



FOR IMMEDIATE RELEASE:

Friday, June 18, 2010

Contact: Joe Arellano, Bay Area Council

415-946-8725

jarellano@bayareacouncil.org

***** PRESS RELEASE *****

Bay Area Council Opens First Overseas Global Trade Office, In China

Taking Advantage of China's Shift to an Innovation Economy, Multimillion Dollar Operation's Goal is to open Floodgate of Transactions across the Pacific

SHANGHAI, CHINA — In a sign of the exploding importance of China to the Silicon Valley-San Francisco-Oakland region's economy, this week, the Bay Area Council opened its first overseas global office in Shanghai, China. The office is located in Shanghai's Knowledge and Innovation Community (KIC) in the Yangpu District. The office will help a high volume of small, medium and large Bay Area businesses access the Chinese market, help bring the region's brightest minds and best technologies to bear in China's development, and guide Chinese companies and investment to the Bay Area. The office opening is also part of an overall platform of cooperation between the Bay Area Council and the Shanghai-Yangtze Delta region.

"This is a very big deal for the business community here," said Jim Wunderman, President and CEO of the Bay Area Council. "While we represent some of the largest multinational corporations on the planet, this joint effort with Chinese leaders is primarily geared to help our region's up and coming small and medium-sized businesses access and build China's growing innovation economy. Soon, we will open other locations around the world, but we wanted our first office to acknowledge China's ascension to the stage as a world leader in innovation."

In January 2010, central government leaders in Beijing designated Shanghai's Yangpu district as an official "Innovation Zone" of China because of the number of attributes it has to attract venture capitalists and entrepreneurs. It is part of one of the world's preeminent and fastest growing financial centers, hosting 65 research institutions and companies such as Oracle, Baidu, eBao, Siemens, EMC and Silicon Valley Bank. One of the key duties of staff in both the Bay Area and Shanghai will be to help Silicon Valley-San Francisco businesses connect with these resources and meet partners, find customers and otherwise expand in the Chinese market.

"This is one part of a long cooperation between the Bay Area Council and Yangpu in support of our innovation urban development plan," said Chen Yin, Party Secretary of the Yangpu District. "Yangpu's emphasis on technology, innovation, and a transformation to business through financial supports and services, makes the Bay Area an obvious partner."

This is the first overseas trade office for the Silicon Valley-San Francisco region – the next is planned for India – which recognizes that as the world capital for technology and innovation, the Bay Area cannot take its economic position for granted anymore. Other large metropolitan centers with educated workforces, knowledge-based economies, dynamic technology sectors and a global orientation, now directly compete with Silicon Valley. As the global economy evolves, the Bay Area’s business leaders recognize the need for aggressive outreach to other innovation centers to keep the region ahead of the curve. China has a special historic and economic relationship with the region already, with seventy percent of Bay Area exports already going to Asia.

Also this week, a Memorandum of Understanding (MOU) to enhance cooperation on brownfield remediation was signed between Cherokee, a member of the Bay Area Council, and the Shanghai Yangpu District Government. This MOU represents the first step of the cleanup and reuse of brownfields to ensure environmentally responsible development and allow for key lands to be put to productive use. The participants also intend to engage in a scientific policy dialogue and will cooperate on capacity building by creating a Brownfield Remediation Research Institute located in Yangpu District, as part of the Knowledge Innovation Community.

Likewise, Concept Art House – a San Francisco-based international art service provider and original IP developer focused on digital entertainment formats – announced today that it has chosen to locate its new Chinese facilities in the Yangpu district, Shanghai. Yangpu was selected after an extensive search based upon its combination of exceptional creative and artistic talent, innovation focus, and excellent infrastructure. All of which are requirements for leadership in the digital entertainment industry.

“At Concept Art House we are focused on being a leader in digital entertainment products from graphical comics and books, to videogames to feature films” said James Zhang, CEO of Concept Art House. “We recognize that like San Francisco, the Yangpu district in Shanghai brings together a unique blend of creative, innovative and technology savvy people and these are exactly who we need to work within our company as we continue to grow our US and Chinese operations”

Jin Xingming, the Mayor of the Yangpu District said, “We are looking forward to supporting the growth of Concept Art House in every way possible and encourage other San Francisco Bay Area companies to consider following in their footsteps”

The Yangpu District Government also used the occasion to appoint Mr. Jeffrey Heller as Senior Urban Planning Consultant to the District. Jeffrey Heller, FAIA, is president and founder of Bay Area-based Heller Manus Architects. He serves as a Board Member of the Bay Area Council and the California Architects Board. Mr. Heller is currently the Lead Design Partner of Guangzhou’s Urban Master Plan, working to improve transit-oriented development in a 23 sq km area of the city.

“So many of the people and companies that make our economy vibrant – venture capitalists, cleantech start ups, IT companies, architects and healthcare companies – badly want access to the knowledge, talent and customers of China, but don’t know where to start,” said Lloyd Dean, President and CEO of Catholic Healthcare West, and Chairman of the Bay Area Council. “This office will help them do it.”

“With the office established, the groundwork is prepared and the foundation is laid for bilateral benefit,” said Vincent Lo, Chairman of the Yangtze Council and Founder, Chairman and CEO of the Shui On Group. “The Yangtze Council will continually act in its role of regional coordination for both the Bay Area and the Yangtze area.”

#

Bay Area Council

The Bay Area Council represents approximately 275 of the largest employers in the Silicon Valley-San Francisco region, including Chevron, Hewlett Packard, McKesson, Wells Fargo, Oracle, Google, Yahoo and many others. Typically these companies offer their CEO as the member of the Bay Area Council, and in total employ more than 4.43 million workers and have revenues of US\$1.94 trillion, worldwide.

Cherokee

Cherokee is the largest private equity firm in the world investing capital and expertise in brownfield redevelopment. For more than two decades, Cherokee's executive team has produced strong financial returns while delivering positive environmental and social results. Cherokee has invested in more than 525 properties worldwide. The firm has nearly \$2 billion under management and is currently investing its fourth fund. Cherokee's track record is built on nearly 15 years of successfully cleaning up and revitalizing real estate. Its team of experienced real estate and investment professionals, access to capital and leadership in the field is evident in the properties they have transformed and the consistent, sustainable returns they generate. Further, Cherokees work has shown that profitability and responsibility are not mutually exclusive; they go hand in hand.