



City of
Greater Geraldton
a vibrant future



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Enquiries: Han Jie Davis

19th July 2018

Mr Yuqiang Liu
Mayor
People's Government of Linfen City
Shanxi Province
CHINA

Dear Mayor Liu,

COLLABORATION PROPOSAL

City of Greater Geraldton, Western Australia entered a Strategic Partnership with Linfen City, Shanxi Province of CHINA in October 2015. Under the Partnership Agreement, the two city governments committed to collaborate in fields such as trade, tourism, mining, education and so on.

Since 2015, the two Cities have developed growing mutual understanding from a political, economic and cultural perspective, through bilateral visits by government officials and enterprises.

The City of Greater Geraldton is currently developing a project – “China - Australia Connect”. This project includes two components - online & offline services. Online services will create a China - Australia Connect Website acting as a two-way platform promoting products, services and business opportunities in both Australia and China. Offline services will be provided by a facilitation team bridging demand and supply, opportunities and investment between Australia and China.

The ‘China - Australia Connect’ Internet presence will consist of an English Site and a China Site. The English Site is to promote Chinese products, services and business opportunities in Australia, whilst the China Site is to promote Australian products, services and business opportunities in China. To ensure data transmission and access speed, a server is required in each country.

Recently we learned through Mr Ming Xuan Wu, one of 100 experts recruited by Shanxi Provincial Government, Direct Contact Expert of Linfen City, General Manager of Small and Medium Enterprises Online International (SMEOI), that the



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Shanxi Collaborative Innovation Centre for E-Tourism (CICET, facilitated by SMEOI) has successfully secured funding from Shanxi Provincial Government. Linfen City has been chosen as the base for CICET.

Noting the obvious synergy between 'China - Australia Connect' and the CICET project, we would like to leverage this opportunity by proposing collaboration between the City of Greater Geraldton, Linfen City and SMEOI. The proposed collaboration and responsibilities of each party could include:

Project 1 *China - Australia Connect* Website Development

Responsibilities of City of Greater Geraldton would include:

- Hosting a server for the China - Australia Connect English Site and undertake the relevant maintenance
- Liaising between Market Creations (website developer of China - Australia Connect English Site), SMEsOI and CICET;
- Provision of the website scope to SMEsOI;
- Provision of the website foundation content in Mandarin to SMEsOI - China Site of China - Australia Connect Website;
- Website content update/maintenance – China Site of China - Australia Connect Website;
- Translation of website content that is provided by CICET from Mandarin to English;
- Website content maintenance of China - Australia Connect Website English Site.
- Promotion of the China - Australia Connect website in Australia

Responsibilities of SMEsOI would be to:

- Ensure that CICET builds the China - Australia Connect Website China Site according to the scope provided by CGG;
- Coordinate the technical work between Market Creations (developer of English Site of China - Australia Connect website), CGG, and CICET (developer of China Site of China - Australia Connect website);



- Ensure CICET conducts search engine optimization for China - Australia Connect Website;
- Ensure CICET provides website content from the China end in Mandarin, including Chinese products, services and opportunities that need to be promoted on the English Site of China - Australia Connect Website;
- Ensure completion of the China Site of China - Australia Connect website by 2019 (to be confirmed).
- Ensure CICET hosts/rents a server in China and undertakes ongoing website/server technical maintenance for the China - Australia Connect Website China Site after the website has been built.

Responsibilities of Linfen City could include:

- Authorisation of the Linfen Association for Returned Overseas Chinese as the dedicated government entity to facilitate SMEs/OI to carry out the above responsibilities;
- Linfen City Government has the right to monitor the content of the China- Australia Connect website to ensure comply with the law and regulations of China;
- Promote China - Australia Connect Website in China.

Expected benefit for Linfen City:

- China- Australia Connect website will be the first tangible collaboration between City of Greater Geraldton and Linfen City after signing of the Strategic Partner Relationship in 2015. This project will be facilitated and monitored by both CGG and Linfen City, based on the Friendly City relationship between CGG of Western Australia and Linfen City in Shanxi Province of China;
- China- Australia Connect website will be the first cross border two-way marketing platform between Australia and China. This website will become the online gateway for Chinese enterprises going global according to the 'One-Belt, One-Road' development strategy, by providing online services for trade and investment, e.g. cross border E-commerce, expanding investment fields and enhancing innovative industry corporations;
- As an important component of CICET, the China- Australia Connect website will facilitate the tourism industry of Linfen City and the Shanxi Province going global;



- China- Australia Connect website will be the bridge for enterprises of Linfen City and Shanxi Province to attract overseas investment and expand international trade, and identify opportunities for Linfen businesses to invest in supply chain interests in the Mid West region of Western Australia.

Project 2 Collaborating Office for Cross-Border E-commerce Services (COCES)

Mission

- To help West Australian businesses to successfully reach out to the vast business opportunities in China;
- To assist Chinese SMEs to successfully reach out to the vast business opportunities in Western Australia;
- To provide a local presence in both Western Australia and China for businesses in each other's country.

Location

The COCES China Office will be located in Linfen City, China;

The COCES Australia Office will be located in City of Greater Geraldton, Western Australia.

Project Management/Coordination

SMEsOI will be the coordinating body for COCES **China** Office;

The City of Greater Geraldton will be the coordinating body for COCES **Australia** Office.

Responsibilities of SMEsOI include:

- Ensure that the COCES China Office collects enquires from both Western Australia and China and provides exchange services for business opportunities;
- Ensure that the COCES China Office provides exchange services, as required by businesses, on laws, regulations, industrial standards and trends, market analysis reports, exhibitions and forums as well as investment opportunities.



Responsibilities of Linfen City would include:

- Authorisation of the Linfen Association for Returned Overseas Chinese as the dedicated government entity to facilitate SMEsOI to carry out the above responsibilities;
- Promote COCES in China.

Responsibilities of CGG would include:

- Collect enquires from Western Australia;
- Translation of enquires into Mandarin;
- Provision of enquires to COCES China Office;
- Provision of exchange services required by COCES China Office, through advertising on the English Site of China - Australia Connect website, facilitating familiarization, business opportunity identification, market research, networking and marketing.

Expected benefit for Linfen City:

- Also based on the Friendly City relationship between CGG of Western Australia and Linfen City in Shanxi Province of China, this project will enable the establishment of a long-term collaboration mechanism between the two partner Cities;
- The COCES will be the first cross border E-commerce collaboration entity between Australia and China, providing offline service for Chinese enterprises going global according to the 'One-Belt, One-Road' development strategy, by facilitating trade and investment, e.g. cross boarder E-commerce, expanding investment fields and enhancing innovative industry corporations;
- As the other component of the CICET, The COCES will promote and facilitate growth of the Linfen City and Shanxi Province tourism industry in an innovative and comprehensive way.

Note: Project 1 is an online service platform, while Project 2 i.e. COCES is an offline service mechanism, but the two projects are closely connected and interdependent.



By invitation of the Mayor of Linfen City, the Mayor of the City of Greater Geraldton is planning to lead a delegation to visit Linfen City for the Shanxi Provincial Tourism Development Conference scheduled for September 2018. We hope a Memorandum of Understanding based on the above proposal can be signed by the respective Mayors during the Conference.

Yours sincerely

Ross McKim
CHIEF EXECUTIVE OFFICER