West Midlands Experience of the World Cities Programme

World Cities Conference, Shantou, 19th March 2016

Mark Schneider

馬克 軒耐德

West Midlands European Service

西米德蘭茲郡歐洲服務
The West Midlands
• May 13: Visit from Chinese local government reps

• Nov 13: 10 day visit to Wuhan, Beijing, Tianjin

• Dec 14: 6 clean tech SMEs to Tianjin

• April 15: local authorities, universities & business community reps to Guangzhou & Tianjin
• June 15: Visit by & MOU signed with Guangzhou Development District

• November 15: inward mission from GDD & Tianjin

• December 15: inward mission from Tianjin Foreign Office

• March 16: outward mission to Chengdu & Shantou
• Establishing West Midlands (Mercia) China Bureau

• Promoting in/outward activity with Chinese regions

• Funded by West Midlands local authorities

• Working with the Triple Helix of
  ▪ Business community
  ▪ Universities
  ▪ Local authorities

Mercia Silk Road Bureau
• Investment

• Business to Business (SME, 2\textsuperscript{nd} & 3\textsuperscript{rd} Tier)

• Research, Technology Development & Innovation

• Training, student exchange, apprenticeships

• Cultural Links

• Civic Cooperation

Mercia Silk Road Bureau
Future Activities

Pump primed by World Cities but not funded by the programme

• Inward Mission: Tianjin May/June 2016

• Outward Mission: Tianjin, Beijing & Guangzhou, September 2016
  ▪ 20 organisations
  ▪ Medical, automotive, aerospace, cleantech
  ▪ Local authorities, universities, business
谢谢

Mark Schneider
(M)  +44 7500 44 12 45
(E)  m.schneider@wmeuropeanservice.eu
(W)  www.wmeuropeanservice.eu