



Department of City Development  
**News Release**

For Immediate Release  
October 6, 2005

## **MAYOR BARRETT'S MISSION TO CHINA**

### **The Mission**

Mayor Tom Barrett's trip to China continues the work begun by the Metropolitan Milwaukee Association of Commerce trade mission to connect Milwaukee with the opportunities of the world's fastest-growing economy. The mayor believes a personal understanding of this dynamic country is a critical first step in building Milwaukee's identity in China. His objective is to support area businesses that seek to tap into the global market, and also to position Milwaukee to attract Chinese investors to our region.

Milwaukee and China have already begun to get acquainted. For more than two decades, local universities have attracted Chinese students who seek a top-notch graduate education. Many of these students and their families have settled in Milwaukee permanently. Milwaukee companies have tapped into the Chinese market, selling products to China and establishing Chinese operations. One of Milwaukee's most innovative cultural organizations, Present Music, recently encountered wildly enthusiastic audiences in China.

Because Mayor Barrett wants relationships like these to grow, he is the first Mayor of Milwaukee to make an official visit to China. The Mayor is sending a strong signal to Chinese officials that Milwaukee wants to be engaged in its growth and development. He is also signaling local employers and institutions that his office supports them as they seek opportunities in China.

Relationships with the Chinese will be built through meetings between municipal officials, through partnerships among our higher educational institutions and through the entrepreneurial spirit among the delegates.

-MORE-

### **The Trip**

The Mayor and the delegation will travel to three cities in China: Beijing, Shanghai and Ningbo.

**Beijing:** The capital city is an outstanding place to get a sense of the most important themes that run through China's history and culture. In addition to meeting with municipal officials, the delegation will get a first-hand look at the operations of a major steel company and the facilities of a Milwaukee company doing business in China.

**Shanghai:** The Chinese city that traditionally has been most open to outside influence is also China's preeminent trading, commercial and financial center. The itinerary in Shanghai includes discussions with municipal officials, a tour of a high technology business park, and visits with Milwaukee firms located there.

**Ningbo:** Located not far from Shanghai, Ningbo is the second largest port in China. The city is industry-intensive, and has vigorously pursued exchange agreements with cities around the world. Mayor Barrett will discuss an official exchange relationship with Ningbo's mayor while visiting the city.

### **The Delegates**

Because personal entrepreneurship has driven much of China's rapid economic growth, Mayor Barrett asked several local entrepreneurs to join the delegation. He has charged these small business owners, and several delegation members from the legal and financial professions, to help him see China from a business development perspective.

*Dave Foley, Harley-Davidson Motor Company*

*Don Layden, Metavante Corporation*

*Derrick Martin, Lena's Foods*

*Angela Rogers, Godfrey & Kahn*

*Stephen L. Chernof, Godfrey & Kahn*

*Leni Siker, SFS Group, Ltd.*

*Chris Abele, CSA Commercial and SteriLogic Waste Systems*

*Mark C. Witt, Godfrey & Kahn*

*Ulice Payne, Jr., Addison-Clifton (Mr. Payne also serves as co-chair of the Metropolitan Milwaukee Association of Commerce China Council)*

*Paul Swenson, Director of Council of Great Lakes Governors China Trade Office*

### **The Delegates Continued**

Milwaukee's colleges and universities have attracted many talented Chinese students seeking to improve their professional opportunities. Mayor Barrett asked representatives of the University of Wisconsin-Milwaukee and Marquette University to join the delegation, in order to explore how Milwaukee's outstanding educational assets might be used to leverage greater participation in China's economy.

*Dr. Carlos Santiago*, UWM Chancellor

*Dr. Rita Cheng*, UWM Provost (Dr. Cheng brings an academic specialty in corporate business competitiveness)

*Dr. Sally P. Lundeen*, UWM Dean of the School of Nursing,

*Terence Miller*, UWM Director of Overseas Programs & Partnerships for Center for International Education

*Dr. Azara L. Santiago-Rivera*, UWM Associate Professor in Dept of Educational Psychology

*Dr. Lea Acord*, Marquette University Dean of College Nursing,

*Dr. Barry McCormick*, Marquette University Professor of Political Science/ US-China Relations

Civic leaders are at the forefront of the effort to establish regional economic development initiatives in metropolitan Milwaukee. Mayor Barrett has invited several civic leaders to accompany the group in order to gain their perspective on how relationships with China might be structured to benefit the entire southeast Wisconsin region. He also has asked these leaders to be attuned to opportunities for meaningful exchanges outside the business arena.

*Marc Anderson*, President, Center on International Health

*Julia Taylor*, President, Greater Milwaukee Committee

*Tim Sheehy*, President, Metropolitan Milwaukee Association of Commerce

You can follow along on the Mayor's Mission To China by reading his weblog at [www.milwaukee.gov/mayor](http://www.milwaukee.gov/mayor).

# # #