

West Midlands Experience of the World Cities Programme

**World Cities Conference, Shantou,
19th March 2016**

Mark Schneider

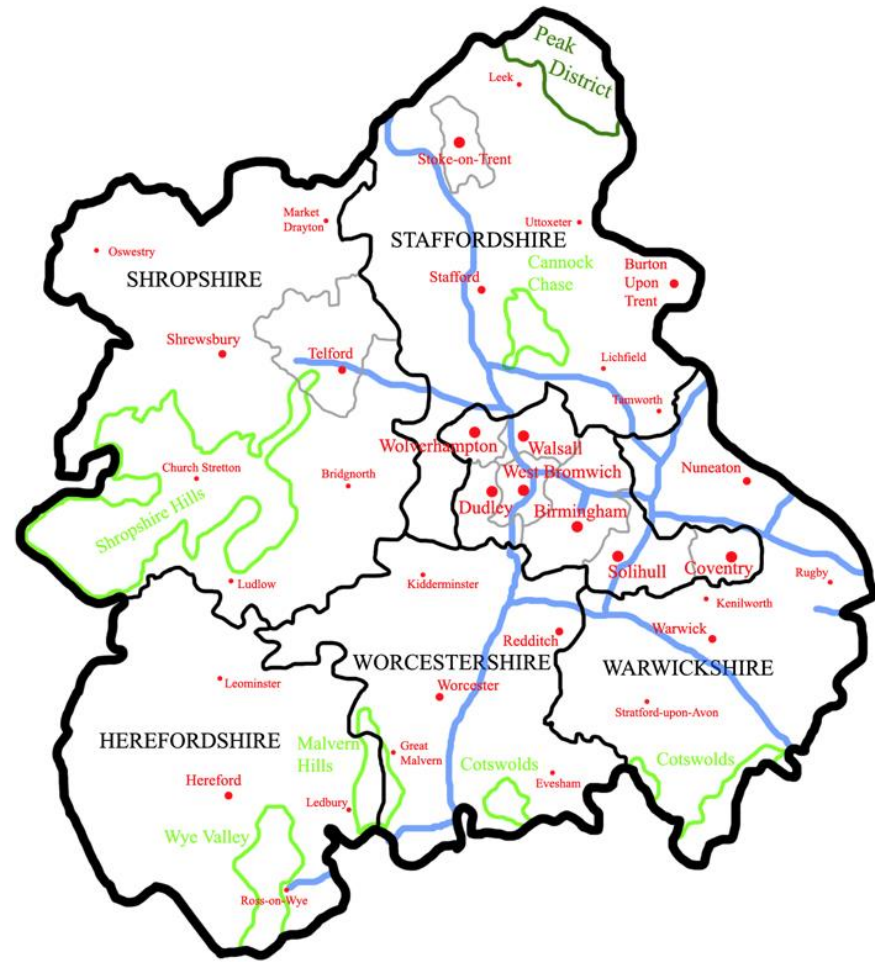
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WEST
MIDLANDS
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The West Midlands



**WEST
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- 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

Previous Activities



- 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

Previous Activities



- 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, 2nd & 3rd Tier)
- Research, Technology Development & Innovation
- Training, student exchange, apprenticeships
- Cultural Links
- Civic Cooperation

Mercia Silk Road Bureau



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

Future Activities



谢谢

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