

**REPORT TO:** Employment Learning & Skills  
Policy & Performance Board

**DATE:** 8<sup>th</sup> March 2010

**REPORTING OFFICER:** Strategic Director Environment

**SUBJECT:** Shanghai Expo 2010

**WARDS:** Borough wide

## **1. PURPOSE OF REPORT**

The purpose of this report is to inform Members of Shanghai Expo 2010 and to advise Members of the Council's involvement in promoting the event.

## **2. RECOMMENDED: That**

- 2.1** Members support proposals to ensure that Halton businesses are able to maximise any opportunities arising from EXPO 2010.

## **3. SUPPORTING INFORMATION**

**3.1** Shanghai World Expo takes place from 1<sup>st</sup> May to 31<sup>st</sup> October. It is expected that 70 million visitors and 200 participants will visit the exhibition which covers an area of 5.28 square kilometres.

**3.2** Liverpool Vision is leading a North West Trade Pavilion which focuses on Liverpool gateway to the North West. The NWDA has invested £1.2m; half of this is going towards the build project with the other half invested in audio and visual applications. It is estimated that this investment will increase GVA in the region by £50m over the next 10 years.

**3.3** The Liverpool pavilion is situated in one of the many regenerated old dock buildings along the waterfront. The pavilion is 24.7 meters long and 16.3 meters wide. We will occupy the arena with five other cities, Suzhou, Hangzhou, Venice, Pondicher, and Cairo.

**3.4** The pavilions holding area is based on the theme of a 'departure lounge' which will act as a holding bay keeping people entertained using four features;

- The opportunity to have your photograph taken with Liverpool Football Club
- The opportunity to have your photograph taken with Everton Football Club
- Information and the opportunity to have your photo taken at the side of HMS Liverpool
- A watch and play information and entertainment wall

**3.5** The departure lounge will then feed into a 3D theatre where visitors will experience a virtual tour of the North West of England. Once the 3D tour has been completed visitors will continue on into the exhibition area where they will be met by the 8 themed exhibitions.

**3.6** In taking forward the opportunity for Halton, the Council has along with the other five Merseyside Authorities agreed to contribute £18,000, as sponsorship for a service known as the 'Platinum Package'. The Platinum Package (approximately £2,571 per business) allows for the following: -

- 7 Business to Business Meetings with Follow Up
- Translation Services
- Business Cards
- Promotional Materials
- Support with Visas
- Site Care
- Meeting Venues

**3.7** The sponsorship package does not cover travel, hotel or incidental expenses. However, grant assistance can be applied for from the NWDA up to a value of £1,500 to attend. In addition, Uniglobe Diamond Travel has been designated as the approved travel partner.

**3.8** Favourable travel rates have been negotiated with both KLM Air Travel and Equatorial Hotel in Shanghai; (the hotel is located 20 minutes away from the site of the conference).

**3.9** A key element of the sponsorship package is that UK Trade and Investment (UKTI) and China Britain Business Council will undertake work on behalf of participating companies prior to and during the event in Shanghai.

**3.10** This will include meeting with companies to understand their requirements, and research to help with identifying and setting up meetings with relevant trade contacts.

**3.11** The Council is also working with the Halton Chamber of Commerce to identify suitable companies which might benefit from Expo 2010. To achieve this, we have been working to draw up a list of companies that already have links with China, recognising, however, that EXPO 2010 is not about how businesses progress links with China per se, but further promote international trade links.

**3.12** It would also be worth considering a thematic approach to engaging with companies and businesses in Halton. This is because the sponsorship package only allows for one research/support package. Themes would reflect the monthly themes of the Liverpool/North West Pavilion listed below. This approach would perhaps make it easier to coordinate activity and demand and ensure that Halton receives maximum impact from the sponsorship investment. As an early example the theme of science and innovation is being

progressed through our links with Daresbury. However, it must be stressed that other themes are also being pursued.

**3.13** As a starting point, the Council has worked with Halton Chamber of Commerce to raise awareness of Expo 2010 through its first Tuesday. Initial discussions have also taken place with the Borough's Enterprise Board.

**3.14** At a recent First Tuesday session, a presentation was provided by Liverpool Vision which explained that the North West Pavilion has been designed to achieve the following:

- Increase export Trade for North West based businesses to China and other countries resulting from leads generated at the Expo.
- Increase the amount of Foreign Direct Investment (FDI) from China and other countries in larger scale business opportunities that exist in Liverpool and the North West of England, from leads generated at the Expo.
- Increase the number of Chinese tourists that are attracted to visit Liverpool and the North West region of England either on personal or business travel.
- Increase the number of Chinese students accessing education within the Liverpool & the North West region of England

**3.15** The Liverpool/North West Pavilion Each month's theme has been changed into a saying that translates into Mandarin; the translated themes are as follows

- May is known as the:  
Virtual gateway to the Northwest UK ports and airports in the UK but will become *"The open road to the future"*
- June is known as the :  
Science and Innovation in the UK but will become *"Working for future benefits"* in China
- July is known as:  
Culture - Health and Sport in the UK will be *"Great prospects worth doing"*
- August is known as :  
The Knowledge Sector will become *"Future study"*
- September is:  
Financial and Professional Services will become *"Future Yields"*
- October is known as the :  
Urban Regeneration but will become *"Recall the past to inform the future"*

## **4.0 POLICY IMPLICATIONS**

**4.1** Expo 2010 is an opportunity to take forward a number of strategic objectives for the Council and its partners. In economic regeneration terms, a

key objective is to focus on developing a strong, diverse, competitive and sustainable knowledge-based local economy. Shanghai EXPO 2010 will enable the Council to support local businesses to benefit from growing and emerging markets and help them prepare for future ways of working.

## **5.0 OTHER IMPLICATIONS**

**5.1** Taking into account the strengths of Halton's economy particularly around Science/technology, Innovation, Knowledge), Members are advised that it might be useful for the Council to concentrate on a presence in Shanghai during the month of June and or August.

## **6. IMPLICATIONS FOR THE COUNCIL'S PRIORITIES.**

### **6.1 Children and Young People in Halton.**

N/A

### **6.2 Employment Learning and Skills in Halton**

As mentioned above Shanghai EXPO 2010 is being used as a platform for local businesses to consider how they promote and develop trade links internationally. It is hoped that this will lead to business growth and expansion prospects leading to enhanced employment opportunities for the people of Halton.

### **6.3 A Healthy Halton.**

N/A

### **6.4 A Safer Halton**

N/A

### **6.5 Halton's Urban Renewal**

The Council has been providing information to support the Urban regeneration theme (in October) as a way of showcasing and promoting urban renewal activity in Halton.

## **7.0 RISK ANALYSIS**

**7.1** The main risk associated with this proposal is that either too many companies are interested in participating or conversely, too few. To minimise this risk, the Council is using existing networks to gauge

interest and understand the likely take up, and is discussing with Liverpool Vision other packages and offers for businesses.

## **8.0 EQUALITY AND DIVERSITY ISSUES**

**8.1** The Council's promotion of Shanghai EXPO 2010 has been widely circulated and participation is open to all companies in Halton.

## **9. LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT**

**9.1** None under the meaning of the Act.