

CHINA COMMITTEE NEWSLETTER

February 8, 2011



UPDATES FROM THE BAY AREA COUNCIL CHINA OFFICE

After several years of trans-Pacific collaboration between the Bay Area Council and business and government leaders in the Yangtze River Delta region, we are proud that in June 2010 we were able to open a physical office in Shanghai's Yangpu District to begin the important work of bilateral trade and investment promotion between our two regions. Through our China initiative, Council staff members both in the Bay Area and Shanghai help small, medium and large Bay Area businesses expand in the Chinese market, while also working to attract Chinese companies and investment to California. Since the opening of the office mid-year, we already have been able to facilitate many major deals between Bay Area and Chinese companies and governments.

The Bay Area Council led two delegations to China in 2010 for members to connect their Bay Area businesses with opportunities in China and to bring new investment to the Bay Area, California and the U.S. [In June](#), the Council's Chairman Lloyd Dean, President & CEO of Catholic Healthcare West, and approximately 35 other leading executives from the Bay Area spent a week in Shanghai meeting local leaders as well as celebrating the grand opening of our China office. BAC leadership met with Shanghai Party Secretary Yu Zhengsheng, among other notable figures.

As a testament to the clout assembled in our first delegation, the Council was appointed to lead a [September delegation to Shanghai and Hangzhou](#) featuring then California Governor Arnold Schwarzenegger, three State of California Cabinet Secretaries and 55 Bay Area Council delegates from 40 companies, representing a combined \$179 billion in annual revenue. It was also on this trip that the Council announced its bid to bring World Expo 2020 to Moffett Field.

The Council also supported two trips led by Alameda County Supervisor Keith Carson – the first focused on promoting opportunities within the NUMMI auto plant in Fremont and the second on sourcing interest among green technology companies in expanding their operations in the Bay Area.

In November, we had the privilege to host Shanghai Yangpu District Party Secretary Chen Yin and his leadership team in the Bay Area. Delegates met with the BAC Board of Directors at Lockheed Martin and senior executives from industry leaders like Kaiser Permanente, Pixar, IBM, Autodesk, Oclaro, Cogswell College, and Silicon Valley Bank. Throughout the year, we also addressed delegations from China's National Development and Reform Commission, the Ministry of Commerce, Sichuan provincial government, Dalian municipal government, Lianyungang municipal government, and other governments and state-owned enterprises.

Across these delegations, the Council supported a number of important MOUs and agreements between a diverse array of Bay Area companies and Chinese counterparts, including:

- Zap-Jonway - Pilot project for electric vehicles and metering/charging infrastructure
- Concept Art House - Development of digital arts education platform in Shanghai

- Pacific Carbon Exchange - Connecting carbon exchanges in California & China
- Cradle to Cradle Green Products Innovation Institute - Joint development of green products institute in Shanghai
- Sanuk Mak - Representative office opening
- Heller Manus Architects - Jeff Heller appointed as Yangpu District senior advisor for urban planning
- The Cherokee Fund - Partnership on brownfield redevelopment project

The Bay Area Council itself has signed agreements with the China Railway Construction Company and the Shanghai Financial Services Bureau that will serve to further Bay Area economic interests around California high speed rail and the growing venture capital industry in China, respectively.

The Bay Area Council's offices in both the US and China are committed to working with our members to promote the economic growth and integration of our two regions through the promotion of trade and investment. We welcome your involvement and direction as we move forward in 2011.

Happy New Year,
Kristen Durham
VP, Global Initiatives

BAY AREA COUNCIL HIRES SPRING XING AS SHANGHAI OFFICE DIRECTOR

We are pleased to announce that as of January 17, Spring Xing has joined the Bay Area Council as our Shanghai Office Director. Xing comes to the Bay Area Council from Soufun Holdings, the leading real estate internet portal and home furnishing and improvement website in China, where she was Deputy General Manager of the Shanghai Branch and General Manager of their operations in Hong Kong. Previously, she worked for the Shanghai Industry Investment Corporation, the Ray White Group, ExxonMobil, and Siemens. Xing has an MBA from the China Europe International Business School and a Bachelor's Degree in Economics from the Guangdong University of Foreign Studies. In her role as Office Director, Xing will be responsible for managing the Bay Area Council's activities in China, including attracting Bay Area companies to the Yangpu District of Shanghai, managing communications with government officials and related enterprises, and developing leads among Chinese companies interested in growing in the Bay Area. The Bay Area Council's Shanghai office opened in June of 2010 and is located in the Knowledge and Innovation Community in the Yangpu District of Shanghai.

CELEBRATE THE YEAR OF THE RABBIT WITH THE BAY AREA COUNCIL

Please join us tonight for Bay Area Council's Chinese New Year Celebration at 5:30-7:00 p.m. Note that due to high demand, we have had to move the location of the reception to Julia Morgan Ballroom, 465 California Street, 15th Floor, San Francisco. We invite you to help us celebrate the Year of the Rabbit and hear about the important relationships we are building between Bay Area and Chinese business leaders through our Shanghai Office. [Click here](#) for more information and to RSVP.



BAY AREA COUNCIL BOARD MEMBER FEATURED IN NEW YORK TIMES

Bay Area Council Board member and President of Heller Manus Architects, Jeff Heller, was prominently featured in [a recent New York Times article](#) on small and mid-sized American architecture firms working on large projects in China. Jeff, whose 25-person firm is based in San Francisco, is now doing two-thirds of his work in China, including the Eastern Harbor International Tower, the first LEED Gold pre-certified high-rise in Shanghai. Way to go Jeff!

SILICON VALLEY BANK'S KEN WILCOX TO HEAD CHINA OFFICE

We learned last week that SVB Financial Group President & CEO and BAC Executive Committee member Ken Wilcox, [will be taking a Chairman role with Silicon Valley Bank](#) and heading up their efforts in China. SVB has been an important partner for the Council while setting up our office in Shanghai and we look forward to working closely with Ken in China.

BAC ECONOMIC INSTITUTE RELEASES REPORT ON CLEAN ENERGY IN CHINA

The Bay Area Council Economic Institute recently released a white paper entitled [Global Competitiveness, China and California's Emerging Clean Energy Economy](#). This report presents California's climate and energy policies in a global setting, asking whether there is a clear linkage between policy and the development of energy efficiency and renewable energy industries. China's emergence as a major global cleantech player is assessed, both for its potential challenge to California's leadership and for the market and other opportunities it presents.



GLOBAL COMPETITIVENESS, CHINA AND CALIFORNIA'S EMERGING CLEAN ENERGY ECONOMY

A WHITE PAPER BY
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