



旧金山市驻华办公室

ChinaSF is a public/private initiative of the San Francisco Center for Economic Development, in close partnership with the City of San Francisco, supported by funding from our private sector partners.

## Unparalleled Economic Opportunity: China and San Francisco

China's re-emergence as one of the world's largest and strongest economies provides unprecedented economic opportunities for San Francisco. San Francisco has enjoyed deep cultural and economic ties with China for more than 150 years. San Francisco is very well known across China and because more than 25% of the City's population is of Chinese ancestry, there is no other place in North America where Chinese business men and women will feel more comfortable and welcome.

But the word is out and major cities across the world are spending significant resources building partnerships with Chinese companies for both inbound and outbound opportunities. San Francisco cannot afford to simply sit back and rely on its inherent advantages. Rather, to remain competitive, the City's "ChinaSF" initiative will be established with offices in San Francisco, Shanghai, and Beijing.

Many San Francisco companies, including our leading legal, financial, architecture, engineering and technology firms, are already doing business in China. But as China's economy continues to mature, more and more Chinese companies will need to establish North American headquarters and business operations – and San Francisco should be their first choice.

Equally important, opportunities in China continue to expand and San Francisco Bay Area companies can benefit greatly by participating in one of, if not the fastest-growing economy in the world. ChinaSF can help facilitate those opportunities.

San Francisco will capitalize on this opportunity by launching ChinaSF, a comprehensive international business development strategy that builds on the City's core strengths for international businesses (a highly desirable urban location, a world-class international airport, a terrific workforce, central access to all of the Bay Area's financial and technology resources) and creates a systematic platform for **converting business opportunities in China and San Francisco into tangible results for China and San Francisco's respective economies.**

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## ChinaSF: A Systematic Platform for Converting Opportunities into Outcomes

*With deep cultural and economic ties to China, there is no other US city where Chinese business men and women will feel more comfortable.*

At its core, ChinaSF has three primary objectives: (i) strengthening San Francisco's long-term economic future by firmly establishing the City as one of the leading "trading crossroads" between Chinese businesses and North America – both inbound and outbound, (ii) helping San Francisco Bay Area companies invest and do business in China, and (iii) specifically helping our members' business interests in and with China prosper.

ChinaSF will focus on key innovation sectors that best take advantage of San Francisco's core strengths, such as clean tech, biotech, digital media, information technology, and financial, architectural, legal, engineering, design and other professional services. ChinaSF will also focus on Chinese consumer product companies that, as they mature and move up the distribution chain, want to sell directly into the North American market, and thus will need to establish corporate headquarters/sales and marketing offices.

### Supporting Inbound Chinese Investment and Business Expansion

Affirming San Francisco's status as the premiere gateway for Chinese commerce into North America, ChinaSF will support Chinese businesses and investors from start to finish. With an extensive network of business partners, ChinaSF can:

- Connect Chinese businesses with professional services (legal, accounting, tax, real estate, etc) experienced with Chinese companies, in order to solve the logistical needs for business expansion and investment
- Introduce local and regional industry leaders to inbound Chinese businesses to help establish their business presence
- Help publicize the initial entry into the San Francisco business community
- Provide extensive business concierge services (detailed under the San Francisco office description)

## Supporting San Francisco Bay Area Businesses Locate Opportunities in China

ChinaSF also supports San Francisco Bay Area companies investing in China by connecting local companies with opportunities in China. Because ChinaSF is a partnership between government and the business community, it can leverage both types of relationships to make relevant introductions to Chinese government and business contacts. These important introductions can help facilitate increased speed of success in business expansion.

ChinaSF can also provide assistance in connecting San Francisco Bay Area companies with professional service providers experienced with assisting US companies expand businesses into China.

## Cross Border Support

In order to support Chinese and San Francisco-based businesses, three offices have been established to create a foundation of services and relationship-building. There will be offices in both Shanghai and Beijing, along with the head office in San Francisco. These offices will both be staffed by bilingual English-Mandarin staff.

### The China Offices

The goal of the offices in Shanghai and Beijing are to generate leads and opportunities that can be forwarded to the “ChinaSF” office in San Francisco and to the many supporting organizations of “ChinaSF.” The offices will focus on (i) inbound firms looking to open North American headquarters or business operations, interest in merger and acquisition targets in the Bay Area market, and investment in real estate projects or companies in San Francisco and (ii) helping San Francisco area companies invest in and do business with China.

For San Francisco Bay Area companies looking to expand into China, the Shanghai and Beijing offices will help with relevant business introductions and beginning logistics.

## The San Francisco Office

The San Francisco office provides one-stop business “concierge services” for inbound Chinese companies in Mandarin. The San Francisco converts leads and opportunities generated by the Shanghai and Beijing Offices and other sources into decisions to locate, expand or invest in San Francisco.

The San Francisco Office also serves Chinese companies that are already located in San Francisco and San Francisco based businesses looking to do business in China. These services include:

1. *Information Clearinghouse*: Serve as an information clearinghouse on city and non-city resources for Chinese businesses. The San Francisco office will coordinate efforts to connect Chinese businesses to identified local service providers (i.e. immigration, legal, finance, marketing, real estate, etc).
2. *Navigating Government*: Serve as a facilitator, advocate and case manager for Chinese businesses navigating City, State and Federal government where appropriate.
3. *Real Estate Assistance*: Provide information on the San Francisco real estate market and facilitate connection to the real estate community.
4. *Incentives*: Assist Chinese companies in accessing available and applicable incentive programs including tax exemptions, workforce training programs, energy savings programs and local, state and federal tax credit programs.
5. *Workforce*: Help Chinese businesses find, train, and hire qualified workers and provide resources for employees relocating to San Francisco.

The San Francisco office will also act as the go-to organization for San Francisco Bay Area based businesses looking to expand operations in China. The San Francisco office will help identify opportunities for connection and build a dialogue with the Shanghai and Beijing offices to provide seamless support.

## Why San Francisco?

Combined with a long-standing shared economic and cultural history with China, San Francisco offers an unbeatable combination of economic resources and strengths to potential Chinese partners. San Francisco is a leader in innovation, intellectual capital, and offers the world's best employees because of its unparalleled quality of life.

*San Francisco offers an unbeatable quality of life with its temperate climate, excellent health care, outstanding public schools and universities, access to recreational and leisure activities, and world class cultural institutions.*

**Top Global Talent** San Francisco was recently ranked “The Best Educated City in the Nation” by Money magazine, and enjoys one of the most culturally diverse, well-educated and highly productive workforces in the world. The San Francisco Bay Area boasts a **productivity rate** that's twice the national average, and its residents can collectively claim more patents than any other region in the country. Nowhere in the U.S. will Chinese companies find so many **highly-qualified and bilingual professionals** as in San Francisco, and nowhere will Chinese businesspeople, whether visiting or relocating, feel as friendly and welcoming an atmosphere.

**Vibrant Business Economy** Supported by access to the largest venture capital investment community in the United States, world-class business services and the most educated, diverse workforce of any major city, San Francisco's vibrant economy supports a number of thriving sectors including biotech, clean-tech, digital media and information technology. The City's business environment benefits from an unparalleled workforce, a highly desirable urban location, a world-class international airport, and central access to all of the San Francisco Bay Area's financial and technology resources. In addition, the San Francisco business community is already a leader in working with Chinese businesses in China.

*San Francisco's workforce draws graduates from top universities such as Stanford University, University of California at Berkeley and the University of California at San Francisco.*

**Innovation** San Francisco is a global city that acts locally to spark innovation. From enterprising start-ups to established leaders, San Francisco is a **worldwide hub for cutting-edge businesses** in the biotech/life sciences, high tech/digital media, clean technology, financial services, international business, professional services, hospitality and retail industries. Serving this culture of innovation is the highest density of venture capital firms in the world: more than 33% of nationwide funding occurs in the San Francisco Bay Area alone.

**Established Chinese Community** Because more than 25% of the City's population is of Chinese ancestry and with 3 Chinese daily newspapers and Chinese television stations, there is no other place in North America where Chinese business men and women will feel more comfortable and welcome. San Francisco, long known as the “old golden mountain,” has enjoyed deep cultural and economic ties with China for more than 150 years. Because of this, San Francisco is very well known across China and enjoys established brand recognition.

**Local Government** The City and County of San Francisco actively welcomes Chinese business partners to San Francisco. This is not only demonstrated by its support of ChinaSF, but its long-standing Sister City relationship with the City of Shanghai since 1979.

## Our Partners

ChinaSF is a collaborative public/private economic development initiative, located in and operated by the San Francisco Center for Economic Development in close partnership with the City of San Francisco's Office of Economic and Workforce Development and the San Francisco Chamber of Commerce.

Strategic Partners for ChinaSF include the City of San Francisco Assessor-Recorder, the Bay Area Council, the San Francisco-Shanghai Sister City Committee, and a number of independent San Francisco businesses and associations with connections in China.

### Lead Partners

#### SFCED

The San Francisco Center for Economic Development works collaboratively with the City and County of San Francisco and other like-minded organizations to promote a thriving economic climate by attracting and retaining businesses in San Francisco and promoting a business friendly environment. We have the information, resources, and relationships to assist you in your location selection decision.

#### City of San Francisco

The City of San Francisco acts through its Office of Economic and Workforce Development (OEWD) to support the ongoing economic vitality of San Francisco. Under the direction of Mayor Gavin Newsom, OEWD provides city-wide leadership for workforce development, business attraction and retention, neighborhood commercial revitalization, international business and real estate development planning and implementation.

#### SF Chamber of Commerce

The Chamber of Commerce is recognized as the City's pre-eminent business organization for advocacy, networking, and economic growth for member organizations. Its mission is to attract, develop and retain business in San Francisco.

### Strategic Partners

#### Bay Area Council

The Bay Area Council shares ChinaSF's vision of expanding Chinese investment in San Francisco and across the larger San Francisco Bay Area, building on not only the City's core strengths, but also on those of the Silicon Valley and the entire region.

#### Phil Ting

As Assessor-Recorder of the City and County of San Francisco since 2005, Phil Ting has introduced groundbreaking legislation, reduced the assessment backlog, championed increased language services, and advocated for incentives to increase solar rooftops. During his tenure, the Office has also produced over \$160 million of additional General Fund dollars. Ting spent a year as an instructor at the Beijing Science and Technology University and speaks conversational Mandarin.

## Our Advisory Boards and Strategic Advisors

*Our Advisory Boards will also serve as a platform to foster networking opportunities between prominent business men and women doing business between China and North America.*

One of ChinaSF's distinguishing characteristics from similar initiatives in other states and cities is the level of high-caliber private support from the San Francisco and Chinese business communities.

ChinaSF has established an Advisory Boards, with members from both China and San Francisco, to provide strategic guidance, networks, and connections to ChinaSF. We have world-class representatives from business, academic, government and non-governmental sectors. The quality of our growing Advisory Board, together with our active strategic partners will help foster networking and information-sharing opportunities between the prominent business men and women doing business in China and North America.

### The ChinaSF Advisory Board

Co-Chair:	<b>Phil Ting</b>	City and County of San Francisco Assessor-Recorder
Co-Chair:	<b>Michael Cohen</b>	Strada Investments
Members:	<b>Jesse Blout</b>	Farallon Capital Management
	<b>Richard C. Blum</b>	Blum Capital Partners
	<b>Kofi Bonner</b>	Lennar Urban
	<b>Cedric Chao</b>	Morrison & Foerster LLP
	<b>Hong Chen</b>	The Hina Group
	<b>Howard Chen</b>	K&L Gates
	<b>David Cheng</b>	Nixon Peabody LLP
	<b>Vivien Chou</b>	Sutherland Management Company
	<b>Carmen Chu</b>	San Francisco Board of Supervisors
	<b>Dennis Conaghan</b>	San Francisco Center for Economic Development
	<b>David Coulter</b>	Warburg Pincus LLC
	<b>Dixon Doll</b>	DCM
	<b>Mark Edmunds</b>	Deloitte
	<b>Steve Falk</b>	San Francisco Chamber of Commerce
	<b>James Fang</b>	San Francisco - Shanghai Sister City Committee
	<b>Robert Garrett</b>	Union Bank

<b>Arthur Gensler</b>	Gensler
<b>Henry Hsieh</b>	Fluor
<b>Kenneth Jarrett</b>	APCO Worldwide
<b>Kewen Jin</b>	Charles River Laboratories
<b>Regis Kelly</b>	QB3
<b>C. Richard "Dick" Kramlich</b>	New Enterprise Associates
<b>David Lonergan</b>	BlackRock
<b>Jennifer Matz</b>	San Francisco Office of Economic and Workforce Development
<b>Kelly Fehr</b>	HOK
<b>Maggie Mui</b>	Wells Fargo Bank
<b>David Nieh</b>	Shui-On Land
<b>Tim Paulson</b>	San Francisco Labor Council
<b>David Perry</b>	David Perry & Associates
<b>William Perry</b>	Former Secretary of Defense
<b>Bruce Pickering</b>	Asia Society Northern California
<b>Rebecca Quah</b>	CB Richard Ellis
<b>Gary Rieschel</b>	Qiming Venture Partners
<b>Ken Ren</b>	China Construction Bank International
<b>Woon-Wah Siu</b>	Pillsbury Winthrop Shaw Pittman LLP
<b>Dr. Zhengrong Shi</b>	Suntech
<b>George Shultz</b>	Former Secretary of State
<b>John (Jack) Wadsworth</b>	Morgan Stanley
<b>Fred C. Wang</b>	Salon Films, Ltd.
<b>Jim Wunderman</b>	Bay Area Council
<b>Melinda Yee Franklin</b>	United Airlines
<b>Simone Yew</b>	Wilmer Cutler Pickering Hale & Dorr LLP
<b>Peter "Dicky" Yip</b>	Bank of Communications
<b>Shirley Young</b>	Committee of 100

### Strategic Advisors

Members:	<b>Steve Burrows</b>	ARUP
	<b>Janie Fong</b>	East-West Bank
	<b>Joe Gillach</b>	Noribachi
	<b>Tom Gold</b>	UC Berkeley- Berkeley China Initiative
	<b>Jeffrey Heller</b>	Heller Manus Architects
	<b>George Koo</b>	Deloitte & Touche LLP
	<b>Chris Lehane</b>	Fabianni & Lehane
	<b>Jeff Nead</b>	Glodow Nead
	<b>Eve O'Toole</b>	Holland & Knight
	<b>Anton Qiu</b>	TRI Commercial
	<b>Peter Ragone</b>	PWR LLC
	<b>Greg Scott</b>	ChinaBio
	<b>Orville Schell</b>	Asia Society Center on US - China Relations
	<b>Skip Whitney</b>	Sanuk Mak
	<b>Alexis Wong</b>	AGI Capital
	<b>John Yin</b>	Electronic Arts Asia
	<b>Jimmy Zhang</b>	Synergenics

## Our Sponsors

ChinaSF is a privately-funded initiative. Its financial support comes from leading business partners that share the vision of mutually beneficial economic partnerships between Chinese and San Franciscan businesses.

ChinaSF appreciates the response we have received from our many supporters.

### Platinum Sponsors

Barclays Global Investors  
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### Gold Sponsors

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Nixon Peabody LLP  
Wilmer Cutler Pickering Hale & Dorr LLP  
Wells Fargo Bank  
United Airlines

### Silver Sponsors

ARUP  
Heller and Manus  
Holland & Knight  
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*ChinaSF is a public/private partnership made possible through the generous sponsorship by leading global businesses.*

## Join Us

### **Support San Francisco’s future economic prosperity.**

Sponsors of ChinaSF join a group of organizations that demonstrate leadership in contributing to a constructive platform connecting increased business opportunities between China and San Francisco. They help realize an important initiative that lays a critical foundation for San Francisco’s future economic prosperity. Recruiting, expanding, and retaining Chinese investment in San Francisco will stimulate the local economy, create jobs and opportunities for local businesses, and diversify the economy beyond the point of adverse shock by local or even national economic downturns. For these reasons, ChinaSF is a high priority for the City of San Francisco, and is likely to play an increasingly active and vital role in the City’s economy for many years to come.

ChinaSF’s membership structure is designed to reflect the unique needs of our sponsors, many of whom are already doing business in China. We are grateful for the incredible response we have received from so many of our supporters. The sponsorship levels help to substantiate opportunities for individual or corporate members to increase their visibility and exposure within both the local San Francisco business community as well as within the substantial realm of Chinese business. Companies can stand apart from their competition through exclusive sponsorship of VIP events, recognition in all pre-event marketing, website placement, onsite signage, and event material, and access to our select partner events.

**Sponsorship Opportunities:** In addition to supporting a critical citywide economic development initiative, investors in ChinaSF will receive the following benefits based on their contribution level. All sponsorship opportunities are annual, for the three-years of ChinaSF’s start-up period.

- Platinum Sponsor \$25,000 and up
- Gold Sponsor \$10,000 to \$24,999
- Silver Sponsor \$5,000 to \$9,999

## Platinum Sponsors

*\$25,000 and up*

Sponsors at this level will receive all benefits of lower sponsorship levels and the following additional benefits:

- **Premiere Recognition Placement:** With all ChinaSF recognition, Platinum sponsors will be featured with primary recognition as sponsors and supporters of this initiative with the placement of company logo on ChinaSF website and marketing materials. This includes informational materials that are distributed to all potential ChinaSF clients.
- **Right to Exclusive Sponsorship:** of a VIP program activity like select industry receptions, Chinese Advisory Board meeting, ChinaSF Industry Strategy Sessions, and VIP Luncheons.
- **Newsletter Feature:** Platinum members will be featured in one issue of the ChinaSF newsletter. This newsletter is distributed to all U.S. and Chinese potential and existing clients and partners.
- **Exclusive Event Invitations:** Invitation to select events, private receptions with visiting delegations, exclusive meetings high-end clientele in China and U.S. This includes 2 complimentary invitations to each Mayor's Office Trips to China (2 times per year).
- **Tailored China Business Development Plan:** The ChinaSF Executive Director will work with Platinum Sponsor organizations to develop a china business development plan, including a list of relationships that ChinaSF recommends that the organization develops as it approaches the China market. ChinaSF will assist with appropriate introductions.

## Gold Sponsors

*\$10,000 to \$24,999*

Sponsors at this level will receive all benefits of lower sponsorship levels and the following additional benefits:

- **ChinaSF Business Partner:** Gold investors will be recognized as ChinaSF business partners to inbound and outbound ChinaSF clients. Business introductions will be made to partners as appropriate. For San Francisco-based business gold investors, ChinaSF will also leverage initiative network relationships to assist with connections in the appropriate China industry.
- **Event Invitations:** Invitations to ChinaSF events in China and the US. This includes 1 complimentary invitation to each Mayor's Office Trips to China (2 times per year).
- **ChinaSF Advisory Board:** All gold investors will be invited to join the ChinaSF Advisory Board. The Advisory Board is the strategic advisory body for ChinaSF, and will help to set direction on strategic decisions. The Board also serves as a venue to discuss business opportunities identified through ChinaSF, as well as a forum for business leaders and those interested in business with China to meet and discuss developments, opportunities, and strategies for collaboration.

## Silver Sponsors

*\$5,000 to \$9,999*

Sponsors at this level will receive all benefits of lower sponsorship levels and the following additional benefits:

- **Newsletter:** Silver members will receive the ChinaSF Quarterly Newsletter, which will outline events, activities, deliverables, and outcomes of the ChinaSF Initiative.
- **Website and Brochure:** Silver investors will be included on the ChinaSF website and annually updated brochure in both the US and China.

## Contact Us

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