

## Council's Shanghai Office to Reinforce Region's Position as Trade Gateway to China

After several years of trans-Pacific collaboration between the Bay Area Council and business and government leaders in Shanghai, we are proud [to announce](#) that we have reached an agreement with Chinese officials to open a physical office in Yangpu District, Shanghai to begin the important work of bilateral trade and investment promotion between our two regions. More than just an office, the agreement is a partnership that allows the Bay Area to enhance our role as a leader in the global economy and assert our position as the key economic link to the Pacific Rim. In the words of Jim Wunderman, President & CEO of the Council, "It's a game changer."



Council staff both in the Bay Area and Shanghai will help small, medium and large Bay Area businesses expand into the Chinese market, while working to attract Chinese businesses and investment here. The partnership has the goal of strengthening existing economic relationships between the Bay Area and the greater Yangtze region, and cultivating new ones. Experts predict that, with estimated construction needs of 2 billion square meters of buildings every year through 2020 and national renewable energy targets set at 20 percent of electric power generation by 2020, demand for Bay Area products and services will sky rocket.

The Bay Area Council's office, —湾区投资咨询(上海)有限公司— with a tentative open date in April, will be located in the Knowledge and Innovation Community in the Yangpu District of Shanghai and Bay Area Council Vice President of Global Initiatives [Kristen Durham](#) will serve as Director. Yangpu is one of only three designated Innovation Zones in China and has a number of attributes attractive to venture capitalists and entrepreneurs.

We'd like to extend a special thank you to Vincent Lo, Chairman & CEO of Shui On Group, for his leadership, friendship and vision that was critical in turning this idea into a reality.



## Council Launches New Initiative: Cyber Security

The Council's newest public policy initiative, a Cyber Security Committee led by Ellen Richey, Chief Enterprise Risk Officer for Visa Inc, got off to a strong start with the assistance of a true American patriot, General Michael Hayden. Hayden's distinguished military career was capped with stints as the 20th Director of the Central Intelligence Agency, and the 15th Director of the National Security Agency. Richey and Hayden led an intense, spirited discussion on the critical importance of cyber security in the global economy and challenges businesses are facing as a result of constant cyber attacks. Input was taken from the Committee to help drive the policy focus and priorities for the Committee going forward. Contact [Del Christensen](#) for more information.

