

# Rotterdam mission to Shanghai 11-14 June 2019

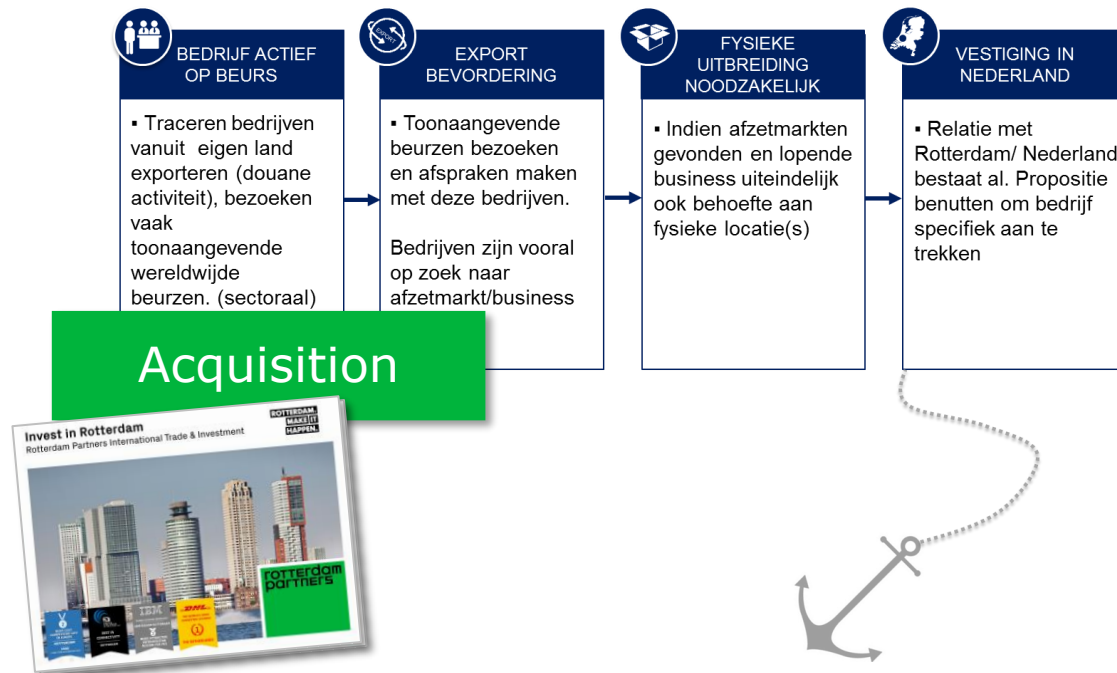
**ROTTERDAM.**  
**MAKE IT**  
**HAPPEN.**



Gemeente Rotterdam

**ROTTERDAM**  
**partners**

# WHAT WE DO



## 40 YEARS SISTER CITY RELATIONSHIP

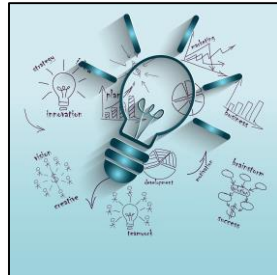
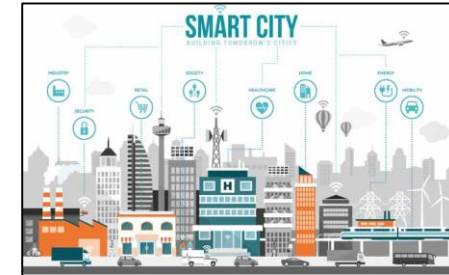
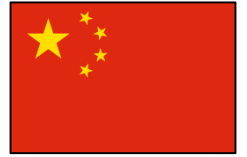
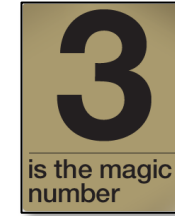


A.A. van der Louw (Mayor of Rotterdam) and Zhong Min (Chairman of the Urban Revolutionary Committee of Shanghai) sign the sister city relationship on the **23rd of november 1979** focusing on bilateral trade, science and culture in Rotterdam.



# CURRENT DEVELOPMENTS IN CHINA

- Magic #3: Within Europe the Netherlands is China's:
  - 3rd-largest trade partner
  - 3rd-largest investor
  - 3rd-largest export destination
- Trade value between NL and China:
  - 1990: 2.5 Billion EUR
  - 2017: 45 Billion EUR
- Dutch solutions meeting real demand in China
- Urbanization, Smart city, SH 2035 masterplan
- Technology and innovation
- Life Sciences & Health
- Sports, Olympics, Super Football Power
- Education, Exchanges



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## WHAT TO DO

Rotterdam Mission to Shanghai  
Concept Program



ROTTERDAM  
PARTNERS

# The Rotterdam Mission to Shanghai 2019

- ✓ From the 11<sup>th</sup> – the 14<sup>th</sup> of June || 4-day trip from Tuesday till Friday
- ✓ Location Shanghai, China
- ✓ The Mission Leader

## ✓ The Selected Themes

### Life Science & Health



### High-Tech Systems & Materials



### Port, Maritime & Logistics



### Sustainability & Resilience



DAY 1, Tuesday, June 11

Life Science & Health



Seminar Elderly Care

--

Informal Network  
& Matchmaking

--

Possibility for Pitches!



Visit to Shanghai  
Zhang Jiang  
Hi-Tech Park



25 yrs LSH background; "Bio-medical  
Innovation Chain"; Other sectors e.g.  
Integrated Circuits, IT, Semi-conductor, etc.  
Int'l Presences in ZJ: Novatis, DOW, GE,  
Roche, AstraZeneca, AMGEN  
Purpose: Business opportunities, exchanges  
startups & scaleups



Matchmaking Business Event  
in cooperation with  
Grant Thornton

--

Possibility for Pitches!



DAY 2 – Wednesday, 12 June

## Celebration & Continuation of the Sister-City Relationship

### CONFERENCE

Erasmus  
University  
Rotterdam



“China-EU Trade and  
Investment Relations and  
Dispute Settlement  
*Mechanism: Mediation,  
Arbitration and Litigation*”

--

Informal Network  
& Matchmaking

Erasmus University Rotterdam  
Erasmus School of Law



上海交通大学 凯原法学院  
SHANGHAI JIAO TONG UNIVERSITY KOGUAN LAW SCHOOL

### CELEBRATION Shanghai–Rotterdam Sister-City Relationship

Education, Sport, Medical,  
Infrastructure, Culture, etc.



**Your Signing  
Moments !**



### Invest-in-Holland Seminar

**THE NETHERLANDS IS  
A GLOBAL INNOVATOR  
WITH A COMPETITIVE  
ECONOMY.**



Netherlands Foreign  
Investment Agency

ROTTERDAM  
partners



## DAY 3 – Thursday, 13 June Foundation of the Relationship – Port, Maritime & Logistics

### Event on Port, Maritime, Trade & Logistics



### Company- & Site Visits

#### Possible topics

- Investment & Financing
- Intellectual Property
- Innovation & high-tech development in China
- Largest port in the world – the Shanghai Deep-sea port
- More?

**Tell us  
your  
Wishes!**



# DAY 3 – Thursday, 13 June Foundation of the Relationship – Port, Maritime & Logistics



## Tour Rotterdam Philharmonic Orchestra 2019 Shanghai



## Business Reception



DAY 4 – Friday, 14 June

Future-Proof Cities, Sustainability & Resilience



## DAY 4 – Friday, 14 June Future-Proof Cities, Sustainability & Resilience

### “Building Sustainable and Resilient Cities”

*Exchanges on policy-makings,  
designs & technology*



### “Energy Transition Sustainability in the ports & Offshore”



# Trade shows in Shanghai During the Mission



June 11-13, 2019  
Shanghai, China



Register Now



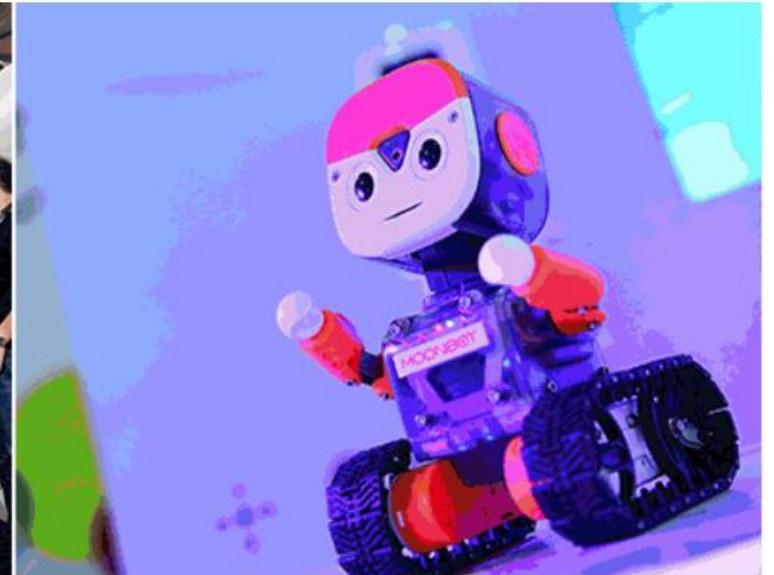
Other CTA Sites



[ABOUT CES ASIA](#) [REGISTER & PLAN](#) [SHOW FLOOR](#) [EVENTS & CONFERENCE](#) [NEWS](#)

[EXHIBITORS](#)

[MEDIA](#)





Expositions in Shanghai

# CES – Consumer Electronics Association International Show organized by CES

## CES Show Asia @Shanghai June 11-13

### 53 Nederlandse startups op CES in Las Vegas



53 Nederlandse startups presenteren zich deze week op de grote Amerikaanse consumentenelektronica-beurs CES in Las Vegas. Ze delen het Holland Startup Pavilion in Sands Expo onder de noemer Dutch Tech Improving Our Lives.

Het aanbod varieert van AR/VR tot robotica en van gezondheidszorg tot online beveiliging. Tot de bedrijven die aanwezig zijn behoren onder meer Aryzon, Athorn, Breath In Balanz, Grasp, Hugsy en INVI.



June 11-13, 2019  
Shanghai, China



Register Now



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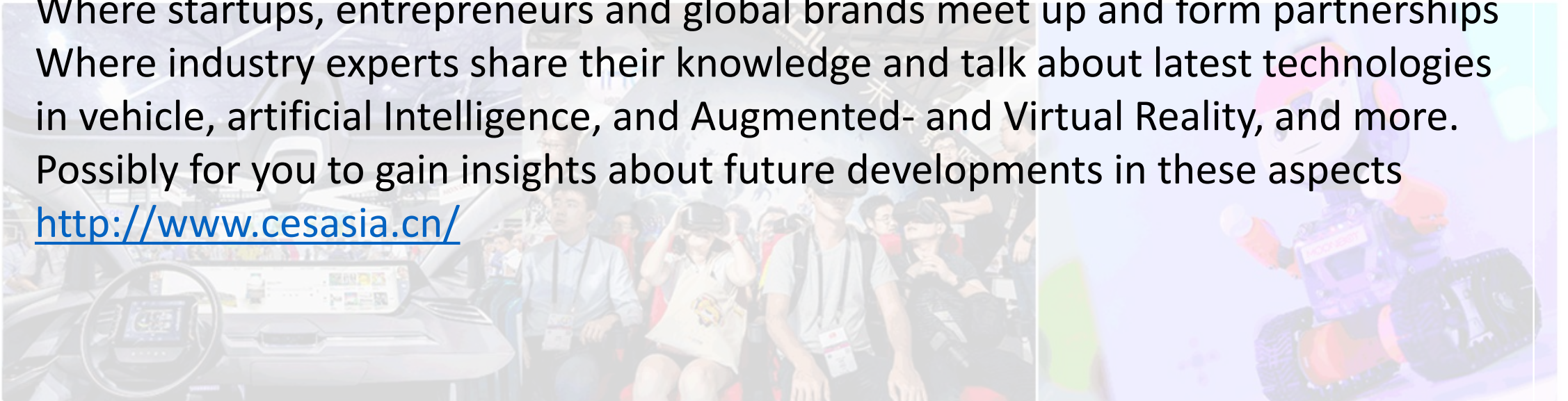


ABOUT CES ASIA REGISTER & PLAN SHOW FLOOR EVENTS & CONFERENCE NEWS

EXHIBITORS

MEDIA

- Where startups, entrepreneurs and global brands meet up and form partnerships
- Where industry experts share their knowledge and talk about latest technologies in vehicle, artificial Intelligence, and Augmented- and Virtual Reality, and more.
- Possibly for you to gain insights about future developments in these aspects
- <http://www.cesasia.cn/>



Show Review

Show Review

Time to Start :

143 Days



养老福祉圈



Show Review

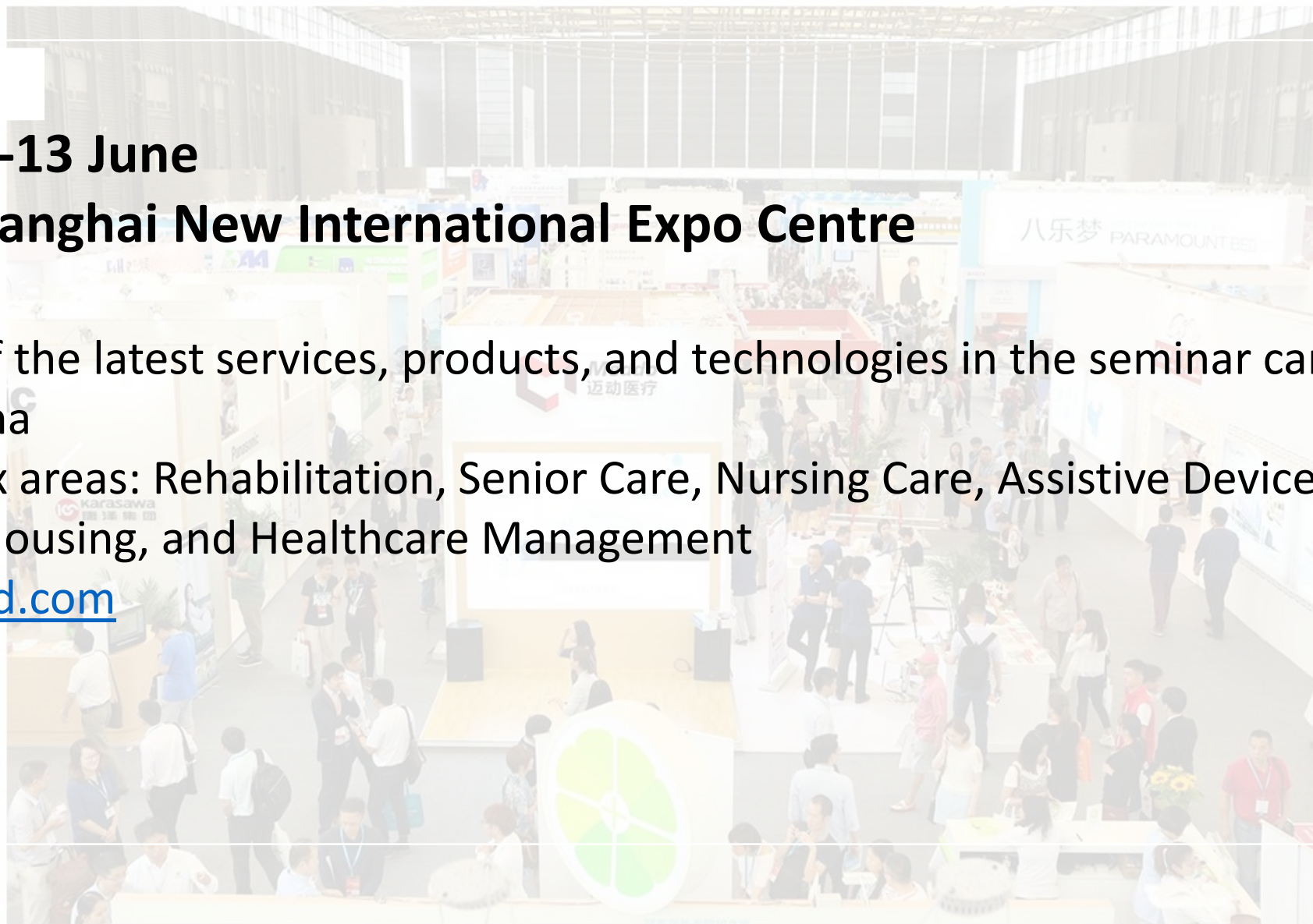
Show Review

## CHINA AID

When **11-13 June**

Location **Shanghai New International Expo Centre**

- A showcase of the latest services, products, and technologies in the seminar care market in China
- Focused on six areas: Rehabilitation, Senior Care, Nursing Care, Assistive Devices, Age-friendly Housing, and Healthcare Management
- [www.china-aid.com](http://www.china-aid.com)



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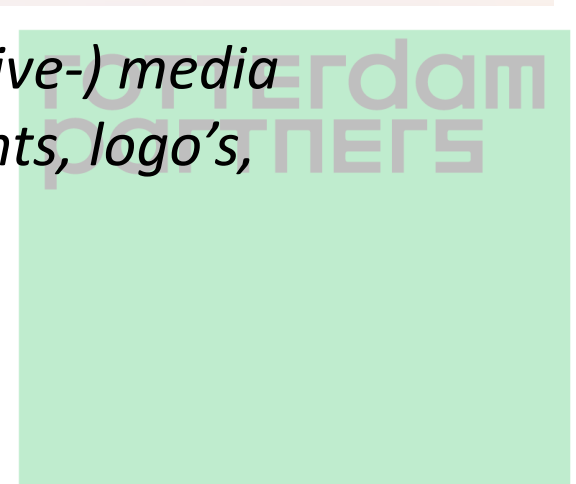
## Rotterdam Mission to Shanghai Concept Program

Other events:

- ✓ Event with BENCHAM Shanghai
- ✓ Radio Program “Grenzeloos Ondernemen” [www.grenzeloosondernemen.com](http://www.grenzeloosondernemen.com)

How the Dutch companies & entrepreneurs do businesses abroad  
Online, iTunes, BNR, personalized work upon request.

- ✓ Expect Massive Media Attentions from Holland and Shanghai!
- ✓ We look for possibilities for sponsorships.
- ✓ Benefits in return: publicity & promotion opportunities *e.g. (exclusive-) media attentions, social media of public platforms, special Signing moments, logo's, banners and pitches. During and after the Mission*
- ✓ **Ideas? Suggestions? Proposals? Let us know!**



## PRACTICAL INFORMATION

- Participation costs for this mission **€850** (excl. VAT) per participant
- For every extra participant the participation costs will be **€500** (excl. VAT)

Incl.: program, company visits, transportation, lunches and diners (if noted in the program) and the mission booklet

Excl.: travel costs and accommodation

- Deadline for registration: end of April 2019
- [Accommodation](#) and [KLM werelddealweken](#) (until the 29 of Jan)
- VISA
- [SIB Mission voucher](#)

### Questions and remarks?

Please send an email to: [china@rotterdampartners.nl](mailto:china@rotterdampartners.nl) or

Min Zhang: [m.zhang@rotterdampartners.nl](mailto:m.zhang@rotterdampartners.nl)

Jorrit van Dijck [j.vandijck@rotterdampartners.nl](mailto:j.vandijck@rotterdampartners.nl)



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