

Post travel report by Councillor Kevin Louey: Ho Chi Minh City, Vietnam and Kuala Lumpur, Malaysia, September, 2016**27 September 2016****Presenter:** Councillor Kevin Louey**Purpose and background**

1. To report to the Council on the travel undertaken by Councillor Kevin Louey to Ho Chi Minh City, Vietnam and Kuala Lumpur, Malaysia to attend the Business Partners Cities Roundtable (Roundtable) and undertake stakeholder meetings for the period 4 to 9 September 2016.
2. On 26 July 2016, Council approved the proposal for Councillor Kevin Louey to travel to Ho Chi Minh City, Vietnam and Kuala Lumpur, Malaysia for the period 4 to 9 September to participate in the annual Roundtable and undertake meetings with current and potential partner organisations in support of Council's international business approach.
3. Councillor Louey was accompanied by an International and Civic Services officer.

Key issues

4. A courtesy call was made to the Mayor of Kuala Lumpur, The Honourable Datuk Seri Haji Amin Nordin bin Abdullah. Meetings were also held with key stakeholders (government, business and sector specialists) in Kuala Lumpur to identify opportunities for city to city collaboration, compatible with Melbourne's key sector capabilities in city planning, urban sustainability and professional development. A letter of invitation from the Eco-City World Summit organising committee offering a speaking role at the summit in July 2017 was extended to the Mayor of Kuala Lumpur.
5. Councillor Louey hosted a Melbourne and Kuala Lumpur networking function with discussions centered on opportunities to share lessons in urban planning, transport, car share programs and city safety initiatives. It also provided an opportunity to discuss ways in which both cities can work together to increase business opportunities for mutual benefit. Guests included the Mayor of Kuala Lumpur, the Vice Mayor of Kuala Lumpur, Deputy Director of Planning, Kuala Lumpur City Hall (DBKL), Manager Alliances Invest KL, President Engineers Australian Malaysia Chapter, Executive Director, Victorian Government Business Office - Kuala Lumpur, Trade Commissioner, Austrade Malaysia, Pro Vice Chancellor and President, Monash University, Chair and Vice Chair Australian Business Council, Executive Manager- Association of South East Asian Nation (ASEAN) Regions/China, Charter Keck Cramer and former President, Australia Malaysia Business Council.
6. There was a strong representation from Business Partners Cities (BPC) members with nine member cities attending the Roundtable in Ho Chi Minh City. Councillor Louey held side line meetings which focused on further strengthening long standing connections with significant business and government partners through the BPC network. A highlight of the roundtable was the attendance of Mayor of Osaka, Mr Hirofumi Yoshimura at all events, reinforcing strong relations between Melbourne and Osaka.
7. Councillor Louey's presentation, consistent with the Roundtable theme of "The development of supporting industries and new business opportunities for small to medium enterprises" highlighted Council led initiatives that enhance Melbourne's economic profile and global market presence. Activities such as, the biennial business missions to China and Japan, showcasing innovation and excellence through Melbourne Knowledge Week and supporting business development and growth through the Small Business Grants program and seasonal marketing campaigns.
8. Councillor Louey was accompanied by a self-funded Melbourne based business delegation to the Roundtable. It was the first time, for many years, businesses accompanied Council representatives to the Roundtable. Seven businesses participated in the business matching seminar to advance trade and investment opportunities with over 100 companies from Manila, Osaka and Ho Chi Minh City.

9. The Roundtable provided an opportunity for discussion regarding opportunities to foster new connections with emerging business cities within ASEAN. These discussions concluded that the BPC would focus on opportunities within the existing 14 member cities and those generated through the Trans–Pacific Partnership.
10. Councillor Louey hosted a networking function with key representatives from the Ho Chi Minh City government, health, education and IT sectors and explored areas of mutual benefit and future opportunities between the two cities.
11. Councillor Louey presented on the City of Melbourne business development initiatives at the Australian Chamber of Commerce in Vietnam (AusCham) Sundowners networking event, which promotes the interest of Australian businesses operating in Vietnam.

Recommendation

12. That Council notes this report by Councillor Kevin Louey to Ho Chi Minh City, Vietnam and Kuala Lumpur, Malaysia to attend the Business Partners Cities Roundtable and undertake stakeholder meetings for the period 4 to 9 September 2016 and the incorporated summary of benefits and outcomes.

Attachments:

1. Supporting Attachment
2. Activities, Actions and Benefits of Travel
3. Photographs

Supporting Attachment

Finance

1. The cost associated with Councillor Louey's participation in the 2016 BPC Roundtable in Ho Chi Minh and strategic meetings in Kuala Lumpur was \$5,988.08. This included airfare (\$4,331.96), accommodation (\$1,018.29) and incidentals (\$637.83).

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.

Relation to Council policy

3. The Acting Director, City Economy and Activation has confirmed that the travel costs accord with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
4. The travel aligns with Council Plan 2013–17, Goal 3: a prosperous city and year four outcomes of a sustainable resilient municipal economy that is globally connected. *Melbourne: Doing Business Globally* (approved November 2014) guides Council's international activities to deliver business development activities that increase exports and inward investment, including engagement with key cities and markets in the ASEAN region.

Environmental sustainability

5. The travel facilitated opportunities for Councillor Louey to profile Melbourne capabilities of small and medium sized enterprises providing a range of environmental services. An invitation was extended to the Mayor of Kuala Lumpur to attend the Eco Cities World Summit 2017 as a panel speaker.
6. The carbon emissions resulting from air travel were offset with the purchase of credits.

ACTIVITIES, ACTIONS AND BENEFITS OF TRAVEL

Activities and actions

1. Met with Professor Helen Bartlett, President and Pro-Vice Chancellor and Mr Gavin Gomez, Director of External Relations, Monash Malaysia to gain knowledge on campuses key offerings. Discussions were commenced regarding a partnership to develop an executive training and human capacity development program for Kuala Lumpur (KL) government officials. The university indicated the greatest areas of opportunity with market interest and resource allocation exist in Engineering, Business and Sustainability (research and design). By 2040, it is estimated Malaysia will have a high population of older persons. Due to current lack of aged care training and no regulation of the sector, it was considered the sector is not market ready and foreseen to be a priority in the next five to ten years. Discussions indicated Monash Malaysia's willingness to progress the concept of an executive and human capacity training program and highlighted the importance of City of Melbourne gaining initial support through the Malaysian Federal Governments and Victorian Government Business Office.
2. Courtesy Call with the Mayor of Kuala Lumpur, The Honourable Datuk Seri Haji Amin Nordin bin Abdullah Aziz to initiate discussion on future city to city engagement focusing on business and trade cooperation between the two cities. Councillor Louey presented a letter of greeting from the Lord Mayor of Melbourne and an invitation from the Eco-City World Summit organising committee offering a speaking role at the summit in July 2017. Discussions focused on Kuala Lumpur's desire to achieve top 20 global ranking for liveable cities and interest to collaborate with the City of Melbourne on city planning, river transformation, urban sustainability and professional development initiatives. Mayor Honourable Datuk Seri Haji Amin Nordin bin Abdullah Aziz expressed interest to visit Melbourne in July 2017.
3. Met with Ms Yoong Heuy Yee, Senior Manager, Performance Management and Delivery Unit (PEMANDU) for a briefing on Malaysia's National Key Economic Areas (NKEA) goals in the 11th Malaysia Plan and Entry Point Projects for Greater KL/Klang Valley revitalisation. Discussion on Greater KL initiatives and potential areas to share expertise in river beautification, urban greening, open data portal on city assets, solid waste management initiatives, car free Sundays and travel demand initiatives to encourage uptake of public transport. An invitation was received for the City of Melbourne to host the Global Transformation Forum (GTF) in 2017 which aims to promote sharing of best practices and approaches on how socio economic transformation can effectively take shape in a global environment. This information will be shared with the Melbourne Convention Bureau.
4. Hosted a Melbourne and Kuala Lumpur networking function with discussions centered on opportunities to share lesson in urban planning, transport, car share programs and city safety initiatives. It also provided an opportunity to discuss ways in which both cities can work together to increase business opportunities for mutual benefit. Guests included Mayor of Kuala Lumpur, Vice Mayor of Kuala Lumpur, Deputy Director of Planning, KL City Hall (DBKL), Manager Alliances Invest KL, President Engineers Australian Malaysia Chapter, Executive Director, Victorian Government Business Office KL, Trade Commissioner, Austrade Malaysia, Pro Vice Chancellor and President, Monash University, Chair and Vice Chair Australian Business Council, Executive Manager-ASEAN Regions/China, Charter Keck Cramer and former President, Australia Malaysia Business Council.
5. Hosted a Melbourne-Ho Chi Minh City function, with discussions focused on areas of mutual benefit and new opportunities between the two cities, in particular medical student exchange programs and delivery of aged care facility for the Vietnamese community in Melbourne. There was a strong focus on Melbourne's excellence in healthcare, biotechnology and medical research and interest from guests to attend AusBiotech in October 2016. A follow up invitation letter was offered to guests which included, Australian Consul General and Senior Trade Commissioner, Austrade, President and Executive Director, Australian Chamber of Commerce, President, HCMC Medical Equipment Association, President and Advisor, HCMC Stem Cell Society, Vice President, Vietnam Private Hospital, Chairman and Executive Director, TMA Solutions and Executive Director Operations RMIT Vietnam).
6. Met with Professor Gael McDonald, President RMIT Ho Chi Minh City, to receive a briefing on campuses offering, positioning and gain insights into Melbourne student cohorts followed by site visit. There is a small representation of Melbourne students attending the campus with approximately 20 per year, there is a stronger exchange program of students studying in Melbourne with an average of 260 per year. School of business, technology and engineering making up 70 per cent of student enrolments. In collaboration

with RMIT Melbourne and HCMC Police Academy, RMIT HCMC will be offering a new Master of Cyber Security

7. Participation in the BPC Roundtable reaffirmed Melbourne's connections to trade offices and cities in the network and informed our role in facilitating business and trade.
8. Led a self-funded business mission with directors from companies including Café Lincontro Company and President of the Richmond Asian Business Association, M & J Building Supplies, 3L Alliance Group, Beyo Group and OC Energy Company, Homemarks Projects, Leqee Inc and Enlightened Consulting Company. The delegates participated in the business to business matching sessions with over 100 companies represented from Manila, Osaka and Ho Chi Minh, attended the welcome reception, Investment and Promotion Vietnam Seminar, Networking Event and VSI Tour, providing opportunities to explore trade and investment opportunities in the ASEAN region.

Benefits

1. The following is the list of benefits associated from the travel:
 - 1.1. Initiated high level discussion on city to city engagement with Kuala Lumpur City Hall in areas of mutual benefit for future business and trade cooperation between the two cities, including city planning and management, sustainable urban design and professional development. These discussions were held in the context of Melbourne Doing Business Globally (approved FMC November 2014) including Council's ASEAN priorities.
 - 1.2. Strengthened connections with senior Australian in-country representatives from the Australian Government and the Australian Trade Commission (Austrade) in Kuala Lumpur, Malaysia and Ho Chi Min City, Vietnam.
 - 1.3. Led a Melbourne targeted business mission providing a platform to explore trade and investment opportunities in the ASEAN region.
 - 1.4. Increased knowledge of the Vietnamese economic climate and complimentary areas for Melbourne businesses to seek opportunities. Created a business channel for Melbourne business to utilise for market entry purposes.
 - 1.5. Reaffirmed City of Melbourne's long standing connections with attending members of the Business Partner Cities Network.
 - 1.6. Gained interest from key representations in Ho Chi Minh City's medical sector to attend AusBiotech in Melbourne, October 2016.



Councillor Louey meeting with Professor Helen Bartlett, and Gavin Gomeat Monash Malaysia



Councillor Louey trying out age simulation suit during tour of Gerontechnology Lab, Monash University



Courtesy Call with the Mayor of Kuala Lumpur, The Honourable Datuk Seri Haji Amin Nordin bin Abdullah Aziz



Meeting with Yoong Heuy Yee, Performance Management and Delivery Unit (PEMANDU)



Councillor Louey with guests at the Melbourne – Kuala Lumpur networking event



Mayor of Osaka, Mr Hirofumi Yoshimura officially opening BPC Roundtable 2016



Councillor Louey with BPC member cities representatives



BPC Roundtable discussion on the theme “Development of supporting industry and new business opportunities for SME’s”



Councillor Louey with fellow member cities participants, concluding BPC Roundtable 2016



Councillor Louey with Melbourne business delegates, directors representing seven companies in Ho Chi Minh City



The delegation participated in the business to business matching sessions with over 100 companies represented from Manila, Osaka and Ho Chi Minh City



Councillor Louey hosting attendees including Ms. Karen Lanyon, Australian Consul General and key representatives from health, education and IT sectors in Ho Chi Minh City



Councillor Louey and Gael McDonald, president of RMIT Vietnam, Ho Chi Minh campus, on a site visit



Councillor Louey and Gael McDonald following meeting and site tour.



Councillor Louey speaking at the AusCham September Sundowners networking event.