AGENDA ITEM NO 10
REPORT NO 833/11

ANGUS COUNCIL – 15 DECEMBER 2011

ANGUS IN CHINA INITIATIVE – PROPOSED TRADE MISSION TO CHINA (MARCH 2012)

REPORT BY DIRECTOR OF INFRASTRUCTURE SERVICES

ABSTRACT: This report updates the council on the continuing progress and outcomes of the Angus in China Initiative and seeks approval for a trade mission to China in March 2012.

1. RECOMMENDATIONS

It is recommended that the Committee:

(i) note the successful outcomes associated with the Angus in China Initiative in the fields of business and tourism since 1998;

(ii) note the specific outcomes from the visit to China in July 2011 outlined in Appendix 1 of this report;

(iii) authorise the Head of Economic Development and Environmental & Consumer Protection to organise an employer-led trade mission to China in March 2012 subject to there being an expressed demand from at least six companies to participate, subject to a final decision on proceeding being delegated to the Chief Executive in consultation with the Leader of the Council as outlined in this report;

(iv) nominate one elected member to lead the trade mission; and

(v) authorise the Chief Executive (or alternatively an executive member of the Chief Officers Management Team), the Head of Economic Development and Environmental & Consumer Protection and, if required, one additional economic development officer to participate in the trade mission for the purposes outlined in this report.

2. INTRODUCTION

2.1 Angus Council has been active in promoting trade and tourism links with China since 1998. There have been significant outcomes for the benefit of local businesses and the general economy of Angus. Indeed, the Council’s success in China is widely recognised by the Scottish Government and other organisations and Angus Council is often cited as the leader amongst Scottish local authorities in this field.

2.2 A key ingredient to the success of the “Angus in China Initiative” has been the Sister Area Agreement between the Government of Yantai and Angus Council which was signed in 1999. This provides for reciprocal visits by representatives of the respective governments on a biannual basis in order to foster business and economic development links. However, a number of additional visits have been made over the years to address more specific opportunities for trade and tourism development. For example, a delegation from Jiaxing, (the City where J D Wilkie have established a manufacturing facility) was received by the Provost and other representatives of Angus Council at the end of April 2011. This was followed by a visit in May 2011 by a delegation from Yantai which focussed on agricultural links in respect of which site visits were made to a number of Angus based businesses. A film crew from Shanghai TV visited Angus in June. The crew was in Scotland for a week and specifically wanted to visit Angus to capture images of the county, its heritage, outdoor tourism activities and golfing attractions. This was for inclusion in a documentary about Scotland, which was broadcast in China in September 2011 (see paragraph 3.14 below). Similarly additional visits have been made to China by Angus Council for specific reasons such as in July 2011 in respect of which the outcomes are summarised in Appendix 1.
3. BACKGROUND

3.1 The last Angus Council trade mission to China (visiting Beijing, Yantai and Shanghai) took place in April/May 2010. A full report was given in Report 463/10 approved by the Strategic Policy Committee on 15 June when it was agreed:

(i) to note the key outcomes of the business development activities undertaken in connection with the trade mission to Beijing, Yantai, Chengdu and Shanghai in April/May 2010;
(ii) to note that the Gordon School of Dancing had been selected to participate in the Eighth China International Folk Art Festival in October 2010;
(iii) to authorise the Head of Economic Development and Environmental & Consumer Protection to organise a further visit to Beijing, Chengdu, Yantai and Shanghai in October 2010 to follow up on key projects outlined in this Report and to support the Gordon School of Dancing during the first year of their visit in Yantai and Souzhou; and
(iv) to authorise participation by the Depute Leader of the Council, the Head of Economic Development and Environmental & Consumer Protection and one other officer from the Infrastructure Services Department to visit Beijing, Chengdu, Yantai and Shanghai in October 2010, for the purposes outlined in this report.

3.2 It should be noted that 13 business representatives from 10 companies agreed to participate in the April/May 2010 trade mission. All of these companies are either based in Angus or have strong business associations with Angus.

3.3 There was a mixed level of experience amongst the companies and their representatives. 50% of the companies were new to the Chinese market and 5 of the company representatives were visiting China for the first time. Unfortunately, 3 people, representing 2 companies, were forced to withdraw on the eve of departure because of disruption to air services created by the Icelandic volcanic ash. However, every effort was made to represent their interests and a number of opportunities were identified. These individuals participated in another visit in October 2010.

3.4 The companies that travelled had business interests in agriculture, music, production/publishing, industrial textiles, whisky, renewable energy and golf tourism. A significant outcome arose from an approach made to the Council by J D Wilkie based on their request for the Council to assist them in negotiating a price agreement with Yantai Fibres who are a Government owned company. A meeting was facilitated through the government to government connections with Yantai Municipal Government established through the well established sister link. As a result, J&D Wilkie were able to move up the decision making hierarchy within Yantai Spandex and win a significant price agreement for the purchase of yarn for their manufacturing plant. Report 463/10 included a copy of press release acknowledging the significant role played by Angus Council. Report 463/10 also included a letter from Angus Dundee Distillers, owner of Glencadam distillery, Brechin, which also acknowledged the Council’s role in assisting their efforts “to develop our business in China and in this particular case, due to the very close ties between our commercial partner and the local government” (letter extract by Brian J Megson Director of Angus Dundee Distillers Ltd dated 12 May 2010).

3.5 In accordance with Article 18 of the Strategic Policy Committee on 15 June 2010, there was an additional visit in October 2010 to Yantai, Shanghai, Suzhou, Tianjin and Beijing. The main purpose of the visit was to develop the momentum from the earlier trade mission and enable companies to participate that had been unable to join the April/May trade mission due to problems associated with the Icelandic volcano ash. This visit also coincided with an invitation to the Gordon School of Dancing to participate in the 8th China International Folk Art Festival.

3.6 The Depute Leader of the Council was unable to participate in the proposed visit. He was substituted by Councillor Salmond who led the visit accompanied by the Head of Economic Development and Environmental & Consumer Protection and the Senior Development Officer.
Support was also given on the visit to two representatives a local construction and recycling firm, a local architect and a representative of Carnoustie Golf Links Management Committee on their first visit to China. Their primary objective was to research the China market for specific materials and identify suitable business contacts and opportunities. A number of successful meetings were arranged on their behalf.

3.8 Councilor Salmond and the Head of Economic Development and Environmental & Consumer Protection attended the 11th National Golf Club General Managers Conference (GMC) held in Tianjin on 11 October 2010. The main topic of this conference was “Golf Culture and Heritage”. The event was sponsored by Berrytex Ltd under their “Pro Simon – Carnoustie Country” brand. The Head of Economic Development and Environmental & Consumer Protection was the keynote speaker at the plenary session which was attended by around 450 general managers of golf resorts and key media contacts from all over China. The speech focussed on introducing the golfing culture and heritage based on 500+ years of golf in Scotland and the opportunity was taken to promote the Carnoustie Country destination by featuring the successful visits by golfers from China to the annual Tartan Day International Golf Challenge as well as by explaining the historic role of people and venues in the Carnoustie Country destination.

3.10 An opportunity was also taken to promote the Carnoustie Country destination at a golf invitational. The event was used to help market Carnoustie Country golfwear products in China as well as launch the Apex Sports International Company. The event included a golf invitational for over 70 influential general managers and golf media experts. At this event a meeting was held with a Chinese distributor of the “Caledonia” branded whisky. This was followed up in January 2011 when, at a meeting in Edinburgh, the Head of Economic Development and Environmental & Consumer Protection discussed the possibility of them creating a “Carnoustie Country” branded whisky as a premium gift item for sale in China using Glencadam whisky. The aim of promoting such products through potential trade logo agreements would be to promote awareness of the Carnoustie Country destination for golfers wishing to visit Scotland in the future. This matter is the subject of a separate report.

3.11 There was a further visit to China in July 2011 attended by the Deputy Leader of the Administration accompanied by the Head of Economic Development and Environmental & Consumer Protection. This trip was approved by the Strategic policy Committee at its meeting on 31 May 2011. (Reference is made to Article 10 of the Minute of the Meeting).

3.12 The purpose of this visit was to strengthen the efforts taken to increase the existing and extensive trade and tourism links with China and especially assist in increasing the Carnoustie brand awareness in China golfing circles.

3.13 Appendix 1 gives a summary of the key outcomes including a follow up meeting with DocuChina TV based in Shanghai from their visit to Angus in June 2011 when they filmed locations in Angus for the inclusion in a documentary about Scotland. Discussions covered the potential for additional programmes covering Angus tourism offerings.

3.14 Confirmation has been received from DOCUTV China that a 25 minute programme devoted to Angus was broadcast during high peak viewing time (22:30hrs) on 17th September and repeated on 24th and 25th September 2011. The programme will run again on 24th and 25th December. The broadcast is on national networks across China and features a wide range of tourism offerings in Angus including Glamis Castle, Signal Tower Arbroath, Year of the Light
(Bellrock), Peter Pan in Kirriemuir, Arbroath Abbey, Glen Clova, Corrie Fee, as well as golfing venues (Royal Montrose Club, Montrose Golf Links and Carnoustie Golf Links) and outdoor activities (walking, biking and riding). Having viewed the footage, David Broadfoot, Administrator Glamis Castle has commented that “The tourism community in Angus is very fortunate to have such a proactive council particularly in the growing Chinese market. As a direct result of their initiatives Glamis Castle has the rare privilege of a twinning relationship with the Great Wall of China and the Penglai Pavilion in Shandong Province. Our commitment to these initiatives will again be demonstrated when a member of my staff joins the Angus Trade Mission to China in early March 2012.” The opportunity was taken, while in Shangahi, to meet with DOCUTV China and discuss the possibility of more programmes being produced about Angus for future broadcasting.

3.15 In addition to this, a meeting was held with the Chairman of Fouzhou TV which is the only 24 hour continuous TV news programme in China. This was to consider an opportunity for Angus Council to provide film footage (produced by our inhouse media team) about our tourism product which could be broadcast on the channel in the future.

3.16 There were a number of meetings throughout the visit with various golf organisations including the China Golf Association, Shanghai Golf Club & Association, Apex Sports International, Red Flag Valley Golf Club, Dalian Golf Association and Silport Golf Club. The opportunity was taken at these meeting to promote awareness of the Carnoustie Country Golf destination, and encourage future visits to Angus by Chinese golfers and also to discuss potential investment in Angus. In particular, the visit generated a number of TV, radio and other media interviews promoting Angus in China.

3.17 A meeting was held with Berrytex (Pro Simon) to discuss the trade logo between Angus Council and the company. This is fully detailed in a separate report to the Council.

3.18 During the visit in July 2011 a further meeting was held with the Chinese distributor of the Caledonia branded whisky who is interested in developing a new high value whisky gift product using the Carnoustie Country trade logo and 20 year old Glencadam Malt Whisky from the Angus Dundee Distillers Ltd in Brechin. This is also detailed in a separate report to the Council.

3.19 The highlight of the visit was the Golf Exhibition and Conference in Dalian. The Depute Leader addressed an assembly of around 300 guests attending the pre conference dinner and where the Head of Economic Development and Environmental & Consumer Protection delivered a keynote speech at the main conference. Full details of this are given in Appendix 1. This was a significant event which received widespread publicity in the golf media. It also introduced the council representatives to some influential figures who were also speaking at the conference. These included Mr Long Yong Tu who in 1997 was appointed Vice Foreign Trade Minister and who in 2001 was the Chief negotiator involved in China’s accession to the World Trade Organisation.

4. PROPOSED TRADE MISSION IN MARCH 2012

4.1 The Committee is asked to authorise the Head of Economic Development and Environmental & Consumer Protection to organise an employer-led trade mission to China in March 2012. This will provide a vehicle to assist companies wishing to visit China as well as generally supporting the “Angus in China” Initiative for the benefit of local companies in Angus. The mission will not be authorised unless there is an expressed demand from businesses to participate. The main purpose will be to support the interests of the businesses as well as promoting the interests of other businesses who are unable to participate. The opportunity will also be taken to promote Angus as a tourism destination.

4.2 It is proposed that the trade mission depart from Scotland on either Friday 2nd March 2012 or Saturday 3rd March 2012 and the council delegates return no later than Tuesday 13th March 2012. However, the actual dates may change dependent on the needs of the participating companies. The aim is to have at least six participating companies but it is proposed that the
The final decision of proceeding with the trade mission should be taken by the Chief Executive in consultation with the Leader of the Council.

4.3 The mission participants, comprising company and Council representatives, will visit Yantai. It is anticipated that as in the past they will also visit Beijing and Shanghai as part of a 10 day programme. However, the final itinerary will be subject to the interests of the mission participants and any identified business opportunities. Once again it is proposed the Council will work closely with Scottish Development International and the China Britain Business Council as well as the Foreign Affairs Office of the Yantai Municipal Government.

4.4 Agreement is being sought for participation by one elected member, the Chief Executive, Head of Economic Development and Environmental Health and one additional officer (from economic development). However it is proposed that the additional officer will not accompany the trade mission unless there are sufficient companies participating and in need of additional support. If the Chief Executive is for any reason unable to join the trade mission, then he may send another member of the Chief Officer Management Team in his place.

5. MISSION OBJECTIVES

5.1 The primary objectives of the participating companies would be to:

- Undertake market research.
- Identify customers and business opportunities.
- Secure orders and supply contracts.
- Seek business partners e.g. agents, distributors and joint venture partners.
- Source products.

The activities of the Council representatives will be to:

- Act as lead for the mission.
- Support the mission participants.
- Attend to mission administrative matters.
- Represent and promote Angus generally for investment and tourism.
- The promotion of golf tourism to prospective Chinese visitors and tour operators.
- Investigate business potential and opportunities for Angus companies who are unable to participate.
- Explore business opportunities associated with renewable energy, including inward investment to Angus/Scotland.
- Network with business and political contacts in Yantai.
- Network with other key contacts in other parts of China.

6. FINANCIAL IMPLICATIONS

The estimated costs associated with the trade mission will be up to £6,000 based on four attendees (approx up to £1,500 per person). This covers organisational costs and economy air travel and accommodation for the Council representatives. The costs will be met from the Economic Development revenue budget in 2011/12.

7. HUMAN RIGHTS IMPLICATIONS

7.1 There are no Human Rights Act implications specific to this report.

8. EQUALITIES IMPLICATIONS

8.1 The issues dealt with in this Report have been the subject of consideration from an equalities perspective (as required by legislation). An equalities impact assessment is not required.
9. **ANGUS COMMUNITY PLAN AND SINGLE OUTCOME AGREEMENT**

9.1 This report contributes to the following local outcomes contained within the Single Outcome Agreement for Angus:
- Sustainable business growth is achieved.
- Growth in tourism in Angus is achieved.

10. **CONSULTATION**

10.1 The Chief Executive, Director of Corporate Services, Head of Law and Administration and Head of Finance have been consulted in the preparation of this report.

11. **CONCLUSION**

11.1 China is now a global player on the world stage and its influence is forecast to increase in the years to come. It therefore makes sense for the Scottish Government, business support organisations and Angus Council to engage with the market for economic gain. The Angus in China Initiative has provided a large number of Angus companies with support in their efforts to take advantage of business opportunities and the opportunity for the Council to promote Angus as a golfing and holiday destination. The proposed trade mission will strengthen ties with China and assist economic recovery in Angus.

11.2 As on previous occasions, the main focus will be on trade and tourism outcomes to strengthen the economy and well being of Angus.

ERIC S LOWSON
DIRECTOR OF INFRASTRUCTURE SERVICES

ECDEV/DV//DV/FM
27 October 2011
### SUMMARY OF OUTCOMES FROM MEETINGS HELD IN CHINA FROM 2\textsuperscript{ND} TO 13\textsuperscript{TH} JULY 2011

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<th>Points discussed</th>
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<td>2nd July</td>
<td>Ms Lee, former Director of Marketing with Shanghai Silport</td>
<td>General discussion about emerging market opportunities in China. Recycling opportunities. Potential hotel investors.</td>
<td>It was agreed to keep in touch</td>
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Ms Lee was introduced to Angus Council by Beta Soong. She was marketing Director in 2006 and has assisted Angus Council in a number of promotions in China. She worked for Pro Simon during the launch of the Carnoustie Country range and magazine in 2009. She now works with a Shanghai based Paper Mill.

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<td>3rd July</td>
<td>Joss Wang, Shanghai TV Project Manager Wang Cheng, Shanghai TV Director David Wang, Secretary General and Vice Chair, Shanghai Golf Association</td>
<td>Meeting arranged to follow up on recent trip to Scotland resulting in a 30 min documentary to be broadcast in September to 30 cities in China DV passed copies of HD footage (produced by our “in-house” team) featuring a range of outdoor tourism activities in Angus including fishing, walking, mountain biking as well as coast, beaches and visitor attractions Shanghai TV proposed making additional programmes in co-operation with Angus Council’s Economic Development Marketing team.</td>
<td>DV agreed to continue discussions to ascertain what Shanghai TV would like to feature in the future and to arrange for additional footage to be passed to Shanghai TV. It was agreed to consider a proposal costing circa £10k to bring Shanghai TV to Angus again (this could be done as part of 2012 Tartan Day programme) to produce additional features covering Angus tourism offerings. Also coverage of trade co-operation e.g. J D Wilkie’s</td>
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Joss Wang is the daughter of David Wang who was introduced to Angus Council by Beta Soong in 2000. David Wang is the Secretary General and Vice Chair of the Shanghai Golf Association. DV has always maintained contact with David Wang who was introduced to the First Minster during Scottish Govt delegations to China. He met with Shona Robinson during his recent trip to Scotland arranged by SDI and VS.

The fact that Angus Council has its own media production team with a library full of broadcast quality footage on a variety of topics of interest (highland games, festivals, golf, walking, fishing etc.) means that we can pass TV companies in China footage without any copyright issues. TV companies in China are interested in content about Scotland and are keen to broadcast (we are doing the same with Phoenix TV, Fouzhou TV and Dalian TV).
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| 3rd July | David Wang Vice Chair and Secretary General of Shanghai Golf Association  
Mr Yu De Ming, Chairman of Shanghai Country Club  
Mr Ma Jia Wei, Vice General Manager, Shanghai Country Club | Tour of golf course and facilities.  
Discussed visits by members of the club to Scotland including Tartan Day International Golf Challenge and customised golf trips.  
Discussed investment possibilities in Angus and left two copies of the “Angus” investment package at Kingennie. | Passed Mandarin copy of “The Angus” development package.  
Send information on possible package tailored for members of Shanghai Country Club and possible allocation of up to 20 places for 2012 Tartan Day  
(Post Update: 20 places now booked). |

David Wang and Mr Yu De Ming both visited Angus one week prior to this visit. The Shanghai Country Club was the first golf club to be built in Shanghai in 1991. There are 800 members. Each membership costs USD$30,000 for individuals/USD$15,000 for corporate membership. The development was originally invested by a Japanese company and Mr Yu bought their interest a few years ago.

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| 3rd July | David Wang, Shanghai Golf Association  
Joss Shanghai TV  
Wang Cheng Shanghai TV  
Mr Shi De Rong President of Shanghai Golf Association and Chairman of Shanghai Guosheng Group Ltd (Investment Company) | Discussed investment possibilities in Angus and left two copies of the “Angus” investment package.  
Also discussed an allocation of up to 20 golfer places as well as non-golfer places for 2012 Tartan day Golf Challenge (see above). | Passed Mandarin copy of “The Angus” development package.  
Contact Shi De Rong for future renewable investment projects |

The Shanghai Guosheng Group Co Ltd was established in 2007 as a solely state owned large scale investment holding and capital operation enterprise approved by Shanghai Municipal Government. Registered capital of 10 billion RMB with total assets of 50 million RMB by the end of 2010. It runs two listed companies, Lengguang Industrial Co Ltd and Shanghai Yaohua Pilkington Glass Co Ltd. Discussed “The Angus” Development project and Renewables opportunities.
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<td>4th July</td>
<td>Meet Mr Simon Sung, Pro Simon David Wang, President Shafer Sihe Stainless Steel Products Ltd David Pan RT Mart Ltd Shanghai Chivas Huang Marketing Officer Pro Simon</td>
<td>DV gave presentation on moving forward with cooperation illustrating the advantages especially the ability of Angus Council to generate PR from Carnoustie for publication in China. It was noted that sales of Carnoustie Country stock had been steady and increasing.</td>
<td>(To be agreed)</td>
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This matter is the subject of a separate report to Angus Council.

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<td>4th July</td>
<td>Meeting with Vincent Huang and Ms Rose Xu</td>
<td>Discussed “Carnoustie Country” branded whisky project using 20 year old Glencadam.</td>
<td>DV to prepare a draft MOU between the three parties subject to agreement with Angus Council.</td>
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Ms Rose Xu brought original copies of company certificates.

It was agree DV would draft MOU for up to 18 months period in which Ms Xu would develop her business and marketing plan. This would cover the terms for a trade logo agreement between the three parties. The terms would identify a growth target which when reached would trigger royalty payments to Angus Council. The agreement is predicated on Ms Xu investing in the design and manufacture of a suitable bottle and packaging and subject to the purchase of 20 year old whisky from Glencadam. Various ways of promoting Ms Xu while in China were discussed including PR and TV releases and broadcast quality footage taken in Angus (the destination).

This matter is the subject of a separate report to Angus Council.

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<td>4th July</td>
<td>Visit to Oak Valley Golf Academy Meet with Charlie Tseng and beta Soong</td>
<td>Discussed visit to Carnoustie for RWBO when Yani Tseng will defend her title.</td>
<td>DV to contact Ernie Huang (Yani Tseng’s agent) to discuss arrangements for PR during Yani Tseng’s visit to Carnoustie</td>
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Yani Tseng is the world’s No1 ranking lady golfer. She was the winner of the Carnoustie RWBO in July 2011. Meeting with Charlie Tseng (Yani Tseng’s father) gave contact details for Ernie Huang (Yani’s agent). DV agreed to contact within next two days (after US Open). It was agreed that a number of people would visit the RWBO subject to arrangements agreed between DV and Yani’s agent.
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<td>4th July</td>
<td>Meet with Beta Soong and Kai Chang</td>
<td>A media event was organised by Silport to publicise Academy tournament followed by a Q &amp; A session. A statement was made to media about the forthcoming RWBO in Carnoustie Discussed 2012 Tartan Day. Beta Soong would like to organise a trip at a different time of year for 2012</td>
<td>Provide Nick Zhang Deputy Editor of Golf Punk with additional information about the Carnoustie Ladies Club and access to photos. Deadline for August copy is 22nd July. DV to provide Beta with a proposal for 20 people to visit Carnoustie next year. No requirement for Tartan Day.</td>
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This was a good opportunity to promote Carnoustie Country to the assembled China golf media. Focus was on The Carnoustie 2011 RWBO – question and answer session plus individual discussions with media representatives.

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<td>5th July</td>
<td>Yingshan and Joyce Pan at Apex Sports International Co Ltd</td>
<td>Need to support Apex Sports International Co Ltd in bringing golfers to our destination. Apex does not have an exclusive arrangement with Angus Council in that anyone wanting to come to Scotland but not through Apex will still be welcomed and Angus Council will deal directly with them.</td>
<td>We will arrange for a reception for incoming golfing parties. We will generate PR for release in China showing Carnoustie Country welcoming golfers bought by Apex. We will provide information and promotional gifts for golfers. We will liaise with Apex and assist in arranging future packages We will promote Apex to golfers from China who don’t have a travel tour company to arrange their travel. We will agree an allocation of places for Tartan Day International Golf Challenge 2012</td>
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Apex are entirely independent of the council but work in co-operation. They brought around 35 people to TD 2011. They also arranged for around 75 additional golfers to come during 2011.
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<td>6th July</td>
<td>Mr Chen Hua Yun, General Manager, Resources Recycling Co Ltd Michael Guan, Sino UK International Exchange Ltd</td>
<td>Mr Chen’s recycling operation in Fouzhou – one of 11 similar recycling depots around the city. This demonstrated the level of activity Introduced to Mr Chen’s brother who has several real estate and winery businesses. Currently developing a £50m development. Interested in co-operation with Angus Companies</td>
<td>Show photographs of the operation to the local Angus Company Continue liaising with Michael Guan and Mr Chen Hua Yun to identify matching interests from Angus/Scottish based businesses.</td>
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Michael Guan lives in Edinburgh and is originally from Xiashan county in Fuozhou (Fujian Province). He introduced Mr Chen to DV who in turn arranged a meeting with a local company. Mr Chen has a major recycling company and is interested in purchasing up to 60,000 tonnes of cardboard per annum for the Qingshan paper mill. DV insisted in meeting the end supplier and this was arranged. The paper mill employs around 3,500 people on one site. It already imports cardboard for recycling into quality brown paper from the US and Europe.

The local company in Angus collects around 5 to 6,000 tonnes per year. Angus council collects around 2,000 tonnes per year. The requirement would necessitate a major collaboration between recycler companies throughout the East coast of Scotland and this would take some time and effort. In the meantime it was suggested that the local Angus Company could sell direct to the paper mill provided a commission is paid to Mr Chen for negotiating the terms etc…. This would be a worthwhile enterprise for a Scotland wide initiative by LA’s and recycling companies but someone would need to formulate and co-ordinate a plan ……………

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<td>6th July</td>
<td>Mr Liang Ming Fu, Manager, marketing dept, Paper Co Ltd Mr Chen Hua Yun, General Manager, Recycling Co Ltd Michael Guan, Sino UK International Exchange Ltd</td>
<td>Discussed requirement for waste cardboard Tour of paper mill Inspected reception for waste cardboard</td>
<td>Agreed to discuss with local Angus company and Angus Council with a view to supplying cardboard direct to the paper mill. DV to discuss terms with Mr Chen</td>
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Fujian Qingshan Paper Industry Co., Ltd. is a China-based company primarily engaged in manufacture and sale of paper products. The Company’s principal products include sack paper, high strength corrugating paper, coated kraft liners, unbleached boards, pulp and pulp by-products, medicated oil and optical electronic products, among others. The Company also involves in manufacture and sale of alkali, electrical products and pharmaceuticals, as well as commercial trading business. It distributes its products in domestic and overseas markets. As of December 31, 2009, the Company had 12 subsidiaries, which involved in manufacture of medicated oil, optical electronic products and paper products, industrial investment, as well as forest cultivation and timbers transportation.

The specific name of the company has been anonymised for commercial reasons.
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<td>7th July</td>
<td><strong>Evening meeting with Fujian TV station Chairman Mr Zheng Yan <a href="mailto:Zhengyan3692660@126.com">Zhengyan3692660@126.com</a></strong>&lt;br&gt;Mr Zheng is chairman of Fouchou TV Station. This is the only 24 hour continuous TV news programme in China. The meeting was arranged by Michael Guan who is resident in Edinburgh.</td>
<td>Potential co-operation with Angus Council for the production of TV programmes&lt;br&gt;Potential for promoting Fujian Province as a tourism destination for Scottish people.&lt;br&gt;Museum of Clothes project</td>
<td>DV agreed to send footage of Angus tourism e.g. dancing, fishing etc... for TV station to make programmes&lt;br&gt;DV to make suggestions on how best Fujian can promote itself to Scotland&lt;br&gt;DV to discuss with museums the potential supply of clothes used by Angus people e.g. fisher folk, farmers, Aristocracy etc.</td>
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Fujian TV has ten channels. The news channel carries 4½ hours of news followed by 5½ hours of programmes produced by Fujian TV. For the remainder of the day other programmes are broadcast from across the world. This is an opportunity for Angus Council to provide film footage about our tourism product. Fujian TV is broadcast to 10 million homes and is the only 24 hour news programme in China. The TV company employs 200 journalists and has around 4,000 staff.

Some of the programmes are broadcast in co-operation with radio. Mr Zheng has already built a model school for cultural exchange so that people from all over the world can visit and exchange ideas about their own cultures. His next project is to build the biggest museum in the world exhibiting clothes from across the world. This will be located in Xiamen in a new 16 acre site comprising a modern museum building. He requested that Angus Council provide clothes from previous ages belonging to ordinary people as well as the upper classes. This is an opportunity to promote Angus in Scotland – again perhaps something that Scotland should be doing (VisitScotland).

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<td>8th July</td>
<td><strong>Lunch hosted by Mr Wang Hong Jun Director General of the Dalian Government Foreign Affairs Office Also at the lunch were: John Bourke, Golf Course designer from NZ, Mr Wang former party Secretary of Dalian Govt and Chair of the Dalian Golf association</strong></td>
<td>This meeting was arranged by the Dalian Govt to welcome us to Dalian and to set the scene for our visit</td>
<td>DV to maintain communication with Mr Wang Hong Jun to discuss future co-operation.</td>
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John Bourke left Glasgow 40 or so years ago and now lives in NZ. He designed a course for Mr Wang in Qufo (Shandong province – home of Confucius). Mr Wang was the first minister equivalent of Dalian for a period of around 8 years and although retired now acts as party Secretary for the three provinces in an overarching role. He is the Chair of the Dalian Golf association and has a number of assets/businesses including a major land holding in Qufo (his native home).

Dalian has a 100 year history. 70% of people are descendants of people from Shandong the majority of these from Yantai (100 kilometres across the Bohai sea).
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| 9th July | Long Yong Tu, Secretary-General of Boao Forum for Asia (formerly Vice Minister of Foreign Trade)  
Zhang Xi Qin (former vice-chairman of the China National Tourism Administration)  
Liu Jun Chairman of Sports Industry and Deputy Director of the Marketing Department of Beijing Olympics Committee  
Yuan Weimin President of China Golf Association (formerly Beijing’s Minister of Sports Administration and Executive President of the Beijing Organising Committee for the 2008 Summer Olympics) | DV gave 1 hour keynote speech on “Home of Golf – Past, Present and Future” incorporating an explanation of Carnoustie Country golfing destination and experience gained in accommodating Chinese golfers. In effect this was an opportunity to promote golf tourism in Carnoustie Country by promoting Scotland first.  
The other three speakers were Long Yong Tu, Zhang Xi Qin and Liu Jun who each spoke for around 20 mins.  
Each commented on the need for China to use the Angus example of promoting tourism through golf promotion. | DV to communicate with Long Yong Tu.  
DV will monitor media coverage from this event.  
DV will consider future invitations to speak at conferences in China in order to build momentum |

Mr. Long Yong Tu is Secretary-General of Boao Forum for Asia (elected by its Board of Directors on January 21, 2003) This is a non-government, non-profit international organization. The Boao Forum For Asia (BFA) is the most prestigious and premier forum for leaders in government, business and academia in Asia and other continents to share visions on the most pressing issues in this dynamic region and the world at large. The Forum is committed to promoting regional economic integration and bringing Asian countries even closer to their development goals.

Long Yong Tu received his BA Degree of British and American Literature in the Guizhou University in 1965 and had his post graduate study in economics at the London School of Economics from 1973 to 1974. He joined the Ministry of Foreign Trade and Economic Cooperation (MOFTEC) in 1965 and served as a diplomat in the Permanent Mission of China to the United Nations in New York from 1978 to 1980. From 1980 to 1986, he worked in the United Nations Development Programme (UNDP), first in New York headquarters and then in Democratic People’s Republic of Korea as the Deputy Resident Representative of the UNDP Office.

After 8 years of diplomatic service abroad from 1978 to 1986, Long Yong Tu returned to China in 1986 and became Deputy Director-general of China International Centre for Economic and Technical Exchanges (CICETE). In January 1992, Mr. Long was appointed Director-general of Department of International Relations, MOFTEC, and Assistant Minister of the Ministry in April 1994. In February 1997, he was appointed Vice Minister and the Chief Representative for Trade Negotiations of MOFTEC.

As China’s Vice Foreign Trade Minister he was the Chief Negotiator for China’s resumption of GATT contracting party status and its accession to the World Trade Organization. Long dedicated over 10 years for this prolonged trade negotiation to bring China into the global trading system. Apart from trade negotiations, he was also in charge of the multilateral economic and trade affairs between China and the United Nations development agencies. He was fully involved in APEC affairs and attended the APEC meetings of trade ministers each year during the years from 1992 to 2001.

Long Yong Tu has been active in promoting regional economic cooperation. He was actively involved in creating the Regional Economic Development Cooperation Committee of the Tumen River Area in Northeast Asia and chaired the Committee’s first ministerial meeting in Beijing in April 1996.

Long Yong Tu was made an honorary citizen of Yantai in 2008 - the same year as DV.
Date | Contact | Points discussed | Follow Up Action
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10th July | Meeting with Mark Reeves at red Flag Valley Golf Club | Tour of golf club and facilities. Cllr Mackintosh presented an Angus Council Quaich for display in the club room. Discussed investment possibilities in Angus and left two copies of the “Angus” investment package. Discussed a potential twinning with a golf venue in Angus. | DV passed a Mandarin copy of the Angus development proposition for consideration by the owner Chairman Wang. DV will liaise with Mark to organise golf tours for members. DV will consider options to twin Red Flag Valley with a golf venue in Carnoustie Country (in Angus). DV agreed to speak to St Andrews Golf Co Ltd about supplying old hickory reproduction clubs for display in the golf club.

Red Flag Valley is a Haichang Group development; their vision of golf for Dalian. This strictly private 36-hole member’s golf club is situated in 5,000 acres of natural valley and forest land to the west of the city. The estate includes a luxury hotel, wonderful golf villas and spacious residential apartments.

Located in Cha’an Village, Hongqi Street, Dalian, this exciting development is only 22 miles from downtown. Dalian. Close enough to reach with ease yet far enough away from the city bustle to leave the stress behind.

Date | Contact | Points discussed | Follow Up Action
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10th July | Tony Kong, Dalian Golf Association Mr Wang Chairman of Dalian Golf Association Mr Yu Secretary General of Dalian Golf Association | DV passed a copy of the Angus development. Tony is interested in bringing 20/30 golfers to Scotland at the end of September/beginning of October and would Angus Council to design a package for them to come and play. They would like to play The Old Course St Andrews but DV explained how this could be difficult. | DV to draft MOU for future co-operation. DV to introduce Dalian Golf Association to Darren Clarke’s agent and Greme Webster – P.S. DV has already spoken to GW – he is very interested in the project – DV will arrange for them to meet when the Dalian group come here in September – this is even more likely now that Darren Clarke won the Open. DV to propose ideas for Simpsons Golf Academy. DV and to propose way forward for golf museum – DV will suggest they invest here as well as in China and move artefacts between the two locations. DV to supply details for 2012 Tartan day and for their visit here in September/October 2011.

Tony Kong has an interest in developing another two golf courses in Dalian and is interested in finding a Scottish golf course designer. He asked if DV could contact Darren Clarke and the co-designer Graham Webster. One of the courses will be an inland course one hour from Dalian (20 minutes by express train). This will be an eighteen hole golf course with hotel and apartments as well as a spring spa facility with nearby skiing. There is an opportunity for an additional course near the Golden Pebble beach golf course which could be designed as a links style course. A simple MOU was signed for PR purposes during the conference. However Mr Wang is interested in negotiating a more detailed agreement for co-
operation between Angus Council and the Dalian Golf Association.
### Agenda Item No

**Report No 833/11**

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<tr>
<td>11th July</td>
<td>Brian Gallagher, Director of UKTI in China</td>
<td>Reviewed progress with outcomes from the council’s “Angus in China” Initiative</td>
<td>DV agreed to become a panel member providing opinions for the refreshment of the</td>
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<td>Phillip Morgan, First Secretary, Scottish</td>
<td>Reviewed progress with various outcomes from this trip.</td>
<td>Scottish Government’s China plan.</td>
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<td></td>
<td>Government</td>
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<td>DV agreed to keep in touch and keep them updated on future progress.</td>
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<td>12th July</td>
<td>Long Baijin</td>
<td>DV reviewed various projects and progress during the current trip.</td>
<td>DV will review info on BYD and let LB know if there is any potential interest.</td>
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<td>General Manager</td>
<td>BYD, are interested to have a dialogue about a demo concept for a wind turbine</td>
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<td>Beijing Representative Office</td>
<td>– Long wishes to know if we would be interested in talking to them – DV felt</td>
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<td></td>
<td>Scottish Development International</td>
<td>this might be of interest to Scotland in the context of the emerging renewables</td>
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<td></td>
<td>Room 1006A, China Life Tower 16 Chao Yang Men</td>
<td>(off-shore).</td>
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<td></td>
<td>Wai Da Jie Beijing 100020, China</td>
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<td>Tel: +86 10 8525 3070 ext. 205</td>
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<td>Fax: +86 10 8525 3086</td>
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<td>E-mail: <a href="mailto:long.baijin@scotent.co.uk">long.baijin@scotent.co.uk</a></td>
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<td></td>
<td>Website: <a href="http://www.sdi.co.uk">www.sdi.co.uk</a></td>
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Brian Gallagher is based in Beijing and took up the post of Director of Trade and Investment for China in January 2011, having previously served as British Trade Commissioner to South Africa, based in Johannesburg from 2006 until November 2010. Brian has been involved in international trade for a considerable number of years and prior to his appointment to South Africa was a Director of UKTI’s Sector’s Group in the UK with global responsibilities for the Oil and Gas, Aerospace, Automotive, Marine and Mining Sectors. It was during this period that DV met Brian on several occasions while promoting oil and gas supply companies (e.g. at oil shows at Houston, Singapore, Stavanger and Aberdeen). Brian was Trade Commissioner in South Africa when DV and the Provost went there to launch Tartan Day in March 2009.

China is now the UK’s largest market for exports of goods outside the US and EU. But the potential is there for a big, further acceleration in our business links. As China shifts towards domestic consumption, the middle class expands, and Chinese companies look to increase their international links, there should be a huge increase in opportunity for UK companies given that the UK is globally competitive in services, advanced manufacturing and engineering, ICT, life sciences, the creative sector and many other areas in which Chinese demand is growing rapidly.

Long Baijin is the SDI officer based in Beijing who DV has worked with since 1998. This relationship enables a frank exchange of ideas. Long Baijin is a big supporter of the work done by Angus Council and has assisted various projects.
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<tr>
<td>12 July</td>
<td>Bruce Connolly Radio Beijing</td>
<td>Update on progress being made by Angus council in China.</td>
<td>Keep in touch</td>
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<td>Tour of sites in Beijing.</td>
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DV met Bruce around 2000. Bruce works for the state owned Beijing Radio and is given fairly free reign to cover investigative stories about Beijing and the people who live and visit there. On some occasions Bruce interviews DV and Angus delegates about their perceptions about China and progress being made which is of interest to his listeners. The programme is in English.

Bruce is originally from Glasgow (used to work with Education dept) and has been involved in China since 1985. He has lived in Beijing since 1995/6 and is now married to a Chinese national and has a six year old son.