



China Newsletter

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We, at the Alberta China Office wish you and your family happy holidays.

Thank you for your support in 2011 and we look forward to working with you for a successful 2012.

Who Are We?

In Greater China, Alberta is represented by four offices:

- The Alberta China Office co-located with the Canadian Embassy in Beijing: www.albertacanada.com/China
- The Alberta Hong Kong Office: www.albertacanada.com/HongKong
- The Alberta Taiwan Office: www.albertacanada.com/Taiwan
- And the Alberta Shanghai Office is co-located with the New West partners (BC and Saskatchewan) in Shanghai: www.albertacanada.com/Shanghai

Note: Alberta also has a collaborative agreement with the China National Petroleum Corporation for the operation of the CNPC-Alberta Petroleum Centre: www.capcbj.com.cn

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China Education Expo held in Beijing and Shanghai

The China Education Expo was held on Oct 15 and 16 in Beijing, and on Oct 22 and 23 in Shanghai. The Expo is one of the two biggest education shows in China. It attracted 30,000 visitors in Beijing and 20,000 visitors in Shanghai. The Canadian Embassy in Beijing and Consulate General in Shanghai organized the Canadian Pavilion, which hosted 70 Canadian institutions. There were three Alberta participants: The University of Calgary (English Language Program), Edmonton Public Schools and The Calgary Board of Education. The Alberta China Office attended the shows to meet parents and students in the federal booth and provided assistance to Alberta stakeholders.



Edmonton Public Schools booth



Calgary Board of Education booth



University of Calgary booth



Jenny Luo, ACO, talked to an agent at the networking event organized by Consulate General in Shanghai

For further information, please contact [Jenny Luo](#).

Alberta Dairy and Beef Genetics, Nutrition and Farm Equipment Mission to China

Headed by Mr. Jason Krips, Assistant Deputy Minister of Alberta Agriculture and Rural Development (ARD), the Alberta Dairy Genetics, Feed and Farm Equipment Mission completed the visits to Beijing, Harbin and Xi'an from November 2 to 6. Successful meetings were held with the Chinese Ministry of Agriculture and the Chinese Academy of Social Sciences in Beijing. Moving on to Harbin, ARD jointly held an Alberta Dairy and Beef Genetics, Nutrition and Farm Equipment Workshop with the Heilongjiang Animal Husbandry Bureau. It was one of the many events to celebrate the 30th anniversary of the provincial twinning relationship between Alberta and Heilongjiang.



Alberta Dairy and Beef Genetics, Nutrition and Farm Equipment Workshop in Harbin

After Harbin, some of the delegates travelled to Xi'an, Shaanxi to attend the Yangling High Tech Agricultural Show. It was the most important event of its kind and a national priority supported by the Chinese Ministry of Science and Technology. The Alberta China Office and the Shaanxi Department of Science and Technology jointly hosted a roundtable for the beef and dairy industries from both Alberta and Shaanxi. The Shaanxi beef industry was keen in working with their Canadian counterparts to improve the local breed of Shaanxi.



Beef Genetics Roundtable at the Yangling High Tech Agricultural Show

For further information please contact [Ken Yang](#).

Alberta Sustainable Resources Development Mission to China

Alberta Sustainable Resources Development (ASRD), in conjunction with FPIInnovations, led an industry mission of four sawmills for a market development tour in China in November 2011. The mission participated in the 2nd China International Forest Industry Fair in Yiwu and visited some of the furniture manufacturing plants and wood supply chains in Guangdong, Zhejiang and Shanghai areas. Discussions were also held with timber importers, furniture industry associations, government departments and Canada Wood. The local industries indicated a strong desire to sample Alberta lumber products to determine the suitability in their product lines. The Alberta China Office directly involved with the organization and implementation of the mission in the Yangtze-Delta.



Alberta delegates at the Sunyard floor showroom.

For your information:

- A New Zealand construction materials giant will open its second China laminates plant in China.
- An investment management firm has purchased some stakes in a Chengdu property site to be developed into residential, office and shopping property

For further information please contact [Sophia Sun](#).

Canada-China Meat Summit

Beijing – The Canada-China Meat summit was held on November 14, 2011. The summit was organized by the Canada Pork International (CPI) and supported by the China Meat Association (CMA), Canada Beef Inc. and the Canadian Embassy. Chinese meat industry leaders such as Shineway, Jinluo, Baodi and Kerchin Cattle made presentations on current development and challenges of the Chinese meat industry. Means to raise efficiency of the value chain and return on investment were also discussed. Cam Daniels of the Canada Beef Inc. updated the Chinese industry participants of the recent merge of the Canada's National Check-Off Agency, the Beef Information Centre and the Canada Beef Export Federation (CBEF) into the new, single, official organization dedicated to marketing Canadian beef and veal in all markets, domestic and international.

For further information please contact [Ken Yang](#).



The 15th International Exhibition for Food, Drink, Hospitality, Foodservice, Bakery and Retail Industry (FHC)

Shanghai – The FHC Shanghai 2011 was held November 16 – 18. More than 27 country pavilions, including Canada's, were set up at the Shanghai New International Expo Centre. The Canada Pork International (CPI) and the Canada Beef Inc. each had its own pavilion. The pavilions together represented a considerable number of Canadian and Alberta companies. Products from Canada and Alberta were showcased in some of the booths or pavilions of Chinese importers.

FHC (Food and Hospitality China) and SIAL (Salon International de l'Alimentation - World Food Fair) are the most important import food shows in China. Exporters and importers meet at these two events and bring the best to the rapidly increasing high end imported food market to fulfill the demand of the growing Chinese middle class.

For further information please contact [Ken Yang](#).

The 15th Anniversary of Xiwang Group

Yantai, Shandong – November 26 marked the 15th Anniversary of Xiwang Group. Xiwang Group was established in 1996 with primary business on the production of high and low temperature cooked meat including a variety of Chinese and western flavor products. The company ranks within the top 50 meat processors in China, with over 2000 outlets. It is an active member of both the China Meat Association and the International Meat Secretariat. The products are highly recognized by the China Meat Association. In 2010, its total sales amounted to two billion yuan.

In 2005, Xiwang opened its Canadian operation, Siwin Canada in the business incubator of the Leduc Food Processing Development Centre under the Food Processing Division of Alberta Agriculture and Rural Development. The products of Siwin Canada target the Chinese communities along the west coast of North America. Siwin Canada products are available in major stores such as Sobey and T&T.

ACO was invited to celebrate the anniversary in Yantai, Shandong, where the company is headquartered.



Celebration performance put up by staff of Xiwang (Siwin)

For further information please contact [Ken Yang](#).

