



# Mayoral Mission to China

Register your interest to attend the mission to Chengdu, China

16-21 May 2019

## About the mission

The 2019 Mayoral Mission to China is designed to support the capabilities, products and services of the city's export-ready businesses and promote the Gold Coast as 'open for business'.

The Mayor's Mission is aimed at Gold Coast export ready companies and industry partners interested in doing business in Chengdu, China in the key industry sectors to explore and generate business and inbound investment opportunities.

Mission delegates are invited to travel as part of Mayor Tate's mission program and participate in a tailored business program inclusive of activities such as in-market briefings, business matching meetings, site visits and networking opportunities. Attending delegates are also encouraged to complement the mission itinerary with independently arranged meetings where relevant.

To join this exciting opportunity we are asking companies to register their interest by Friday 8 March 2019.

## The purpose of the trade mission is to:

- promote the city as 'open for business'
- promote the capabilities, products and services of the city's export ready businesses, specifically in the fields of innovation and entrepreneurship, health & medical, high performance sport, food & beverage, education\*, tourism\* and business events\*
- meet potential partners/distributors/agents/customers and general industry contacts
- promote the city as an education destination and a desirable place to visit and study
- promote the city as a destination to host corporate meetings and incentive programs
- build upon the work of previous missions to China
- sign a sister city agreement with Chengdu
- establish and maintain effective relationships with international stakeholders to expand opportunities for mutual trade, cultural and economic development activities.



## Why Chengdu?

The city of Chengdu, located in south-west China, has a population of 15 million and considered a prosperous Chinese city. It is one of the most important economic, transportation and communication centres in the region and has the largest concentration of universities, research and financial institutions in south-west China.

The Mayor first led a mission to Chengdu in 2014 and both cities signed a Memorandum of Understanding (MOU) in 2016. A productive relationship has developed in the areas of education, investment, culture, health and medical.

Gold Coast and Chengdu are now ready to progress to a sister city relationship, which will be signed as part of this Mayoral Mission. In celebration of the signing, it is proposed to host a Gold Coast Showcase in Chengdu to be held in the days surrounding the Chengdu Global Innovation & Entrepreneurship Fair (GIEF). The purpose of this showcase is to highlight Gold Coast's relationship with Chengdu, maximise potential business opportunities and utilise the Mayor's presence in market.

## Who should attend?

The Mayor's Mission is aimed to assist export ready companies and industry partners operating in the following industry sectors:

- health and medical
- high performance sport
- food and beverage
- innovation and entrepreneurship
- tourism and business events\*
- education\*

**\*Please note: Destination Gold Coast and Study Gold Coast will both lead missions to China at this time. If you are from the tourism, business events or education sector, please express your interest directly to these organisations:**

### Destination Gold Coast

E [reception@destinationgoldcoast.com](mailto:reception@destinationgoldcoast.com)

P +61 7 5592 2699

### Study Gold Coast

E [partnerships@studygoldcoast.org.au](mailto:partnerships@studygoldcoast.org.au)

P +61 7 5556 6100

## Market readiness

Interested Gold Coast companies that meet the above focus industry sectors should:

- be export ready and committed to ongoing market development
- be eligible for the federal EMDG export grant

- have transferable product/services to target regions overseas
- have capacity to set up in-market resources/warehousing
- meet regulatory requirements and barriers in the region
- have demonstrated commitment of resources to the sales cycle.

Please note all Gold Coast businesses interested in participating will be assessed for general export capability and market readiness.

## Proposed mission schedule\*

Date	Activity
Thursday 16 May	Depart Brisbane to Chengdu Evening: Gold Coast delegation briefing and welcome dinner
Friday 17 May	Opening Ceremony for Chengdu Global Innovation & Entrepreneurship Fair (GIEF) Possible afternoon event
Saturday 18 May	Sister city signing (TBC)
Sunday 19 May	Gold Coast Showcase activities
Monday 20 May	Gold Coast Showcase activities Gold Coast Gala Dinner
Tuesday 21 May	Gold Coast Showcase activities

\*Mission schedule is tentative and subject to change



## Participation fee

Joining City of Gold Coast trade missions is the most affordable way your business can grow international trade. The participation fee is \$500\* and covers the following:

- business matching meetings and site visits as part of the delegation
- personal introductions to relevant government agencies and offshore stakeholders
- invitations to networking events
- invitations to Mayoral civic dinners and civic exchanges (where appropriate)
- assistance from Council's in-market China consultant during and after the mission
- in-country transfers / logistics (as part of group)
- access to group booking discounts at preferred hotels
- on the ground support from Council's Innovation & Economy Branch.

You will be required to pay the mission participation fee once your registration has been confirmed by City of Gold Coast.

\*The participation fee applies to companies on the City-led mission. For education, tourism and business events companies, Study Gold Coast and Destination Gold Coast may have a different participation fee which will be invoiced by the respective entity.

## Additional mission requirements

Each participant will be expected to fund their own flights, accommodation, freight and other costs associated with travel to China.

Estimated costs for a round trip economy airfare are between AUD \$600 - \$1800 per person including taxes (prices are subject to availability and may change).

Estimated cost for six nights' accommodation is approx. AUD \$1800 per person (prices are subject to availability and may change).

Airfares and accommodation are to be booked independently by participants. City of Gold Coast will endeavour to secure group discounts where possible.

## Register

To register your interest in joining the Mayor's Mission to China, please email the Innovation & Economy Branch:

**P** +61 7 5581 7528

**E** [export@goldcoast.qld.gov.au](mailto:export@goldcoast.qld.gov.au)

**Places are limited - register your interest before Friday 8 March 2019**

Completing your registration does not guarantee your involvement, nor does it bind you to participation. As this is a Mayoral Mission, all expressions of interest will be assessed on their merit by the Innovation & Economy Branch in conjunction with the Office of the Mayor. Once your company has been accepted as a mission participant, the Mayor will extend a final invitation to confirm your participation. An invoice will be issued thereafter and will need to be paid in full prior to departure.

