korean students were studying in BC, representing almost 20 percent of the province's total international student population. Over half of foreign students studying in BC's elementary and secondary schools are from Korea.

PREPARED BY:

Don Haney
250-387-5628

ETHNIC MAKE-UP OF VANCOUVER

Last October, *The Vancouver Sun* detailed how and where the almost 40,000 immigrants who arrive each year in Metro Vancouver are putting down roots. Based on Census Canada data, *The Sun* created unique online maps that show the precise Metro Vancouver neighbourhoods where people of South Asian, Chinese, Filipino, English and many other ethnic origins make their homes. The maps were created using data adapted from Statistics Canada Census Tract Boundary Files (Cat. 92-168-X) and Census Tract Profiles (Cat. 92-597-X), 2006 Census.

The following two maps show the distribution of Korean- and Japanese-Canadians across Metro Vancouver. The darker the colour, the more people there are from these communities. The most heavily concentrated Korean-Canadian neighbourhoods are shown in yellow, while the top Japanese-Canadian neighbourhoods are shown in red.

Read more:

<http://www.vancouversun.com/Vancouver+maps+ethnic+makeup+Metro+Vancouver+interactive/5553001/story.html#ixzz1kg85UyMt>

Korean:

Copyright

lananasa
Copyright

| Asia Pacific Twinning Initiative Summary Table: Twinning in Japan & S. Korea | | | | | | | | | |
|--|---------------------|--|-----------------------------------|---|---|--|------------------------------|-----------------|---|
| City | Initial Grant Value | Missions Sent (who, where, year) | Delegations Received (from, year) | Agreement, MoU, and/or Letter Signed (type, parties, year) | Desired Outcomes/Objectives | Deliverables and Category (trade, education, culture, other - specify) | Next Steps and Opportunities | Lessons Learned | Successes and Other Noteworthy Events |
| Campbell River | \$25,000 | - Loc Gov't: Ishikari, Japan, September 2008. | - Ishikari, Japan, June 2008. | - Twinning Agreement: Ishikari Japan, 1983. | To contribute to friendship between the town of Ishikari and the District of Campbell River with the desire to continue to strive for advance in friendship, and promotion of mutual interchanges in the various fields of economy, culture, education, sports, and so on | Trade: - Creation of the Campbell River Twinning Society Culture: - Totem pole was given to Ishikari to celebrate 10 years as sister cities. - Young ambassadors exchange program implemented | | | Campbell River Twinning Society Website: http://www.twinningsr.bc.ca/Pages/tabid/36/language/en-CA/Default.aspx |
| Coquitlam | \$50,000 | - Loc Gov't: Asia, Paju, Korea, June 2009. - Loc Gov't: Laizhou, China and Paju, Korea, October 2010. | - Paju, Korea, November 2007. | - Friendship Agreement: Paju, Korea, June 2009. - Sister City Agreement: - Laizhou, China, 2000. (Revitalized relationship) - Ormoc, Philippines, 1999. - MoU: KN Technology Co. Ltd., Korea (pilot project to support LED lights to Coquitlam) - Paju CoC and Industry and the Korean Business Associate signed an agreement to establish relationships with key businesses in Coquitlam | To build economic and cultural ties with the Asia Pacific Region. | Education: - Improved understanding of the international education sector and stronger ties with Coquitlam College and the Coquitlam School District and the development of international opportunities Trade: - Stronger ties to trade officials and businesses in Asia Pacific which should result in better representation of Coquitlam's attributes and increased investment inquiries. Culture: - Several cultural exchanges that foster cross-cultural learning and appreciation. | | \$13 | |

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|-----------|----------|--|---|--|---|---|
| Cranbrook | \$50,000 | June 2011 mission to Seoul, Korea, to join the Cdn Bio Energy Association, before heading for Beijing, China. Follow-up mission in September 2011. | | No agreement yet but anticipated during 2012 mission. Cranbrook has strong leads for twinning in both China and Korea. The City has received invitations from both Taicang China (near Shanghai on the coast) and Wonju, Korea (about 90 km northwest of Seoul). | To build relationships focused around investment and education. | Trade: - Completion of an Asian investment strategy. - Met with the South Korean consulate to discuss potential investment opportunities. - Developed a list of potential twinning cities. |
| Kelowna | \$50,000 | - Trade mission including CoC and Central Okanagan Economic Development Commission; Kasugai and other areas of Japan, October 2010. | - A cultural and educational; Kasugai, Japan, May 2010. | - A Sister City Agreement; Kasugai, Japan, 1981. | To develop trade and investment between the City of Kelowna and the Japanese City of Kasugai, the Greater Nagoya area, and other regions in Japan by utilizing the longstanding sister-city relationship between cities as well as other assets in Japan. | Trade: - A bilateral economic development proposal was developed with the City of Kasugai, Japan. - Developed a bilingual company profile document "Okanagan Opportunity" to assist local companies market their products and services in Japan. - Facilitated a meeting between the Trade Commissioner, from the Western Japan Trade Office of the Department of Foreign Affairs and International Trade, and six Kelowna-based companies seeking to expand their business opportunities into Japanese markets. |

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- Cranbrook developed a strategic economic development plan, twinning falls under Asia investment attraction.
- Cranbrook successfully applied for the DFAIT's ICCI program and received \$20,000 towards its economic development goals.

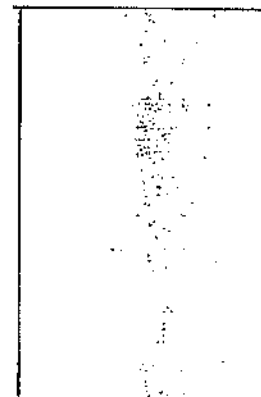
The Kelowna-Kasugai Economic Development Initiative is an export development program of the Central Okanagan Economic Development Commission (COEDC).

| | | | | | | | |
|----------------------------|----------|---|---|---|---|--|--|
| North Vancouver (city) | \$50,000 | - Loc Gov't: Huizhou, China and Chiba, Japan 2009. | - Chiba City Council, October 16 2009. - Huizo University Party Secretary, October 2009. - Chiba Delegation, November 2010. | - Sister City Protocol: Chiba, Japan 1969/70. - Twinning Agreement: Guangdong Province, China, 2007. - MoU: - Huizhou, China, October 20, 2009. - Huizhou University and Capilano University, October 20, 2009. | Develop opportunities for trade, education, tourism, and educational opportunities. | Culture: - Two North Vancouver cultural performance groups travelled to Chiba Japan to participate in the Cultural Festival that took place on October 18, 2009. - For 40 years the North Vancouver Lions Club has been involved in a home-stay program between Chiba, Japan and North Vancouver. | |
| North Vancouver (district) | \$50,000 | - Loc Gov't: Guro, Korea, February 2009. | - Trade and Investment delegation: Aekyung Industries visited the CoC and several local businesses in 2009. | - MoU for Friendly Cooperation: Guro, Korea, 2009. - MoU: Guro, Korea CoC, November 22, 2010. | Focus on promoting business-to-business activities that encourage and support trade; and encourages out respective CoC to actively participate in economic cooperation. | Trade: - A Korean Advisory Committee was created to foster trade initiatives. - Chung Dam, a Korean company leases the former International College campus, generating approximately \$10 M annually. - Trade agreements have been created between: Chung Dam School (DNV) - Chung Dam Schools (GD) AurTeryx (DNV) - Nelson Trading (GD) Mettech (DNV) - Posco R & D (GD) J.S. Macmillan (DNV) - New Daseon (GD) GME Canada (DNV) - GME Stone (GD) Houston Glascraft (DNV) - Distributor (GD) Northlands Golf Course (DNV) - Fawoo Technology (GD) | |
| Quesnel | \$25,000 | Planned 2011 mission to Japan postponed due to earthquake & nuclear crisis. | | - Twinning Agreement: Shiraol, Japan, 1981. | Looking to establish new twin in Japan. Twinning deadline extended to July 2012 due to 2011 earthquake and nuclear crisis in Japan. | | |

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|----------|----------|--|---|--|--|--|
| Richmond | \$50,000 | <ul style="list-style-type: none"> - Loc Gov't: Qingdao and Xiamen, China, April 2008. - Loc Gov't: Qingdao and Xiamen, China, August 2008. - SCC: Qingdao, China and Wakayama, Japan, November 2008. | <ul style="list-style-type: none"> - Wakayama, Japan, May 2008 (35th anniversary of this Sister City relationship). - Qingdao, China Gov't, June 2008. - Xiamen, China Gov't, September 19, 2008. - Yangzhou, China, October 21, 2008. - Xiamen, China, February 2009. | <ul style="list-style-type: none"> - MoU for Friendly Cooperation: <ul style="list-style-type: none"> - Qingdao, China, April 21, 2008. - Xiamen, China, April 18, 2008. - Twinning Agreement: Wakayama, Japan, 1973. | <ul style="list-style-type: none"> - To build bridges and connections in order to engage the Richmond Community and its Sister/Friendship cities abroad in projects and exchanges that promote cultural awareness, joint learning opportunities, trade, and economic development. | <ul style="list-style-type: none"> - Trade: <ul style="list-style-type: none"> - Three year sister city plan developed and presented to council. - Richmond Sister City Committee (SCC) is responsible for managing all twinning activities. - Culture: <ul style="list-style-type: none"> - Sister city newsletter is developed and is being published regularly. - Official tree planting ceremony: Cherry trees and Maple trees to celebrate Japan and Canada's 80 year relationship. |
|----------|----------|--|---|--|--|--|

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|----------|----------|--|---|---|---|
| Victoria | \$50,000 | <ul style="list-style-type: none"> - Loc Gov't: Morioka, Japan and Suzhou, China, October 2008. - Loc Gov't: Morioka, Japan, September 2010. - Loc Gov't: Shanghai, Suzhou, Changsa, and Nanning, China, April 18-30, 2010. | <ul style="list-style-type: none"> - Twinning Agreement: <ul style="list-style-type: none"> - Suzhou, China, 1980. - Morioka College and Camosun College. - Sister City Protocol: Morioka, Japan, 1985. - Letter of Intent: University of Victoria and Changsa University for management development and training for marketplace in China of up to 40 million. - Agreement: University of Victoria and Hunan University for MBA programs. - Friendship City Agreement: <ul style="list-style-type: none"> - Nanning, China, April 2010. - Changsa, China, April 2010. - Sister City Agreement: <ul style="list-style-type: none"> - Khabarovsk, Russia. - Napier, New Zealand. - Chex Broadcasting and Iwate Broadcasting co. | <p>To Increase exports for Victoria Businesses, tourism, educational exchanges, foreign direct investment, and MOUs and agreements.</p> | <p>Education:</p> <ul style="list-style-type: none"> - Royal Roads University provided two scholarships in Tourism Management and Environmental Management for Individuals from Suzhou. - Exchange with Morioka City High School and Mt. Doug, Victoria, and Esquima't Highschools. <p>Trade:</p> <ul style="list-style-type: none"> - Television and newspaper coverage of Victoria in Suzhou and Nanning. <p>Culture:</p> <ul style="list-style-type: none"> - A creative peace mural was created with artists from Morioka. - Exchange with Kurosawa Ballet and a Master Class presentation by Ballet Victoria. - Salmon statue presented to Morioka. |
|----------|----------|--|---|---|---|

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Mason, Patty JTI:EX

From: Sen, Shom JTI:EX
Sent: Sunday, January 29, 2012 2:33 PM
To: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Mentzelopoulos, Athana GCPE:EX; Parhar, TJ S JTI:EX; Bhullar, Barinder PREM:EX; Maranda, Pierrette IGRS:EX; Ouellette, Marc-Andre IGRS:EX
Cc: Hayden, Dana JTI:EX; Ewert-Johns, Marcus JTI:EX; Irwin, Paul JTI:EX
Subject: Japan Korea Mission Pre-read
Importance: High

Dana requested that we provide some materials outlining (for Japan and Korea):

- Background (gov't priorities, overview of trade, trading partners, business culture)
- Cultural connections to BC
-

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Look forward to discussing further tomorrow.

Regards
Shom



Japan - Mission
Objectives V3....



Korea - Mission
Objectives V3....

Premier's Mission to Japan and Korea, Spring 2012
JAPAN - Mission Objectives

I. BACKGROUND:

Current economic conditions in the country: Government's priorities

- Prime Minister Noda's top priority is the recovery of Japan from the devastation of the great East Japan earthquake and the restoration of Japan's economy.
- The March 2011 earthquake and tsunami hurt an already sluggish Japanese economy, as corporate profits, supply chains and power supply were severely impacted. Growth for FY 2011/12 is forecasted to contract by 0.4% and grow in FY2012/13 by 2.0%.
- Japan's currency has appreciated dramatically over the year, forcing the country to deal with a hollowing-out of the nation's domestic industries as the strong yen puts Japanese exports at a disadvantage to its Asian-based competitors.
- Japan recorded a 2.49 trillion yen trade deficit in 2011, the first in 31 years (since the 1980 oil shocks) due to decreased exports and increased imports of LNG to offset the use of domestic nuclear power.

Overview of BC's Trade with Japan

- In 2010, 46.3% of Canada's exports to Japan originated from BC.
- Japan is BC's second largest export market, although China is poised to overtake that position, following a decade long decline in BC's market share.
- Japanese foreign direct investment (FDI) has played a large role in shaping British Columbia's resource industries.
- In 2010, coal, minerals and wood were Japan's top 3 exports to Japan, a change in composition from 2001 when wood and coal were B.C.'s top two exports.
- In 2010, BC exported \$1.6 billion of coal to Japan (38% of total exports), \$699 million of copper and \$208 million of unwrought aluminum.
- Japan is B.C.'s third largest market for B.C. wood products. In 2010, B.C. exported 2.4 million m³ of commodity wood products valued at \$648 million to Japan.
- Japan is B.C.'s second largest export market for agriculture, fish & seafood exports, totaling \$296.3 million in 2010.

Japan's Trading Partners

- Japan's top trading partners are China (20.7%), US (12.7%), and South Korea (6.2%)
- Key competitors in BC's top export sectors to Japan (in traditional industries) include Australia (coal and aluminum), Chile (copper), the EU & US (wood), and Indonesia (coal and copper).
- Japan currently imports most of its LNG from the Middle East, Australia and SE Asia. Russia is developing its LNG export capacity, which could impact the price of LNG in the mid-long term.

Japan's Business Culture

- Japan is a market economy with similar business practices found in Western developed economies. Japanese corporate investors do pay close attention to the policy directions of foreign governments which may impact their international investments.
- Protocol is very important when engaging both from a government and business perspective.
- Japan's major trading companies such as Mitsubishi Corporation, Mitsui & Co., Marubeni Corporation and Sumitomo Corporation are powerful players both within Japan and globally.

The major trading houses take a careful, systematic approach to international intelligence gathering when making international investment decisions.

- There are approximately 230 Japan-affiliated companies with offices in BC, including general trading, lumber, pulp and paper, construction, mining and tourism sectors.

II. CULTURAL CONNECTIONS TO BC:

- The inauguration of formal ties between Japan and Canada began with the establishment of the Japanese Consulate in Vancouver on June 22, 1889 – 40 years before its embassy opened in Ottawa.
- Japanese-Canadian Community in BC stands at 41,000 based on 2006 census data. Much of BC's Japanese-Canadian community is third-generation and is integrated into the mainstream community through intermarriage.
- The community is dispersed throughout Metro Vancouver, but most heavily concentrated in the Downtown/West End and Steveston neighbourhoods of Metro Vancouver.
- Japan was the 9th top source country for immigrants to British Columbia in 2011, with 699 immigrants, with the majority entering on family (287) and skilled worker (148) applications.
- For over two decades, Japanese students have enrolled in programs in Canada, and British Columbia has attracted many of these students (often over 50 percent of the Canadian total). Approximately 7,000 Japanese students attend BC institutions annually.
- British Columbia has nearly half of Canada's sister city relationships with Japan (35 out of 75). BC municipalities with active sister city ties with Japan include: Victoria-Morioka (capital of Iwate Prefecture in northeastern region of the main island of Honshu, inland from the earthquake/tsunami zone); Kelowna-Kasugai (Aichi Prefecture, in the central region of Honshu); and Vancouver-Yokohama (capital of Kanagawa Prefecture, second largest city in Japan, located just south of Tokyo).

III. OUR APPROACH / JOBS PLAN SECTORS:

A. FORESTRY

S13, S16, S17

S13, S16, S17

B. MINING

\$13, \$16, \$17

S13, S16, S17

C. NATURAL GAS

S13, S16, S17

S13, S16, S17

D. AGRIFOODS

S13, S16, S17

E. TECHNOLOGY

S13, S16, S17

F. TOURISM

G. TRANSPORTATION

H. INTERNATIONAL EDUCATION

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PT-2017-0066 FIN-2016-64293

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Premier's Mission to Japan and Korea, Spring 2012
KOREA - Mission Objectives

I. BACKGROUND:

Current economic conditions in the country; Government's priorities

- South Korea is the 14th largest economy in the world, with a GDP of over US\$1 trillion. China, Japan and USA are its largest trading partners.
- South Korea relies heavily on imports of energy, raw materials and other commodities. Its top imports are fuels, machinery, iron, steel and chemicals.
- In 2010 South Korea achieved one of the strongest economic recoveries among industrialised nations and concluded free-trade deals with the EU and the US.
- Korea's President announced a *Low Carbon, Green Growth Strategy* in August 2008, featuring an ambitious plan to invest \$87 billion in the green economy in the coming five years.
- The Korean Government is implementing Renewable Portfolio Standard in 2012 where Korean utilities are to reduce CO2 emission by 2% in 2012 to 20% by 2020.

Overview of BC's Trade with Korea

- Korea is British Columbia's fourth largest trading partner and third largest goods export market to Asia, accounting for \$1.9 billion of B.C.'s commodity exports in 2010.
- Total exports to South Korea were up 13 per cent in 2010 compared to 2009.
- Coal, valued at \$1 billion, made up 53 per cent of all B.C.'s exports to South Korea in 2010.
- 88,000 South Korean visited BC in 2010, spending about \$145M.
- BC ranks first in the provincial share of exports to South Korea (50.3%), well above the second place exporter, Ontario (19.3%).

Korea's Trading Partners

- China is Korea's largest trading partner, receiving nearly a quarter of its exports (24%); US (10%) and Japan (6%) follow.
- Key competitors to BC's exports in the resource sectors to Korea include Australia (coal, LNG), Chile (copper) and Indonesia (wood pulp).
- Key competitors to BC's exports in the knowledge and services sectors include Australia, UK, New Zealand and the US (education, tourism, digital media).

Korea's Business Culture

- Korea is a fast-growing market economy with an outward looking business community.
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S16, S13

II. CULTURAL CONNECTIONS TO BC:

- The Korean-Canadian resident community in BC is estimated at over 50,000, with the community most heavily concentrated in the Coquitlam/Fraser Heights regions of Metro Vancouver.
- Korea was the 4th top source country for immigrants to British Columbia in 2011, with 1,947 immigrants, with the majority entering on skilled worker (783) and Provincial Nominee (449) applications.
- In 2009/10, about 17,900 Korean students were studying in BC, representing almost 20 percent of the province's total international student population. Over half of foreign students studying in BC's elementary and secondary schools are from Korea.
- BC has an active sister province relationship with Gyeonggi province in Korea.
- Several BC municipalities have active sister city ties with Korea, including Coquitlam-Paju (Gyeonggi Province), North Vancouver District-Guro (District of Seoul); Burnaby-Hwaseong City (Gyeonggi Province); and Vancouver-Incheon (direct controlled municipality neighbouring Seoul).
- One of Korea's most famous soccer players, Young-Pyo Lee has recently signed with the Vancouver Whitecaps. It was widely reported in Korea that the main reasons for choosing Vancouver was BC's excellent K-12 education system and quality of life.

III. OUR APPROACH:

A. FORESTRY

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B. MINING

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C. NATURAL GAS

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D. AGRIFOODS

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E. TECHNOLOGY

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F. TOURISM

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G. TRANSPORTATION

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H. INTERNATIONAL EDUCATION (students, university partnerships)

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S13, S16, S17

Mason, Patty JTI:EX

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Wednesday, January 18, 2012 11:31 AM
To: Hayden, Dana JTI:EX; Bhullar, Barinder PREM:EX; Ouellette, Marc-Andre IGRS:EX; Haakstad, Kim PREM:EX; Parhar, TJ S JTI:EX; Sen, Shom JTI:EX; Irwin, Paul JTI:EX; Ewert-Johns, Marcus JTI:EX; Gordon, Matt GCPE:EX
Subject: Asia Mission 2.0 Meeting outline/agenda...

Hello everyone,

Thanks for taking part in the upcoming trade mission preparation. We have a lot of ground to cover in a relatively short period of time. Building on the lessons and successes of the China/India mission, we want to ensure that everyone is working together within tight timeframes.

To that end, here is my agenda for the first meeting...

1. Outline of the proposed mission - Dimitri
 - a. Mission objectives
 - b. Type of events and balance of events
 - c. Expected outcomes
2. Daily schedule parameters - Kim
 - a. Daily Premier obligations
 - b. Scheduling issues
3. Options for locations, events and opportunities - JTI
 - a. Ideas for possible pre-mission, mission and post mission events
 - b. Community Outreach (BC) to capture opportunities
4. Communications outline – MG/ MA
 - a. Outline of events for pre- during and post-mission
5. Logistics – MAO/ JTI
 - a. Possible protocol and logistical implications
 - b. Briefing books and meeting notes

Please think through some of the Issues you have to deal with and bring your Ideas forward at this meeting.

Finally, If there is anyone we have omitted from this meeting list, please let me know.

dp

-----Original Appointment-----

From: Hayden, Dana JTI:EX

Sent: Friday, January 13, 2012 4:37 PM

To: Hayden, Dana JTI:EX; Pantazopoulos, Dimitri PREM:EX; Bhullar, Barinder PREM:EX; Ouellette, Marc-Andre IGRS:EX; Pauliszyn, Robert GCPE:EX; Haakstad, Kim PREM:EX; Parhar, TJ S JTI:EX; Sen, Shom JTI:EX; Irwin, Paul JTI:EX; Ewert-Johns, Marcus JTI:EX

Subject: Dimitri Pantazopoulos, Barinder Bhullar, Marc Andre Ouellette, Robert Pauliszyn, Kim Haakstad, TJ Parhar, Paul Irwin, Shom Sen, Marcus Ewert-Johns and Dana Hayden: Mission

When: Tuesday, January 24, 2012 3:00 PM-4:00 PM (GMT-08:00) Pacific Time (US & Canada).

Where: Telepresence Rooms

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S15

When: Tuesday, January 24, 2012 3:00 PM-4:00 PM (GMT-08:00) Pacific Time (US & Canada).

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Note: The GMT offset above does not reflect daylight saving time adjustments.

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Contact: Jennifer Chalmers, 6-0273 and Renee, 2-0103