

# Vancouver group heading to China for trade mission

By Kevin Griffin, Postmedia News October 23, 2013



One of the country's former prima ballerinas will be among the 180 people taking part in what's being called the biggest-ever business and cultural mission from Vancouver to China.

Chan Hon Goh, who danced with the National Ballet of Canada, will join the delegation visiting Beijing, Shanghai and Hong Kong next month. Delegates will also visit Guangzhou, Vancouver's sister city in China.

Goh, now the director of Goh Ballet Academy, said she will talk to Chinese officials about performing-arts venues and dance festivals in Vancouver and will sign a deal with the Guangzhou Ballet Academy to foster more performances and artistic collaboration. Mayor Gregor Robertson officially announced the trade mission, which will run Nov. 4 to 12, at a news conference Tuesday at city hall. The delegation will include senior executives from 18 companies and more than 130 Chinese-Canadian community leaders representing the city's ties with Guangzhou. Also travelling on the delegation will be Wanting Qu, the Chinese Canadian singer-songwriter and the city's first tourism ambassador to China.

The delegation is intended to attract investment to Vancouver, promote deeper cultural ties and build longterm strategic partnerships. Delegates are responsible for their own travel and accommodation. The estimated cost to the city is \$275,000 to cover four staff from the Vancouver Economic Commission (VEC), three elected officials and five city staff.

The VEC described Vancouver China 2013 as the largest-ever Vancouver-led business and cultural mission.

One of the local executives heading to China is Chuck Johnson, chief operating officer of Vancouver-based Nerd Corps Entertainment. With a workforce of almost 400 employees, it's described a one of North America's largest animation firms.

"Different cultures consume stories in different ways throughout the world," he said in an interview. "The stories that will resonate and entertain Chinese kids are different than North American storytelling sensibility. This is something we really want to attempt to dig deeper into and understand as we're creating content and exporting to China."

© Copyright (c) The Province