

City of Brisbane

Agenda Report

DATE: Meeting of May 19, 2016

TO: Mayor & City Council

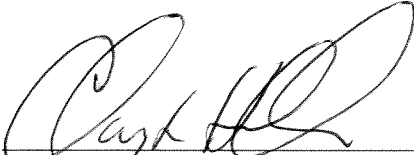
FROM: Clayton Holstine, City Manager

SUBJECT: Presentation from San Mateo – China Trade Association

George Mozingo, Director of the San Mateo China Trade Association, will be making a presentation on his organization as well as a recent Trade Association visit made to China.

Information is attached from the Association's website.

This presentation will allow for both Council and community comment.



Clayton Holstine, City Manager



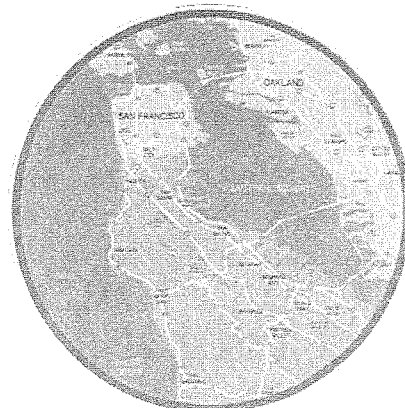
San Mateo County - China Trade Association

The San Mateo County China Trade Association (SMCCTA) is

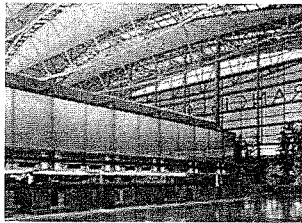
committed to become the "China Trade Platform" to actively promote and connect investors from China with business and investment opportunities in the region of San Mateo, as well as providing necessary resources and tools for local businesses to expand their product and market-reach to Chinese marketplace.

Why San Mateo County

The San Francisco Bay Area and China has a relationship that has lasted for more than 150



years, impacting each other both economically and culturally. Much like China's relationship to the United States today, SMCCTA will bridge the gap to San Mateo County through China's economic resources and many advantages that the San Mateo County has to offer. First and foremost, the San Mateo County acts as a transportation hub, being home to a major international airport "San Francisco International Airport" (SFO), the Port of Oakland, and many trains that run throughout the San Francisco Bay Area. Living conditions offer a great educational system, ranging from top universities such as: University of California (Berkeley), University of California (San Francisco), and Stanford University. In addition to universities, the San Mateo County is known for being home to many biotech and hi-tech companies such as: Genentech, Amgen, Gilead, and Oracle.



San Francisco International Airport is one of the major airports in the United States and is a major aviation hub for travel across the Pacific.



The city of Millbrae is the center of transportation having the San Francisco International Airport, main hub of the San Francisco BART system, SamTran, and a future high-speed rail transfer station connecting to Southern California.



Exchange between US and China

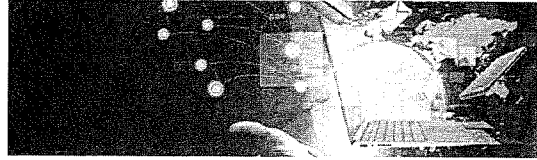
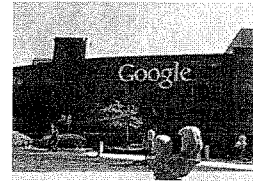
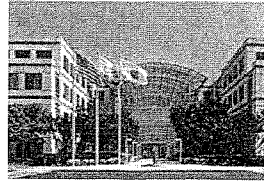
Between the United States and China, development opportunities have expanded rapidly in the past 30 years. With the United States and China being global and major trade partners for many years now, trade expansion is projected to increase along with real estate investments, greatly impacting the San Mateo County with China's resources. The San Mateo County China Trade Association will serve as the liaison between the United States and China for all trade activities and investment opportunities involving the San Mateo County.

Demographics in the Area

With a huge Chinese American presence in the San Mateo County, Chinese Americans account to more than 20% of the population in each city within the area. In Millbrae (a city located in the center of the San Mateo County), more than 40% of the population is made up on Chinese Americans. The average household income for residents in the San Mateo County is about \$80k with 41.1% of the population having a Bachelor's Degree or higher. An established Chinese community is already present in the San Mateo County and there is no better place for many

Hi-Tech

The San Mateo County has become the first choice for technology development, including: Internet, cloud technology, mobile technology, social media, and other areas of international business. Examples of successful hi-tech companies that have changed the lives of people in this area include: Oracle, Amgen, Genentech, and Gilead.



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Service provided.

Consultation

China San Mateo provides investment opportunity information in order to understand the local investment legal system, promoting relevant investment projects. By partnering with our experts to help establish relationships with local governments, companies can better analyze local markets and form the development of marketing strategies.

Communication

China San Mateo provides an establishment of a communication platform to help enterprises and local governments. Personal and business contacts are established with an overall understanding of both Chinese and American business models.

Selecting the Most Suitable Area to Develop

Selecting the most suitable area to develop requires not only an appropriate investment, but also real estate business information in order to help better understand regional legal and tax concessions. Assistance and consulting in this field will give businesses the opportunity to follow procedures and regulations.

Choosing the Best Investment Partners

China San Mateo provides a service in assisting two companies who are looking for investment opportunities and local partners. Our trade office analyzes both companies and the local market, analyzing and evaluating each in order for a potential partnership.

Marketing Promotion

With an integrated county in both media and technology along with 20 chambers of commerce, businesses will be able to obtain accurate market information in order to enhance their visibility. Whether through local media or via the Internet, many businesses in both US and China will have an advantage with local market information. The San Mateo County can also assist with conference events and exhibitions to further promote business activities locally from international businesses.





SMCCTA Membership Benefits

1. Opportunities to participate in International Trade Missions and Conferences along with government officials from San Mateo County and cities in the region, local civic, community and business leaders, meetings with Governmental Officials and business delegations from China seeking investment opportunities.
2. Access to governmental officials, local professionals who understand the regulatory environment and can properly advise, guide and assist investors' in order to achieve the investment objects efficiently.
3. Access to investment and partnership opportunities in China and California otherwise might not be available to public.
4. Access to critical data and information for different market opportunities.
5. Educate the members who are not familiar with Chinese ethnics the cultural dynamics and business protocols in order to build successful partnerships.

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