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For Immediate Release

## **B.C. regions embark on China trade mission**

*Williams Lake, B.C.* – The Cariboo Regional District (CRD) is coordinating a trade mission to China with a delegation of Regional District Chairs, Mayors, senior staff and business representatives from B.C. local governments. The goal of the trip is to promote friendship and develop business relationships between the regions of both countries, as well as highlight local B.C. products.

Leaving on May 14, 2017, the delegation will be in the People’s Republic of China for 10 days visiting the cities of Guangzhou, Shenzhen and Shanwei in the Guangdong province; the city of Suzhou in the Anhui province; and the cities of Zhengzhou and Dengfeng in the Henan province. The itinerary includes business meetings, municipal facility tours, educational visits, cultural tours and site visits to trade projects.

“The B.C. regions’ mission to China is an exciting opportunity to build relationships with a variety of cities in China,” states CRD Chair Al Richmond. “I am looking forward to raising awareness about our Cariboo products, such as lumber, plywood, wood pellets, OSB and log homes, along with our tourism and educational opportunities.”

This trade mission carries on the work the Cariboo Regional District has been doing to forge new partnerships with groups external to the region, including building connections with China. Over the past year, the CRD and its member municipalities have hosted several Chinese business delegations. The CRD also collaborated with the Cultural Department of the Henan Province to host elite Chinese martial arts performances last summer in 100 Mile House, Williams Lake, Barkerville and Prince George.

These connections have formed positive working relationships and yielded new opportunities, such as the proposed flight school for Thompson Rivers University in Williams Lake. The B.C. regions’ mission will build on those relationships and explore further opportunities for joint cultural, educational and economic initiatives.

Local business representatives are joining the delegation to promote Cariboo products. Brad Johnson from Sitka Log Homes, Ken Harper from Trinity Post and Panel and Tom Hoffman from Tolko will be representing the Cariboo.

The full delegation includes CRD Chair Al Richmond, District of Wells Mayor Robin Sharpe, City of Williams Lake Mayor Walt Cobb, District of 100 Mile House Mayor Mitch Campsall, City of Port Moody Mayor Mike Clay, City of Port Coquitlam Mayor and Metro Vancouver Regional District Chair Greg Moore and several municipal senior staff. Executives from other B.C. businesses are also attending, including Meridian RV, Sunwell Farm Technology, Bold Properties and Brew Street Craft and Kitchen.

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Members of Vancouver-based Canada China City & Town Friendship Association (CCCTFA) will be accompanying the delegation to guide the trip and provide translation services. The CCCTFA has provided invaluable support through trip coordination, transportation and translation assistance.

The Ministry of International Trade has also provided advice and support in mission planning and coordination through their team in B.C. and in China.

For more information on Cariboo Regional District activities and initiatives, visit [cariboord.ca](http://cariboord.ca) or [facebook.com/CaribooRegion](https://facebook.com/CaribooRegion).

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