



CUPERTINO

**CITY OF CUPERTINO
FRIENDSHIP CITIES PROGRAM
APPLICATION FOR DESIGNATION**

Instructions

This application is to be completed by the Friendship City Committee of the requesting international city and submitted electronically to the Cupertino City Manager's Office by emailing pio@cupertino.org.

Background

A Friendship Cities Designation is an established relationship between the City of Cupertino and a partnering international organization that is mutually beneficial. The first step towards establishing a Friendship Cities Designation is to complete this application. This application helps to identify proposed goals of the relationship, the supporting activities expected, and highlights the areas of interest strengths, or needs of each party. The proponents of establishing such a relationship must be a collaboration of a community organization (a Friendship City Committee) and an elected official of the participating international city.

Who May Request a Friendship Cities Designation?

Any established Friendship City Committee of the proponent Friendship City may submit an application. The most successful applications will have more than one sponsor and will represent multiple agencies or organizations.

Processing and Approval of the Application

This application will clearly state the rationale and the goals of the relationship and the mutual benefits in establishing this relationship. Once the designation is in place, all information in the application will be shared with the community and stakeholders upon request.

Complete information for key contacts and authorizing individuals (the signing authorities) must be provided before the relationship can be finalized. In addition, the committee must have a Cupertino Councilmember sponsorship. Incomplete information will delay the process. A Friendship Cities Designation will be authorized for a period of two (2) years as outlined in the City of Cupertino's "Policies and Guidelines on Sister Cities, Friendship Cities, and International Delegations" and will be subject to all guidelines therein.

CUPERTINO FRIENDSHIP CITIES PROGRAM APPLICATION FOR DESIGNATION

To be completed in English by the requesting organization:

1. Name and Country of the proposed Friendship City and the Friendship City Committee:

Qingdao High-Tech Industrial Development Zone

2. Today's date: 11/8/2016

3. Name of person requesting relationship: Dr. Reuben Chen

Title: Chief Wealth Strategist

Affiliation: Wellspring Consulting

Address: 2635 North First St. Suite 201, San Jose, CA 95134

Email: reuben.chen@wellspringfg.com

Phone: 408-435-1668

4. City of Cupertino Sponsor: Mayor Barry Chang

5. Friendship City Elected Official Sponsor: Shang Li Qun

6. RATIONALE: Please explain the rationale and focus of the requested Friendship Cities Designation. Describe why a Friendship City relationship would be beneficial to the City of Cupertino and your local community, organization, and city. Please outline the areas of mutual strength and interest for each of the participants. Limit this section to four pages and attach it to this application. Items to include:

- Names, titles, and affiliations of those who will be involved at the proponent Friendship City and the Friendship City Committee. Be sure to include information for the proponent Friendship City's Mayor as they will have the primary signing authority of the Friendship City.
- Areas of mutual interest upon which the relationship will focus.
- Opportunities for new activities and potential outcomes.
- Benefits and measurable results that the City of Cupertino and proponent Friendship City can expect as a result of the establishment of such a relationship.

7. RESOURCES: Please address monetary and in-kind resources that may be necessary to conduct the activities of this relationship, how they are to be obtained, and from whom. If none, state "no funding required". Please note that the City of Cupertino does not currently provide funding for Friendship Cities. Limit this section to one page and attach it to this application.

8. PROFILE: Please attach a brief profile of your city and Friendship City Committee including, but not limited to: background, location, nature, size, and relevant programs. Limit the profile to no more than two pages.

9. ADDITIONAL INFORMATION: Please add any additional information about this proposed relationship, the proponent Friendship City, and/or the Friendship City Committee that you wish to share. Limit additional information to no more than 2 pages.

Friendship City Mutual Interests

The establishment of a friendship city between Cupertino and Qingdao High-Tech Industrial Development Zone (HIDZ) initiates the economic, technological, and educational relationship between both cities and dedicates shared knowledge and opportunities in a mutually beneficial basis. The City of Cupertino is located in Silicon Valley, a world leading high tech region. The Qingdao HIDZ is also a technology-focused region. Both city mayors have met and discussed the common interest and potential opportunities of both regions. The common goal of a friendship city is to facilitate a better communication and understanding culturally, politically, and economically through the exchange of ideas in fields of technology, education, and business.

Qingdao is considered a young city in China with 125 years of history and a long period of colonization. During the Qing Dynasty, the area of Qingdao was called Jiao'ao; the area was developed as a port to conduct oversee trade with Japan and Europe. In 1891, the Qing government decided to make the area a primary defense base against naval attacks and started the construction of a city. The original name of the city is Tsingtao; the official name today is Qingdao. Qingdao is the most important port in northern China; it was occupied by Germany as the Department of the Navy from 1897 to 1914. After British naval attacked on German colony Qingdao in 1914, Japan occupied the city and surrounding province during the Siege of Tsingtao. In 1922, Qingdao reverted back to the Republic of China (ROC) and became a direct-controlled municipality of the ROC government in 1929. During World War II, Japan re-occupied Qingdao in 1938 with its plans of territorial expansion onto China's coast. On June 2nd, 1949, the China Communist Party (CCP) – led Red Army entered Qingdao with success in recapturing the territory and the city and the province have been under People Republic of China (PRC) control since then. Following the 1984 inauguration of China's open-door policy to foreign trade and investment, Qingdao has developed quickly as a modern port city. It is now the headquarters of the Chinese navy's northern fleet. Today, the city still maintains the constructions and cultural influence of Germany and Japan which add more charm for international visitors.

Qingdao has a population of 9,046,200. The sub-provincial city of Qingdao has direct jurisdiction over 7 districts and 5 county-level cities with total area of 11,282 square kilometers. Qingdao is the fifth-largest and the world's seventh-largest seaport. In 1984, the Chinese government named a district of Qingdao a Special Economic and Technology Development Zone (SETDZ). Qingdao has experienced one of the fastest GDP growths among cities in China during the last decade. The city has recently experienced a rapid growing period with a new financial and a technology-focused districts. Outside of the center of the city there is a large industrial zone, which includes chemical processing, and rubber and heavy manufacturing in addition to the growing high tech area. The historical, geographical, and economic advantages of Qingdao have made international trading and communication more efficient and more attractive to the global business owners and investors.

Given the similarities in scale of each city being a major hub in the respective region, the government of Qingdao decided to have the HIDZ become a friendship city with the City of Cupertino. The Qingdao High-Tech Industrial Development Zone is a province-level zone approved by the State Council in May of 1992. It is a newly developed technology-focused district in Qingdao where some of the most influential high tech institutions in China are located. After combined with Qingdao Jiao Zhou Bay New Industrial Base, the area of HIDZ is now 9.95 square kilometers and can be also referred to as Red Island District. More so, Cupertino is located in the heart of Silicon Valley, where it has many prominent technology-focused institutions such as Apple Inc. City of Cupertino can also be a medium to connect the surrounding cities in Silicon Valley. With the friendship city relationship, the officials from Qingdao can provide local resources such as legislation and personnel support for foreign businesses and corporate branches that decide to do business in the region.

The city of Qingdao and Shandong province provide the largest support to develop this region to achieve its goal of becoming one of the five leading High-Tech Zones in China and have a worldwide influence. The officials of Qingdao HIDZ have mentioned that to achieve this goal the region needs to absorb the world's most advanced technology and innovative ideas. HIDZ recently launched two demonstration projects on technological innovation services and marine economic system reform with the aim of building a regional center for marine industrial innovation and entrepreneurship. This region also serves the construction of the National Self-Dependent Innovation Demonstration Area on the Shandong Peninsula. It has 26 key laboratories above city level and five national technology incubators. There are also province-level software industrial base and three national-level colleges, Ocean University of China, Qingdao University, and Qingdao University of Science and Technology. The Qingdao HIDZ is willing to share its resources with the City of Cupertino and welcomes business visits from Cupertino's high tech corporations. During the formal meeting on October 25th, 2016 when the friendship city agreement was signed, the mayor of both cities discussed that the frequency to which corporations and universities communicate will facilitate the development of new ideas and make discoveries that both major regions on each side of the world can potentially benefit from.

During the last twenty years, Qingdao has been a major manufacturing center in Shandong province. There are growing number of prominent institutions in Qingdao such as Haier Corporation, which engages in the manufacture and distribution of household electrical appliances. Haier is one of the first Chinese corporations to successfully enter the U.S. market. Among the many visits during the trip from Cupertino to Qingdao, Qingdao HIDZ President Shang Li Qun arranged a visit for overseas visitors and delegates from Qingdao, IFPC, and Hong Kong Qingdao Association to the headquarter of Haier, which turned out to be a great way for all who gathered to get a firsthand experience of innovation and success the company has achieved so far. Haier encourages and sponsors its employees from all departments to actively innovate and develop new

business ideas using the corporation platform. The corporation is also willing to send the new generation of entrepreneur to join the movement in the U.S. following Haier's lead the friendship city agreement will hopefully make that goal that much more achievable.

Furthermore, China has become one of the most popular study abroad destinations for international students due to its over 5,000 years of history and diverse culture. Education is the best way to achieve cultural exchange and communication. Shandong province is the hometown of Confucius and Mencius, as well as the land of ceremony and propriety. In addition, Qingdao has large foreign population which has brought diversified culture and lifestyle to the city. With its inherent diverse scenery, Qingdao is one of the best gateway for international students to study Chinese culture and history. The friendship city will assure a credible relationship between Cupertino and Qingdao and allow easier access of information exchange for generations to come. More so, the president of Think Tank Learning in California, Steven Ma, has established an international private, non-profit high school in Qingdao in 2015. The school provides a complete U.S. high school curriculum that is taught in manner to replicate any other high school located in the United States. The style and environment is to prepare students in Qingdao to attend California universities. In the future, the school will open semester exchange programs with high schools in California.

During his trip to Qingdao, Mayor Barry Chang and the delegation also had the opportunity to visit the number one ranked high school in the Shandong Province (Qingdao No. 2 High School). The school was founded in 1925 and was appointed as the key school of Shandong Province in 1953. The school has been awarded National Leading Unit in Education, National Model School in Moral Education, National Green School, National Model School in Traditional Sports Education, National Olympics Standardized School, Provincial Standardized School, Provincial Model School in Democratic Administration, and Qingdao Model School in Education Reform. The school is one example of international student exchange program offering the experience and works with high schools in the Eastern United States, Russia, and Japan. More so, in meeting with Major Barry Chang, the principal of the high school expressed interest to connect with the high schools in Silicon Valley since the school has focuses in innovative technology and is looking to adopt both western and eastern education curriculum.

As an important trading port in the province, Qingdao flourishes with foreign investment and international trade. On another arranged visit, the president of Hong Kong Qingdao Association Limited, Peter Liu Shu Sun, and the founder of Wang Duan Rui hosted a half day event to visit Weidong Cloud Education of Weidong Group. Weidong Cloud Education aims to narrow down the education gap between countries and regions. It works with international organizations and world-renowned institutions to build an international digital education resource-sharing platform. With the visit from Mayor Barry Chang, the senior management team of the company also expressed interest and willingness to conduct business trips to visit corporations in

Silicon Valley as part of further developing the friendship city agreement.

Qingdao is most famously known for the Tsingtao Brewery. The Tsingtao Brewery was founded on August 27, 1903 by German settlers and is headquartered in Qingdao. Now the Tsingtao Brewery is the most famous beer brand in China and known worldwide. The government of Qingdao and Tsingtao Brewery Co. will sponsor the first Qingdao Beer Festival in Los Angeles in 2017. In connection to the friendship city agreement, this event brings about opportunity for one of China's high quality food and beverage company to be a leading ambassador for the larger Chinese food and beverage industry to enter the U.S. market. With the event being planned it will also bring both Chinese traditional and modern music, dance, and art to achieve better communication and understanding of Chinese culture. With this friendship city relationship, we can bring such events and more activities to the Bay Area in the future. This friendship city agreement between the City of Cupertino and Qingdao High-Tech Industrial Development Zone has potential to bring more institutions and people from various fields of technology, education, and business to participate and set a new outlook that will bring about a larger scope of opportunities between the two sides of the world.

Friendship City Committee

The Mayor of Cupertino Barry Chang initiated a friendship city trip to the People Republic of China from October 24th to November 15th, 2016. Dr. Reuben K. Chen, the founder and CEO, and Yilin Wang, the business development manager of Wellspring Consulting connected with organizations and the government of Qingdao to discuss the content of a friendship city agreement.

Mayor Barry Chang arrived in Qingdao on October 25th and that same day the Qingdao United Front Work Department arranged a visit to Qingdao High-Tech Industrial Development Zone and an official meeting in the afternoon. After a successful discussion, Shang Li Qun, President of the Qingdao High-Tech Industrial Development Zone Committee of the Communist Party of China acknowledged and signed the friendship city agreement with the Mayor of Cupertino Barry Chang.

Prior to the friendship city agreement meeting, Dr. Reuben K. Chen was also invited to speak at the annual conference of International Financial Planner Council (IFPC), Hong Kong association, in Qingdao from October 19th to the 25th. The conference was joint hosted by Qingdao United Front Work Department and Hong Kong Qingdao Association Limited. The sponsor of the conference was Pegasus California High School, established by Steven Ma, the president of Think Tank Learning in California, and Qingdao Wei Dong Group. The secretary of IFPC Heman Lam Kwok Chu assisted to initially discussed the friendship city agreement with the Qingdao government prior to Mayor Barry Chang's arrival. The president of Hong Kong Qingdao

Association Peter Liu Shu Sun also provides important contact to connect with the Qingdao Government and the Chinese People's Political Consultative Conference (CPPCC).

All the listed parties and people have provided important resources and support to facilitate the success of Cupertino and Qingdao High-Tech Industrial Development Zone friendship city agreement. With a common goal to build a better communication channel between two cultures and stimulate the international development of the two regions, all the members and future participants of the committee will work together to share resources and opportunities base on common interests.

Shang Li Qun – Qingdao Official

Shang Li Qun is the President of the Qingdao High-Tech Industrial Development Zone Committee of the Communist Party of China and the Executive Deputy Director of Qingdao High-Tech Industrial Development Zone Management Committee. He represented the High-Tech Industrial Development Zone and the Mayor of Qingdao, Zhang Xinqi, to discuss and sign the friendship city agreement.

Dr. Reuben K. Chen – President

Dr. Reuben K. Chen is the founder and CEO of Wellspring Consulting and the Member Firm Principal of M Financial Group. He founded Silicon Valley Lions Foundation and serves as the Charter President of the Silicon Valley Lions Club. He is currently the Chairman of the Northern California Chapter of the Asian American Insurance Financial Professional Association (AAIFPA). Dr. Chen co-founded Shower of Blessing Evangelistic Ministry (SOBEM, U.S.A.) and the Chinese American Christian Business Fellowship (CACBF). He is also Board of Director and Treasurer for Culture Regeneration Research Society USA (CRRS). He was awarded “World Outstanding Chinese Award” in 2007 and received a proclamation from Mayor Jose Esteves, City of Milpitas, for his outstanding worldwide achievement and contribution to the community. Dr. Chen initiated the Friendship City Committee in Qingdao and connected with all the related organizations. He invited the Mayor of Cupertino Barry Chang to visit Qingdao and signed the friendship city agreement with Qingdao High-Tech Industrial Development Zone.

Peter Liu Shu Sun – VP

Peter Liu Shu Sun is the president of Hong Kong Qingdao Association Limited, founding member and Honorary President of Hong Kong Shandong Business Association, Honorary Adviser of China Chamber of International Commerce, Qingdao Chamber, executive member of Qingdao Federation of Industry and commerce, and the former senior member of Qingdao committee of CPPCC for 15 years. His association has a long history of friendship and focuses on the communication and knowledge exchange on culture, economy, education, and technology between Hong Kong and Qingdao. He works closely with Qingdao United Front Work Department and the Qingdao Government and the Chinese People's Political Consultative Conference

(CPPCC). He connected with Qingdao Weidong Group and Weidong Cloud Education and plans to visit Silicon Valley beginning in 2017 with a group of Qingdao investors and entrepreneurs.

Steven Ma – VP

Steven Ma is the Founder, President and CEO of Think Tank Learning, Inc. Mr. Ma serves as secretary of the California Commission on Asian and Pacific Islander Affairs and is the Chair of the Asian American Education Media Foundation. In 2015, he connected with Hong Kong International Financial Planner Council (IFPC) to fund and established the Pegasus California High School in Qingdao. Mr. Ma also served as Chairman of the Education Committee of the International Leadership Foundation. In 2010, Steven was recognized as one of China’s Top 10 Economic Talents and given a special recognition at the 7th Annual “Greater China Economic Excellence Awards” in Beijing.

Yilin Wang – VP

Yilin Wang is the business development manager of Wellspring Consulting. She invited and arranged the trip for the Mayor Barry Chang to Qingdao. She discussed the content of the friendship city agreement with Qingdao Official organizations and designed the program structure of the agreement. She is responsible for establishing the Friendship City Committee and will plan for future events and opportunities for the committee.

Heman Lam Kwok Chu – VP

Heman Lam Kwok Chu is the secretary of Hong Kong International Financial Planner Council (IFPC). He made contact with the Qingdao United Front Work Department to write the friendship city agreement and arranged the reception program and official meeting for Mayor Barry Chang in Qingdao. He is responsible for fundraising for future events between Cupertino and Qingdao.

The Qingdao United Front Work Department (UFWD) is a municipal political agency under the guidance of the Central Committee of the Communist Party of China. The department is responsible for managing relations with the non-Communist Party elites including individuals and organizations, commercial, or academic influence, or those that represent important interest groups, both domestically and internationally. In addition, the department is also responsible for contacting the non-Party committee representatives and CPPCC members at all levels; it provides assistance and support on investigation, supervision, and proposal works. The UFWD seeks to ensure that these groups are supportive to Communist Party rule.

Monetary and Resources

The three-day visit from October 23rd to 25th, 2016 in Qingdao cost \$3,000 per person including international and domestic transportation and accommodations. The first trip from Cupertino to Qingdao was self-funded. All conferences, visits, and meals in Qingdao were arranged and sponsored by International Financial Planner Council, Hong Kong Qingdao Association Limited, The Qingdao United Front Work Department, and Qingdao Chinese People's Political Consultative Conference. Sponsorships may continue for future activities. Depending on the event participants will be responsible for their own expenses. The Friendship City Committee in Cupertino will provide necessary resources such as event arrangement and supporting documents for local legislation purpose. There is no funding required from the City of Cupertino. For business visits and activities, a sponsorship may be required.

Based on the agreement, there is no requirement for annual visits between the government officials of both cities. However, for projects that require in-person meetings as well as future activities and events between both cities, the following list of identifies areas that would require funding when visiting the host city.

- Travel arrangements (e.g. transportation, hotel, dining)
- Travel documentations (Visas)
- Gifts
- Entertainment
- Event Coordinator
 - Venue
 - Security
 - Event staff
 - Technology
- Marketing efforts leading into an event
 - Ads and local media outlet

Through the friendship city agreement, we want to expand our mutual interests in various fields of work and that this will be the first step towards that goal. To add, this establishment we believe will generate interest and opportunities for more government, business, and professional organizations from both cities to participate.

Friendship City Committee



青岛 Qingdao

Mayor:	Zhang Xinqi 张新起
Year of establishment:	1891
Location:	Eastern Shandong Province
Jurisdiction:	7 districts, 5 county-level cities
Land Area:	11,282 km ²
Population:	9,046,200
GDP:	\$136.43 Billion USD
GDP per capita:	\$14879.50 USD



Qingdao High-tech Industrial Development Zone

Year of establishment:	1992
Location:	Red Island, Qingdao, Shandong
Land Area:	9.95 km ²
Population:	81,000
Total Production:	\$6.5 Billion USD
Major Corporations:	Lucent, Parker Hannifen, SSL, China North Rolling Stock Group, Hisense, Haier Soft, Neusoft
Major Industries	Information technology, bio-pharmaceuticals, new materials, new energy, advanced equipment manufacturing, marine technology, defense technology



Friendship City Committee

Qingdao Official Meeting and Signing of Friendship City Agreement



Barry Chang – Mayor of Cupertino

Shang Li Qun – Qingdao Official

Involved Organizations:

Qingdao Government and the Chinese People's Political Consultative Conference (CPPCC).

Qingdao High-Tech Industrial Development Zone
Committee of the Communist Party of China

The Qingdao United Front Work Department (UFWD)

Hong Kong Qingdao Association Limited

Hong Kong International Financial Planner Council (IFPC)

Wellspring Consulting – Silicon Valley

Qingdao Weidong Group



Friendship City Committee

Qingdao HIDZ Educational Institutions



The Mayor Barry Chang and visited the Qingdao No. 2 High School

Pegasus California School in Qingdao

Friendship City Committee

Qingdao Leading Industries

Haier®



Hisense
Technology



青島啤酒



伟东云教育
WEIDONG CLOUD EDUCATION

