

Rotterdam Economic Mission to China 2017**Holland Horse meets
World Business**

Rotterdam Economic Mission to China: Dutch Retail Brands, Trade & Logistics, Equestrian sectors

China's influence and dependence on the world gets ever stronger. Economic transformation is turning China into a nation of technology and innovation, one that is in great need of high-end products in sectors like agri&food, fashion, smart industry, and more. New business models in trade, e-commerce and logistics are being developed to cater for these economic trends.

China is among the top 10 export destinations for Dutch companies. The total bilateral trade of goods between both countries has reached to almost 45 billion euros in 2016. The value of Dutch goods consisted of an amount of 10 billion euros compared to 2.3 billion euros of Dutch services exported to China. The second economy in the world is the 3rd importer of Chinese products to the Netherlands. De Nederlandsche Bank valued the Dutch influence in China to be 9.7 billion euros by the end of 2015.

Alongside the economic boom, China also shows potentials in the world equestrian sports: the past years witness a tremendous growth in the numbers of horses and equestrian products exported to China from the Netherlands. Horses in China are mainly imported from The Netherlands, Germany and the United States. The total export of Dutch horses has been doubled in the past 5 years. In 2015 China invested for 67 billion euros in horses and equestrian sports which makes China 3rd largest country for Dutch equestrian export. These numbers show great opportunities for Dutch horses, but also equestrian products, serves and knowledge.

All these developments create business opportunities for the Dutch players. Continuous initiatives are needed to bring the Dutch stakeholders, the Dutch brands, products and expertise one step further to accessing the Chinese market: boosting trade, e-commerce, logistics, innovation and the equestrian sectors.

Holland Horse meets World Business

- WHEN October 16–22, 2017
- WHERE Shanghai, Wuxi & Heilan Equestrian Club
- FOR WHOM Dutch retail brands, Trade, e-Commerce & Logistics, Equestrian players

Sign up Deadline: Friday the 29th of September 2017

Concept program

LOCATION	DATE	PROGRAM A: RETAIL / TRADE & E-COMMERCE /LOGISTICS FOCUSED PROGRAM	PROGRAM B: EQUESTRAIN FOCUSED PROGRAM
SCHIPHOL	Mon Oct 16	Departure from the Netherlands for Shanghai <i>*Departure at 17:20 hr; Arrival at Shanghai Pudong 10:05 hr (+1)</i>	
Shanghai	Tue Oct 17	<ul style="list-style-type: none"> • Arrival & Hotel check-in • Welcome's reception/dinner & Kick off 	
	Wed. Oct 18	<ul style="list-style-type: none"> • Collective visits to local retail, trade, innovative companies E.g. HUAWEI Tech Campus Shanghai, Alipay, SIPG (Shanghai Int'l Port Group) (tbd) 	<ul style="list-style-type: none"> • Matchmaking event at the Shanghai Equestrian Sport Management Center¹: possibilities for pitches and presentations; Best practices on CN-NL equestrian (and non-equestrian) cooperation. • Organized tour around Shanghai Equestrian Center
	Thu. Oct 19	<ul style="list-style-type: none"> • Collective visit to local company (3D printer company) • Business event co-organized by Shanghai Municipal Commission of Commerce (SMCC)²: "Doing business between the Netherlands and China – featuring retail, trade sectors, best practices on partnerships, innovations in Rotterdam, with possibilities to pitch your company/product & services • Free program afterwards 	<ul style="list-style-type: none"> • Collective visits to the top equestrian club (E.g. Shanghai Songseng Equestrian club³ or Shanghai Roborant Equestrian Club⁴ • Free program afterwards • <i>*One-on-one meetings derived from the matchmaking event.</i>
Wuxi	Fri. Oct 20	<ul style="list-style-type: none"> • Departure for Wuxi • Trade & Investment business event co-organized by Wuxi Investment Promotion Bureau⁵, with local companies from Jiangsu province. Possibilities to invite your business relations • End-of-the-day departure for Heilan equestrian club 	<ul style="list-style-type: none"> • Equestrian company visit • <i>*You are free to take part in the retail/trade & e-commerce/logistics program</i> • Afternoon departure for Heilan equestrian club
Heilan club	Sat. Oct 21	<ul style="list-style-type: none"> • Visiting retail company Heilan clothing • Tour around Heilan equestrian club⁶ • Business reception organized by the Dutch government <i>*you may invite your local business relations</i> • Grand equestrian show in the evening 	
Heilan/ Netherlands	Sun. Oct 22	<ul style="list-style-type: none"> • Morning departure to Shanghai Pudong airport <i>*12:15 hr departure, same day 18:00 hr arrival at Schiphol</i> 	

**During the entire mission there are possibilities to arrange individual company visits.*

**During the entire mission you may attend any parts of either of the two programs depending on your interest and availability.*

1. Shanghai Municipal Commission of Commerce (SMCC)



Website: <http://www.scofcom.gov.cn/enzr/225168.htm>

Shanghai Municipal Commission of Commerce (SMCC) is a municipal organization set up directly under the central government of Shanghai. SMCC is the promotor of trade investment, international economic cooperation, and business innovations. The current market focus areas of SMCC are, among others, the retail sector, e-commerce and modern logistics. In the retail sector, the organization helps exclusive brands to penetrate the domestic and international market.

The business event “Doing business between the Netherlands and China” taking place on Thursday 19 October will be organized together with SMCC. To allow matchmaking and networking, SMCC will have a good selection and invite the relevant local business relations, particularly in retail, e-commerce, and modern market to attend the event.

2. Shanghai Equestrian Sport Management Centre (Shanghai Equestrian Centre)

Shanghai Equestrian Sport Management Centre (Shanghai Equestrian Centre) is a government organization to promote the equestrian sports in and around Shanghai. The centre acts as the official platform for the various domestic and international equestrian stakeholders to meet together, thereby facilitating collaborations in fields of including equestrian trade, riders training, veterinarian studies, and knowledge exchanges. The main purpose is to uplift the entire equestrian sector by strengthening networking of key stakeholders in the equestrian value chain. The management of SESMC itself travels to Europe on a regular bases to identify various equestrian trade channels and acquire more expertise. In April 2017, SESMC organized the “China-Europe equestrian sector seminar” in Shanghai.

Youtube clip: https://www.youtube.com/watch?v=N39KtQ_WOBA&t=134s

The equestrian business event taking place on Wednesday 18 October will be organized together with SESMC. To ensure matchmaking SESMC will invite the local stakeholders: riders, horse owners, representatives of the top equestrian clubs, federations and trade organizations.



3. About Wuxi Investment Promotion Bureau

Wuxi Investment Promotion Bureau (“Wuxi IPB”) is a non-profit investment promotion institution. On behalf of Wuxi Municipal People’s Government, Wuxi IPB is specialized in the municipal level investment publicity, event organization and project introduction. The Wuxi government welcomes foreign investment. Till 2014 13,573 foreign invested companies have been set up in Wuxi.



Services of Wuxi IPB:

1. Providing relevant information on the investment environment and preferential policies.
2. Assisting investors from home and abroad to carry out in-site inspections and business negotiations.
3. Introducing appropriate local or overseas business partners, to facilitate project matching.
4. Following up major investment projects, providing professional services, such as project consultation, site selection, etc.
5. Coordinating and solving problems and difficulties investors encounter in the process of investment operation.
6. Assisting local enterprises in outbound investments with professional services like information consultation, communication and environment analysis.

About Investing in Wuxi:

- Favorable policies:

The Wuxi government encourages foreign investments and offers different levels of awards and funding to companies which meet certain requirements. The highest amount of the awards and funding could reach RMB 10,000,000.

- Supporting facilities

Presently, there are altogether 7 national economic development zones and 10 provincial economic development zones as well as a batch of parks featured in emerging industries in Wuxi. All these open parks are in excellent locations and provide a good environment, self – contained infrastructure and industrial clusters.

主要投资来源地 Main FDI sources	截止2014年，累计批准外商投资企业13572家，累计实际利用外资466.46亿美元。 Till 2014, more than 13,572 foreign-funded enterprises have been approved in Wuxi, with the paid-in capital over USD 46.64 billion.	
香港 Hong Kong		
台湾 Taiwan		
日本 Japan		
新加坡 Singapore		
韩国 Korea		
美国 USA		
荷兰 Netherlands	2014年，无锡外贸进出口总额达741.7亿美元，其中出口442.31亿美元，进口299.39亿美元。 Wuxi's foreign trade maintained a strong growth momentum in 2014. The imports and exports totaled over USD 74.17 billion, as the exports soared to USD 44.23 billion and the imports reached USD 29.93 billion.	
德国 Germany		
加拿大 Canada		
澳大利亚 Australia		

4. About Heilan and Heilan Equestrian Club

About Heilan



Heilan Group was incorporated in 1988 and based in Jiangyin and now Heilan Group has become a China well-known enterprise in the garment and textile industries, with the total assets equal to RMB 50 billion and more than 60,000 employees.

In the spirit of innovation, Heilan's fashion franchise has made progresses in leaps and bounds and established solid brand images. While keeping fashion as the company's core business, Heilan group expanded its presence in service industry, entered cultural tourism market and started the "Heilan International Equestrian Club".

Heilan International Equestrian Club

Heilan International Equestrian Club is located at the southern area of Xinqiao, Jiangyin. It is China's first-ever comprehensive equestrian facility that offers equestrian training, performance, competition and recreational services all under one roof. Currently, Heilan International Equestrian Club has 9 foreign senior equestrian coaches, 2 foreign veterinarians and 119 equestrian trainers at present. It successively introduced 405 horses in 47 high-quality varieties including Hannover, Friesland and Andalusia from over 30 countries and regions including Germany, Holland and Spain. The club is equipped with an Equestrian Life Zone, Training Zone, Performance Zone, Competition Zone, Horse Leisure Zone and other zones as well as various supporting projects including the Taoyuan Resort, Taohuadiao Restaurant, Marrisle Boutique Leisure Resort (under construction), Exotic Pub and Contended Gallery. Its construction comes with infrastructures including a standard competition venue, riding training venue, equestrian performance venue, horse living zone and horse hospital.

In early 2015, the Heilan International Equestrian Club was granted the Guinness World Record for "Club with the most varied horse collection", "World's Biggest Equestrian Dressage" etc. In Oct, 2016, the "Heilan Cup" National Equestrian Dressage Tournament and Equestrian Eventing Championship was successfully held in Heilan Pegasus Aqua City. At the moment, Heilan Pegasus Aqua City has already become a hot tourism spot in Jiangsu, being recommended by General Administration of Sport of China and National Tourism Administration as quality projects.



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5. Shanghai Songseng Equestrian club: Website: <http://www.songseng.com/>



6. Shanghai Roborant Equestrian Club: Website: <http://horse.roborent.com.cn/>



Mission Conditions:

Participation fee for this economic mission is expected to be between € 750,- and € 1.050,-. The exact amount will be announced soon. We expect the fee will be per company (incl. max 2 delegates). The costs include company visits, business receptions, matchmaking events, seminars, and collective transportation. Flight tickets and hotels are excluded. The mission offers you the flexibility to arrange your own company visits as part of the trip.

Are you looking for trade- or retail partnerships in China?
Do you want to enter into the Chinese equestrian market?

[Register here to receive updates about this mission; Or leave us your questions.](#)

Kind regards,

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China Mission 2017 – “Holland Horse meets World Business” is an initiative of KWPN (Holland Horse Foundation), Equine Support International (ESI), CHIO Rotterdam, CHIO Port Club Rotterdam, Knepelhout & Korthals, Oculus Insights, Dutchese Group, and Rotterdam Partners



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