

Management report to Council

Agenda item 6.8

Proposed travel by Councillor Kevin Louey: Business Partner City Roundtable, Kuala Lumpur, Malaysia and Bandung, Indonesia 17 to 23 November, 2019

Council

Presenter: David Livingstone, Manager International and Civic Services

27 August 2019

Purpose and background

1. The purpose of this report is to seek Council approval for the Chair, Prosperous City portfolio, and City of Melbourne appointee to the Business Partner City (BPC) Network, Councillor Kevin Louey, to travel to Kuala Lumpur, Malaysia to participate in the annual BPC Roundtable (20 to 22 November 2019) and Bandung, Indonesia (17 to 19 November) to undertake meetings with current and potential partner organisations and follow up business leads from the Lord Mayor's trip in support of Council's international business approach.
2. A key outcome under Council's Prosperous City goal is that Melbourne prospers through global business relationships and investment attraction. The BPC network consists of 13 other economically important Asia Pacific cities and City of Melbourne has been a member of the network since 1999. Members of BPC include two of Melbourne's long-standing sister cities, Osaka and Tianjin, as well as a number of cities Melbourne actively engages with, such as Singapore, Kuala Lumpur, Hong Kong and Mumbai. Attendance at the 2019 roundtable will enable Council to continue to build on its connections with significant business and government partners in the ASEAN region and advocate for more concrete collaboration.

Key issues

3. Global economic weight is shifting to Asia, with the region expected to account for more than half of the total middle class consumption market by 2030. With its theme of '*Industry 4.0 ~ The Way Forward*', participation in the BPC Roundtable will provide the City of Melbourne with an opportunity to:
 - 3.1 Promote City of Melbourne's international interests through key city partners across the Asia-Pacific region.
 - 3.2 Showcase Melbourne's strengths in smart cities, innovation and startups and promote key initiatives.
 - 3.3 Leverage our participation in an important regional network to enhance Melbourne's prosperity and keep abreast of the latest international developments in smart cities and innovation.
4. Kuala Lumpur is actively pursuing their smart city and innovation agendas and will be hosting the Smart Cities Asia conference in September. Additional meetings will be sought with Kuala Lumpur City Government, the Victorian Trade and Investment Office and Austrade to provide City of Melbourne with an update on market developments and explore potential collaboration and business opportunities in the smart cities and innovation space.
5. While in the region, it is proposed that Councillor Louey also visit Bandung to follow up on business leads from the Lord Mayor's trip in May. The Lord Mayor's visit strengthened our relations with Bandung and substantive discussions with the Mayor of Bandung and Governor of West Java identified several areas of mutual interest and potential for Melbourne, including the Bandung Technopolis development (a new smart and liveable city centre), best-of-kind innovation facilities, education, creative industries and coffee. It would be opportune to utilise the momentum gained to follow up these leads and it is proposed that meetings be undertaken with key stakeholders to explore these commercial opportunities in more depth.
6. It is proposed that a member of the International and Civic Services Branch accompanies Councillor Louey to provide high level support to achieve optimal business and civic outcomes during the Roundtable and stakeholder meetings in Kuala Lumpur and Bandung.

Recommendation from management

7. That Council:
 - 7.1. Approves Councillor Louey's participation in the 2019 Business Partner City Roundtable to be held in Kuala Lumpur, Malaysia (20 to 22 November) and undertake meetings with stakeholders in Bandung, Indonesia (17 to 19) to follow up on business leads from the Lord Mayor's trip.
 - 7.2. Approves an amount of up to \$8600 to cover the travel costs, including airfare to Bandung and Kuala Lumpur, accommodation and incidentals for Councillor Louey.
 - 7.3. Notes that Councillor Louey will prepare a report to the Future Melbourne Committee or Council within 60 days of return from travel.

Attachments:

1. Supporting Attachment (Page 3 of 9)
2. Proposed Itinerary – Bandung, Indonesia and Kuala Lumpur, Malaysia (Page 4 of 9)
3. BPC Invitation Letter and Tentative Program (Page 5 of 9)

Supporting Attachment

Finance

1. The estimated cost of the proposed travel to Kuala Lumpur, Malaysia and Bandung, Indonesia for Councillor Louey would be \$8600. These costs will be met from within the approved 2019–20 overseas travel budget.

Conflict of interest

2. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report

Health and Safety

3. Councillor Louey will undertake standard personal safety and awareness precautionary steps which apply to international travel.

Relation to Council policy

4. Participation in the 2019 BPC in Kuala Lumpur will contribute to achieving Council Plan Goal: 'A Prosperous City' which seeks to position Melbourne as the destination of choice amongst international and local businesses by excelling in its ability to nurture a vibrant economy for those who work, live, study, visit and invest. It also pursues the business approach outlined in 'Melbourne: Doing Business Globally' (endorsed by Council November 2014) which guides Council's international activities to deliver business development opportunities that increase exports and inward investment.

Environmental sustainability

5. The carbon emissions resulting from air travel to Kuala Lumpur and Bandung will be offset with the purchase of credits.

Proposed itinerary – Bandung, Indonesia and Kuala Lumpur, Malaysia

Day	City	Activities
Day 1	Melbourne	Depart for Bandung (via Singapore)
	Bandung	Arrive in Bandung
Day 2	Bandung	Bandung City Government meeting: <ul style="list-style-type: none"> Bandung Technopolis development – Master Plan Inbound missions to Melbourne around the themes of smart cities, waste management and water management
		Meeting with Summarecon (property development company that owns 60 percent of Bandung Technopolis).
		Site visit to Bandung Technopolis
Day 3	Bandung	West Java Government meeting <ul style="list-style-type: none"> Establishing a best-of-kind innovation facility such as the Goods Shed in Bandung (explore potential co-operation between Bandung, Melbourne and LaunchVic).
		Site visit to Bandung Digital Valley and Block71 Bandung (startup incubators)
		Melbourne hosted networking event. (Bandung City Government, Victorian Government Trade & Investment Office, Institute of Technology Bandung, Monash University, West Java Government, West Java Chamber of Commerce)
Day 4	Kuala Lumpur	Flight from Bandung to Kuala Lumpur (via Singapore)
		Market update dinner with Victorian Government Trade & Investment Office, Kuala Lumpur
Day 5	Kuala Lumpur	BPC Roundtable meeting
		BPC Networking luncheon
		BPC Roundtable Networking Reception
Day 6	Kuala Lumpur	Courtesy call with Mayor of Kuala Lumpur
		Meeting with Smart City Office
		Melbourne hosted stakeholder lunch (Kuala Lumpur City Hall, Victorian Government Trade & Investment Office, Monash University, Austrade).
		Depart for Melbourne
Day 7	Melbourne	Arrive in Melbourne



July 31, 2019

Attachment 3
Agenda item 6.8
Council
27 August 2019

Ms. Sally Capp
The Right Honourable the Lord Mayor
City of Melbourne
GPO Box 1603M,
Melbourne 3001, Australia

Subject: Invitation to the Business Partner City (BPC) Roundtable 2019 Kuala Lumpur

Dear Ms. Sally Capp:

Allow me to begin with expressing my heartfelt gratitude for your continued endorsement and support towards BPC exchange activities.

On behalf of the City of Osaka and Osaka Business Partner City Council, I am pleased to formally invite you and your officials to the BPC Roundtable 2019.

For the first time since BPC affiliations were established in 1988, Kuala Lumpur, with significant support from Malaysia External Trade Development Corporation (MATRADE) and Kuala Lumpur City Hall, will be hosting this year's BPC Roundtable on November 21st.

The theme of the conference shall be "industry 4.0," an area embraced by the Government of Malaysia as a national policy to encourage the digital transformation of the manufacturing sector. In that regard, we wish to achieve collaborations and mutual benefit among manufacturing players of BPC through open discussions that will allow each city to share their recent initiatives, as well as the challenges they encounter.

Furthermore, we are delighted to announce that MATRADE has made preparations to arrange individual business meetings with local companies for arriving business delegates who are interested in purchasing products or outsourcing manufacturing to Malaysian companies. I believe that the arrangements would present a perfect opportunity for business delegates to develop and expand their business in Malaysia and neighboring countries, hence please allow me to recommend your cordial consideration in dispatching a trade mission for the event.

I genuinely hope that the occasion will assemble a wide scope of representatives in Kuala Lumpur, where we can engage in constructive discussions that further enhance collaborations and deepen the bond of friendship among BPC members.

We look forward to seeing you at the BPC Roundtable in Kuala Lumpur.

Sincerely yours,

Michiteru Kashiwagi
Chairman, Osaka Business Partner City Council
Director General, Economic Strategy Bureau, Osaka City Government

Enc: Overview of BPC Roundtable, overall schedule, theme outline, registration form
cc: Ms. Megan Cockroft, International and Civic Services Branch

Contact person: Mr. Masahiro Arita, Project Manager, IBPC Osaka
Tel: 81-6-6615-5522 Fax: 81-6-6615-5518 Email: arita@ibpcosaka.or.jp





Business Partner City (BPC) Roundtable 2019 Kuala Lumpur



(1) Overview

- 1. Name:** Business Partner City (BPC) Roundtable 2019 Kuala Lumpur
- 2. Date:** November 21st (Thu), 2019
(Overall Schedule : From November 21st (Thu.) to 22nd (Fri.))
- 3. Venue:** MATRADE Building, Level 22, "Putra Room"
(Jalan Sultan Haji Ahmad Shah 50480, W.P. Kuala Lumpur)
- 4. Organizer:** City of Osaka / Osaka Business Partner City Council
Malaysia External Trade Development Corporation (MATRADE)
Kuala Lumpur City Hall
- 6. Theme:** "Moving Forward with Industry4WRD"
- 7. Invitees:** Representatives from Business Partner City
- <Hong Kong> Hong Kong Trade Development Council
 - <Singapore> Enterprise Singapore
 - <Bangkok> Thai Chamber of Commerce
 - <Kuala Lumpur> Kuala Lumpur City Hall
Malaysia External Trade Development Corporation
 - <Manila> Manila City Hall
Department of Trade & Industry Philippines, Foreign Trade Service Corps
 - <Jakarta> Jakarta Chamber of Commerce & Industry
 - <Seoul> The Korea Chamber of Commerce & Industry
 - <Shanghai> Shanghai Municipal Commission of Commerce
 - <Ho Chi Minh> People's Committee of Ho Chi Minh City
 - <Mumbai> IMC Chamber of Commerce and Industry
 - <Melbourne> City of Melbourne
Australian Industry Group
 - <Tianjin> Tianjin Municipal Bureau of Commerce
 - <Auckland> Auckland Regional Chamber of Commerce
 - <Osaka> City of Osaka
Osaka Business Partner City Council
- 8. Language:** English
- 9. Presentation:** 5 minutes by each city
- 10. Official Hotel:** Sunway Putra Hotel Kuala Lumpur (100 Jalan Putra 50350 Kuala Lumpur)
- 10. Secretariat:** Osaka Business Partner City Council (BPC Council)
Masahiro Arita (Mr.)
Tel: +81-6-6615-5522 Fax: +81-6-6615-5518
E-mail: arita@ibpcosaka.or.jp

BPC Roundtable 2019 Kuala Lumpur Theme
“Moving Forward with Industry4WRD”

Point of presentation and discussion:

- Capabilities and success stories of each member cities on their journey towards Industry 4.0;
- Initiatives for the advancement to Industry 4.0 undertaken by member cities; and
- Issues and challenges faced by member cities in moving towards Industry 4.0.

Overview of the theme:

- In this revolution era of Industry 4.0, advanced development of technology has created a big impact not only in the organization but in every aspect of life.
- Developed countries are now moving or have moved towards Industry 4.0. where the current “mechanical chains” in production being transformed into “digital chains”. Making traditional production and logistics processes obsolete.
- Industry 4.0 is all about digital innovation in products, processes, business models and global supply chain, which offer opportunities for the industries to be more proactive, innovative and competitive in coping with the rapid changes in technology.
- Embracing Industry 4.0 promises not only exponential increase in productivity and efficiency, but it enables to stay relevant in global supply chains.
- In this meeting, “Industry 4.0” will be the main agenda, each BPC member cities are welcome to share updates and information on each cities story on Industry 4.0, their respective capabilities, as well as issues and challenges faced. This will correlate with the aim to strengthen collaboration between each member cities.

(2) Overall Schedule (tentative)

Thursday, November 21st, 2019

- 10:00-12:00 **BPC Roundtable meeting**
 Theme: “Moving Forward with Industry4WRD”
 Venue: MATRADE Building, Level 22 “Putra Room”
 Program: Opening~ Presentation from each BPC~ Free Discussion
 Attendee: BPC Roundtable participants etc.
- 12:30-14:00 **BPC Networking Luncheon**
 Host: Malaysia External Trade Development Corporation (MATRADE)
 Venue: MATRADE Building, Level 23 “Mezzanine Floor”
 Attendee: BPC Roundtable participants etc.
- 14:30-15:30 **Facility Tour to Malaysia International Trade and Exhibition Centre (MITEC)**
 Program: Tour & Briefing
 Attendee: BPC Roundtable participants etc.
- 16:00-17:00 **Facility Tour to Malaysia Export Exhibition Centre (MEEC) & Trade Museum**
 Program: Tour & Briefing
 Attendee: BPC Roundtable participants etc.
- 14:00-17:00 **Business Matching Event (Concurrent Event)**
 Host: City of Osaka, MATRADE
 Venue: MATRADE Building, Level 5 “Jakarta Room 1 & 2”
 Attendee: Business delegates from Osaka and the other BPCs
- 18:30-20:30 **BPC Roundtable Networking Reception**
 Host: City of Osaka, Osaka Business Partner City Council
 Venue: Sunway Putra Hotel, 35th floor “Club Lounge”
 Attendee: BPC Roundtable participants, Business delegations from BPC,
 Officials from City of Osaka and related organizations, Business
 Meeting participants, Officials from foreign diplomatic offices
 located in Malaysia etc.

Friday, November 22nd, 2019

- 9:30-13:00 **Business Partner City (BPC) City Tour**
 Host: Kuala Lumpur City Hall
 Destination: Jamek Mosque~Kuala Lumpur Arch City Gallery~
 Kuala Lumpur Craft Complex~Museum of Illusion
 Attendee: BPC Roundtable participants