

# Appendix 1

## D2 China Partnership Action Plan

07/09/2018

Topic	Task		Details	Timescale 1=within 1-2 months 2=before end 2018 3= 2019	Person(s) in Lead	Progress Update @ 06/06/2019
1. Inward Investment	Develop a "Why invest in Derby and Derbyshire" fact-sheet.	1.1	Collect cost information for business operations in Derby/shire and compare with other areas: land, lease of factory and office, utilities (electricity, water, gas), labour, shipping/transport, tax, duty, etc.	2	WZ (for Derby) + KB for County	WZ has sent the info of Derby City to Shiller and Shiller is gathering all the info together.
		1.2	Prepare a version for Chinese audience. (MD to provide support on graphics and final printout).	2	SZ	Not yet done. Prepare one before WMC 2019.
		1.3	Develop case studies citing successful Chinese Invest-in-Derby/shire/UK stories.	2	WZ + KB	Discuss at the Export Promotion Sub Group.
	Provide technical advice/input into D2 Investment Prospectus considering China outward Investment policy and Chinese investors as readers.	1.4	This to be undertaken in support of Marketing Derby.	2	SZ	Framework set up, to be discussed with MD. China government does not encourage investment to overseas on Real Estate, Football teams, Film companies. China is conducting strict control over outflow of foreign currencies.
	Invest-in-Derby Chinese Promotion Programmes.	1.5	Establish relationships with Hefei/Anhui relevant organizations and governments departments: FAOs, Education, Commerce, Investment, CCPIT, Tourism authorities, Yellow Mountain National Park.	2	SZ	Keep on networking.
		1.6	Develop Chinese audience promotion material and regular updates like newsletter (utilise existing resources like MD newsletters, etc).	2	SZ	SZ made several posts on it's WeChat but it's not done on regular basis. Suggest working with joint forces among MPDD, MD, D2 China team and volunteers (for translation) by means of WeChat, newsletter, short message.
		1.7	Establish media communication channels in Hefei/Anhui, audience list.	2	SZ	An audience list is maintained.
	Devise Chinese investment in Derby aftercare programmes.	1.8	Input also required from Marketing Derby and SZ.	3	WZ + KB	WZ has built a regular contact with local Chinese companies.
	Follow up with businesses that participated in the delegation visiting Derby in Oct 2017 and find out their feedback and interest from last visit	1.9		1	SZ	All 17 businesses were contacted, 4 responded, 1 introduced his son who studies abroad to SZ, 1 asked for proposal on investment while didn't respond later after providing proposals. Need to keep them updated with latest information (passive communication) from D2.
	Attend CBBC 5 <sup>th</sup> China Outbound Conference, 8 November 2018.	1.10		1	SZ	Done, see SZ's email dd 17 Nov 2018.

	Plan and prepare for Embassy event/business delegation visiting Anhui/Hefei in Spring 2019.	1.11		2	WZ/SZ/KB	Change the visit to WMC 2019.
2. Trade and Economic Development	Investigate collaboration on electrical vehicles/technologies between D2, Anhui and local Universities.	2.1		3	WZ/SZ	WZ/KB/SZ are working to follow up with YTIG/Haider for their investment in EV sector in D2.
	Promote D2 local business participation in/visit the joint Midlands Engine in 2nd WMC 20th-22nd Sept in Hefei.	2.2	In conjunction with Marketing Derby/EMC/CBBC/DiT.	1	WZ + KB	Flyer cascaded to businesses. A second specific offer flyer being produced. AS is working with MC to ensure the flyers are circulated. KB/WZ speaking with business representation groups to alert them to the WMC, as well as individual businesses. Toyota/Rolls Royce have been approached to see if they may want to speak on the main stage at the WMC (if invited).
	Help individual businesses and organisations.	2.3	East Midlands Chamber (EMC): MoU with CCPIT Hefei - we hope we can help to strengthen the relationship.	2	SZ	SZ has visited CCPIT Anhui and met various officials incl. the previous EMC's contact in CCPIT for several times.
		2.4	Find out what Anhui government is doing for CIIE 2018 and ensure Marketing Derby are aware and can use this info to generate any local business interest in attending.	1	SZ	Done, see SZ's email dd 08-Oct-2018.
		2.5	In conjunction with DiT - Help to find information on China e-commerce and provide workshop for local businesses.	3	WZ + KB	CBBC will organise workshops regarding China to local business before 2nd WMC.
		2.6	CBBC - keep CBBC staff in the UK informed about our D2 objectives.	On-going	WZ + KB	
		2.7	Huub - need assistance in building up connections with Chinese e-commerce platform-Jindong.	2-3	WZ/SZ	Done.
		2.8	Sustainable Computers - help them to network in China.	2-3	WZ/SZ	Done.
		2.9	EWS Digital - help them to find customers or partners in China and software engineers to develop their programme on remote work basis.	2-3	WZ/SZ	On going.
		2.10	Midlands Biomass Solutions - help them to find customers for 500 tons of sub-grade torrefied pellets and help their sales manager to explore the business opportunities in China.	2-3	WZ/SZ	On going.
		2.11	East Midland Airport - use of its 24 hours airport operation system to develop cargo transport market.	3	WZ/SZ	On going.
		2.12	Help Thorntons on its export to in China.	2-3	KB/SZ	SZ has made attempts with several local business, see SZ's emails 20-Nov-2018.
	2.13	Continue dialogues with 3 businesses who attended the round table meeting in South Derbyshire District, help them to work out business links with China.	2-3	KB/SZ		

	Develop casebook of successful examples of D2 or UK Companies trading with China to be used to promote to local SMEs.	2.13	In conjunction with EMC/CBBC.	2	WZ + KB	Discuss at the Export Promotion Sub Group. KB is working with DIT and EMC and local Growth Hub Advisers to source relevant D2 China case studies. Questions: Does it need to be a book or can this be a selection of pdfs so we can use easily in all media channels? Also, a D2 China logo is required, as the Derbyshire County Council and Derby City Council logo isn't sufficient. 2019.05.10 KB spoke to SZ and Marketing Derby has created a logo which is on SZ's business cards.
	Follow up outbond delegation to Yixing/Anhui in April.	2.14	Work with key partners linked to The Haider Group and Wanxin Media Group.	2	WZ+KB+SZ	KB/SZ - working with Shiller relating to the sprecif questions posed by Wanxin Media at a local level. Wanxin Media not coming to the UK in Sept 2019. WZ/SZ and KB working with Haider Group further to their request to meet with D2 government regarding EV, publick transport and education topics.
	Global Britain Fund: Funding opportunities in regional China.	2.15	Work in conjunction with the FCO in relation to bidding for the money.	3	SZ+WZ+KB	The ULEV bid was successful. Shiller is seeking feedback from the FAO. There may be additional funding and the flexibility to support something else in D2, circa £7k. SZ is to investigate.
	Look for companies who are interested in trading with China either for selling products/service to China or having purchase demand from China.	2.16	In conjunction with EMC/CBBC.	3	WZ + KB	WZ has carried out a survey among local businesses in Derby.Two events via CBBC linked to the WMC which will incorporate WeChat, touch on IP and terms of trade. KB/SZ working with a number of D2 businesses to explore their export potential in China.
3. Tourism	Work out a D2 tourism product portfolio considering different tourists of business, government officials, students, student parents, vacation and different durations of stays/visits.	3.1	In conjunction with Stella Birks & Jo Dilley.	2-3	SZ	The information on MDPP's website <a href="https://www.visitpeakdistrict.com/">https://www.visitpeakdistrict.com/</a> is sufficient and good enough. Connection to the website from China is not fluent because connections to the overseas servers are limited by the China outlet bandwidths. The discussed WeChat account will be very helpful. The Peak Explorer APP can't be downloaded as the Google play is not working in China.
	Invite more Chinese tourist agency in UK be involved in the designing and development of tourism products.	3.2	In conjunction with Stella Birks & Jo Dilley.	2-3	WZ + FH	
	Include sports and cultural/events into the tourism products.	3.3	In conjunction with Stella Birks & Jo Dilley.	2-3	WZ + FH	
	Chinese language tourism guide and introduction material, video is a big plus (invite study-in-Derby Chinese students to join).	3.4	In conjunction with Stella Birks & Jo Dilley.	2-3	WZ + FH	
	Provision of information on transport, accommodation, routine (the above 1 <sup>st</sup> point) and cost estimate.	3.5	In conjunction with Stella Birks & Jo Dilley.	2	WZ + FH	
	Provision of Chinese interpretation service and tour guide. (invite study-in-Derby Chinese students to join).	3.6	In conjunction with Stella Birks & Jo Dilley.	3	WZ + FH	

	Work out promotion programme both in UK to attract Chinese students and visitors in UK and in China. Separate proposal needs to be worked out when “products” are designed.	3.7	In conjunction with Stella Birks & Jo Dillely.	3	WZ + FH	
4. Education	Support further co-operation between schools in Derby and Hefei, including inviting students from Hefei to visit Derby, teachers exchange program, co-developing curriculum and establishing virtue classroom.	4.1	In conjunction with school heads.	2	WZ/SZ	Seven Derby Schools have been linked with Hefei Schools and over 100 students from Derby visited Hefei last year. Hefei students will visit Derby this summer.
	Liaise with schools (university) and local resources (Quad, Deda, Golf training ground, DCFC) to create attractive short-term course products for Chinese market.	4.2		3	WZ/SZ	SB has worked with Hino Travel to develop products.
	Build close link with Education office, Consulate General of China in Manchester to explore more opportunities.	4.3		3	WZ/SZ	Develop and maintain good relationship with CG in Manchester.
	Secure research projects to link University of Derby to China companies.	4.4	In conjunction with UoD.	3	SZ	This is to be done by the UoD's China team. In the first half year, SZ helped Andy's visit to Hefei in April and Marcus to plan UoD's students visit to Hefei in Sept.
	All three FE colleges creating a Technical and Vocational Education and Training package to sell in Anhui.	4.5	Working with SZ and FCO: the edited 'offer' will be with FCO and SZ by the 17/6/19. Hope to discuss this in September in Anhui.	3	Sarah/SZ/WZ	Hefei Technology Colleague has signed MOU with Derby Colleague. Ongoing
	Support schools in Derbyshire develop their links in Anhui.	4.6	In conjunction with County Council (who?) & school heads.	3	FH+ SZ	
5. Sport	Rebuild commitment from DCFC to the sports cooperation with Hefei.	5.1	In conjunction with DCFC.	2-3	WZ/SZ	
	Help DCFC to expand its fan base in China and explore business opportunity.	5.2	In conjunction with DCFC.	2-3	SZ	
	Help DCFC to establish its pre-season game in China.	5.3	In conjunction with DCFC.	2-3	SZ	
	Help Hefei City to build up a professional football team.	5.4	In conjunction with DCFC.	3+	SZ	
	Liaise resources from DCFC and Sports school from University of Derby/Derby College/Chesterfield College to support Hefei.	5.5	Provide training to coaches and students for schools in Hefei either in Hefei or in Derby.	3	SZ/WZ	On going.
		5.6	Organise football summer camp in Derby.	3	WZ	UoD has developed Football summer camp product for China Market.
6. Arts, Culture & Heritage	Liaise the various cultural organisations to create tourism products.	6.1	In conjunction with SB/JD.	2-3	WZ + KB	On going.
	Invite Anhui artists to attend Derby/shire festivals and seek opportunities to get Derby/shire artistes being involved into Anhui's celebrations.	6.2		2-3	WZ/SZ	WZ/SZ has submitted Derby 2019 big events list to Hefei FAO for their consideration to send artists to attend.
	Organise Chinese New Year celebration in Derby/shire.	6.3		2	WZ + KB	Done

	Explore opportunities to organise exhibitions on Joseph Wright together with Museum in Anhui/China.	6.4		3	WZ/SZ	On going.
	Find out Chinese cultural organizations/artists interests for Derby.	6.5		3	SZ	On going.