

The BRIDGE



RICHMOND HILL & MARKHAM CHINESE BUSINESS ASSOCIATION
烈治文山市·萬錦市華商會

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Mission accomplished! 商貿團成功回航

2010年中国·加拿大经济贸易投资促进会 China ▪ Canada Economic, Trade & Investment Promotion Conference, 2010

中方主办单位:
Chinese Organizer:

国家发展和改革委员会国际合作中心
Center for International Cooperation and
Development Reform Commission

加方主办单位:
Canadian Organizer:

加拿大安大略省·密西沙加市
City of Mississauga, Ontario, Canada
加拿大商會
Canadian Chamber of Commerce



After a tight and busy 11-days visit in China, delegates of the China Trade Mission returned to Toronto with lots of new connections and ideas of future plan (see Pg. 2). The mission, organized by the Confederation of Greater Toronto Chinese Business Associations, was the first of its kind. It brought together business delegates and three mayors from the Greater Toronto Area to explore the huge market in China. The mission is accomplished with great results.

In Shanghai and Beijing, the first two stops of the visit, the delegation was received by high ranking Chinese and Canadian officials. They attended an official reception inside the Canada Pavilion in Shanghai World Expo. The Canadian Consul General to Shanghai Mr. Nadir Patel gave a welcoming speech. In Beijing, the delegation attended a one day bilateral trade seminar organized by China's National Development and Reform Commission. The seminar offered plenty information about doing business in China, government policies and more. Delegates also had the chance to meet with Chinese business representatives from different industries.

Several sales or cooperation agreements were signed in this mission. O-Two Medical Technologies Inc. (Canada) reached sales agreement with China Charity Federation – Sunshine Medical Aid Project, supplying

additional emergency medical devices for the Project. East-West Focus International Inc. (Canada) reached cooperative agreement with International Cooperation Centre (China). The agreement will see more cooperation in matching businesses of the two countries.

During a visit to the Shijingshan District of Beijing, Mayor Hazel McCallion of Mississauga signed a Memorandum of Understanding with the District to promote economic and cultural exchange and cooperation.

Enhancing economic and cultural exchanges was also discussed extensively in the formal meeting between Mayor Dave Barrow of Richmond Hill and the city officials of Shijiazhuang, the capital of Hebei Province. The two cities were twinned in 1998. Mayor Barrow was impressed by the development of the city in a time frame of just over a decade, particularly in the public transit system. The high speed railway between Shijiazhuang and Beijing will come to service this fall, shortening the journey between the two cities to one and a half hour.

Ben Leung and Winnie Fung, the co-chairs of the mission organizing committee, are happy with the mission's achievement. The mission has successfully established a platform for the small and medium enterprises of the two countries to connect with each other. It

will take more effort to reach real business deals, but the first and most important step has laid solid foundation.

由大多市華商總會籌辦的中國商貿團，成功結束訪問歸來。籌委會及團員均形容此行十分成功，令到加國中小企業得到一個良好平台，開拓與中國中小企業合作聯盟的機會（見第2頁）。

商貿團一行四十人於五月十九日至三十日期間，走訪了上海、北京、蘇州、石家莊、揚州、廈門及香港多個城市，得到各地的商貿部門高層次接待。在首站上海，商貿團於上海世博會的加拿大館內，舉行接待會，加國駐上海總領事親臨會場，向商貿團致歡迎詞，上海浦東新區的商貿部門高層官員出席接待會，與訪問團的團員交流加中兩地的營商訊息。

在行程的第二站北京，訪問團的公務活動十分繁忙。首先是與中國國家發展改革委員會的國際合作中心，合辦了一場歷時一整天的貿易投資研討會，由中國中央及地方不同部門的官員，以及加國駐華代表，介紹加中兩國政府對中小企業發展的方針、政策和支持，令訪問團及與會的中國商界代表，得到大量寶貴訊息。而兩國的商界代表，則透過研討會上的分組洽談機會，針對特定行業作訊息交流，為彼此日後生意合作打下基礎。

Will go to China again

商貿團成員願再訪華

Excited! Eye-opened! Impressive! These are words from delegates of the China Trade Mission organized by the Confederation of Greater Toronto Chinese Business Associations. For the first timers like Fadi Emeid of Elias Custom Metal Fabrication (ECM) and Gloria Rajkumar of Superior Independent Medical Assessments Centre (SIMAC), the mission let them experience China in an extraordinary way.

Ms. Rajkumar was invited by the Mayor of Richmond Hill to join this trip. To her, China is an unknown, never mind doing business there. SIMAC is a company specializes in disability claim assessments. This service is closely related to insurance business. Since she is not familiar with the market, she needs to visit the country and take a closer look.

The trip was impressive. She was fascinated by the development in Shanghai and Beijing. She met a lot of Chinese business delegates and Chinese officials. Through this mission, she learned that insurance service in China is not as common as in North America or other developed countries. Ms. Rajkumar agreed that it will be a long road before her business can make progress in the Chinese market. A lot of education about insurance is needed in China.

She would think of Hong Kong as a stepping stone to China. But because she had to come back to Canada to receive the Guyana Business Excellence Award, she skipped the last stop of the trade mission and missed the

chance to visit Hong Kong. She said she was planning to visit Hong Kong soon.

Mr. Emeid is also making the same plan as Ms. Rajkumar. Locates in Vaughan, his company ECM is an industry leader in specialized store fixtures and displays, stainless steel conveyors and a range of industrial component parts. In a fast developing country likes China, there are lots of potentials for Mr. Emeid to establish new businesses there. This trip is



Business delegates attended a Sino-Canada Trade Forum in Beijing. 商貿團成員參加在北京舉行的中加貿易論壇。

however too short and too busy for him to have an in-depth understanding of the environment. He is also planning to visit China again. The second trip may be taken place before the end of the year.

It is the first time that Mr. Emeid visited China. He said it was an eye-opened trip to him. Having the chance to attend official receptions and to meet with Chinese officials is an experience that he wouldn't have when visiting on his own. Both Mr. Emeid and Ms. Rajkumar agree that the Chinese business associations in Toronto are useful in linking them with the business sectors in China. They would like to see more missions of this kind taking place in the future.

一行四十人的大多市華商總會中國商貿團完滿結束。對於第一次到中國體驗的團員來說，此行令人喜出望外，中國市場是值得他們繼續探索的。

Elias Custom Metal 的Fadi Emeid 及 Superior Independent Medical Assessments Centre的Gloria Rajkumar，都對此行大讚不已，形容是一次大開眼界，經驗與別不同的旅程。

Rajkumar女士的公司是一家獨立的索償評估機構，主要是處理失去工作能力的索償個案。其工作與保險行業息息相關。在中國保險市場仍然未成熟起來的時候，她需要等待很長時間，讓中國人對保險及索償評

估有深入認識後，才有機會在中國開展業務。

所以 Rajkumar 女士認為應先從香港入手。但由於她需要趕返加國接受圭亞那傑出商業成就獎，被迫縮短行程，以至錯過最後一站香港的訪問。她計劃於短期內到香港視察。

至於 Emeid 先生的生意，是度身訂做精巧設計的金屬擺設架和工業用零部件等。他相信急速發展的中國，將會是他擴充業務的好對象。由於從沒到過中國，今次商貿團正是他實地考察的好機會。只可惜時間不足及行程緊湊，未能深入了解環境，所以他計劃年底前，再到中國考察。

Welcoming RHMCCA Members



Michelle Chu
WOW TV



Tim Cheung
BMO Mortgage Specialist



Albert Li
CIS Insurance

Corporate Members

Auto World Imports Network	Aaron Chuang, Alan Cheung, Kelvin Quek
Broad Media Inc.	Eric Song, Kevin Song, Edward Song
EZ Cruising Inc.	Phyllis Cheung, Jia Hua Wu, Teky Li
Itnovator Inc.	David Guo
Walton Capital Management	Allan Wu

General Members

Markham YMCA	Paul Lai
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Events Calendar 活動

RHMCCA Mid-Autumn Festival Celebration

September 21, 2010, Tuesday, 6:30 pm - 10:30 pm
Casa Victoria Fine Chinese Cuisine, 8601 Warden Ave., Markham
\$58 Regular; \$880 Corporate Table (with 1/8 page advertisement in newsletter)
RSVP: info@rhmcca.ca

Enterprise Toronto Small Business Forum

October 19, 2010, Tuesday, 9:00 a.m. - 5:00 p.m.
Metro Toronto Convention Centre, 255 Front Street West, Toronto
Details: www.enterprisetoronto.com

China Trade Mission



The delegation visited the The Town of Shaxi and met with local officials.
代表團走訪中山市的沙溪鎮，與當地政府人員會談。



The delegates from RHMCCA visited the energy exchange in Shanghai Hongkou District.
烈治文山市的代表團訪問位於上海虹口區的上海環境能源交易所。



After the trade mission ended in Hong Kong, the delegates from Richmond Hill visited the City of Zhongshan in Guangdong Province. Mayor Dave Barrow met with Deputy Mayor of Zhongshan Ms. Han Zesheng. They exchanged gift and friendship plaque after the meeting.
烈治文山市代表團於整個商貿團行程結束後，訪問廣東省中山市。烈治文山市市長巴羅與中山市副市長韓澤生舉行會談，其後兩人互換禮物及友誼城市紀念牌匾。



President's Message 會長致辭

The first China Trade Mission organized by RHMBCBA and three other Chinese business associations is accomplished with a great success. This is the result of the hard work of our Immediate Past President Mr. Ben Leung. The honour of this successful trade mission should go to him.

Under the name of the Confederation of Greater Toronto Chinese Business Associations, RHMBCBA and the other three associations, respectively the Mississauga, Scarborough York Region and Toronto Chinese Business Associations, have been working closely on many occasions. This occasion of trade mission is however the most significant and historical. We have transformed our cooperation from organizing social or business events to exploring new business opportunities overseas for local businesses. This transformation is extraordinary. We should keep the momentum on.

The mission brought local politicians and business representatives to China, giving them a closer look to the Chinese market. For the Chinese officials and entrepreneurs, they also got the chances to learn more about our country where the overseas Chinese gained their business success.

Mayor Dave Barrow is every excited about the mission. He was impressed by the fast-pace

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代表團除了來自不同行業，包括製作、醫療設備、航天、製藥、教育培訓、保險、金融服務、房地產、物流及貿易的業界代表外，還有三位大多市的市長及各市經濟發展部門工作人員。三位市長包括密西沙加市長麥考蓮、烈治文山市市長巴羅及旺市市長凌杰舜，他們於首二站行程結束後，各自帶隊探訪姊妹市。

烈治文山市市長巴羅則走訪姊妹市石家莊，了解石家莊的城市發展規劃，以及即將於今年十月投入服務，連接石家莊與北京之間的高速鐵路工程。巴羅與石家莊市政府在會談中，表示石家莊的城市規劃可作為烈治文山市的發展借鏡，希望雙方今後能在文化藝術，市政管理以及開拓商機等多方面，加強交流。

巴羅市長在完成整個官方行程後，專程拜訪了在香港附近的中山市。年前巴羅委託本會前任會長梁萬邦到中山市拜會中山市市長，為兩市建立友誼轉達信息。今次乘訪華之便，於是親身到中山市訪問，受到中山市政府熱情招待。原籍中山市的本會會董劉漢雲，欣聞巴羅市長訪問其故鄉，亦專程從烈治文山市趕回家鄉，參與接待。巴羅親睹中山市的發展，期望兩市日後能不斷互通商貿活動。中山市政府亦有同感，委任劉漢雲作為海外聯誼大使，連繫加中兩地。

密西沙加市長麥考蓮與蘇州中小企業廳洽談有關舉辦加中中小企聯合展覽會的意向。其後在石景山的訪問中，與石景山區委書記簽署了合作意向書，促進兩市區今後的交流。至於旺市市長凌杰舜，則向楊州市商界大力推薦位於七號及四百公路交界的商業中心，指出是中國資金的最佳投資項目之一。

籌委會兩位共同主席梁萬邦及嚴雯在總結此行時表示，訪問團成員都認為今次行程非常成功，收穫極豐，在得到各有關方面高層次接待之同時，還通過中國官方協辦的貿易投資研討會，得到中國對中小企發展和對外貿易的重要信息，而加中兩國以及香港等多方面的安排與配合，亦令到他們有機會單對單與相關行業洽談商機，為他們搭建了十分有用的溝通平台，有利他們今後打進中國市場。

development in China. He would like to see more involvement of RHMBCBA in helping the Town to gain access to the Chinese capitals. In fact, the final report of the Town of Richmond Hill Economic Development Strategy also identifies the large Chinese population in the Town as a significant opportunity to drive further investment in Richmond Hill.

In Chinese, we have a saying that one year goes by easily and it's already in mid fall. The Mid-Autumn festival is coming in September. RHMBCBA is organizing a Mid-Autumn Festival celebration on September 21. This is also the annual general meeting of RHMBCBA. I hope to see all of our members at the AGM. I also invite friends and relatives of our members to join us at the dinner and celebrate another good year of harvest.

Will Sung
President, RHMBCBA

由本會與其他三個華商會合力推動的中國商貿團，順利完成。本刊已另文敘述，此欄不擬重覆。本人對此次行的最深刻體會，是四個華商會充份發揮合作精神，一起為共同目標邁步。而更加令人鼓舞的，是各會之間的合作已走向另一層次，從過往多

數限於社區上的聯繫，走上了為本地商界開闢商機的道路。

包括本會、多倫多、密西沙加及士嘉堡約克區華商會在內的大多市華商總會，過去十多年來合作無間，但以今次的合作最令人難忘。為了向中國政商界介紹本地華人營商發展的根據地，以及令本地政商界親身了解中國的經濟發展潛力，華商總會組織了這次訪華團。

烈治文山市市長巴羅經過此行之後，期望本會能更盡力協助烈市商界開拓中國市場。烈市年初發表的發展策略報告中，亦提及烈治文山市華人人口超過兩成，是推動市內投資的重要動力之一。

一年容易又中秋。本會將於九月二十一日舉辦中秋晚宴，當日亦是本會的會員大會，屆時各位會員請踴躍參加，並邀請你們的親友到來，與我們一起慶祝人月兩團圓的大好日子。

宋偉
烈治文山市及萬錦市華商會會長



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Like Father Like Son 志立而成大事



after the interview with The Bridge, he attended a campaign meeting with a municipal election candidate until midnight.

Sunny feels guilty because he has to sacrifice his time with his wife and two lovely daughters for his business and community work. This is however rewarded by his daughter's words. 6-year old Megan came to Sunny one night and said, "Daddy, I know why you are so busy, because you are helping a lot of people."

Mr. Ho senior gave his son Chinese name Chi Lap, meaning a person with ambition. Sunny's ambition is to face all challenges with courage. He worked very hard to turn himself into a lawyer despite his background in chemistry. He tries to volunteer as much as he can with a limited 24 hours a day. The next long term challenge will be expanding his business. For which he has done the first step this March by moving to a new and larger office.

The most imminent challenge is perhaps the half-marathon fundraising run in September.

Bio: Sunny Ho is the founder of Sunny Ho Law Office. He graduated from Dalhousie Law School in 1999 and started his own law firm in 2001. Sunny is active in community service. Other than RHMCBA, he is involved with many non-profit organizations such as York Rotary Club, Carefirst Senior and Community Services Association, York Regional Police – Community Crime Prevention Council, Toronto Cathay Lions Club, Canadian Multicultural Council, S.E.A.S Centre, Mon Sheong Foundation.

明朝王守仁謂：「志不立，天下無可成之事。」因此何鐵文爵士為兒子取了「志立」為名。不過何志立律師原來從沒立志當律師。可以說，在成為律師前，志立並沒有立志做些什麼。

化學系畢業的志立選了一份政府化驗所工作，但刻板的生活令他轉行，投身地產代理行業。可惜時不我予，地產市道的崩潰令他無從起步。在父親的勸告下，返回香港工作。結果這決定改變了他一生。

在香港一家地產發展商工作了兩年多，令他明白人需要苦幹，亦令他找到自己的目標。於是返回加拿大，考入全國五大法律學院之一的Dalhousie Law School。之後於2001年開設了自己的律師事務所。

律師當上了，接下來是投身社區。這些年來，何志立在社區上的義務工作多得有如多了另一份全職工作。然而與父親身兼百多個社區團體成員、理事或會長多項職務相比，他說自己只是小巫見大巫。

何老先生一向嚴格教導子女，不會讓子女有過份豐裕的生活。當兒子的充份明白父親心意。既然父親可以事業、家庭及社區各方面照顧周到，他相信自己亦能做到。而且當只得六歲大的女兒走近自己身邊，向他說知道爸爸如此忙碌，目的只是在幫助其他人時，何律師心中那份欣慰，難以言表。

三十而立的目標已達，現正處於四十而不惑之年的何志立，正如其名，要以無比毅力面對挑戰。不論是服務社區，擴充業務或是照顧家庭，他都會盡力去做。至於當下的最大挑戰，當要算是九月份的半馬拉松賽跑籌款了。

Before he became a successful lawyer, he was nobody. He had no idea of what he wanted to be. Working as a chemist in the federal government laboratory was monotonous. A career change to the real estate industry was at the wrong time. Then, a suggestion came from his father: return to Hong Kong.

That suggestion was proven to be life changing. The two and a half years of hard work in Hong Kong real estate development business had helped Sunny to find his goal. He saved enough money from his work, left Hong Kong and enrolled into one of the top five Canadian law schools – Dalhousie Law School in Halifax.

Becoming a lawyer is only one part of his goal. Another part is community work. The time that he spends in volunteering is enough for a second full-time job. With two jobs but only one income, Sunny is probably earning less than a minimum wage. Is it worthwhile? Yes. This is exactly what his father used to do during his prime time. His father could manage his accounting business, family and community service, why not Sunny. His father, T.M. Ho, is a successful accountant, philanthropist, athlete and educator.

"He is a member, director or office holder of hundreds of organizations. Comparing to him, I am just doing the minimal," says Sunny from his Richmond Hill office. Yet, Sunny will attend two or three different community meetings after work, and then keeps on other community work until late at night. On the evening



Sunny Ho (front row middle) joined other Rotarians with his family to attend the Dragon Boat festival last year. 百忙中的何律師帶同家人與其他扶輪社會友，參加去年的龍舟節。

Preparing for the Chinese tide

旅遊界的中國熱



Tian Bao Travel, the sole ticket agent of 2010 Shanghai World Expo in Canada, is also the company taking care of the logistic of the recent China Trade Mission organized by the Confederation of Greater Toronto Chinese Business Associations. Tian Bao Travel was established in 1992. In these 18 years, the touring business in local Chinese market has been more and more competitive. The 2010 Shanghai World Expo is a new attraction in the industry. It is however also being turned into a "trap".

Since last year, there were stories about foreign tourists got free accommodation and food in Shanghai. This was due to the promotional offers by the Shanghai or Chinese governments in order to attract tourists to the Expo.

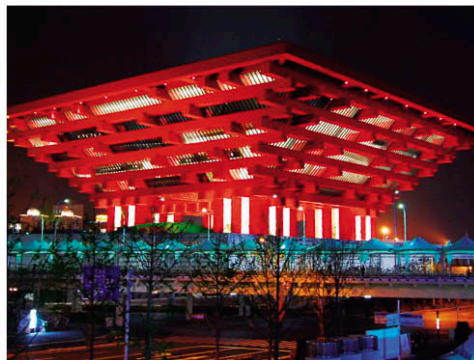
It sounds too good to be true. By purchasing only an air ticket and one can visit the Expo in Shanghai and several other Chinese cities for free. The offer is real. "But the offer is not by the governments," according to Tonny Wong, Vice President of Tian Bao Travel. "The retail business in China is subsidising the tourists in return for their purchases in their shops. This is also true elsewhere in the world. So it is not a surprise to see tours with low prices."

Rumours do not stop there. Another kind of rumours is about the different accommodation treatments. Those from North America will be booked into 5 star hotels while other visitors will be in lower grade hotels.

"This is frustrating," said Tonny Wong. "We also offer such discount tours. But we will explain to the customers clearly about the shopping requirements. And there is no such thing that Canadian tourists will be treated differently."

Selling China to non-Chinese Canadian is getting easier in these few years. According to Tonny, Canadians are more conservative than Americans. They will pick Europe or Caribbean destinations for vacation rather than China. To them China is a mystery and full of language and cultural barriers. The impression is changing. Major events such as World Expo this year and Olympics in 2008 have opened up Canadians' mind.

Canada has signed agreement with China in the Assigned Destination Status negotiation. The ADS is certainly bringing in Chinese tourists to Canada. With 10 locations in Toronto, Montreal, Vancouver and Shanghai, Tian Bao is a top favour of the touring companies in China to be their Canadian receiving agent. The tide of Chinese tourists is coming soon.



天寶旅遊是上海世博的加拿大指定門券銷售商，亦是大多市華商總會中國商貿團的行程安排公司。於1992年成立的天寶，18年來見證著本地華人旅遊業界的激烈競爭。熾熱的競爭令最新旅遊熱點的世博，也變成了旅遊「圈套」。



President Kim Zhang (left) and his management staff.
天寶旅遊董事長張清(左)及其公司管理層。

從去年至今，一直有傳言指中國及上海政府為了吸引遊客，免費招待外國旅客食宿。只要附出一張機票的代價，便能免費到上海及一些城市旅遊。甚或有傳言指來自北美的遊客，會獲最豪華的五星級酒店招待，其他旅客則入住較次級的酒店。

這等傳言似是而非。天寶旅遊的副總裁黃禮謙表示，到世博及其他華東城市的「零團費」旅遊團確有其事，只是並非中國政府招待，而是當地的零售商資助，條件是旅行團的團員，必需到他們的店舖購物。至於北美遊客待遇有別於其他地區旅客，則絕無其事。

黃禮謙強調，天寶也辦理這類廉價旅行團，但必定向客人表明，客人在當地需要花時間到指定店舖購物。

從事旅遊業多年的黃禮謙表示，加國遊客比美國遊客保守，對中國並不嚮往，認為中國神秘兼言語不通。但今年的世博及2008年的奧運會，令加國人對中國的興趣大增。

而另一方面，加國與中國的指定旅遊地點協議簽署落實，中國旅客將逐漸湧現於加國。作為一家在多倫多、滿地可、溫哥華及上海共設有十家分店的旅行社，天寶旅遊成為中國旅遊公司熱烈爭奪的本地接待單位。這股中國熱一觸即發。