



REPORT FOR ACTION

China Mission 2019

Date: February 21, 2020

To: Economic and Community Development Committee

From: General Manager, Economic Development and Culture

Wards: All

SUMMARY

Between November 6 and 17, 2019, Deputy Mayor Denzil Minnan-Wong led a mission to China. He was joined by Deputy Mayor Michael Thompson and Councillor Cynthia Lai and supported by staff from the Economic Development and Culture Division (EDC). Two companies also participated on the mission and four companies exhibited at the 2019 China Hi-Tech Fair in Shenzhen (see Attachment 1 for a list of participating companies). The main focus of the mission was to strengthen bilateral relationships with key international markets, promote Toronto's strengths as Canada's financial and economic capital and a hub for academia and research, and to encourage investment in multiple sectors including food processing and technology.

The delegation visited the cities of Changsha, Zhuzhou, Chengdu, and Shenzhen. Meetings included: building relationships with local organizations, Global Affairs Canada, Trade Commissioners Services, local government officials, and various channel partners who can assist in expanding trade opportunities for Toronto-based companies. The visit also included participating in the China Hi-Tech Fair, the largest technology fair in China.

This mission was aligned with and supports City Council's objective to enhance Toronto's international engagements and economic trade activity in priority markets, as stated in the International Trade Funding Report, adopted in February 2017.

This report provides a high-level summary of the mission to China, with highlights of the key activities that occurred during the mission and planned follow-up from the mission.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. The Economic and Community Development Committee receive this report for information.

FINANCIAL IMPACT

Net costs of the trade mission to the City of \$22,758.95 were included in EDC's 2019 Approved Operating Budget, under Business Services' International Alliances activity.

Travel	\$9,655.57
Accommodation	\$4,578.81
Per Diem	\$5,685.60
Other	\$2,838.58

Ground transportation costs were covered by China Railway Rollingstock Corporation (known as CRRC) in Zhuzhou/Changsha, Chengdu Foreign Affairs Office in Chengdu and Shenzhen Foreign Affairs office in Shenzhen. Also, three days of hotel accommodation in Shenzhen was paid by the Shenzhen Foreign Affairs office as part of the Toronto delegation's participation at the China Hi-Tech Fair.

Business delegates and exhibiting companies paid for their own travel, accommodations, and expenses.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

The Economic Development Strategy, Collaborating for Competitiveness, adopted by City Council in February 2013 presents specific recommendations and actions to advance four key strategies to accelerate economic growth and job creation in Toronto. A key pillar to the strategy is to "Boost Business Growth" which focuses on leveraging the City's relationship with our international alliance partner and friendship cities as well as with bi-lateral business associations to establish cross border business oriented partnerships, develop new markets and trade alliances, and act as a catalyst for new investment, as well as business, educational and cultural exchanges.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.ED19.4>

The international trade funding report adopted by City Council in February 2017 directs the General Manager, Economic Development and Culture to report to the Economic Development Committee on the results of all outbound trade missions within three months of the mission and to report to the Economic Development Committee annually on all international economic and cultural development activities. The report highlighted the World Trade Centre – Toronto (WTC-T) as a key supporting partner in the delivery of trade promotion activities.

<http://www.toronto.ca/legdocs/mmis/2017/bu/bgrd/backgroundfile-100375.pdf>

COMMENTS

Through the City of Toronto's International Alliance Program (IAP), Toronto fosters formal and informal relationships with international cities to strengthen economic, cultural and multicultural links, and to share best practices.

Outbound missions are an essential and integral part of the program. Mission priorities include relationship-building with government, community, and business partners. The core of any outbound mission typically includes courtesy calls with representatives of the local governments, one-on-one business meetings and broader audience marketing functions as well as institutional meetings and speaking engagements. Economic Development and Culture (EDC) Division staff work very collaboratively with other orders of government in-market such as Global Affairs Canada officials and provincial officials in International Trade and Economic Development to facilitate local market engagements.

At 1.4 billion people, China is the most populous country in the world, and the second largest economy, as well as Canada's second-largest trading partner, after the United States. The World Trade Centre Toronto has identified China as a priority export market.

China is pursuing a strategy of economic reform, shifting from an export-focused economy and moving towards greater private sector investment, innovation, and domestic consumption. China has also stated plans to attract more foreign companies to serve growing domestic consumer demand. The reform strategy includes efforts to modernize Chinese state-owned enterprises to reduce inefficiencies, raise profits, and attract private investment. China's "Made in China 2025" policy seeks to source more manufacturing inputs domestically.

The City of Toronto has had a long history of developing and promoting economic, business and cultural exchanges with cities in China, and in 1986 established a Partnership City relationship with Chongqing, China. Over the years, the City of Toronto has signed seven agreements with different cities and organizations in China. There have been several goodwill visits, trade missions, and business exchange programs, primarily in the economic, cultural, professional training and educational fields.

It is important for the City of Toronto to tap the investment potential of existing relationships in these markets to generate new contacts, conduits and leads to facilitate direct trade, market local products abroad, and keep Toronto 'top of mind' on the investment list. The City of Toronto maximizes export trade targeting by utilizing and expanding upon formal and informal partnerships and networking opportunities with public and private sector stakeholders abroad.

Mission Objectives

The specific objectives of the China Mission were to:

- Promote Toronto's competitive advantages for business and create opportunities for new partnerships leading to more jobs and investment

- Advance Toronto's international reputation for innovative technologies, services and products
- Strengthen existing relationships and economic, political and cultural ties
- Establish relationships with local channel partners that can assist Toronto based SMEs in developing in-market trade opportunities.
- Attend the China Hi-Tech Fair, which is the largest technology fair in Shenzhen

Mission Highlights

Changsha/Zhuzhou November 8 to November 9, 2019

Meeting with China Railway Rollingstock Corporation Limited (CRRC)

- The Toronto delegation met with senior representatives of CRRC's Zhuzhou Locomotive, Electric Locomotive, Zhuzhou Institute and Times Electric divisions.
- The delegation received a tour of the electric locomotive and Magalev manufacturing facility.
- CRRC is the world's largest supplier of rail transit equipment and has built a world leading rail transit equipment technology platform and manufacturing base.
- The high-speed trains manufactured by the CRRC have become an important element in positioning China's developmental achievements to the world.
- The delegates also had an opportunity to ride the Autonomous Rail Rapid Transit (ART) for a few stops and get a tour of their control centre.
- The ART train, which is a crossover between a train, a bus and a tram, is designed and manufactured by CRRC Zhuzhou Institute Co. Ltd.
- This trackless system interacts with an intelligent signal communication feature enabling priority pass at traffic lights. It has low construction and maintenance costs, because there are no railway tracks to maintain. Using quick charge batteries reduces the need for overhead cables en-route between the stations and produces no exhaust gases within urban areas.
- Discussions focused on the innovative technologies being used by CRRC, which could be explored by the City of Toronto for future projects.

Meeting with the Deputy Mayor – Zhuzhou Municipal People's Government

- The Toronto delegation met with the Deputy Mayor in charge of public planning, transportation and infrastructure development.
- Zhuzhou, a city in central Hunan province, is moving from a traditional industrial base into a Chinese innovation hub, with high-tech corporations, start-ups and innovators.
- The city's use of advanced electric locomotives, metro trains and maglev trains have made Zhuzhou a landmark of world rail transit.
- Other sectoral strengths include general aviation, automobile industries electronic information, new energy, bio-medicine, as well as environmental protection.
- Zhuzhou is seeking mutual cooperation in in technology know-how and transfer with the City of Toronto in future transit projects.

Meeting with Hunan Liuyang Mandarin Fireworks Co. Ltd.

- Liuyang city has become the centre of fireworks production in China. The company's products have reached Japan, Australia, Europe, USA, and Southeast Asia.
- Discussions were around trade opportunities in Canada/ Toronto for their products.

Meeting with Hunan Construction Engineering Group / SinoShine Overseas Engineering and Development Ltd.

- Hunan Construction Engineering Group Co., Ltd. (HCEG) is a large state-owned enterprise with turnover of \$30 billion.
- HCEG has established overseas business in more than 30 countries and regions, covering housing projects, road & bridge, power grid, water supply and drainage, hydro, environmental protection, equipment installation, etc.
- Discussions were around the group's specific investment interests in Toronto.

Chengdu November 9 to November 12, 2019

Meeting with Sichuan Intelligent Equipment Industry Chamber of Commerce

- The Toronto delegation met with senior representatives from Sichuan Equipment Chamber of Commerce.
- As a provincial Chamber, they help to build a bridge between the government and industry enterprises, so that member companies will continue to grow economically and their technological strength will continue to increase.
- Discussions were around their specific interests in organising a business delegation to Collision 2020.
- The group was also seeking investment opportunities in Toronto.

Meeting with Lippo Group

- Lippo Group is one of Asia's largest and most diversified conglomerates headquartered in Indonesia. Also present at this meeting were senior representatives from the Foreign Affairs office of Dujiangyan Municipal People's Government.
- Lippo Group's investments are in real estate, retail, hospitality and leisure, healthcare, education, media, telecommunications, digital technologies and financial services.
- Discussion was around Toronto's competitive strengths and future investment opportunities for the company in Toronto.
- They were seeking collaboration in the mental health and geriatric sector in Toronto.

Meeting with Qingcheng Yiyang Group

- The meeting focused on exploring investment opportunities for the company in Toronto.
- This group is seeking collaboration opportunities in the hospital management and health care field and looking for partners in the stress management sector.
- They will be visiting Toronto in early 2020 to meet with hospitals and universities in Toronto to discuss projects in further detail.

Meeting with Chengdu Better City Group / Chengdu Xingcheng Investment Group and Chengdu Medical Health Investment Group

- The Toronto delegation met with senior representatives of the state owned capital investments and operations company Chengdu Better City Group / Chengdu Xingcheng Investment Group as well as Chengdu Medical Health Investment Group to explore investment opportunities for the company in Toronto.
- Chengdu is the international medical hub for South East Asia and Southern China with a strong healthcare and medical equipment manufacturing sector.
- This group is actively seeking collaboration opportunities in health care, medical devices, life science, senior and long term care and is looking at sending a delegation to MedTech 2020 which will be held in Toronto.
- They are also planning a visit during Collision 2020.

Tour of Chengdu Offshore Innovation and Entrepreneurial base / Overseas Chinese Entrepreneur Alliance Chengdu Centre

- Toured the innovation and entrepreneurial base in Chengdu to get a better understanding of the infrastructure investments the government is making to promote innovation in Chengdu.
- They also expressed interest in visiting Toronto during Collision 2020.

Visit the Chengdu Hi – Tech Zone (CDHT)

- Visited the Chengdu Hi-Tech Zone (CDHT) which has been recognized as a national advanced hi-tech development zone held by China's Ministry of Science and Technology.
- First established in 1988, CDHT ranks among the top 10 of all the China's state-level hi-tech zones and is strongly supported by national provincial and municipal authorities.
- 120 Fortune 500 and world renowned companies have set up operations in the zone.
- Its incentive policies enable it to give financial support to enterprises in the IT, pharmaceutical and manufacturing industries.
- CDHT develops offshore talents to optimize talent structure in the Hi-Tech Zone.
- Chengdu is one of the most prominent cities for the Belt and Road Initiative, a global development strategy adopted by the Chinese government in 2013

involving infrastructure development and investments in nearly 70 countries and international organizations in Asia, Europe, and Africa.

- They have established several incubation parks such as the China-Japan Cooperation Park, China-Korean Park, China-European Centre
- They are looking at bringing a delegation to Collision 2020 to explore investment projects with innovative companies in Toronto across a variety of sectors.

Meeting with Members of the Chengdu Food Culture Exchange and Innovation Centre (CFCEIC)

- Visited the Chengdu Food Culture Exchange and Innovation Centre and met with some of its member companies who are exploring setting up their restaurant chains in Toronto and the GTA.
- The CFCEIC has nine organisations and two international NGO's that use their current space.
- At the moment the Sichuan Food + Coffee studios are being built at the facility.
- Conversations with 4 hotpot restaurant owners were around site selection in Toronto.
- They will be visiting Toronto in 2020 to finalise certain sites to open their respective restaurants.

Toronto Investment Promotion Seminar

- The Chengdu Science and Technology Bureau – Innovation Division and the Chengdu Foreign Affairs Office – American Division co-hosted a Toronto Investment Promotion Seminar.
- Presented to approximately 200 businesses from Chengdu on Toronto's strengths, trade opportunities, investment climate and on Collision 2020 inviting companies to attend the show next year.
- Presentations were also made by MaRS to provide an overview on Toronto and Canada's innovation ecosystem.
- Met with Vice Mayor Niu Qinbao – Chengdu Municipal People's Government before the seminar and spoke on more collaboration between both cities, as well as, presenting the Vice Mayor with a gift and a letter for Mayor Luo Qiang inviting him to attend Collision in 2020.

Meeting with the Head of Organizational Department of Chengdu Communist Party of China (CPC) Committee

- Met with the Head of Organizational Department of Chengdu CPC Committee to discuss various areas of collaboration between both cities.
- They are looking forward to formalising the relationship between Chengdu and Toronto.
- Chengdu was positioned as a centre of economy, finance and a comprehensive hub for communication.
- Chengdu is seeking mutual cooperation in specific sectors such as Manufacturing, Digital, Retail and ICT

- The officials are very interested in establishing a direct flight from Toronto to Chengdu.
- An invitation was extended to attend Collision 2020.

Meeting with Canadian Trade Commissioner Services staff

- The Toronto delegation met with Canadian Trade Commissioner Services staff based in Chongqing who visited Chengdu to attend the Toronto Investment Promotion Seminar.
- Discussions were around sensitive political and economic issues related to the China-Canada diplomatic and trade relations.

FDI Opportunity

- Met with a company to explore their expansion plans in Ontario.
- The company has already penetrated the British Columbia market, however is facing issues with market access in Ontario.
- The delegation will make introductions to relevant organizations in Toronto and Ontario to help pursue a successful distribution outcome.

Meeting with the Chengdu Municipal Foreign Affairs Office

- Discussions were around strengthening the relationship between Chengdu and Toronto and to encourage more exchanges and projects between both cities.

Shenzhen November 12 to November 16, 2019

Participation at the China Hi-Tech Fair (CHTF) 2019

- The China Hi-Tech Fair is the largest and the most influential scientific and technological fair in China.
- The total exhibition area exceeded 100,000 m². Nearly 3,000 exhibitors from more than 50 countries and over 500,000 visitors attended.
- CHTF focuses on advanced technologies and products in such fields as energy conservation, environment protection, new generation of information technologies, biology, manufacture of high-end equipment, new energies, new materials and new energy vehicles, etc.
- Sino-Canada International Innovation Center (SCI Innovation Centre), an initiative established as a result of an MOU between Toronto and Shenzhen, had space at the fair.
- Some Toronto based companies also had a booth presence at CHTF
- The Toronto delegation attended the opening ceremony of the fair as well as visited exhibitors including SCI Innovation pavilion space.

Attended the 2019 SCI Innovation Forum in Greater Bay Area of Guangdong, Hong Kong and Macao

- The Toronto delegation attended the 2019 SCI Innovation Forum at the fair.
- The three day forum included a Leaders' Summit, Innovation Showcase and Investment Showcase.
- Deputy Mayor Minnan-Wong was the keynote speaker at the forum.
- Deputy Mayor Thompson presented to a group of approximately 200 businesses from Shenzhen on Toronto's strengths, trade opportunities and investment climate in various sectors.
- Companies were also encouraged to attend Collision 2020 in Toronto next year.
- Deputy Mayor Minnan-Wong also participated in a panel discussion with other government and business partners during the event.
- There was also an unveiling of SCI Innovation Centre's future location in the Pingshan district of Shenzhen.
- Delegates pitched their business ideas to several Chinese entrepreneurs and investors during the event.

Tour of Shenzhen City Operations – Command Centre

- A presentation on the current smart technologies that the centre uses was demonstrated and discussed during the visit.

Tour of DJI – (Dà-Jiāng Innovations)

- DJI is a Chinese technology company headquartered in Shenzhen, Guangdong with factories throughout the world.
- DJI is a world-leading manufacturer of commercial unmanned aerial vehicles (drones), aerial photography and videography. The company also designs and manufactures action cameras, camera stabilizers, flight platforms and propulsion systems and flight control systems.
- DJI is the dominant market leader in the civilian drone industry, accounting for over 70 percent of the world's drone market.
- Discussions were around promoting Toronto as a global business centre and exploring possibilities for future collaboration.

Meeting and tour of Tencent

- Tencent is the world's largest gaming technology company and social media company.
- Tencent is also one of the world's largest venture capital and investment corporations.
- The company develops and delivers game-changing products, such as social communication platforms 'Weixin/WeChat' and 'QQ', that connect people with services, foster closer relationships and create new business opportunities.
- Discussions were around promoting Toronto as a global business centre and exploring possibilities for future collaboration.

Meeting and tour of Pingshan, Guangming and Nanshan Districts

- These districts are part of the nine districts in Shenzhen.
- Pingshan is designated to become a model for scientific growth, pilot area for comprehensive reforms, new growth pole of Shenzhen by the Shenzhen Municipal Government and will provide strategic support for the growth of Shenzhen in the next three decades by developing toward the goals of "modern industrial park and low-carbon ecological city".
- Nanshan district is known for being the home of Shenzhen High-Tech Industrial Park, which comprises some of China's largest technology companies and the establishments of well-known international companies.
- Discussions were around their growth and development plans and their specific interest in encouraging expansion of companies located in those districts to Toronto.

Meeting and tour of Mindray Medical Facility

- Mindray Medical Facility is a leading global developer, manufacturer, and supplier of medical devices.
- A tour of their manufacturing facility in the Guangming district gave the delegates an overview of their three core businesses: Patient Monitoring and Life Support, Medical Imaging, and In-Vitro Diagnostics.
- With corporate headquarters located in Shenzhen, China, and 42 international subsidiaries with branch offices in 32 countries, Mindray has approximately 7,500 employees worldwide.
- The company currently has a presence in Canada in British Columbia and Richmond Hill.
- Discussions were around their growth and development plans and their specific interest in encouraging office expansion in Toronto.

Meeting and tour of SCI Innovation Centre

- SCI Innovation Centre is a private incubator located in Toronto, Canada and Shenzhen, China, specializing in venture services and investment between China and Canada.
- It was created to serve as a bridge between Toronto and Shenzhen as a result of the MOU between the two cities that was signed in 2016.
- SCI Innovation Centre has established strategic partnerships with University of Toronto, University of Waterloo, Western University, Keiretsu Forum and other Shenzhen-based innovation centers in US, Israel, France and UK.

Meeting and tour of BYD

- BYD is the first automaker in the world to have full expertise and intellectual property in the three core technologies of Electric Vehicles - batteries, electric motors, and electronic controls.

- Discussions with senior officials about the update on assembly plant in Ontario, delay in delivery schedules of 10 BYD manufactured e-buses to TTC and exploring other opportunities.
- One of the business delegates explored the possibility of collaborating with BYD in further developing and rolling out their clean-tech copper production.

Meeting with Ping An Insurance Group Company of China

- Ping An Insurance Group Company of China is a Chinese holding conglomerate dealing with insurance, banking, and financial services.
- The company is considered to be China's biggest insurer.
- The company discussed their world leading online healthcare ecosystem platform, Ping An Healthcare and Technology Company Limited's, 'Ping An Good Doctor'
- Ping An Good Doctor exceeded 300 million consumers, implying that one in every three Chinese internet users is a user of Ping An Good Doctor.
- Discussions were around exploring bringing this technology to Canada to reduce wait times.

Meeting and tour of HeTao Area

- On both sides of the Shenzhen River, the Hetao area is planned by Guangdong-Hong Kong-Macau Greater Bay Area to become an important platform for scientific and technological cooperation between Shenzhen and Hong Kong.
- Shenzhen's Hetao district is taking shape rapidly, with the goal of breaking ground on the first project by 2021 and completing the whole construction process between 2022 and 2023.

Meeting and tour of Beyond Green Technology Ltd

- The company is a general agent in mainland China specializing in AQ (aiqiao) biotechnology healthy water, a well-known brand in Hong Kong.
- The main products are: multi-functional sterilization-health technology water, anti-bacterial and anti-allergenic water for children, anti-bacterial skin repair water and pet sterilization-deodorant water, etc.
- This is a new green start-up company and is looking to expand in North America.

Mission Outcomes

The following is a high level summary of mission outcomes and various opportunities to be explored that would benefit the City of Toronto companies in China.

A total of 39 (27 business and 12 government) meetings were held during the mission. Investment promotion seminars in Chengdu (1) and Shenzhen (3) enabled 800 company representatives to learn more about Toronto's strengths and opportunities.

Chengdu

The following agreements were signed during this mission to Chengdu:

- National Talent Service Canada (Toronto) signed a Talent and Technology Strategic Cooperation Agreement with Sichuan Intelligent Equipment Industry Chamber of Commerce to establish a Toronto Investment Office.
- Canada WECOM BioTechnology Ltd. (Toronto) signed a co-investment and cooperation agreement with Sichuan Agricultural University to build a third-party testing center for Chinese medicine in Chengdu.
- Chaintime Blockchain Association signed an agreement with Southwest China University of Finance and Economics + China Blockchain Research Center to expand blockchain technology business in Toronto.
- Chaintime Blockchain Association signed an agreement with the University of Electronic Science and Technology Institute's department of Information and Software Engineering towards incubator cooperation

Shenzhen

The following agreements and actions were signed and undertaken by SCI Innovation Centre during this mission to Shenzhen:

- A cooperation agreement with Shenzhen Sunhope Capital and Shenzhen Goldport Capital.
- 5 service agreements with Canadian exhibitors who were part of the mission to assist in their expansion in Shenzhen, China.
- Opening a new office in the Pingshan District of Shenzhen. They already have an office in the Nanshan district.

Next Steps

The City of Toronto and cities of Zhuzhou, Chengdu and Shenzhen in China have agreed to increase economic and trade relations between both cities. A delegation from Chengdu and Shenzhen will be visiting Toronto in summer 2020 to discuss opportunities in the technology sector as well as to attend Collision 2020.

Some of the companies in the healthcare and life sciences sector will visit Toronto to attend MedTech 2020.

Business leads generated during the mission will be forwarded to appropriate staff and partner organizations so that the companies receive the necessary assistance to expand or invest in Toronto.

The City has also committed to information exchanges with the various organizations that were visited during the mission. Relationships with channel partners will also be developed with the goal of increasing trade activities between both Toronto and the cities visited.

Economic Development and Culture Division staff will continue to identify joint initiatives that can be undertaken between Toronto and the cities in China that fall within the framework of the signed agreements.

Conclusion

The goal of the mission was to solidify existing relationships and convey the message that Toronto is an ideal North American city for investment and trade. There are many potential export opportunities for Toronto small and medium size enterprises and investment opportunities for Chinese firms in Toronto. The mission set the foundation to build collaboration with local partners to activate plans for a successful future Mayor-led business mission to Asia. This is part of a plan to continue to explore and build on established linkages in China.

It will take some time for trade opportunities to be realized fully but the groundwork has been established for future investment and trade opportunities to be created as a result of the contacts made on the mission.

It is important to note that follow up is necessary and crucial to the success of a business mission. The City of Toronto will work closely with its partners from the mission to realize the opportunities and initiatives identified in this report.

CONTACT

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SIGNATURE

Mike Williams
General Manager, Economic Development and Culture

ATTACHMENTS

Attachment 1 - 2019 China Mission Delegates

ATTACHMENT 1

2019 CHINA MISSION DELEGATES

NOVEMBER 6 – 17, 2019

(ZHUZHOU/CHANGSHA, CHENGDU & SHENZHEN)

#	Company Name	Name of Delegate	Title
1	OTT Financial Group	Kevin Zhang	President, OTT Financial Group
2	OTT Financial Group	Alex Liu	Vice President, OTT Financial Group
3	Kingdom Developments Inc	Vera Chen	Development Manager

Note: The above delegates paid for their own travel and accommodations

The following Toronto companies exhibited at the 2019 China Hi-Tech Fair in Shenzhen.

#	Company Name	Profile
1	Spindle Biotech Inc.	Spindle Biotech offers a unique solution by providing synthetic RNA at a low cost and in high throughput. They provide a fast, affordable and scalable synthetic RNA synthesis platform.
2	Spectra Plasmonics Inc.	Spectra's solution includes a combination of hardware and software to accurately test the composition and safety of drug samples.
3	Quthero Inc.	Quthero is committed to disrupting the ways we treat wounds today – from passive 'dressing' of wounds to active, rapid, healthy wound management.
4	AB GROUP INC.	AB Group is an elevator projection service provider, who can store the advertiser's promotional image and projects the image onto the top of the elevator in the office building.