



GCCCC Strengthens Business Connections for Cincinnati in China

By: Carla Walker

Since May of this year, Shau Zavon, President of the GCCCC has represented the organization in a leadership role as the Co-Chair of the Economic Development Committee of the Cincinnati 2012 World Choir Games. The goal of the Committee is to leverage the 2012 Games to strategically promote the Cincinnati region as a destination for foreign businesses. Former GCCCC board member Peter Song is also a member of the Committee.

In July, the Committee organized a business mission to four Chinese cities led by Mayor Mark Mallory in conjunction with the 2010 World Choir Games taking place in Shaoxing. The delegation included representatives from the Cincinnati Northern Kentucky Airport, Ulmer & Berne, SS&G Financial Services, Duke Energy, the Convention & Visitors Bureau, Kolar Designs, Procter & Gamble and the Cincinnati US-A Regional Chamber of Commerce.

From July 19 - 28, the delegation visited Shanghai, Changchun, Hangzhou and Shaoxing. It was a successful mission that included high level meetings with the leadership of Chinese businesses and Chinese government officials.

Shanghai began with a visit to the 2012 Expo. Our delegation was joined by other Cincinnatians in China for the World Choir Games bringing our delegate count to 28 people - a very strong presence.



a day.

That evening, the delegation hosted eighty guests - from throughout the Province - at our Shanghai-Cincinnati Business Reception. We were joined by Mr. Wang Lie, the Vice President of the China Council for the Promotion of International Trade. The program was brief but included comments from Mayor Mallory, Vice President of Shanghai CCPIT Wang Lie; both P&G and GE spoke about their connections to China and Cincinnati; and the President of Convention and Visitors Bureau touched on the 2012 World Choir Games and invited guests to visit Cincinnati

for the Games in 2012. Committee co-chair Shau Zavon was the emcee of the reception and the networking and sentiments about Cincinnati were incredible!

The following day, additional meetings were coordinated with the leadership of General Electric, Zhangjiang High-tech Industrial Park, and Mr. Zhou Muyao, former Deputy General Director of the standing committee of the Shanghai People's Congress and the former Deputy Mayor of Shanghai. The delegation had a great discussion about building relationship between Shanghai and Cincinnati throughout lunch with Mr. Zhou Muyao.

group discussed opportunities for Hangzhou and Cincinnati to develop closer ties.

In Shaoxing, the delegation hosted a China-US Investment Forum with more than 60 registered attendees. Cincinnati Mayor Mark Mallory and Shaoxing Vice Mayor Xu Mingguang opened up the Forum. Special guests included Evan Felsing from the Office of the US Consulate General in Shanghai and Madam Li, the Director of the Liuzhou Office of Foreign Affairs. Forum presentations were made by Brian Berning, Managing Director of SS&G Financial Services; Brad Kaplan, Partner at Ulmer & Berne; Pingshan Li, Attorney at Ulmer & Berne; Chen Hao, Investment Representative of the Ohio Department of Development China Office; Gary Chan from the Midwest US EB-5 Regional Center; Manny Gonzalez, Vice President for Global Operations at Procter & Gamble; and Neil Hensley, Senior Director of Cincinnati USA Regional Chamber.

In Shanghai, Changchun, Hangzhou and Shaoxing, the delegation wanted to show Cincinnati in the best light and make a favorable impression. We were successful beyond anything I imagined. We helped further relationships and created new friends. We expanded on the awareness about Cincinnati. We have built a stronger foundation for business development in China. As well, the Economic Development Committee for the 2012 World Choir Games can be a model for leveraging large events, like the World Choir Games, to attract business interest in our region.

The Shanghai Business Reception and the US-China Investment Forum in Shaoxing were sponsored by Procter & Gamble and General Electric Aviation. The Ohio Department of Development Global Markets Division and the Greater China Office in Shanghai provided promotional and administrative assistance. Co-chairs Carla Walker and Shau Zavon managed the delegation in China.

Photo credit: Carla D. Walker

Carla Walker is the President of think BIG strategies, llc (www.thinkbigstrategies.com) and the Co-Chair of the Economic Development Committee of the Cincinnati 2012 World Choir Games. Co-chair Shau Zavon is the President of Greater Cincinnati Chinese Chamber of Commerce, as well as President and CEO of Golden Nexus Group Inc. and Vice President of Owner-Land Realty Inc.



Visiting the USA Pavilion, we were greeted by Martin Alintuck, the Pavilion President and CEO. He was familiar with the Cincinnati story and was impressed with the number of people we brought with us to sell the city.

We were received by the leadership of and in the same manner at each of the four other Pavilions for the seven hours we were on the grounds. The USA Pavilion, however, holds special significance because their corporate sponsors include Procter & Gamble as well as General Electric. Yes, a hometown connection but they are also sponsors of our delegation activities. Five Pavilions may not seem like a lot but for most attendees they see maybe one or two in

On the third day the delegation visited Changchun to meet with the leadership of the Dacheng Industrial Group, the leading corn processing company in China, which also has connections to the Cincinnati area through the Global BioChem Technology Group. The delegation introduced different facets of Cincinnati in an effort to attract one of the Dacheng Industrial Business Units to locate their North American headquarter in Greater Cincinnati area. At the invitation of Changchun Mayor Cui Jie, the delegation was treated to a luncheon featuring the foods of Changchun and Jilin Province and discussed the possibilities of the friendship city alliance.

Before visiting Shaoxing, the delegation stopped in Hangzhou where they had an opportunity to meet with Mr. Wang Jianman, a Vice Governor of the Province. Over late dinner, the




GREATER CINCINNATI CHINESE CHAMBER OF COMMERCE

大辛城華商會 簡介

軍機構。在短短的五年中,商會成功地接待了以王超部長助理為首的中國商務部百人代表團;每年都舉辦7-8次中美經濟貿易研討會;定期開展“午餐培訓”活動,利用午餐時間,為忙碌的企業家們提供最新信息與培訓;為會員們提供與中國相關的商務與文化諮詢;接待來賓多來自中國各個地區不同部門的商業、貿易、投資代表團和考察團。目前商會有會員企業120家,董事會成員15家,會員主要分布在俄亥俄州和肯塔基州。

本機構主要為其會員提供美國與中國工商界企業之間的溝通和聯繫並創造對話及交流的平台。隨着中美經濟關係的不斷升溫,大辛城華商會將竭誠為中美兩國企業界提供人才、信息及關係等資源和服務。

美國俄亥俄州大辛城華商會建立於2005年。商會設在位於美國中西部三州交界之重鎮及十一家美國五百強企業(其中更有3家為全球五百強企業)的總部基地辛辛那提市。其宗旨是為中國企業和大辛城地區的企業建立一個對話的平台,促進中美企業間經濟貿易的發展與交流,發揮重要的橋樑和紐帶作用。

大辛城華商會是無黨派、非政治及非營利性的區域性商業機構。自成立至今發展非常迅速,成為本地區與中國相關的知名領

Energy and the Environment : Challenges and Opportunities for US China Cooperation - GCCCC's 5th Anniversary Celebration!

The United States and China are the world's two largest economies, two largest consumers of energy and unfortunately hold the distinction of being the world's two top polluters as well. Duke Energy Chairman and CEO Jim Rogers will address the challenges that these two great nations face as well as cooperative opportunities, in developing the energy necessary to fuel their growing economies while providing a clean environment their people and the world. The address will be delivered at the Fifth Anniversary Gala Dinner of the Greater Cincinnati Chinese Chamber of Commerce on November 8th to be held in Cincinnati.



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