

# Canadian Nursery/Landscape Trade Mission to China

**September 22 – 28, 2006**

Join us on an exciting and unique trade mission to one of the fastest growing markets in the world – China.

Due to the significant growth in the residential market, highway system and various city planning projects, there is substantial demand for landscape products and architectural services in major cities in China. This mission is intended to promote Canadian Nursery/Landscape capability – supplies and design – to this fast growing market.

This focused trade mission to China includes attending the International Horticultural Expo in Shenyang, as well as table-top presentations, site visits and one-on-one meetings in Dalian (or Tianjin), Shanghai and Nanjing. An additional option will allow you to return to Beijing, China in November 2006 to attend the China International Forestry Expo.

The mission begins in Shenyang, the capital city of Northeast China's Liaoning Province and host to the 2006 International Horticultural Exposition. As a major base of heavy industry, Shenyang had the reputation of being seriously polluted and in the early 1990's had the dubious honour of making the list of the world's 10 most polluted cities. To solve the environmental problems, the government has launched a large tree-planting campaign by investing almost 20 billion yuan (US\$2.5 billion) to increase the amount of public green areas as well as shutting down more than 600 heavy-polluting factories and plants. The Expo, which opens on April 30th and runs until October 31st, covers an area of 246 hectares and contains four major architectures, three landscape zones along with 100 smaller theme gardens and parks! In total, 8.1 million trees and more than 20 million flowers were planted to create "the only international horticultural garden in the forest".

Potential customers will be invited to attend technical seminars on Canadian landscape services and products and table-top presentations in Dalian (or Tianjin) and Nanjing. Meetings and site visits to landscape nurseries will also be arranged in these two major markets.

Meetings and sites visit to the landscape industry and projects in Shanghai will be organized to help mission participants understand the China market.

## **Why should you attend?**

- Promote your Nursery/ Landscaping products and services to China and establish awareness of Canadian Nursery/Landscape landscaping technology.
- Penetrate new markets and establish business relationships with potential customers in China
- Learn more about the potential for Nursery/Landscape landscaping products and services in China

## **Who Should Attend?**

- Nursery growers
- Horticultural suppliers
- Horticultural landscape architects and designers and consulting architects
- Horticultural importers/distributors, real estate developers, landscaping planners
- Association and government representatives involved in the horticultural industry



# Canadian Nursery/Landscape Trade Mission to China

**September 22 – 28, 2006**

## **Format of the Mission:**

### **Part I – *Seminars, Table-Top Presentations, Site Visits and One-on-One Meetings***

September 18 – 26, 2006 - Shenyang, Dalian (or Tianjin), Shanghai, Nanjing

- Shenyang – Attend the International Nursery Conference ([www.AIPH.com](http://www.AIPH.com)) and visit the International Horticultural Expo. The AIPH is the International Association of Horticultural Producers
- Dalian (or Tianjin) and Nanjing – Host technical seminars with presentations delivered by the participating companies and associations and (half day) table-top presentations to display Canadian Nursery/Landscape horticultural products and architectural services for the seminar participants in these two cities. One-on-one meetings with Chinese buyers and/or visits to local nurseries and landscaping sites will be arranged in the second day.
- Shanghai - Visits to major landscape architectural sites and meetings with landscape nurseries/clients will be arranged.

## **Agenda:**

September 16 – 17	Travel to China
September 18 – 19	Business meetings at the AIPH Conference in Shenyang
September 20 – 21	AIPH Conference and site visits in Shenyang, depart for Dalian (or Tianjin)
September 22	Seminar and table-top show in Dalian (or Tianjin)
September 23	Meetings and site visits in Dalian (or Tianjin)
September 24	Travel to Shanghai
September 25	Visits and round table meetings with growers and landscape architects
September 26	Travel to Nanjing
September 27	Seminar and table-top show in Nanjing
September 28	Meetings and site visits in Nanjing
September 29	Return travel to Canada or personal business plans

### **Optional Part II, China International Forestry Expo**

November 9-11, 2006, Beijing (details will be provided)

- Participating Canadian landscape product and services supplier can also visit their own customer before or after the show.

# Canadian Nursery/Landscape Trade Mission to China

**September 22 – 28, 2006**

## **Participation Fee for Part I:**

**\$500 CND per participant**

(See attached Registration Form)

Registration fee includes the program costs (except the AIPH conference in Shanghai). *Participants will have to cover their own travelling expenses, costs of samples and promotional materials. The Canadian trade office in China can issue invitation letters and participating companies will be responsible to apply for their own visas for traveling to China.*

- On-the-ground logistics and meetings will be facilitated in each location by Government of Canada and Ontario trade representatives in each of the location – Dalian (or Tianjin), Shanghai and Nanjing.
- To help prepare for a productive mission, participating companies are required to prepare company profiles and background sales sheet in Chinese for the Canadian/Ontario trade representatives to organize matching-making meetings in each location. OMFARA will work with registered participants to develop the Chinese materials. Participating Companies will be responsible for the expenses. Standard template will be provided.

## **Space is Limited – Register by June 16, 2006**

To register or for more information contact

Amos Tin  
Ontario Food Exports  
Ministry of Agriculture, Food and Rural  
Affairs  
Phone: (519) 826-3489  
Fax: (519) 826-3460  
amos.tin@omafra.gov.on.ca

Debra Oliver  
Ontario Food Exports  
Ministry of Agriculture, Food and Rural  
Affairs  
Phone: (519) 826-3945  
Fax: (519) 826-3460  
debra.oliver@omafra.gov.on.ca

### **Partners include:**

- *Landscape Ontario Horticultural Trades Association*
- *British Columbia Nursery Landscape Association*
- *Canadian Embassy in Beijing*
- *Canadian Consulate General in Shanghai*
- *Canadian Trade Office in Shenyang*
- *Jiangsu Provincial Government (for Nanjing Activities)*
- *Canadian Nursery Landscape Association*
- *Ontario Association of Landscape Architects*
- *Ontario Food Exports (OMAFRA)*
- *Ontario Ministry of Economic Development and Trade*



# Canadian Nursery/Landscape Trade Mission to China

September 22 – 28, 2006

## APPLICATION FORM

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov.: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Web Site: \_\_\_\_\_

Participant #1: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Participant #2: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Products\* to Promote: \_\_\_\_\_

\* Some products may require export certification from the Canadian Food Inspection Agency

Yes, I am interested in learning more about Part II (China International Forestry Expo – November 9-11, 2006 – Beijing)

**Please register before June 16, 2006**

**Fax Your Registration Today!**

**Fax: (519) 826-3460**

---

**PAYMENT DETAILS**

**Participation Fee: \$500.00**

Card Holder Name: \_\_\_\_\_ Credit Card: Master Card  Visa

Credit Card No: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Or Cheque Enclosed:  (make cheques payable to the Minister of Finance (OMAFRA))

*Mail: Ontario Food Exports, Ontario Ministry of Agriculture, Food and Rural Affairs*

*1 Stone Road West 5SE, Guelph, Ontario N1G 4Y2*

