



Partnering for Success:
The Nova Scotia –
China Engagement
Strategy

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April 2016



A message from the Premier of Nova Scotia



Nova Scotians are proud of the strong relationship we have built with China. It is based on the mutual trust and respect that are critical to build strong and enduring relationships.

It exists between our business people, government leaders, academics, students, and visitors. It's a relationship evident on every university campus in Nova Scotia, and, increasingly, on our streets and in our businesses.

As premier, I am committed to growing and diversifying that relationship. It has been my honour to both lead Nova Scotia missions to China and welcome visitors from China to our Province. These visits strengthened the bonds of friendship, commerce, and culture between Nova Scotians and the people of China, and helped lay the foundation for a long-term, mutually beneficial partnership. Moreover, provincial ministers and senior government and business executives will continue to pursue strategic opportunities and regular engagement to ensure success. Nova Scotia has numerous assets and natural resources that are relevant to China, including an excellent post-secondary education system and research capacity, a highly skilled workforce, a pivotal location on world-trade routes with world-class logistics, high-quality seafood, as well as strong ocean technology, energy, tourism, and agri-food sectors.

The strategy that follows is a plan to nurture and strengthen relationships between Nova Scotians and the people of China. Trade and commerce, research, education, and visitors will follow.

Rapid urbanization and the expansion of China's middle class will be the biggest drivers of economic growth worldwide in the coming decades. The potential economic benefits from a strong and healthy Nova Scotia – China relationship are great.

Ensuring that goods and services are efficiently and seamlessly exchanged with China is critical to success. To this end, the Government of Nova Scotia is leveraging the knowledge and expertise of our key logistics and trade infrastructure partners at the Port of Halifax, Canadian National Railway, and Halifax Stanfield International Airport.

While existing opportunities hold promise, Nova Scotia is seeking more. We are actively seeking new opportunities, such as marketing and trading through e-commerce platforms. We are working with our university partners that are developing China competency training so that Nova Scotia companies can build their international capacity and strengthen the province's access to international markets and networks. The Government of Nova Scotia will work to enhance and coordinate strategic partnerships and collaboration among Nova Scotians to ensure success.

Stephen McNeil

Premier of Nova Scotia



Nova Scotia is helping our companies and institutions to ensure they are ready to capitalize on China's economic growth and global presence. The Asia Pacific Foundation of Canada is impressed with Nova Scotia's engagement with China as the Province continues to demonstrate a sound understanding of, and respect for, China's cultural competencies and business practices.





Introduction

This Nova Scotia – China Engagement Strategy signals a change here at home, and a change in our relationships with trade and investment partners abroad.

Nova Scotia's economic future is as a trading province, and our future prosperity is in trading high-value goods and services. Modern trade relationships need to be win-win propositions. Strategic partnerships and collaboration are fundamental to trade success and ensuring Nova Scotia's economic and government objectives are being met.

Nova Scotia is focusing efforts on building relationships and engaging in trade and investment partnerships in China, not only because it is one of the most dynamic markets, but, more importantly, because several of the identified priorities in that rapidly expanding economy are consistent with areas of innovation and growing strength in Nova Scotia.

China's incredible economic transformation over the past few decades has placed that nation in a position to shift some of its focus from industrial investment to innovation, moving its economy up the value chain. China's profound commitment to research, development, and innovation will continue in this area, as well as in agricultural production, next-generation information technology, biotechnology, and economic and industrial efficiency. Nova Scotia has a stable government environment and one of North America's most competitive business climates with significant cost savings and corporate incentives, as well as a skilled, educated, and accessible workforce. We also have a world-class research and development environment aligned and well positioned to benefit from China's growth opportunities.

Nova Scotia has strong cultural, historical, and social ties with China. One of those long-standing connections is the efforts of our universities. Our province has fewer than one million people, ten universities and thirteen community colleges campuses, and a vibrant international student body—we have education and research assets to share.

Nova Scotians with relationships in China, and those seeking to create relationships, understand that a small province like ours needs a coherent approach, including identified targets, to be successful in such a vast market. We need to respond to the needs and demands of that market, and build partnerships in China by focusing not just on what we want to trade, but also on what our partners want to acquire.





Saint Mary's University

Nova Scotia values diversity and the Chinese culture. There are a number of community groups and associations working to preserve and promote Chinese culture in Nova Scotia. These organizations support many cultural activities that bring together students, government officials, business leaders, and members of the general public.

The collaboration among government, the private sector, Nova Scotian organizations, and institutions that developed this strategy will need to be sustained to achieve measurable results.

Many businesses and organizations are already engaged with China and may opt to pursue prospects independently. The Province encourages their continued efforts and success. But, as a small province, our ability and willingness to collaborate openly with one another for collective benefits is an asset. Nova Scotians must be open to, and welcoming of, new social and business engagements. These qualities can be a basis for robust trade, investment, educational, and community relations with our friends in China.





Fundamentals of success

The Nova Scotia – China Engagement Strategy is focused on enhancing our relationships in China and our engagement in the growing Chinese market. Success in trade is based on solid partnerships and mutually beneficial relationships. Just as China offers vast opportunities for Nova Scotian institutions and businesses, Nova Scotia holds opportunities for investment and trade from China.

To succeed in China, Nova Scotians will need to build on existing connections and opportunities and create new relationships with Chinese businesses, government, and state organizations that will ultimately lead to value creation for both jurisdictions. Working with them, the Nova Scotia government will support Nova Scotia – China relationships with government and state enterprise, in the private sector, academia, and across communities.

This strategy rests on three primary elements which are fundamental to creating economic opportunities with China:

1. Competitive strengths

China's priorities tell us where our opportunities and competitive strengths lie. Our efforts need to focus on Nova Scotia assets and strengths which are relevant to Chinese needs. Clarity in what we offer, a value proposition that sets Nova Scotia apart, consistent communications, follow-up, and information-sharing with partners in China—and among Nova Scotians working with those partners—are vital to healthy commercial relationships.

2. International relations

Building, maintaining, and deepening mutual trust between our Chinese partners and Nova Scotians is essential to strong, enduring relationships. The Province will take a leading role to help create and strengthen professional, respectful, and robust relations with Chinese counterparts and decision makers.

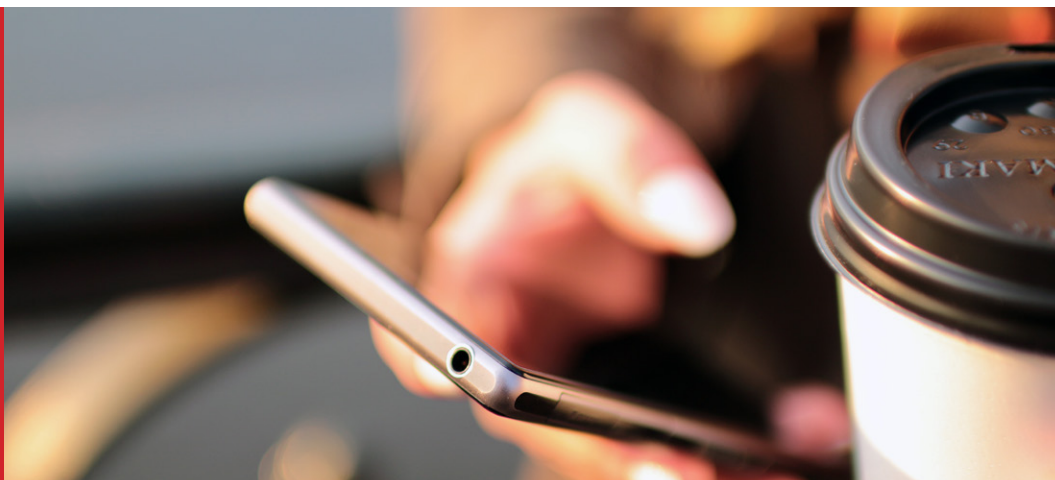
3. Coordination

Coordinated strategic partnerships and collaboration are essential in order to recognize and capitalize on opportunities. We need to work together to help Nova Scotia businesses and institutions become globally competitive and create reliable, open communications channels with our Chinese friends and partners, and among Nova Scotians engaged with China.



China Today

As the fastest-growing market on earth, the world's second-largest economy, and most populous country, China has enjoyed phenomenal economic growth in recent decades, driven by investment, exports, and an expanding domestic market. It is expected that this growth, while moderated, will continue. The International Monetary Fund near-term growth assumptions, noted in the 2015 World Economic Outlook, suggest between a 6 and 7 per cent projected average annual real growth in GDP.



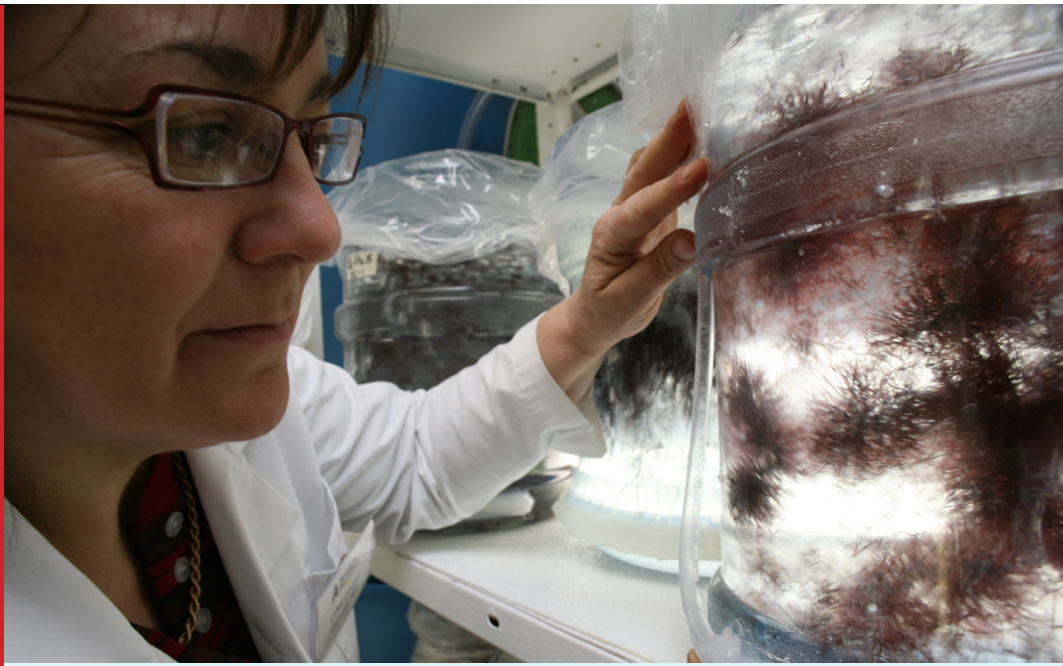
E-commerce is driving today's consumer culture in China. The Nova Scotia Department of Fisheries and Aquaculture, in co-operation with Nova Scotia Business Inc., have developed an online presence and seafood promotions in China. The Nova Scotia seafood products are being sold in the Chinese market using e-commerce sites such as Alibaba and JD.com. Nova Scotia also has a WeChat account to promote and inform Chinese consumers about our world-class seafood products.



Economically, China has accomplished in decades what took centuries to achieve in Western nations. Today, more than 30 million people join China's middle class each year, while some Western economies struggle to maintain a robust middle class. Increasingly, Chinese consumers have the capital to access and acquire more goods, travel internationally, and help businesses thrive.

China is geographically vast. It stretches from Russia in the north to the South China Sea and has a population of 1.3 billion people.

Within China there are at least 50 distinguishable markets in provinces, special economic zones, and designated cities, each with its own characteristics. Like Nova Scotia, China has a long coastline that features many well-developed ocean industries.



Oceanology International China is a global forum that brings together industry, academia, and government to share knowledge and connect with the marine technology and ocean science community. Nova Scotia firms have benefited from their participation in Oceanology International China as a platform for Chinese market entry and growth since 2013.



Five-year plans have been mapping economic and social development in China since 1953. These plans encompass a wide range of priorities, including targets for economic growth, and objectives for environmental protection and social programs. The Nova Scotia – China Engagement Strategy is a working document providing practical direction for Nova Scotia across our government, industries, and institutions. It will be regularly reviewed and updated in response to China's five-year plans.

To date, China's tremendous pace of growth has been largely fuelled by investments—both in production capacity and construction. The significant migration of people from a rural agrarian economy to new urban manufacturing centres increased production capacity and demand for city infrastructure.

Like ours, the Chinese economy is open to market-determined investment and production, and, to a greater extent than ours, state-operated levers determine economic strategy and priorities. China has many state-owned enterprises and financial entities that are economic and commercial mainstays.

Years of rapid growth in Chinese production vastly increased exports and generated surpluses, and China now anticipates a shift in emphasis toward domestic consumption fuelled by an increase in purchasing power. After two years of phenomenal growth, the Chinese economy is engineering a “soft landing.”

A gradual slowing in the rate of growth of the Chinese economy is expected given growth rates of more than 10 per cent prior to the recession. The Chinese economy is still expected to grow at between 6 and 7 per cent through 2020.

Quality and innovation will be priorities over the next five years. The government intends to move China's economy up the value chain, which is key to delivering higher incomes.

Clean air and waterways have been high on China's list of priorities in recent years and are expected to continue to be a focus. The services sector, and strategic industries that include new clean energy, biotechnology, food production, environmental protection, and new-generation information technology will figure prominently in the 2016–20 five-year plan.

Aligning Nova Scotia's exports, investments, and value propositions to the direction of the Chinese economy is the key to success.





China is the No. 1 containerized cargo destination for the Port of Halifax. In 2015, the Halifax Port Authority's containerized volume with China reached a historic high, increasing 30 per cent in one year.





Canada – China

Canada and China are strong trading nations and both see trade as integral to prosperity.

Canada was one of the first Western countries to establish diplomatic ties with China, and has enjoyed more than 40 years of bilateral exchanges built on mutual respect. The two nations benefit from co-operation in science and technology, transportation and logistics, energy, education, and health. Sino-Canadian co-operation is increasingly beneficial to our two peoples.

China is Canada's second-largest trading partner and Canada ranks 13th among China's trading partners. In addition to increasing two-way trade in goods, services, and investment, personal ties are strong. Recent years have seen substantial annual increases in the number of visitors and students flowing between the two countries.

The Canada-China Joint Statement in 2009 highlights four priority areas of co-operative effort: governance, trade and investment, energy and environment, and health (public health and pandemics), and, since 2009, education has been added as the fifth pillar in the relationship.

The existing policy agreements between Canada and China provide a solid platform for collaboration. This policy framework is further supported by the recent establishment of a renminbi (RMB) trading hub in Canada, which provides financial efficiency between our countries.





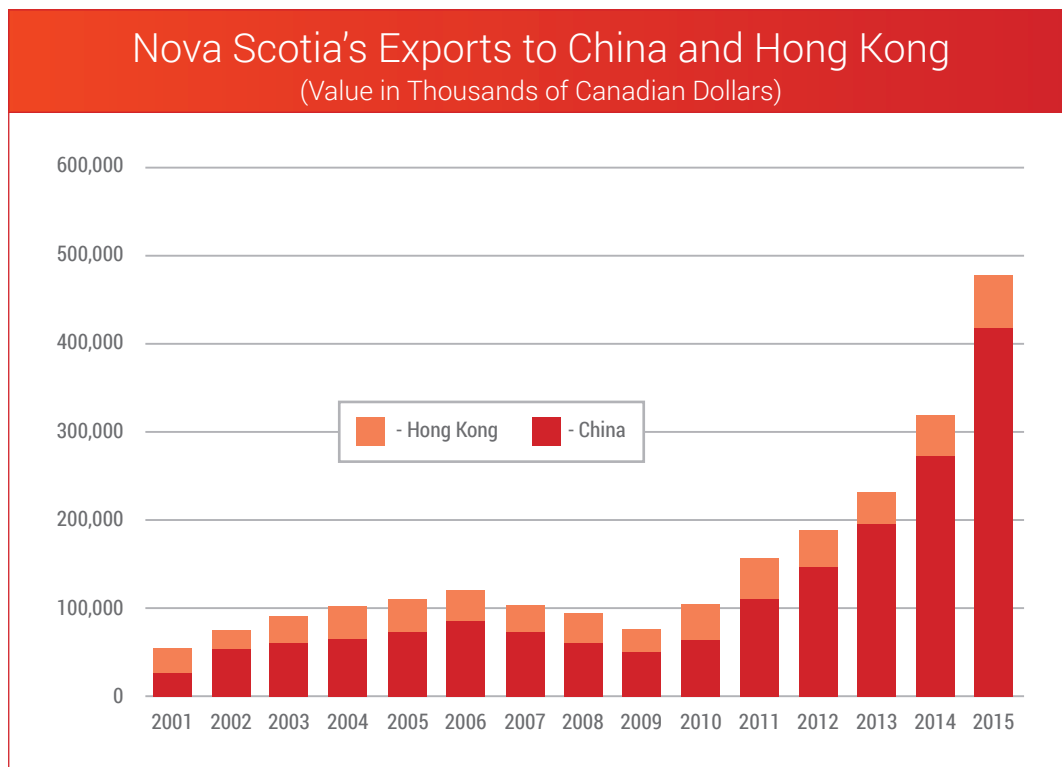
China is a priority market for Nova Scotia. It is our third-largest seafood export market and growing, accounting for 12 per cent of our \$1.68 billion fish and seafood exports. Nova Scotian and Chinese companies have formed strong investment partnerships with the potential to grow to meet the demand of China's growing middle class.



The Nova Scotia – China Relationship

Over the past 15 years, trade between Nova Scotia and China has been growing. There was a moderate decline following the recession of 2009, but, since 2011, a marked increase has occurred.

China is now Nova Scotia's second-largest trading partner. Exports from Nova Scotia to China totalled \$419.9 million in 2015, an increase of over 50 per cent from 2014. In comparison, Nova Scotia exported \$489.2 million to the entire European Union in 2015. The United States remains Nova Scotia's largest trading partner, with exports of \$3.75 billion. However, Nova Scotia's domestic exports to the US trended down for several years from the early 2000s, and have only recently started to grow again.



Source: Canadian Domestic Exports, All Products of Origin in Nova Scotia, Innovation, Science and Economic Development Canada, Trade Data Online. Retrieved April 4, 2016



For decades, Chinese students have been a welcome and prominent addition to the life of our universities. Our universities and colleges turn out a highly educated workforce and are an invaluable research asset, notably in energy, information communication technology, ocean technology, biotechnology, and life and health sciences—all priorities in China.

Nova Scotia's universities and colleges continue to build strong relationships with their Chinese counterparts, with whom they enjoy exchanges, missions, educational, and research partnerships.

Cities in China and Nova Scotia have forged relationships, and, increasingly, business associations, and individual investors are making agreements and building partnerships. China remains a strategic market priority for the Province of Nova Scotia, and there have been concerted efforts to increase trade and investment relationship with China over recent years, punctuated by the premier-led missions to China.

Nova Scotia is a potential destination for tourists from China, and Nova Scotians have been travelling to China in ever-larger numbers for years.



As one of the world's fastest-growing outbound travel markets, China is becoming a significant player in the global tourism landscape. Estimates show that Canada welcomed 494,000 visitors from China in 2015, injecting more than \$1 billion in Canada's tourism economy. The future is bright for Chinese tourism to Nova Scotia.





Halifax Stanfield International Airport

Halifax Stanfield International Airport is highly efficient at exporting fresh seafood with its 3.2-km (10,500 foot) runway that can accommodate large cargo planes, and its onsite, 650-square-metre (7,000-square foot) cold storage facility. In 2015, the airport's live lobster shipments to China exceeded \$25 million, an increase of more than 469 per cent over the last five years.





A Nova Scotia – China Strategy

Nova Scotia has a diverse and stable economy, a highly skilled and educated population, abundant natural resources, and is Canada's Atlantic Gateway. Our location on North America's east coast is a valuable asset.

But our economy needs to grow and expand, and in today's world, that means trade. This sentiment is validated in the oneNS Commission report, *Now or Never*, where it states "Nova Scotia has a significant negative trade balance, which means that the province has both a pressing need and real opportunities to grow the economy through increasing exports and enhanced participation in global supply chains... Areas for more concerted action might include: Expanded strategic support for market research and analysis, intelligence gathering and in-market presence in... China."

Our future success will be determined by our ability to unite across economic, private, and public sectors to overcome fundamental challenges and focus our efforts where we can succeed. A collaborative approach at home and a targeted approach in select segments of the Chinese market are critical elements of successful trade and investment. Nova Scotia, given our relative small size, is in a competitive position to mobilize more quickly than larger jurisdictions, bringing together key decision makers and business leaders when needed.

The Nova Scotia – China Engagement Strategy reflects broad consultation with, and advice from, private and public sector leaders, many of whom have a deep understanding of, and a long-standing relationship with, China.

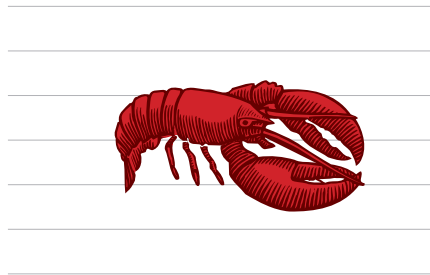
The Government of Nova Scotia—all departments, agencies, boards, and other authorities—understands that this relationship is important to the province.

Nova Scotians have provided sound, evidence-based advice. That insight, together with the open and generous help and direction of Chinese friends, sets the parameters for this strategy.

We know what our economic assets are, and now we must align our strengths, shape our activities, and define growth opportunities and shared priorities with China. Competing in such a dynamic marketplace is a challenge, and, in order to succeed, Nova Scotians need to be bold and work together.

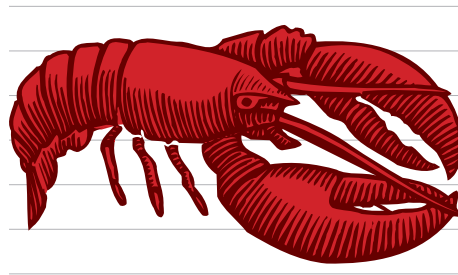


Nova Scotia Seafood Exports to China



2009

\$14 million



2015

\$208 million

Source: Statistics Canada and US Census Bureau, Innovation, Science and Economic Development Canada, Trade Data Online. Retrieved April 4, 2016

Nova Scotians must continue to build world-class gateway infrastructure and supply chains; strengthen our trade and investment relationships; earn a place as one of China's education, research, and tourism destinations of choice; and ensure our workers are ready, trained, and educated to thrive in a highly competitive global market.

The oneNS Commission report set a course for Nova Scotia's international activities; grow trade, investment, and exports. Nova Scotians need to work hard to gain trust and access to larger external markets, and grow international trade and investment opportunities. China offers great potential.

As a small player in a big market, Nova Scotia must set itself apart. We can achieve that by understanding the market needs of our Chinese trade partners and focusing our efforts in key regions and sectors where we offer a winning value proposition.

A holistic approach—public and private resources marshalled in effort and purpose—is an important element of our strategy, not only in the Chinese market, but in all international markets.

Vision:

To deepen and broaden Nova Scotia's engagement with China by promoting and building mutually beneficial trade, investment, business, political, and cultural relationships.

Strategy:

The strategy's three major elements are to focus on our competitive strengths; to build and strengthen relationships in China; and to coordinate activities at home and in China.



Ocean Technology Council of Nova Scotia

Nova Scotia institutions are home to world-class researchers with more than 450 PhDs in ocean-related disciplines. Dalhousie University has memoranda of understanding with four universities in China that are involved with ocean research: Nanjing University, Ocean University of China, Shandong University, and Xiamen University.



1 Competitive strengths

Nova Scotia has the benefit of experience in China along with a record of trade performance and successful initiatives. Current relationships among various institutions, sectors, businesses, and government, along with keen attention to what our Chinese partners and others are telling us, inform our understanding of market trends, demands, and the overall economic and social needs in China. Matching our capabilities and strengths to Chinese demand is the opportunity.

Current situation

Nova Scotia has many valuable assets and competitive advantages that can become strengths in our relations with China. Our excellent post-secondary education system and research capacity is one example of a long-standing and mutually beneficial association with China—and there is room to grow.

Nova Scotia offers highly skilled, motivated workers; holds potential for offshore gas and LNG development; is home to clean-energy research excellence, and is emerging as a competitive commercial player in that vital sector. The province occupies a pivotal location on world-trade routes. It has established strong partnerships among business, universities, and government that are producing innovations in ocean technology, information and communications technology (ICT), biotechnology, life and health sciences, as well as the agri-food and seafood sectors.

Nova Scotians are proud of the relationships our post-secondary institutions have with China, and are confident the extent and value of those relationships will continue to grow through future generations.

International students are the fastest-growing segment of the university student population in Nova Scotia. Approximately 35 per cent of Nova Scotia's international students are from China. While in the province, these students contribute not only to our economy, but also to a vibrant cosmopolitan culture. They return home to China with an understanding of what Nova Scotia has to offer and with established relationships back in Nova Scotia.





Saint Mary's University

More than 7,000 Nova Scotians are of Chinese origin, and over 3,200 Chinese students study in Nova Scotia annually.

Nova Scotia's impact on education in China extends beyond post-secondary education. In 16 primary and secondary schools in China, Nova Scotian curriculum is taught by teachers who earned accreditation in this province. Nova Scotia's value as an education partner is recognized in China and at home. We offer quality language schools where Chinese citizens come to learn English, which, in turn, is helping them compete in the global economy. Many of these students extend their stay in Nova Scotia to attend a post-secondary institution.

The recent increase in trade between China and Nova Scotia comes after multifaceted efforts in the business community, by government, and others. Nova Scotia business people are in China multiple times per year to understand their customers' and partners' needs so they can adapt or develop products to best meet those needs.



Key organizations, such as the ports and airport authorities and business associations, work hard to build and maintain connections with their counterparts and with businesses and state-owned enterprises in China. Diplomatic outreach can augment the commercial relationships, and trade missions, generally led by government, help establish firm links for businesses. Those businesses, in turn, are building Nova Scotia's reputation for innovation, integrity, service, and quality.

Missions to market are visible action. However, businesses, organizations, and government invest extensively in research, training, and capacity building to first understand, and then to develop, plans specific to the Chinese market. In order to succeed over the long term, Nova Scotians will continue and intensify efforts to cultivate connections within China. We welcome and have hosted numerous Chinese business and government decision makers to Nova Scotia so they can become more familiar with the province and the people with whom they are choosing to partner. Undertaking inbound events is fundamental to developing international partnerships and business opportunities.

Market research is important, but personal relationships are essential to business success. It is crucial to establish and maintain good relationships with key contacts and relevant government officials by attending industry networking events and trade shows, building contacts with industry associations and municipal or provincial investment promotion bodies, and following up on personal introductions.

Identifying geographic areas and sectors in China where the province has a competitive advantage, building our capacity, and collaborative pursuit of identified opportunities will shape the actions and activities that flow from this Engagement Strategy.

Anticipate and match Chinese demand

The effort to build capacity within Nova Scotia to seize market opportunities in China includes strategic market alliances, intelligence, training, and adopting best practices to ensure that leads are acted upon in a timely manner. This includes working with Nova Scotians to make certain they are well informed and prepared to do business with the Chinese.





Saint Mary's University

In 2015, Saint Mary's University and Beijing Normal University Zhuhai (BNUZ) signed a memorandum of understanding to develop a China Competencies Training Program for Nova Scotia business and government executives to receive training in Chinese cultural literacy, language, and business education to make doing business with China easier.

Market intelligence will allow Nova Scotians to identify sectors where they have a competitive advantage, to identify and target specific geographic regions within China, and leverage relationships to advance trade and investment in these areas.

This holds true of existing trade sectors, such as seafood and agri-food products, energy, education, and ocean technology, as well as other sectors that will become sources of potential growth.

The Chinese national five-year plans (FYP) are supported by coordinating plans at the subnational level. The national FYP lays out specific targets, such as GDP growth rates, economic sector, and social development goals. The targets guide

Chinese regulators throughout the five-year implementation period, and are crucial to assessing needs and opportunities both by geography (province or city) and by sector. Coupled with other sources of market intelligence, the national FYP will identify sectors and geographic areas where concerted efforts can be expected to produce the greatest results for the Nova Scotia economy.

China's 2011–15 plan emphasized growth in domestic demand and moved away from a reliance on heavy investment to grow the economy. China is increasingly urbanized and growth has been in sectors such as

- renewable energy (nuclear, wind, and solar power)
- environmental protection and energy conservation
- the marine economy
- biotechnology
- high-end manufacturing
- information technology
- clean-energy vehicles

Key elements of the Chinese economy, such as education, financial services, health care, and logistics, are being deregulated, creating commercial opportunities in sectors where Nova Scotians have expertise. All of these considerations will be included as Nova Scotia develops its clear value proposition relevant for China.

A consistent brand

With a clear value proposition targeted to specific geographic regions, and with quality information sharing among Nova Scotians relative to opportunities in China, Nova Scotians will be better positioned to communicate more effectively in the Chinese marketplace.

Nova Scotians will convey the value we place on our relationship with China, the efforts we are willing to invest, and the professionalism that can be expected when dealing with businesses and other organizations from Nova Scotia.

Collective efforts to promote Nova Scotia as a destination of choice for investment, highlighting the province's talent, will continue and be intensified.



Sector-specific market development strategies are required, and should reflect consistent messaging about Nova Scotian assets, associating the province with innovation and high-quality goods and services under the Canadian banner.



In recent years, Nova Scotia's wine and fruit beverages have seen substantial growth. The Nova Scotia wine industry is receiving world recognition for our quality white, sparkling, and ice wines, while China's interest in wine is increasing rapidly.

Building on existing resources and services, the Province will act as a central information source for inbound investors and provide Nova Scotia sector-specific information for the Chinese marketplace.

A unique, clearly and consistently articulated value proposition will help create a Nova Scotian brand in segmented markets and sectors, and complement the province's competitive strengths.



Nova Scotia and Chinese universities have robust partnership agreements supporting academic exchange opportunities, collaborative programming, joint research and development, and staff co-operation in the areas of business administration, engineering, law, arts, ocean studies, marine life sciences, mathematics and statistics, materials science, and environmental science.



2 International relations

Coordinated and strategic engagement efforts in Nova Scotia play an important part in building solid, mutually beneficial relationships in China. Expanding Nova Scotians' networks with institutions, the business community, and all levels of government in China is equally important.

Government-to-government relations can facilitate opportunities for Nova Scotia companies and institutions. This is particularly true for Nova Scotians seeking to partner with state-owned enterprises. The impact of direct engagement by the Province is greater in China than in other markets. The active presence of the government demonstrates to Chinese partners that Nova Scotian businesses and organizations are valued at home. The government's involvement, in essence, validates the Nova Scotian business or organization.

Provincial engagement will require investment. Regular visits in-market to nurture personal relationships and coordinating efforts here in Nova Scotia are seen as a valuable investment that is realizing results and showing tremendous promise.

Initially, Nova Scotia's focus will likely be on one or two regions in order to ensure the Province brings a sufficient level of dedicated support to maximize the impact of its efforts.

Formal agreements

The potential to generate additional formal agreements in China will be explored. These types of agreements are important and are critical to long-term meaningful engagement. Existing agreements include a twinning relationship between the municipalities of Halifax and Qingdao in Shandong Province, agreements between the ports of Halifax and Shenzhen in Guangdong Province and with Wuhan in Hubei Province, as well as between the Atlantic Chambers of Commerce and the China Council for the Promotion of International Trade. There are also active memoranda of understanding (MOU) between Chinese provincial education departments, Chinese universities, and Nova Scotian educators and institutions. Several individual businesses and other organizations from Nova Scotia also have formal agreements with Chinese counterparts.

The Nova Scotia government will expand networks and relationships by building on existing agreements. Examples include the 2007 MOU with China's Ministry of Education on the mutual recognition of post-secondary education, and the recently established partnership among Saint Mary's, Cape Breton, and Acadia universities



and Beijing Normal University Zhuhai (BNUZ), as well as the recently signed ocean tech agreement between Dalhousie University and Shandong University.

These connections can deepen engagement for Nova Scotian small- and medium-sized businesses.

Nova Scotia will explore the ways and means to promote Nova Scotia in selected Chinese markets. Opportunities for collaboration and resource sharing will be explored with the Government of Canada, other provinces, and Nova Scotia municipalities.

The Canadian government's profile, market intelligence, interests, and investments in China are an advantage that will be leveraged in support of Nova Scotian companies and institutions.





Blueberries continue to be an important export from Nova Scotia with the increased attention on health foods. An opportunity exists to bolster the value and volume of exports from this sector to fill a need in the Chinese market.



3 Coordination

A variety of Nova Scotia government departments, agencies, institutions, individuals, and businesses have links with China. To effectively implement this strategy, a coordinated effort is required to strengthen and add to those links. The knowledge and experience of organizations and individuals with established relationships and expertise in China, as well as the province's Chinese community, can inform the Province's policies and initiatives. This may take the form of a network of those with experience working with Chinese partners.

The Nova Scotia government will align its resources and efforts with Nova Scotians who are advancing interests in China, to support the coordinated implementation of this strategy. A coordinated communications and marketing approach will articulate the objectives of the Nova Scotia – China Engagement Strategy, and Nova Scotia's value proposition will be clearly defined and provided in a format that will be well received in China.

Nova Scotia will collaborate with other Canadian jurisdictions to capitalize on regional and national advantages. Nova Scotia works closely with other governments to achieve shared objectives and will do so where appropriate and valuable in advancing the Nova Scotia – China Engagement Strategy. The Province partners with the federal government, both in Canada and in-market through the embassy, consulates, and Trade Commissioner Service; with other provinces and territories; and with Nova Scotia's municipal governments.

In Nova Scotia, there is a range of stakeholders—from academic players, cultural organizations, private business, and individual citizens—with an interest in collaborating in the development and enhancement of trade relations with China. A coordinated approach will be taken to engage the Chinese community, and political and business leaders.

A sustained implementation effort

Consultation workshops provided valuable information for this strategy. In partnership with the private sector, academia, nongovernment institutions, and social/cultural groups, the Province will coordinate its implementation and the action it demands.

With stakeholders' involvement, implementation will be examined to ensure action leads to meaningful results, understanding that some outcomes will take longer than others.



This plan will be kept “evergreen” so that changing opportunities and conditions in Nova Scotia and in China can be addressed. Provincial government departments and agencies will work with relevant partners to coordinate activity and ensure a productive, two-way flow of information related to this important market.

Feedback and intelligence from stakeholders, China’s five-year plan, research, analysis, and evidence will inform this evolving plan as the Province and its partners work to increase Nova Scotia’s activity and achieve success in China.





Conclusion

The Nova Scotia – China Engagement Strategy serves as a framework for aligning a multitude of activities undertaken by the Province and many others to ensure a cohesive, high-quality presence in the Chinese market leading to mutually beneficial economic results. Nova Scotia is well positioned to expand existing cultural and business links with China, and to seize new opportunities in this exciting market. Nova Scotians must use their assets wisely to capitalize on opportunities and harness the potential of engagement with China to support long-term economic growth at home.

Nova Scotian stakeholders here and in China need to be part of the effort. Working together, we will identify new opportunities, build relationships, target key sectors, and forge partnerships to enhance trade and investment.

If Nova Scotians can capitalize on their competitive advantages, advance their economic interests through innovation and collaboration, and build relationships in China, the vast opportunities of that great nation will be part of Nova Scotia's brighter economic future.



