

International Business Development Activities

(August, September 2010)

AUGUST

Mitsubishi announces investment to develop north eastern BC gas fields

Mitsubishi Energy Group will partner with Penn West Energy Trust to develop unconventional gas assets in north eastern B.C. As part of the partnership, Mitsubishi will commit \$850-million to the joint venture – \$250 million in cash to acquire a half stake in the assets and \$600-million for capital and development funding. The 50-50 joint venture will see the drilling of gas assets in the Cordova Embayment and Wildboy areas of northern B.C. The province's Trade and Investment Representative office in Tokyo has engaged closely with Mitsubishi for several years, providing technical information on B.C.'s shale gas assets and facilitated meetings with government officials, most recently with Premier Gordon Campbell during his May visit to Tokyo.

British Columbia strengthen ties with sister province Guangdong

When Premier Campbell met with Guangdong Vice Governor Wan during his visit to Asia in May 2010, both expressed their commitment to deepening the 15 year twinning relationship that has existed between the two provinces. This commitment was realized when a 36-member delegation from Guangdong arrived in August for the first British Columbia Guangdong Trade and Investment Forum. Over 50 B.C. industry and association representatives met with the delegation to network and explore business-matching opportunities. During the visit, Guangdong signed two MOUs with B.C.: the first on strengthening two-way trade and investment in key sectors and the second on two-way education exchanges.

Aquilini blueberries headed for Korea

For the first time, B.C. blueberries will be enjoyed by consumers in Korea, thanks to the efforts of the BC Government's Korea trade team. Aquilini was introduced to Korea's Maple Life Trading Company back in May, with follow-up by B.C.'s representative in Seoul. Maple Life eventually purchased over 12,000 kg of B.C. Canada Grade A frozen blueberries, which were shipped for the first time to Korea in August.

BC Digital Media firms highlighted at major European Expo

British Columbia's Trade and Investment office in Germany led a group of four B.C. based digital media companies to *gamescom*, the largest European trade fair and event highlight for interactive games. Participating companies at the Cologne show included OverInteractive, Koolhaus Games, Games Academy Inc. and Yummy interactive. The show attracted over 250,000 visitors and 505 exhibitors from 33 countries. Canada was this year's featured country

at this year's *gamescom* providing an excellent opportunity for B.C. companies to showcase their product innovations. Participating companies reported progress in expanding further in the EU market and over 70 foreign firms conducted discussions with BC's Trade and Investment Representative over the three days event. Also at *gamescom*, B.C.'s DigiBC signed an MOU with German industry association counterpart BUI to promote cooperation in the fields of digital media and interactive entertainment.

SEPTEMBER (1-15)

B.C. Week kicks off at Shanghai World Expo

B.C. Week at the Shanghai Expo provided an opportunity to promote British Columbia to Chinese companies and investors with a series of seminars and promotional events supported by the Province's China-based trade and investment representatives. Twelve individual sector-themed trade and investment business programs were planned, managed and delivered in the Canada Pavilion over the 4 days of the BC Week program at the Shanghai Expo, including events on urban development, green buildings, life sciences, tourism, education, mining and B.C.'s Provincial Nominee Program. A delegation of more than 60 BC companies, municipalities, transportation authorities, post-secondary institutes and business development organizations participated at B.C. Week, delivering 27 presentations to a combined audience of over 800 recruited executives from East China. Two MOUs were signed during the week as well as over 18 qualified trade and investment leads between B.C. and Chinese companies.

B.C. companies head to CIFIT to promote investment

Following B.C. Week in Shanghai, Minister Yamamoto led a delegation of several dozen representatives from British Columbia-based companies and organizations to attend the China International Fair for Investment and Trade (CIFIT) in Xiamen. Now in its 14th year, CIFIT is organized by the Chinese government to promote bilateral investment.

B.C. brings clean energy solutions to Korea

Once again this year, British Columbia's clean energy technologies and services were profiled in Busan at the ENTECH, one of the largest energy and environment trade shows in Korea. Six B.C.-based companies were represented at the B.C. Pavilion, including Greenlight Innovation, IMW, CB Williams and Xebec – and for the first time, Carmanah Technologies and Tahtsa Pellets. A delegation of leading B.C.'s green building designers and architects also participated at ENTECH, holding a special half-day workshop to present carbon-neutral building ideas to Korean government officials and developers. B.C.'s trade office in Seoul organized business networking seminars and one-on-one meetings for companies to present their products to pre-selected Korean companies. Several hundred qualified trade and professional buyers visited the B.C. Pavilion throughout the show.

Showcasing B.C.'s Green Building expertise in China and Korea

Recognizing that buildings emit more than 30% of the world's green house gases, incorporating green building technology, design and construction is emerging as a key component in the climate action plans of all countries, particularly in East Asia. B.C. leaders in green building design came together to present a series of presentations to architects, engineers and planners in Korea and China in September. The delegation featured the founder and recent chair of the Canada Green Building Council, Peter Busby, the design manager of the Olympic village Millennium Waters project and others. Seminars and corporate meetings were held in Busan and Seoul before the delegation travelled to Shanghai to present at BC Days at the Shanghai Expo at a seminar involving some of China's leading design firms.

BC Gaming Companies attract attention at Tokyo Game Show

BC's trade representative in Tokyo coordinated business matching activities for three B.C. gaming companies attending the Tokyo Game Show, the largest gaming event in Asia. B.C.'s Japan team recruited participation by the Centre for Digital Media, Rukkus House and Victoria's cebas Visual Technology to participate at the show. On the ground in Tokyo, B.C.'s representative office organized individual meetings for each of the companies attending the show. Victoria Mayor Dean Fortin, on a mission to Japan to visit their sister city, visited the B.C. booth.