

Context

- WeChat is a Chinese multi-purpose social media mobile application software developed by Tencent. It was first released in 2011, and by 2017 it was one of the largest standalone messaging apps by monthly active users, with over 980 million monthly active users (902 million daily active users).
- WeChat provides text messaging, hold-to-talk voice messaging, broadcast (one-to-many) messaging, video conferencing, video games, sharing of photographs and videos, and location sharing. In addition, WeChat provides payment services that are convenient for consumers.
- As part of our corporate strategy, Destination BC has been signing partnerships with platforms that have broad reach to consumers to maximize visibility for tourism to BC. In the last two years, Destination BC has signed Google, Facebook, Trip Advisor, Expedia, Ctrip (China) and in 2017 approached Tencent (WeChat) as a new partner.

Proposed Approach for Premier/Minister's Mission

This partnership will allow DBC and the Province of British Columbia greater access to Chinese consumers using the WeChat platform. By having greater access, DBC and the Province of British Columbia can connect with WeChat users sharing content promoting tourism to British Columbia (communities, activities, accommodations etc.). DBC proposes a two-step process to initiate the relationship between Destination BC and the Province of British Columbia and Tencent.

- As agent of Destination BC, DM signs a **Ceremonial MOU** outlining initiation of relationship with Destination BC and Tencent (WeChat). The **Ceremonial MOU** is attached and has been used in the past by Destination BC for other official signing ceremonies. The Minister will witness the signing.
- The **Ceremonial MOU** minimizes commitment for either party and will allow DBC and Tencent to continue negotiations and funding amounts. Once the **Ceremonial MOU** is signed, Destination BC signs strategic MOU (currently under development) with Tencent separately outlining specific details of the partnership. Target to complete spring 2018.
- The Ceremonial MOU can be signed in January 2018 during the official Premier's trip to China and will be one of the first in the world (MOU with Tencent exists already with Los Angeles and Las Vegas so once signed, British Columbia will be the third in the world).

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Withheld pursuant to/removed as

s.16;s.13;s.17