

CANADA 150



A REVIEW ON SINO-CANADIAN RELATIONS

Celebrating Canada's 150 years and the country's strong China ties

2017 is a momentous year for Canada. The peaceful nation, famous for maple syrup, the Niagara Falls and ice hockey is celebrating its 150th birthday. Blessed with a thriving economy and outstanding natural beauty, Canada has become a modern leader in the Western Hemisphere. Inclusiveness and openness are at the heart of Canada's foreign policy and diplomatic ties. In 1970, Canada was one of the first Western countries to establish diplomatic relations with China and the two countries are continuing to strengthen their relations.

and a leading voice of Canadian businesses in China.

Today, there are over 250 Canadian companies in China operating as wholly-owned en-



Graham Shantz, President, Canada China Business Council.

"The China-Canada relationship was one of huge potential and the foundation stones were laid early in order to support what has become a substantial economic relationship," says Graham Shantz, President of the Canada China Business Council (CCBC), a bilateral non-profit organization founded in 1978

terprises or joint-venture companies. In 2003, China became Canada's second largest trading partner after the United States.

"Over the past 10 years, the range of Canadian goods exported to China and the overall trading relationship has ex-

panded dramatically," explains Benoit Daignault, President and Chief Executive Officer of Export Development Canada (EDC). "In 2007 Canada exported CAD \$9.5 billion worth of goods to China. Last year that number had more than doubled to CAD\$20.9 billion. Today, with over 50 percent of China's population living in more affluent urban centers, demand for Canadian products has increased dramatically. Processed foods, automotive parts and environmental technologies are increasingly exported from Canada to the Chinese market."

Traditional Canadian exports to China continue to include pulp and paper, grains, petroleum, oil seeds, aerospace parts, raw materials, precious metals and minerals.

"China is Canada's third-largest market for Canadian mineral products after the United States and the European Union with an export value in excess of CAD\$4.6 billion in 2015," says Pierre Gratton, President and

Chief Executive Officer of the Mining Association of Canada.

"We have moved from what was largely a trade relationship of imports and exports to a far more complex set of commercial interactions," adds Shantz. "For example, students from China now represent over one third of international students studying in Canada."

Inbound investment from China is also on the rise with Vancouver, British Columbia acting as the "gateway city."

"Vancouver is arguably the most 'Asian city' outside of Asia," says the Honorable Yuen Pau Woo, Senator of Canada, former President of HQ Vancouver and Asia Pacific Foundation of Canada. "The city provides a unique platform for investors from China and other Asian countries as they access the North American market. Chinese companies are establishing head offices in British Columbia to take advantage of the skilled, multi-cultural talent pool, favorable location and wel-

coming business climate. These investments go well beyond the traditional resource sector to include digital media, cultural industries and advanced technologies."

Canada's Prime Minister Justin Trudeau and China's leadership are working closely together to strengthen bilateral relations. These include the Leaders' Dialogue, the Canada-China Economic and Financial Strategic Dialogue and the China-Canada Innovation Dialogue.

"Last year we highlighted the huge potential of a free trade agreement between our two countries," concludes Shantz. "Both governments are working to double two-way trade by 2025. As we approach the 50th anniversary of bilateral relations, the CCBC will help celebrate what has been achieved so far while advocating even deeper ties."

www.ccbc.com
www.edc.ca
www.mining.ca

A forward-looking Toronto law firm

When Canada and China first established formal diplomatic ties in 1970, China had yet to begin its program of economic reforms which would eventually turn the country into an economic powerhouse.

Chinese immigrants arrived in Canada," recalls Jimmy K. Sun, Founder



Jimmy K. Sun, Senior Partner, Sun & Partners.

At the time, the Western world was still reluctant and remote towards China. The building of the relationship between the two countries signaled willingness on the part of Canada to engage China and create mutual prosperity between the two countries.

From that point on, Chinese nationals slowly started to arrive in Canada and by the 1980s, Chinese businesses had begun to establish offices in Canada. "I saw the changes that Toronto went through as

and Senior Partner of Toronto-based law firm Sun & Partners. "Our firm essentially grew in line with this wave of Chinese settlers to Canada."

Sun was born in Shanghai and after spending time in Hong Kong and Macao, moved to Canada

in 1975. He established Sun & Partners in 1983 to serve clients who were facilitating business between Canada and China.

"The firm's approach reflects my conviction that we can serve Asian clients and act as a bridge between Canada and China," he says. "We have provided assistance to over 30 listed companies from the Chinese mainland, Hong Kong and Taiwan. When HSBC came to Canada in the 1980s, we were one of the first law firms to advise them on their commercial lending transactions."

Sun was also appointed by the Bank of China, Royal Bank of Canada, the Bank of East Asia and First Commercial Bank of Canada as an approved lawyer for commercial mortgage and lending advice.

Today, real estate and the natural resource sector represent the firm's core practice areas.

"In addition to our business clients, we are also legal counsel to the Chinese Consulate General in Toronto and act as a special advisor on eco-

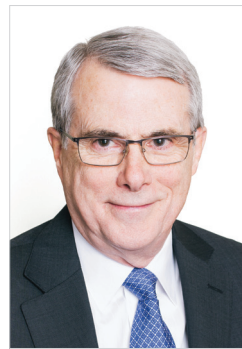
derstands the importance of recognizing that Chinese business customs are essential to successful cross-border business transactions.

"Chinese investors need good representation to guide them through the legal system and taxation

Sun & Partners

Barristers & Solicitors - Notary Public

孫家驊律師事務所



Derek Lee, Sun & Partners Counsel and former Member of Canada's Parliament for 23 years.

nomie development to the city of Shijiazhuang in Hebei province," says Sun. "I encourage Chinese investors to consider opportunities in Canada as it is a safe place in which to invest and has a highly-respected legal system."

Fluent in Cantonese, Shanghai dialect, Mandarin and English, Sun un-

derstands the importance of recognizing that Chinese business customs are essential to successful cross-border business transactions. "Chinese investors need good representation to guide them through the legal system and taxation

and Canada," Sun concludes. "Canada has always been 'pro-China' since Prime Minister Pierre Elliott Trudeau started discussion with China in 1968. Canada will continue to play an important role in bridging China and the Western world."

www.sunpartners.ca
www.sunpartners.ca

IGNIS helps Chinese companies compete in the \$14 billion global AMOLED display market

IGNIS mobile display



IGNIS Innovation Inc. (IGNIS) is a Canadian display technology company based in the heart of Canada's technology triangle: Waterloo Ontario.

Our company is focused on improving the quality of active matrix organic LED (AMOLED) displays. We do this by using patented technologies to compensate for AMOLED displays' inherent weaknesses. Over the years the flat panel display industry evolved from economies such as Taiwan and South Korea to now include the

Chinese mainland. Today, China is a dominant force in the flat panel industry when it comes to LCD displays. The next generation displays are now becoming thinner and more complex using AMOLED technology. Mainland-based companies are working hard to become a major player in this sector, but lag behind the technological know-how of their counterparts in South Korea and Japan.

Over the past five years, IGNIS, the only independent company with the ability to help advance the mainland-

based AMOLED display makers so that they can overtake the others, has concentrated our efforts to build relationships with many Chinese display and integrated chip companies. These companies are powerhouses such as CEC Panda, BOE Tech-



nology Group, Tianma and TCL, just to name a few. IGNIS offers these partners a patented approach to improve display

quality, increase output and extend the useful life of the display to meet today's requirements. This is accomplished through both a licensing of technology, and a transfer of the knowledge and know-how. This is why LG Display of South Korea licensed our technology in 2016.

What IGNIS offers these companies is to collaborate with their internal engineering teams and guide them to design, build and produce top quality panels. Whether it is for television, computer, automotive, notebook, tablet or mobile displays, our experience and intellectual property focus on the basics of what the best design is given the current materials and production capabilities used by the customer. No other company in the world is independent and able to provide such services.

Our competition is limited to a few select engineers who have worked for companies in countries and regions such as South Korea, Japan and Taiwan that invested heavily in AMOLED and these individuals have a fraction of IGNIS collective knowledge and experience. Be it basic optical compensation for initial Mura correction or lifetime compensation known as Tn, IGNIS has the solution.

As a proud Canadian company, IGNIS is pleased to be a part of this special Canadian edition celebrating 150 years for Canada. By strengthening Canada's relationship with China, the opportunity to collaborate more fully on advancing technology through the licensing and transfer of knowledge will benefit both countries economically.

www.ignis.ca



IGNIS tablet display

Driven to innovate, deliver quality products and be a reliable partner

As a specialist in corrugated plastic pipe manufacturing equipment for over 40 years, family-owned Corma is building on its international reputation.

Last year Corma was presented with the Leadership Award of Excellence at the 2016 Ontario Export Awards and the company is today recognized as a leading producer of machinery and die tooling equipment for the corrugated plastic pipe manufacturing industry.

"We were a very small start-up when we began in 1973," recalls Manfred Lupke, Founder, President, Chief Executive Officer and an inductee into the Plastics Academy Hall of Fame.



"Our company consisted of myself – a mechanical engineer, a colleague of mine and my wife who was responsible for the entire office."

Today, the company employs over 250 people

and has delivered over 1,300 machines to more than 100 countries. With headquarters in Concord, Ontario, Canada, Corma has regional sales and services offices in Europe, Asia and Latin America and a manufacturing facility in China.

"Over 20 years ago, we were invited to join one of the first delegations to China to explore investment and manufacturing opportunities," says Lupke. "This initial introduction to the Chinese market and later experiences prompted us to invest in China around 10 years ago. Corma Shanghai is an important link in our supply chain."

Corma's machinery features the latest cutting-edge technology designed to help companies produce high-quality pipes with optimal efficiency, cost-effectiveness and space requirements



Manfred Lupke, President & CEO – Induction into the Plastics Hall of Fame.

while minimizing downtime.

"Plastic corrugated pipes and tubing produced on our machines range from 1 mm to 3,000 mm in diameter and we are able to customize production systems and auxiliary equipment to meet the specific requirements of our clients," says Lupke.

"Our machines can

be engineered to work with a variety of materials to ensure requisite pipe stiffness, adherence to worldwide standards and material cost savings."

In recognition of the company's technical innovations, Corma was awarded the Vaughan Chamber of Commerce Business Achievement Award for Innovation in Production or Technological Advancement last year.

By delivering a patented range of pipe manufacturing machinery, dies and die tooling equipment, downstream equipment for manufacturing PVC pipes and polyethylene and polypropylene plastic tubing, Corma is winning new customers.

"We are driven to innovate, deliver quality products and be a reliable partner for our existing and future customers," says Lupke. "We have

over 1,000 international patents and many more in various stages, and from a manufacturing perspective, China remains a very important part of our value chain. We are proud to have been one of the ear-



A CORMA Service Technician next to a 1400mm ID PP pipe with patented double layer in-line coupling produced on Corma's 6030 corrugator.

lier Canadian companies to visit the country and we are more than happy with the close relationship we enjoy with our friends in China."

www.corma.com
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6030 Corrugator producing 60 ID HDPE pipe with Corma's patented double layer in-line coupling

Exporting Fun, Building Relationships

How a Canadian company is driving water park development in China

China's shifting consumer demographics and government support of the country's middle class have seen a rise in recreational spending, and subsequent development of recreation facilities to meet the growing demand. One sector witnessing dramatic growth in China is the water park industry, and this article looks at several drivers behind that trend.

With this growth in tourism and recreation, large property developers have been driving to diversify their activities and expand operations beyond the traditional commercial and residential projects into the tourism and leisure sector. With a lower barrier to entry than tra-



ditional amusement or theme parks, water parks are proving to be a popular choice among developers. The past decade or so saw the first wave of Chinese water parks as the industry "got its feet wet" in the country.

Consumer growth in China

Over the past couple of decades China has evolved to a new economy with advanced manufacturing technology and growth in financial and service sectors, including tourism. Against this backdrop, the country has called for further focus on the development of the middle class and a coordinated initiative to expand internal consumption.

Chinese water parks come of age

These days, an eager Chinese consumer audience is demanding more unique and dynamic experiences for their destination dollars. As a result,



ProSlide®'s HydroMAGNETIC® ROCKET® uses Linear Induction Motors to magically propel 4 person rafts uphill. HydroMAGNETIC® Coasters are patented proprietary technology, exclusively available through ProSlide. OCT Tianjin, China

Money for fun

Spending on recreational activities – including travel, dining out, sports and gaming – is much lower in China than in other countries. It is anticipated that as incomes rise and the middle class balloons, recreation and tourism will see the biggest growth.

developers are demanding more from the industry: they need customized, high-performance attractions, manufactured to the highest quality standards in the industry.

Calling in the leader

Enter ProSlide. Headquartered in Ottawa, Ontario, Canada, ProSlide is



ProSlide® RideHOUSE® WaterKINGDOM™ at the Happy Magic Water Cube in Beijing, China

the global leader in water slide manufacturing and water park planning and development, and provides water park design for new and expanding indoor and outdoor water parks around the world. With the reputation as the worldwide industry leader, ProSlide started to receive more and more requests from a Chinese market hungry for superior performance, relentless quality, and award-winning innovation. Why ProSlide, a Canadian company?

Who is ProSlide?

When former Canadian National Team ski racer Rick Hunter founded ProSlide in 1986 he partnered with one of Canada's largest sailboat manufacturers and introduced the highest-quality fiberglass – built to withstand harsh marine conditions – to the water park industry. And so decades of innovation led to inventing iconic rides that have since taken over the industry and driven the technology revolution.

For many Chinese developers, it comes down to this:

- ProSlide is the only global water ride manufacturer with the product

breadth and depth, experience and proven ability to introduce thrilling and reliable new innovations year after year.

- ProSlide pioneered every major water ride innovation in the industry, and has won more Best Water Ride awards than **all other water slide manufacturers combined**. They are the only company in the world to win the industry's highest honor – *the IAAPA Impact Award* – more than

Lotte World and many more, with installations in more than 50 countries worldwide.

A transforming market

ProSlide first entered the Chinese market in the late 1990s. Seeing rapid growth and the clear trend toward tourism and leisure, ProSlide established a permanent presence in China with an office in Shanghai to support the



Rendering of the new Atlantis Resort in Sanya, China. Opening December 2017

once. They've won it three times!

- ProSlide is the only global water ride manufacturer single-sourced by the biggest and best amusement brands in the world. Their rides power parks built by Disney, Universal, Six Flags, Great Wolf Lodge, Wet 'n' Wild,

ongoing opportunities in the region, and to drive the next wave of water park and water theme park development in Asia.

In just the past seven years ProSlide has worked with leading Chinese organizations such as OCT, Wanda, Evergrande, Fosun, and

Chimelong, building the best parks across China, including:

- Happy Magic Beijing Water Cube
- OCT Playa Maya best parks in Tianjin, Shanghai, Yunnan, Wuhan and Chongqing
- Wanda projects in Hebei and Wuxi
- The most popular rides at Chimelong – the BehemothBOWL™ 60 and TORNADO® 60
- The newest Atlantis Resort in Sanya, Hainan
- The Coastal Water Park destination on Ocean Flower Island located in Hainan, China

What's next for China's water park industry?

As demographics continue to shift and more and more emphasis is being placed on fun and recreation, ProSlide is working very closely with their Chinese clients, helping them usher in the next phase of water parks and water theme parks in Asia. Together they are transforming dreams into reality and creating some of the highest-performing, smoothest-running parks on the planet.

According to Rick Hunter, President of ProSlide, "It's an exciting time to be in China! The Chinese have a real passion for excellence, and a deep desire for quality and innovation. We're thrilled to continue introducing new and innovative rides and planning world-class parks that are really starting to transform the industry over there. The next few years are going to be spectacular!"

www.proslide.com

