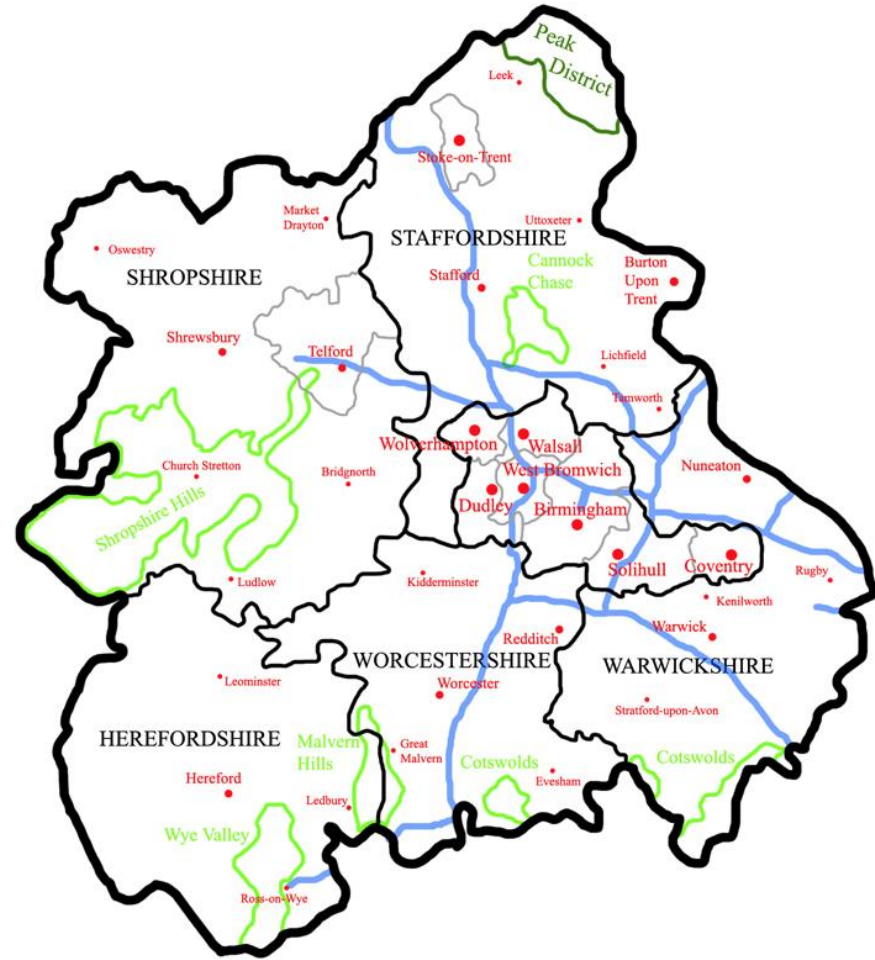


World Cities

Brussels, 29th June 2015

Mark Schneider
West Midlands European Service





The Mercian Area



**WEST
MIDLANDS**
EUROPEAN SERVICE

- May 13: hosted a visit from Chinese local government
- Nov 13: 10 day fact finding visit to China
 - Wuhan, Beijing, Tianjin
- Dec 14: SME Mission to Tianjin (6 clean tech SMEs)
- April 15: 5 day visit by local authorities, universities & business community reps
 - Guangzhou & Tianjin
- June 15
 - MOU to be signed with Guangzhou & Tianjin
 - Visit from Guangzhou Development District
- Autumn 15: inward mission from Guangzhou & Tianjin
- Spring 16: Missions to Guangzhou & Tianjin

**Mercia & CETREGIO/World
Cities**



- Inward Investment
- Business to Business Opportunities
- Research, Technology Development & Innovation Opportunities
- Professional training, student exchange, apprenticeships & education (FEI & HEI)
- Cultural Links
- Civic Cooperation

Focus of Future Activities



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