

Report to Committee to consider applications to undertake certain duties by Members and Foreign Travel by Officers	FTC/14/14
Date of meeting: 23 September 2014	
East of England Inward Investment Mission to China – Feedback	
Report by: Head of International Trade	
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1 Purpose of the Report

1-1 To receive feedback regarding the East of England Inward Investment Mission to China, as requested by the Committee when it approved Cllr Sue Lissimore's application to participate at its meeting on 25 February this year.

2 Recommendation

2-1 That the report be noted.

3 Costs

- In 2013-14, all the costs of the ECC office in China, including staff and all running costs, were covered by fee income from Essex International Trade Team's consultancy clients.
- In addition, the costs of all ECC Member and Officer travel to China, including this visit (see table below), were covered by this same consultancy fee income.
- Gifts: An agreement was reached with the Jiangsu Provincial Government prior to travel that gifts would not be exchanged in as many meetings as possible to reduce costs for both sides.
- Overall, the cost of the visit was lower than predicted due mainly to lower subsistence costs, accommodation costs and the absence of gift exchanges.

3-1 Planned v Actual Expenditure

Activity	Estimate given to Travel Committee	Actual costs incurred
Flights (economy class)		
Cllr Sue Lissimore	£600	£610
Peter Manning	£600	£529
Ge Jing	£600	£610
Accommodation		
Cllr Sue Lissimore (7nts)	£665	£542
Peter Manning (11nts)	£1045	£916
Ge Jing (7nts)	£665	£477
Subsistence		
Cllr Sue Lissimore	£120	£50
Peter Manning	£240	£79
Ge Jing	£120	£23
Customary gifts	£120	£8
Visas x 2	£250	£345
Transfers	£1045	£1034
Incidentals	£30	£61
Total	£6100 (Av. £2033pp)	£5284 (Av. £1761pp)

4 Report on the Visit

4-1 Purpose

The Economic Growth Strategy highlights the role that the Essex-Jiangsu link plays in attracting new inward investment to Essex and helping Essex businesses to find new export markets. This visit was to promote the three counties of Essex, Norfolk and Suffolk to a targeted audience of Jiangsu life science companies to attract inward investment. The strong inter-governmental links with Jiangsu provide Essex County Council (and our partners, Norfolk and Suffolk County Councils) with privileged access to senior decision-makers in Jiangsu.

East of England organisations with an interest in attracting inward investment in the life sciences sector were invited to join the visit since they have a direct interest in securing new investment. Attending were:

- Anglia Ruskin MedTech Campus
- Norwich Research Park
- Plant Biotech Ltd, Norwich Research Park

- University Campus Suffolk

The primary objectives of the visit were:

- To put Essex, Norfolk and Suffolk 'on the map' in the minds of as large a number of Jiangsu life science companies as possible
- To attract inward investment visits to the region by Jiangsu life science companies
- To foster long-term links between East of England life science organisations and Jiangsu companies and Jiangsu Life Science industry parks

The visit also helped build the relationship between Essex and Jiangsu which in turn will help achieve other ECC Corporate objectives through exchanges in the fields of culture, education and tourism.

4-2 Pre-Departure Planning

Extensive work was undertaken by the ECC International Trade team and the Jiangsu Provincial Government to:

- Identify life science companies interested in investing in the UK and set up meetings with senior managers
- Identify the key life science organisations in Jiangsu with which to develop long-term partnerships, and to set up meetings with decision-makers
- Organise a conference to promote the three counties to as many Jiangsu life science companies as possible
- Prepare the East of England delegates to deliver a coordinated set of promotional messages in the meetings and in the East of England Life Science conference held on the first day.

4-3 Itinerary

The full itinerary is given in Appendix 1. This was a very concentrated visit which maximised contact with target businesses and intermediary organisations.

5 Summary of outcomes against the objectives

1. *To put Essex, Norfolk and Suffolk 'on the map' in the minds of as large a number of Jiangsu life science companies as possible*

The visit produced approximately 200 direct contacts with Jiangsu life science businesses. The Life Science conference in particular was very successful. Working through the Jiangsu Department of Commerce, we were able to recruit an audience of approximately 170 people from Jiangsu life science businesses, industry parks, research parks, and life science industry associations. This is a very significant audience to amass in a foreign country and is testament to the strength of the Essex-Jiangsu relationship.

2. *To attract inward investment visits to the region by Jiangsu life science companies*

Of the 200 or so business contacts we made, most will have no immediate desire to invest in the UK. We will be keeping in touch with these companies so that when they are ready, they will come to us. In addition, we have identified five companies

that are considering visits to explore the region further. Two of these companies flew senior managers to the conference from Chongqing, far to the west. One of these companies is particularly interested in setting up an R&D facility in the region to develop its medical device technologies and to set up a demonstration hospital within one of the region's university hospitals, to introduce UK doctors to their equipment. They are the leading company in China in their field. This is a very good opportunity for the Anglia Ruskin University MedTech incubator. Over the coming weeks we will be following up all the contacts made and we expect more companies to visit over the next 12-18 months. (After the East of England offshore wind conference in March 2012, 17 Jiangsu offshore wind manufacturers visited Essex to explore investment opportunities, leads which are still active.)

3. *To foster long-term links between East of England life science organisations and Jiangsu companies and Jiangsu Life Science industry parks*

As well as targeting life science businesses directly, we wanted to establish links with organisations that would give us access to inward investment leads over the longer term. These intermediary organisations include life science parks and government departments. They are willing to introduce us to potential investors as part of their role to help their businesses expand abroad. In total, we met and visited eight important China life science intermediary organisations on the visit:

1 Jiangsu Department of Public Health

There are several hundred hospitals in Jiangsu. We met with the Deputy Director-General of the department responsible for them. He requested support from us to build links into the East of England for the Jiangsu Healthcare College. He was also keen for the region's hospitals/universities to receive Jiangsu doctors and nurses for short training placements. This is an excellent opportunity for Anglia Ruskin University to position itself as a provider of healthcare training to Jiangsu hospitals under the direction of the Jiangsu Department of Public Health.

2 Nanjing Agricultural University

NAU has had long links with the Norwich Research Park (NRP) and the John Innes Centre in particular. NAU would like to cooperate with NRP to commercialise some very specific new technologies it has patented. The sale of such services to NAU would represent an export for NRP.

3 Jiangsu Department of Science and Technology

The DoST introduced the delegation to the Jiangsu Centre for Technology Transfer. It would like the East of England to develop a joint project to help Jiangsu and East of England companies undertake joint research projects. They have models that they have developed with other international partners that they wish to share and explore with us.

4 Jiangsu Academy of Agricultural Sciences

Like NAU, the JAAS was interested in developing links with NRP in particular, to commercialise some of their patented technologies and find markets for them.

5 China Medical City (Taizhou City)

China Medical City (CMC) is positioned to become the largest pharmaceutical, biotech, and medical equipment development zone in China. It is developing fast and will soon cover 20 sq km. The delegation spent a full day developing links with the senior managers of the City, exploring how long term exchanges can be established with East of England's life science parks. In the afternoon the delegates attended a business networking event set up jointly by the International Trade Team and CMC. Selected life science businesses from the industrial park took part. As a result of this visit we have good links to this huge life science zone plus some immediate leads that ECC and the delegates will follow up. The visit to CMC was of particular benefit to Anglia Ruskin University, which is promoting its medical device technology incubator.

6 Suzhou BioBay

The Suzhou Bio-Bay covers 86 acres, has 321 life science companies and 5,000 life science professionals, and includes several clusters of businesses involved in new drug development, medical instrument development, biological technologies, and nano-technologies. This is one of China's foremost life science facilities and has a high concentration of businesses with international ambitions. Again, the Essex-Jiangsu link enabled us to meet at a very senior level. We also had a detailed networking session with 10 selected Bio-Bay companies and we again have several leads to follow up from companies that are interested in learning more about our region as an investment location. Again, the visit to the Bio-Bay was of particular benefit to Anglia Ruskin University and the Med-Tech Campus. 80 of the Bio-Bay companies are developing med tech products, which is ARU's target group.

7 Suzhou No. 1 Hospital

We met with the President of the hospital. The hospital was interested in accessing expertise in the treatment of diabetes and cardiovascular problems. Introductions will be made via ARU and also University of East Anglia.

8 Suzhou Hospital of Traditional Chinese Medicine

The hospital would like to send doctors and nurses to study abroad, an opportunity for ARU in particular. ARU invited the hospital to participate in its video conferences showing live operations to train doctors and surgeons at a distance.

Appendix 1 - Itinerary

	Saturday 29th March		Sunday 30th March		Monday 31st March		Tuesday 1st April		Wednesday 2nd April		Thursday 3rd April		Friday 4th April		Saturday 5th April	
AM	09:25 Arrive in Shanghai BA 169		Own arrangements / meetings	09:00	Visit to Dept of Health	09:30	Visit to Carefree Pharmaceutical	08:30	Tour of Taizhou Medical City (CMC)	09:30	Tour of Suzhou Industrial Park (SIP) Science and Innovation District	09:00	Visit No. 1 Hospital affiliated to Suzhou Universtiy	07:00 Early transfer to airport		
	12:48 G7132 Depart from Shanghai Hongqiao Railway Station			10:30	Visit to Nanjing Agricultural University (NAU)	11:00	Visit to Sanhome Pharmaceutical	11:00	Business networking			11:00	Visit to Suzhou Traditional Chinese Medicine Hospital	11:00 Depart Shanghai BA 168		
Lunch					Working lunch with NAU		Own lunch arrangement		Working lunch with CMC		Working lunch with SIP					
PM	14:55	G7132 Arrive in Nanjing Railway Station. Pickup	Own arrangements / meetings	14:00	East of England Life Science Conference	14:30	Visit to Jiangsu Science & Technology Department	14:30	Visit to Yangtze River Pharmaceutical	14:30	Visit to Biobay and business networking		Transfer to Shanghai and own arrangements / meetings			
		Own arrangements / meetings				16:30	Visit to Jiangsu Academy of Agricultural Science (JAAS)									
Dinner					18:00	Meeting/Dinner with JS Vice Governor	17:30	Working dinner with JAAS	16:50	Meeting/Dinner with Taizhou leaders	18:00 Own dinner arrangement					
EVE			19:00	Briefing			19:00	Transfer to Taizhou City	19:30	Transfer to Suzhou			19:00	Wrap up meeting in Shanghai - to plan next steps		
Hotel	Jinling Hotel - Nanjing		Jinling Hotel - Nanjing		Jinling Hotel - Nanjing		Taizhou Traders Oriental		Four Points by Sheraton Suzhou		Four Points by Sheraton Suzhou		Hotel Equatorail Shanghai			

Appendix 2 - Picture Gallery

Inward investment promotional conference

Approximately 170 Jiangsu life science businesses, industry parks, research parks, and industry association personnel attended the promotional conference in Nanjing. After the main presentations there was extensive networking with the delegates.



1-1 meetings were held with 3 targeted potential investment companies, including the Yangtze River Pharmaceutical Group (below).



Agreement was reached with the Jiangsu Department of Public Health that the two regions would cooperate on training Jiangsu nurses and doctors in East of England hospitals and universities (below).



Two business-business networking events were organised in Taizhou Medical City and the Suzhou City BioBay (below).



Links were made between East of England life science parks and counterparts in Jiangsu Province (below).

