

## **ATTACHMENT A:**

### **List of Delegates**

#### **31 Delegates accompanied Mayor John Tory on the Asia Mission:**

|                                  |                                     |                                     |
|----------------------------------|-------------------------------------|-------------------------------------|
| Councillor Michael Thompson      | City Councillor                     | City of Toronto                     |
| Councillor Shelly Carroll        | City Councillor                     | City of Toronto                     |
| Councillor Chin Lee              | City Councillor                     | City of Toronto                     |
| Councillor Mary Margaret McMahon | City Councillor                     | City of Toronto                     |
| Mr. Chris Eby                    | Mayor's Chief of Staff              | City of Toronto                     |
| Mr. Alex Chreston                | Mayor's Senior Advisor              | City of Toronto                     |
| Mr. George Spezza                | Director, Business Growth Services  | City of Toronto                     |
| Mr. Ron Wandel                   | Senior Business Development Officer | City of Toronto                     |
| Mr. Connie Fusillo               | Sector Development Officer          | City of Toronto                     |
| Ms. Niloo Boroun                 | Manager of Investment Attraction    | Invest Toronto                      |
| Ms. Chieko Bond                  | Translator/Coordinator              | Sagamihara Coordinator              |
| Dr. Don Brean                    | Professor                           | University of Toronto               |
| Mr. Henry Cao                    | President                           | Greenland Canada                    |
| Ms. Jan De Silva                 | President & CEO                     | Toronto Region Board of Trade       |
| Mr. Ron Dizey                    | Managing Director                   | Advanced Energy Centre -MaRS        |
| Ms. Janet Ecker                  | President & CEO                     | Toronto Financial Services Alliance |
| Ms. Nina Gates-Kass              | Vice President                      | Blue Rhino Design Inc.              |
| Dr. Kenneth Grant                | Professor                           | Ryerson University                  |
| Ms. Sarah Kutulakos              | President & CEO                     | Canada-China Business Council       |
| Mr. Jeff Lin                     | Executive Director                  | Liricco Technologies                |
| Dr. Jiri Maly                    | Managing Director                   | CIBC                                |
| Mr. Andrea Merluzzi              | National Manager, Bus Development   | Air Canada                          |
| Mr. Adam Nanjee                  | Head of Financial Technology        | MaRS Discovery District             |
| Mr. Neil Tait                    | President and Founder               | JSN Consulting Inc.                 |
| Mr. Bobby Wang                   | Counsel                             | McCarthy Tetrault LLP               |
| Mr. Brad Watson                  | Partner                             | KPMG                                |
| Ms. Sylvia Sun                   | Business Development Manager        | Gowling WLG                         |
| Mr. Ping Tan                     | Lawyer/educator                     | Tan & Associates                    |
| Mr. Thomas Timmins               | Partner                             | Gowling Lafleur Henderson LLP       |
| Ms. Rita Tsang                   | Chairman & CEO                      | Tour East Travel                    |
| Mr. Michael H.K. Wong            | Principal                           | MHKW Architects Inc.                |
| Mr. Alex Yuan                    | President                           | A&L Computer Software Limited       |

## **ATTACHMENT B:**

### **Asia Mission 2016 Budget and Financials**

|   |          |
|---|----------|
| City of Toronto political and staff delegation travel<br>(Air and ground transportation, hotels,<br>per diem) | \$75,623 |
|---|----------|

|  |                 |
|--|-----------------|
| <b>Business Luncheons and Receptions</b> | <b>\$58,572</b> |
| Shanghai Business Luncheon               | \$12,842        |
| Chongqing Business Luncheon              | \$12,500        |
| Hong Kong Business Luncheon              | \$10,000        |
| <br>                                     |                 |
| Shanghai Consulate Reception             | \$2,330         |
| Chongqing Consulate Dinner               | \$4,000         |
| Hong Kong Consulate Reception            | \$3,000         |
| Tokyo Reception at Okura Hotel           | \$13,900        |

|  |          |
|--|----------|
| CCBC Organizational Cost<br>(Organization of Luncheons, briefings<br>and meeting coordination) | \$29,042 |
|--|----------|

|   |         |
|---|---------|
| Shipping Cost<br>(delegate and lure brochures for luncheons,<br>receptions and business meetings) | \$2,725 |
|---|---------|

|                             |                  |
|-----------------------------|------------------|
| <b>Total Mission Budget</b> | <b>\$165,962</b> |
|-----------------------------|------------------|

|   |                 |
|---|-----------------|
| <b>Sponsorships</b>                                 | <b>\$52,342</b> |
| ManuLife – Shanghai Luncheon<br>and Tokyo Reception | \$22,842        |
| Asia Can Investments Inc.<br>Chongqing Luncheon     | \$12,500        |
| Bank of Montreal – Hong Kong<br>Luncheon            | \$10,000        |
| Air Canada – Chongqing Dinner                       | \$ 4,000        |
| CIBC – Hong Kong Reception                          | \$3,000         |

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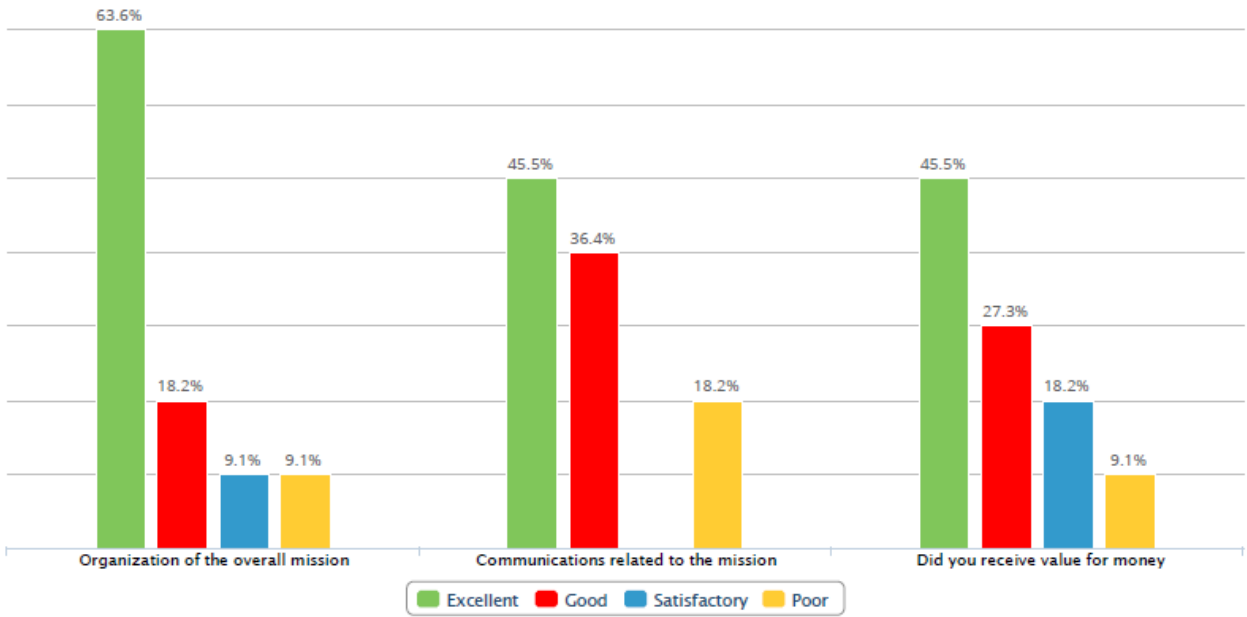
**Net Total Mission Expense  
for the City of Toronto**

**\$113,620**

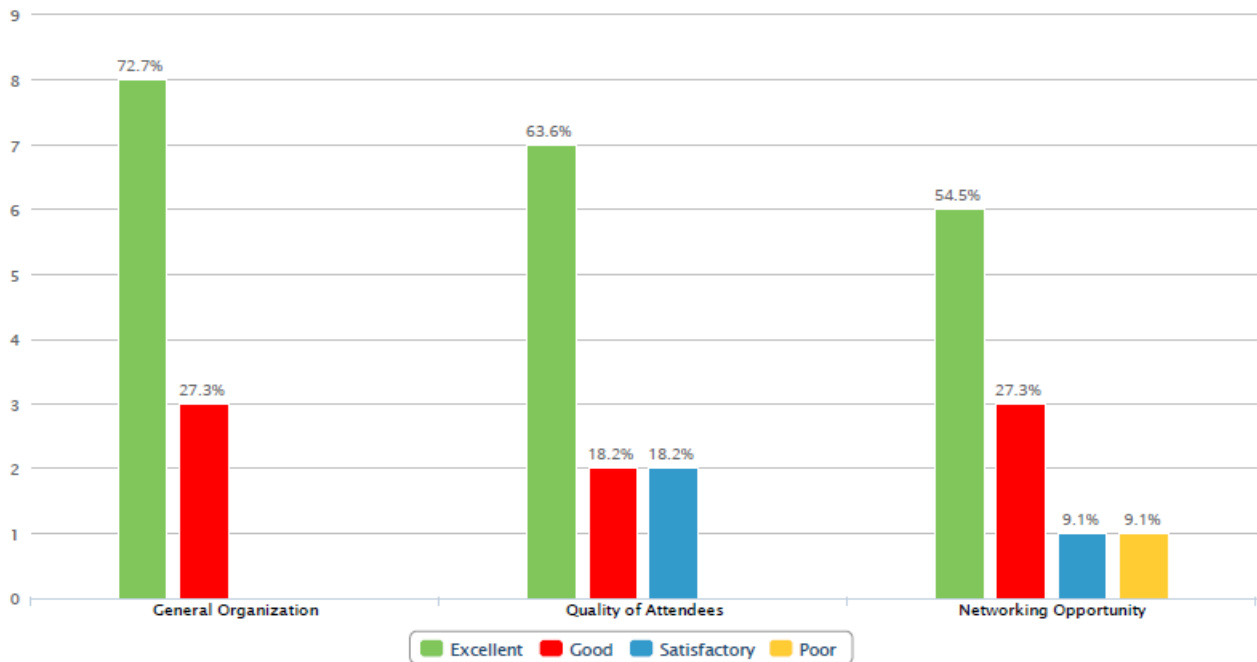
## ATTACHMENT C:

### Business Delegates Survey Summary

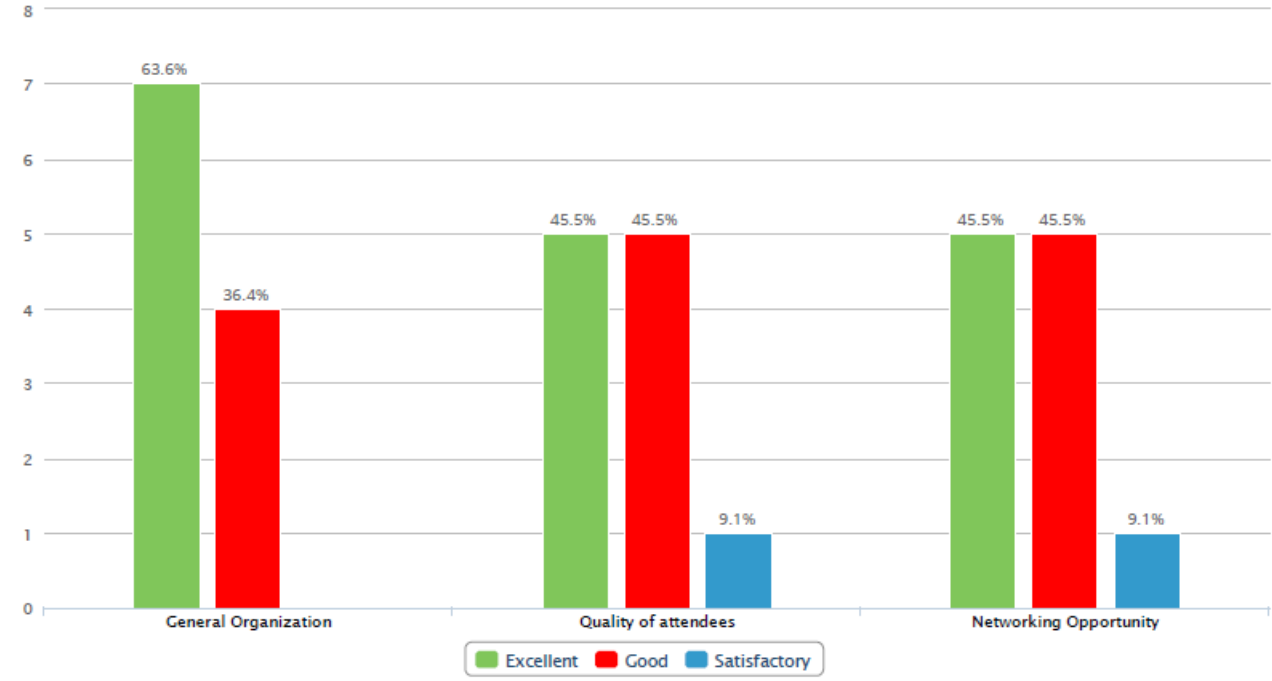
Q2) From a delegate's perspective, please rate the following components of the Mission to Asia



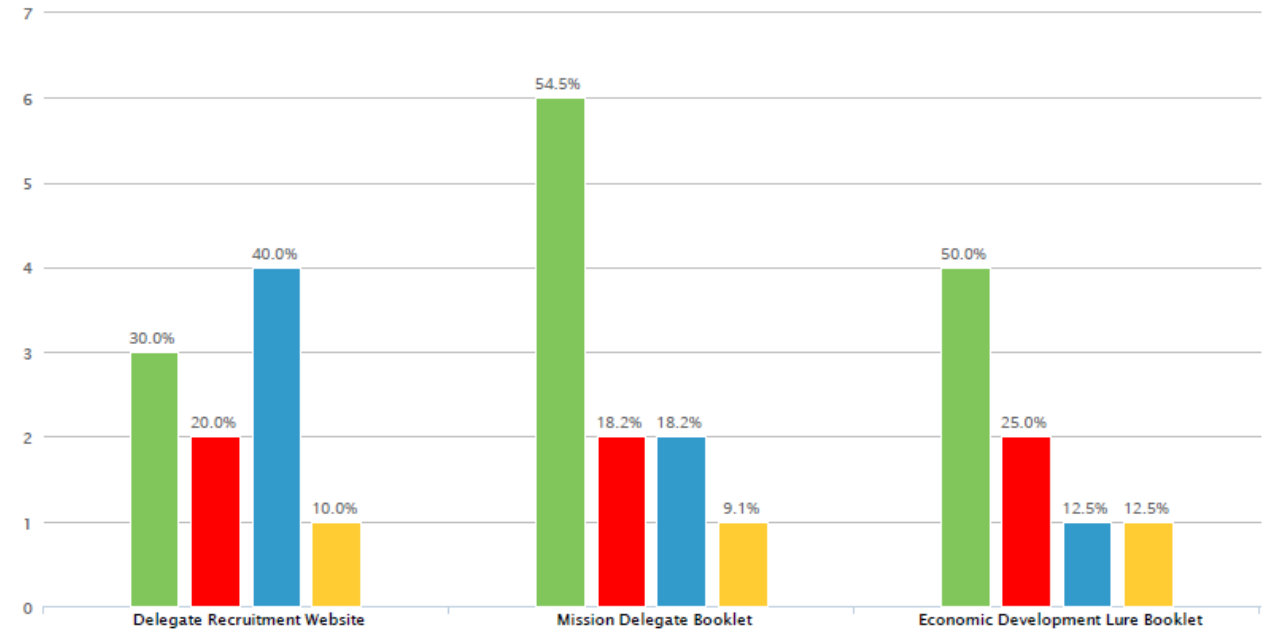
Q3) How was your experience at the welcome receptions that you attended (Shanghai, Chongqing, Hong Kong, Tokyo)



Q4) How was your experience at the business luncheons that you attended (Shanghai, Chongqing, Hong Kong, Sagamihara)



Q6) Please comment on the quality of the marketing initiatives

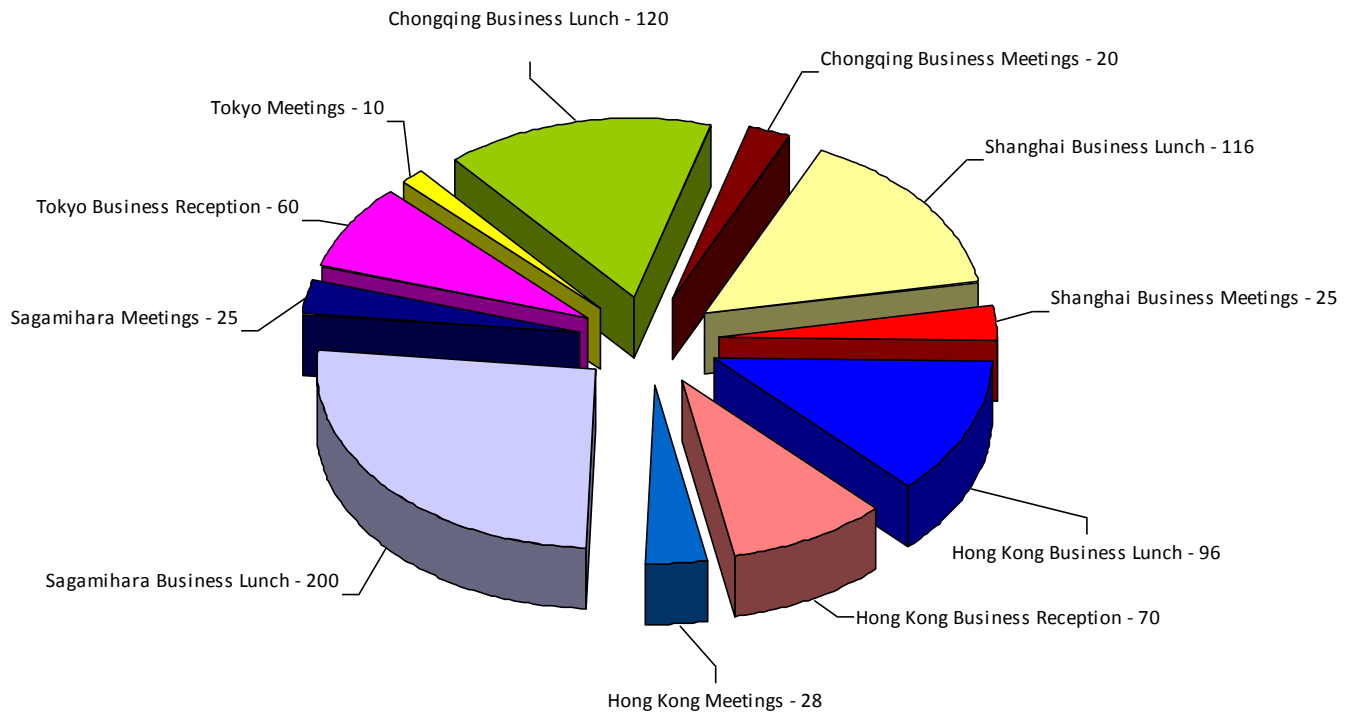


| Variable   | None | 1 | 2 | 3 | 4 or more |                  |
|--|------|---|---|---|-----------|------------------|
| Agreements concluded   | 6    | 2 | 1 | 0 | 0         | <i>Total: 9</i>  |
| Possible agreements that might occur in the future due to this mission | 0    | 1 | 6 | 2 | 1         | <i>Total: 10</i> |
| Import/Export Opportunities  | 3    | 2 | 2 | 1 | 1         | <i>Total: 9</i>  |
| Joint Ventures   | 3    | 3 | 2 | 1 | 0         | <i>Total: 9</i>  |
| Marketing Arrangements   | 3    | 2 | 1 | 0 | 1         | <i>Total: 7</i>  |

**ATTACHMENT D:**

**Number of Contacts Made in Asia**

**750+ CONTACTS WERE MADE DURING THE 2016 ASIA MISSION**



## ATTACHMENT E:

### Collaborations and Testimonials

MAYOR'S OFFICE



M2016-1036

April 25, 2016

Office of the Mayor  
City Hall, 2nd Floor  
100 Queen Street West  
Toronto, Ontario  
M5H 2N2

Dear Mayor Tory,

I wanted to extend my sincere thanks for including Greenland Group in your recent trade mission to Asia. It was truly an honour to host you at our corporate head office and to have your presence at the launch of the Canadian Purchase Centre.

Our Chairman & President, Zhang Yuliang, was delighted to meet with you. I appreciate your kind words and ongoing support.

We envision a long-term future in Canada. Our partnership is an important milestone in Greenland's investment in the Canadian economy, and our commitment to creating new employment opportunities here in Toronto.

Congratulations on a successful mission to Asia and I look forward working together in the future.

Best regards,

A handwritten signature in black ink, appearing to be "Henry Cao".

Henry Cao  
President

**Greenland Group (Canada)**

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[www.bluerhino.com](http://www.bluerhino.com)

May 20, 2016

Mayor John Tory  
Office of the Mayor  
City Hall, 2nd Floor  
100 Queen St. W.  
Toronto, ON M5H 2N2

Dear Mayor Tory,

I was pleased to have served as a delegate representing BRD and the city of Toronto on the Asia Mission visiting Shanghai, Chongqing, Hong Kong and Tokyo/ Sagamihara.

Blue Rhino Design Inc. develops interactive learning experiences and environments for audiences ranging from infants to elders. From our founders' shared roots at the Ontario Science Centre to our exciting growth as an independent business, the BRD team is proud to call Toronto home.

The city supports our work through its vibrant community, inspiring cultural and artistic events and a diverse and multi-cultural population. From this creative pool we tailor uniquely talented teams for projects ranging from science museums, children's discovery centres and interpretive centres. By challenging us to look at ideas through different cultural lenses, Toronto has enabled BRD to expand our services to international audiences.

Our reasons for participating in the Asia Mission were as diverse as our audiences who currently span Canada, China, Turkey and Holland. From a business perspective, our goal was to better understand the markets in the nations and cities we visited in order to open the door to new business partnerships.

BRD's decision to send a designer on the trade mission reflected our other goal – to help promote Toronto as a creative centre. Toronto boasts a large contingent of independent artists, designers, writers, musicians, multimedia developers and others who would benefit from Toronto's international recognition as a source of innovation and artistry.

Finally, BRD's work as exhibit designers and developers is only the first in a long chain of suppliers and service organizations necessary to complete our projects. Every contract we secure through this mission means work for local talent.

I found the trip to be highly educational. I learned, for instance, that the Chinese are highly focused on children and educational experiences while the Japanese, with their growing senior demographic, have a high need for "quality of life" experiences for the elderly. I was awestruck by the bold architectural statements in all of the cities that we visited and was impressed that despite the rapid growth of cities like Chongqing residents' comfort and wellbeing remains a priority.



Your message of building sustainable liveable communities that support families, small and large businesses and vibrant economic-ecosystems certainly resonated with our audiences throughout the trip.

The face-to-face interactions were the most important part of this trade mission. Meeting people builds trust and has opened doors to new possibilities and conversations that would not have been possible remotely. The response was overwhelmingly positive and BRD is already planning a follow up trip to continue our relationship building.

In addition to expanding our client base in Asia, I also connected with the other business delegates from Toronto and have already begun conversations about future collaborations and partnerships.

I would like to thank you and all the city delegates who worked tirelessly through time-zones and jetlag to create a seamless and productive visit for us all. Thorough and professional support both prior to and throughout the mission by city staff members Ron Wandel, Connie Fusillo and Vanna Petropoulos contributed greatly to the trip's success. It was short and intensely scheduled but filled with opportunities. The BRD team feels energized and exhilarated at the prospects resulting from this mission. I would be very excited to participate as a delegate in any other trade missions to help Toronto promote itself as a global resource for talent and trade.

It was a pleasure being part of the team representing Toronto on the world stage.

Regards,

A handwritten signature in black ink that reads "Niina Gates-Kass". The signature is written in a cursive, flowing style.

Niina Gates-Kass  
Blue Rhino Design, Inc.

**ATTACHMENT F:**

**Mission Partners, Sponsors and Supporters**

**PARTNERS**



**SPONSORS**



**AsiaCan Investments Inc.**

**SUPPORTERS**

