

Agenda Item No. 7

D2 JOINT COMMITTEE FOR ECONOMIC PROSPERITY

6 September 2018

UPDATE ON INTERNATIONAL RELATIONSHIPS

- (1) **Purpose of Report** To update members on activities and plans with regard to Toyota City and Anhui/Hefei.

Discussion/Decision Required by the Meeting

To note the update and discuss the plans for future activity to ensure that the opportunities are Derbyshire and Derby wide.

- (2) **Information and Analysis**

Toyota City

This November will mark the 20th anniversary of the international relationship between Toyota City, Derbyshire County Council, Derby City Council and South Derbyshire District Council which is founded on the work the local councils did together to attract TMUK to Derbyshire. To mark the anniversary a number of anniversary events are taking place. The quality of the relationship between the councils demonstrates and underpins our ongoing support for TMUK in Derbyshire and their commitment to ensure that Derby and Derbyshire remain one of the world's leading centres for transport equipment manufacturing. The impact of TMUK is huge contributing over £4.4bn to the local economy and over 14,000 people in the area employed directly and through the supply chain.

The potential for this relationship to be extended has been recognised by the establishment of the Toyota City Partnership Development Board (TCPDB) which aims to create further international opportunities in education, economic growth, environmental sustainability and sport. The members are:

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| ▪ Derbyshire County Council | ▪ Derby City Council |
| ▪ South Derbyshire District Council | ▪ Toyota City Council |
| ▪ East Midlands Chamber of Commerce | ▪ Toyota Motor Manufacturing UK |
| ▪ University of Derby | ▪ National Forest Company |
| ▪ Burton and South Derbyshire College | ▪ Derby College |
| ▪ Marketing Peak District and Derbyshire | ▪ Marketing Derby |

This anniversary year is followed by the 2019 Rugby World Cup in Japan and the 2020 Japanese Olympics and Paralympics when Toyota City will play a part in staging both events. These global events create an opportunity for Derbyshire people and businesses to both participate and for businesses to grow their customer base. The TCPDB is building on these three years of activity with five year plan to grow local opportunities:

Education and culture

- Extend the student exchange so that this positive experience is available to more young people.
- Increase the collaboration between the University of Derby and Toyota Universities through research degrees at post-graduate level.
- Seek graduate sponsorship of arts students in the Japanese year of culture.
- Facilitate further exchange and collaboration between musicians and performing artists.
- Introduce collaborative motor engineering challenges at graduate level.

Economy

- Promote the import and export of goods and services between Japan and Derbyshire primarily at domestic and cultural levels, especially in for example food, drink and cultural crafts.
- Encourage SMEs to begin exporting and to access available support, supporting this activity through information sharing at export events and by organising trade missions to Toyota City.
- Promote Destination Derbyshire as part of the visitor economy strategy and encourage inbound Japanese tourism focusing on our heritage and festivals such as the Timber Festival.
- Strengthen the skill base to support exchange and visits.
- Further support the expansion of the local supply chain for the automotive industry.

Environment

- Learn from Toyota City's remarkable eco-ful urban experiment.
- Closer collaboration between The National Forest and 'eco-ful' Toyota City particularly in sharing.....
- Participate in the universities' research collaboration on nature connectedness and wellbeing.
- Develop a fusion Toyota arboretum with Japanese and native trees.

Sport

- Increase our sporting links in terms of visits and trade building on:
- Rugby World Cup 2019 – Toyota City Stadium will host four matches.
- Olympics and Paralympics in 2020 – Toyota City is a UK athlete host City.

Anhui/Hefei

The city of Hefei and Derby City Council and the province of Anhui and Derbyshire County Council have continued to develop closer linkages over the past year. This has culminated in the joint funding of a D2 China Project Director who is based in an office in Hefei University. Shun Le (Shiller) Zheng is the officer who was recruited to the post commencing in July. He is involved in a comprehensive induction programme in the UK at present and will return to China on 8 September.

The most significant recent and forthcoming activities with our partners in China, include:

- Two Chinese calligraphy artists participated in the *Derby Feste* programme in September 2017.
- Derby hosted 24 senior business and Council delegates from Hefei in October 2017 – included in their itinerary was a B2B event introducing them to various companies from across the East Midlands.
- Derby and Derbyshire tourism delegation visited Anhui, including the Yellow Mountain National Park in November 2017.
- Derby County Football Club commenced football coaching programme for Hefei FA in 2018.
- Developed tourism itineraries and hosted Chinese tour operators for a familiarisation visit – March/April.
- Five Derby school heads visited Hefei in April to establish partnerships with counter-part schools.
- The Leader of Derbyshire County Council attended an investment event in Hefei in April. The Anhui government is investing in a new school campus which will be run by Repton School, Derbyshire.
- Derby City Council attended the first World Manufacturing Convention in Hefei in May.
- University of Derby hosted circa 95 Chinese students for an International Summer school in July/August.
- A delegation from Huangshan will visit High Peak Borough Council and the Peak District National Park in September. Huangshan City has a 'sister agreement' with High Peak Borough Council and Huangshan National park has a 'sister agreement' with the Peak District National Park; this visit will help to develop shared plans for these agreements.
- Programme of Derby school student visits to and from Hefei commences in October.
- Participation by Marketing Derby in a Department for International Trade/ Midlands Engine *China International Import Expo* in Shanghai in November.
- D2 business delegation to Hefei/Anhui (to be confirmed) – spring 2019.