

**BRIEFING NOTE FOR FIRST MINISTER  
SHANGHAI SCOTLAND BUSINESS INNOVATION FORUM**

**THURSDAY 12<sup>TH</sup> APRIL 2018**

<p><b>Key Messages</b></p>	<ul style="list-style-type: none"> <li>• Scotland is open for business with China and we are keen to continue our long history of collaboration. Scotland’s warm welcome extends to the whole world.</li> <li>• Our trading relationship is stronger than ever before, with trade between Scotland and China seeing very significant year on year growth, and China is now a top <b>5</b> source of inward investment to Scotland.</li> <li>• Although a small country, Scotland has <b>5</b> of the World’s top <b>200</b> Universities. All of them are represented here today and are eager to stimulate strong industrial collaborations and partnerships with Chinese businesses.</li> <li>• This world class innovation has led to Scotland attracting more R&amp;D projects than any other part of the UK, including London.</li> <li>• Today’s event will help us to understand and respond to the demand in China for data-driven innovation, particularly AI and precision medicine, more fully.</li> <li>• We are launching the new national brand for Scotland, ‘<b>Scotland Is Now</b>’. This is a collective and collaborative opportunity which recognises Scotland as a bold and positive country, rich in history and heritage but forging forward in a way that is progressive, pioneering and inclusive.</li> <li>• Scotland is home to <b>2,350</b> foreign owned enterprises. I very much hope to be able to convince you to come and meet them and understand why they chose Scotland for yourselves.</li> </ul>
<p><b>What</b></p>	<ul style="list-style-type: none"> <li>• A business event, private networking session, speeches theatre style, panel discussion and videos. (Simultaneous translation provided)</li> </ul>
<p><b>Why</b></p>	<ul style="list-style-type: none"> <li>• To recognise our longstanding and rapidly expanding trade and investment relationship, especially in sectors such as energy, technology, education, food and drink and tourism.</li> <li>• To better understand the strong need and demand in China for cutting edge technology and innovation driving China forward, aligned with China’s strategic long-term planning.</li> <li>• To raise awareness in China of Scotland being a leading location for collaboration between industry and academia and a rich source of innovation.</li> <li>• To introduce Scotland’s leading capability in the areas of big data, precision medicine and artificial intelligence for more detailed discussion and follow up.</li> </ul>
<p><b>Who</b></p>	<ul style="list-style-type: none"> <li>• <b>150+</b> targeted Scottish and Chinese businesses. Trade media in attendance.</li> <li>• Approx. <b>10</b> targeted VIP company representatives and influencers</li> </ul> <p><i>NB: See Annex B &amp; C for full list</i></p>
<p><b>Where</b></p>	<p>Mandarin Oriental Hotel then Gala Hall, Pudong Xinqu, Shanghai Shi China 200085</p>

<b>When</b>	<p><b>09.25-10.40</b></p> <p>09.25 – FM arrives Mandarin Oriental, (reception area outside the Jade and Opal Room) for VIP networking with Data Innovation workshop. Mike McCourt, from SDI will facilitate introductions along with Stephen Baker (on AI), Cherise Mascarenhas (on Precision Medicine).</p> <p>09.45 – Walk to Gala hall (7-minute walk) with David Leven, Head of Greater China, SDI</p> <p>09.52 – photo opportunity</p> <p>10.00 – FM Keynote Presentation (simultaneous translation)</p> <p>10.10 – Mr Fu Jihong, Deputy Director of Shanghai Municipal Foreign Affairs Office</p> <p>10:20 – Dr Alfred Shang, Managing Director, Momentum Holdings</p> <p>10.30 – Contributions from the floor &amp; Scotland is now video</p> <p><b>10.40 – FM departs</b></p>
<b>Themes</b>	<i>Trade and investment, Data Driven Innovation, Precision Medicine, Artificial Intelligence</i>
<b>Media</b>	In attendance. No announcements, SDI will coordinate social media and pictures.
<b>Supporting Officials</b>	[REDACTED]
<b>Attached documents</b>	<p>Annex A – Summary Page</p> <p>Annex B – Key Guests</p> <p>[REDACTED]</p> <p>Annex D - Precision Medicine and Data sector</p> <p>Annex E - Innovation and academic/industrial collaborations</p> <p>Annex F - Scotland’s Investment landscape</p>

## SUMMARY PAGE

**Purpose:**

- Recognise our longstanding and rapidly expanding trade and investment relationship, especially in sectors such as energy, technology, education, food and drink and tourism.
- To better understand the strong need and demand in China for cutting edge technology and innovation that will take China forward.
- Raise awareness in China of Scotland being a leading location for collaboration between industry and academia and a rich source of innovation.
- Introduce leading Scottish capability in the areas of big data, precision medicine and artificial intelligence for more detailed discussion and follow up.

**Key Facts:**

- Scottish digital technology sector has over **1,500** companies from innovative home-grown companies such as **Skyscanner**, and **Fan Duel** to large multinationals such as **Oracle**.
- Scotland's Big Data opportunity is estimated at **£20bn** between 2015-2020.
- Cluster of over **1000** software and digital tech companies. **97,000** graduates p/a. **5,000** with a specific software focus.
- **170** data sciences companies and a combined turnover of **£1.2bn**.
- Within Scotland there are number of universities who have an interest the various fields within Artificial Intelligence. There are approximately **80** academics in Scotland with an interest in the topic and several of them have industry collaborations across several sectors.
- Scotland has **6** AI undergraduate courses in Edinburgh & Heriot-Watt Universities and **14** post-graduate AI courses in Edinburgh, Heriot-Watt, St Andrews and Aberdeen Universities.

**Points for discussion:**

- Today's event is intended to help us to understand and respond to the demand in China for data-driven innovation, particularly AI and precision medicine.
- Our vision is for Scotland to be in the OECD's top quartile for innovation performance by 2023. That is why the **Scottish Government is committed** to growing a vibrant, innovative country driven by a company base which is using technology and know-how to innovate and create new products and services that are tailored for changing international markets.
- We are working hard with partners and agencies to see a better performing company base that is investing more in innovation and reaping the benefits in enhanced international sales.

- To ensure the business community in Scotland benefits from our university strengths a network of **8** industry facing Innovation Centers has been established. Each of them is a valuable segment of Scotland's Innovation Eco-system support growth in international markets, and attracting inward investment.
- China is now a **top 5** source of inward investment to Scotland. **Scotland stands out as a particularly strong investment market.** Scotland performing well as the 'next best' region for investment and deal volume after the 'golden triangle'.
- Scotland has many consumer goods and services that are also in strong demand in China. In Food and drink; **exports** to China have increased **153%** over the past decade, **Scotch whisky** sales have increased **47%** on 2016 and exports of **Scottish salmon** are up **30%** on 2016 (HMRC).
- In tourism, visitor expenditure increased over **8%** to **£36.33m**. In education **18** Scottish HE institutions now have academic and research links with Chinese counterparts. And in Energy, with almost **50** years' experience we are equipped to **maximise oil & gas recovery** in the most inhospitable regions of the world. Scotland's seas also present considerable renewable energy potential, including **25%** of the entire European offshore wind resource.
- China's **13th 5-year** plan and related policy announcements all point to a strong drive in China towards a more knowledge based economy which will require very significant investment in research, development and innovation.
- **Made in China 2025** outlines **10** priority sectors of opportunity for UK companies as China is striving to move up the value chain, to avoid being pinched at one end by lower cost countries and at the other end by higher quality manufacturers around the world. This presents opportunities for globally renowned UK expertise in the export of high tech equipment, technical and management consultancy services, joint R&D, design, education and skills training, and financial and professional services.
- We see Scotland as being world leaders in many of these sectors and I hope you take the opportunity to speak with Scottish representatives present here today to realise how Scotland's capabilities and assets in many of these areas can match your requirements.

## SUPPORTING DELEGATION, SCOTLAND

### **Professor Dame Anna Dominiczak DBE, MD, FRCP, FAHA, FRSE, FmedSci (Keynote)**



Professor Dame Anna Dominiczak is Regius Professor of Medicine, Vice Principal and Head of the College of Medical, Veterinary and Life Sciences at the University of Glasgow as well as honorary consultant physician and non-executive member of NHS Greater Glasgow and Clyde Health Board. In 2016, she was awarded a DBE for services to cardiovascular and medical science. Professor Dominiczak is one of the world's leading cardiovascular scientists and clinical academics. She held a British Heart Foundation Chair of Cardiovascular Medicine at the University of Glasgow between 1997 and 2010, and directorship of the Cardiovascular Research Centre between 2000 and 2010. Her major research interests are in hypertension, cardiovascular genomics and precision medicine, where she not only publishes extensively in top peer-reviewed journals but also excels in large-scale research funding for programmes and infrastructure (with a total value in excess of £100M over the last seven years). She leads a collaboration of four universities, four academic NHS Health Boards across Scotland and two major industry partners in a public/private partnership focused on precision medicine, with a value in excess of £20M. Professor Dominiczak is a Fellow of the Royal College of Physicians, the American Heart Association, the Academy of Medical Sciences, the Royal Society of Edinburgh, the European Society of Cardiology and the Society of Biology.

### **Professor Andrew Biankin (Panel Member)**

#### **Director Wolfson Wohl Cancer Research Centre, University of Glasgow**



A Cancer Research UK Clinician Scientist, Wellcome Trust Senior Investigator and a Fellow of the Royal Society of Edinburgh. Leadership roles in national and international consortia in cancer therapeutic development and cancer genomics. Authored 150+ articles in major journals including seminal works on cancer, genomics and precision medicine. Sits on several international expert panels, advisory boards and is an international leader and expert in precision oncology.

**Professor Charlie Jeffery (Keynote)**  
**Senior Vice-Principal, University of Edinburgh**



Charlie Jeffery is Professor of Politics and Senior Vice Principal at the University of Edinburgh, having earlier been Vice Principal Public Policy and Impact and Head of School of Social and Political Science. He has led a number of research initiatives on Scottish and UK politics for the UK Economic and Social Research Council and was a member of ESRC's governing Council from 2005-11. He has been special adviser to parliamentary committees in Scotland and at Westminster. Most recently he has been working with the City of Edinburgh Council and other councils in south east Scotland to develop a 'City Deal' designed to drive on the economic growth of Edinburgh and the surrounding region.

**Dave Robertson (Panel Member)**  
**Vice Principal, University of Edinburgh**



Chair of Applied Logic, Vice Principal and Head of College of Science & Engineering at University of Edinburgh. Previously Head of School of Informatics at Edinburgh. Computing research is on AI applied to coordination and data sharing in distributed, open systems. Member of the Farr Institute for medical data sharing and is Fellow of British Computing Society. Sits on Advisory Board for Innovate UK's Complex Systems programme and a member of management board for the Scottish Innovation Centre in Data Science.

**Sinclair Dunlop**  
**Managing Partner Epidarex Capital, GlobalScot**



Appointed to current role 2010, Epidarex invests in early-stage, high growth life science and health technology companies in under-ventured markets within UK and US. Previously founded MASA Life Science Ventures. Appointed to GlobalScot network 2004. Educated at Uni of Glasgow in Political Economy, holds an MA in International Relations from Syracuse Uni and an MBA from Columbia Business School.

**Dr David Bunton, CEO, REPROCELL Europe Ltd**



David was co-founder of Biopta which were acquired by REPROCELL Inc., Japan, in December 2015. Biopta Ltd was spun out of Glasgow Caledonian University in 2002, where David was a Lecturer in Physiology.

In 2017, REPROCELL Europe received further investment from its Japanese parent company, which supported the creation of new lab facilities in Glasgow, including the opening of REPROCELL's "Centre for Predictive Drug Discovery". David has numerous publications in respiratory and vascular pharmacology. He chairs the Scottish Lifesciences Association's special interest group in precision medicine, is a member of the NC3Rs/MHRA working party on human tissues in safety pharmacology and the Scottish Enterprise Pharma Services Steering Group.

**Mr FU Jihong (FOO JEE HONG) (Keynote)**

**Deputy Director, Shanghai Municipal Foreign Affairs Office**



Mr. FU Jihong is Deputy Director of the Foreign Affairs Office of Shanghai Municipal Government. He has a master's degree from Fudan University.

Formerly, he was Section Chief of the Europe & Americas Division at Shanghai People's Association for Foreign Friendship; Section Chief of News and Culture Division/Deputy Director of Nation Protocols/Director of Party Protocols/Director of Friendship Cities and Deputy Director Supervisor at the Foreign Affairs Office of Shanghai Municipal Government respectively.

Mr. FU graduated from Shanghai Foreign Languages University in July 1989 and subsequently studied at the International Relations and Public Affairs College at Fudan University where he obtained his master's degree in law in 2006.

**Dr. Alfred SHANG (SHANG) (Keynote)**

**Founder and Managing Director, Momentum Holdings**



Dr. Shang is the founding partner and MD of Momentum Holdings, an investment company that focuses on the fintech industry in China and Asia. Before setting up his company, Alfreded Bain & Company's Greater China Financial Services Practice from 2007-2017. He worked on a broad range of projects and research across financial services and private equity industries and particularly in Greater China, including strategy, organization, performance improvement, digitization, M&A, and change

management.

## **VIP GUEST PROFILES - FORUM PANEL SESSION**

### **Mr. Wu Chen (Woo Chen)**

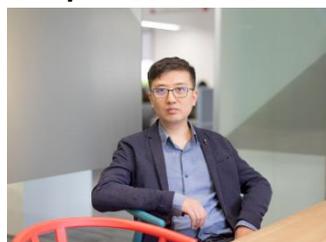
#### **Managing Director of The Economist Global Business Review**



Based in Shanghai, prior to his current role he was Head of Editorial (Asia Pacific), EuroFinance, The Economist Group. He has been the Editor of CFO China, also an Economist Group publication from 2005 to 2009. In his journalism career, he has worked for BusinessWeek in Hong Kong, Bloomberg News in Singapore, and the international news department of Xinhua (New China) News Agency in Beijing. Mr. Wu has a wide range of research interests. He follows closely the latest development in regulatory changes in China, RMB internationalization trends, best practices in innovation, and opportunities and challenges in China's new urbanization, just to name a few.

### **Zhuoran Wang (Joo-oh-ran Wong)**

#### **CEO, Tricorn Technology Co Ltd**



Dr Zhuoran Wang is a machine learning scientist and an expert in conversational AI. He obtained his PhD in Computer Science at University College London (UCL) in 2009. He has worked as a research fellow at UCL and Heriot-Watt University. He moved to Baidu in 2015 and led the Central Ranking Strategy team of the Duer project.

In 2016, he co-founded Tricorn (Beijing) Technology Co., Ltd., where he serves as the CEO and received 2017 "Phoenix Plan" Overseas Talent Entrepreneurship award.

### **Mr. Charles AI, (CHARLES EYE), (Panel Member)**

#### **Global Head Technology Cooperation, Head, Early Stage Investment, R&D. & Director, Artificial Intelligence Planning and Cooperation, Huawei Technologies Co., Ltd**



Charles Ai is responsible for the company's technology cooperation leadership and administration. He is also leading the Early Stage Investment, R&D as well as the AI Planning and Cooperation Management business. He joined Huawei in 1999. His interests include disruptive technologies and breakthroughs in ICT industry as well as novel methodologies and models research for Open Innovation and Evaluation. Recently he co-proposed with experts of Oxford University and pioneered a new approach drawing on big data for

Valuation of Early Stage Technology (VEST) and was named Best Paper by the Innovation Strategic Interest Group at the 2017 European Academy of Management Annual Conference. Charles Ai graduated from Sun Yat-san University and Huazhong University of Science & Technology, with Master's and Bachelor's degree.

## **VIP GUEST PROFILES FOR DATA INNOVATION ROUNDTABLE WORKSHOP**

### **Dr Hao Lu (How Loo)**

#### **Chief Innovation Officer, YITU**



Dr. Lu creates superior products and tools with cutting-edge AI technologies. Before joining YITU, Dr. Lu was a research scientist at Google. He has worked on incubating app launch suggestions for Android, which then became the first app launch suggestion system among all mobile devices, and one of the first on-device machine learning systems in Android.

He has also worked on machine learning infrastructure and ranking algorithms for apps and games at Google Play. His work has led to many research publications and patents. Dr. Lu received his Ph.D. in Computer Science from University of Washington.

## **YITU – COMPANY BACKGROUND**

YITU is the pioneer of artificial intelligence research and innovation. YITU's Technology integrates state-of-the-art AI technology business applications to build a safer, faster and healthier world.

YITU maintains a world-class R&D team to drive industrial development with advanced technologies. Today YITU has an extensive presence in sectors such as security, finance, transportation and healthcare.

### **Professor Yaohui JIN (Yow Whey Jeen)**

#### **School of Electronic Information and Electrical Engineering, Shanghai Jiao Tong University**



He is also Program Director of Artificial Intelligence Institute, Shanghai Jiao Tong University and the Executive Director of Urban Perspective Data Hub (NGO). His research focuses on cloud network

architecture, data integration and machine learning, spatio-temporal data mining, natural language processing and knowledge graph. He led the construction and operation of cloud computing platform, big data platform and open data platform based on open source software in Shanghai Jiao Tong University.

## **William Plummer**

### **Chief Strategy Officer, TalkingData**



Responsible for articulating the company's overall strategic vision, managing the Company's ex-China business, and sourcing/executing strategic investments and partnerships. Prior to joining TalkingData, William was a partner at Milestone Capital, where he oversaw TMT investments. Prior to joining Milestone Capital, William worked in management consulting at Booz Allen Hamilton's Shanghai offices and at Goldman Sachs in its New York and London offices. Will received his BA from Tufts University, and his MBA from the Harvard Business School. He is fluent in Mandarin Chinese and French.

## **Yulun Song (You-loon Song)**

### **CTO, Dean of Academy of Data Science JUSFOUN BIG DATA GROUP CO**



Dr. Song is a software engineer scientist. He obtained his PhD from School of Compute Science, University of Glasgow in 2015. Now his work mainly focuses on data science application and implementation in the area of Chinese Government Data Asset Operation. Last year he was awarded Excellent CTO of the Year 2017 by China Software Industry Association. He is also active in data science academic research and takes entrepreneurship mentor in Peking University and Beijing Institute of Technology University.

## **Mark YE, CTO, ZBJ Network (Mark Yi) (Yip without the 'p')**



Mark YE is currently the CTO of ZBJ Network group and in charge of all product strategy and efforts and the operation of ZBJ.COM. He also runs the IT Services business group. As the CTO and one of the senior executive community he is in charge of all engineering, product, analytics (big data) and operation efforts leading over 800 engineers. Mark got his M.phil degree from City University of Hong Kong in 1999, M.Sc from Southwest Jiaotong University in 1994.

## **Jun ZHU Senior Director / Dean of AI Lab, ASIAINFO SOFTWARE (Joon Joo)**



Dr. Zhu is a senior product director and the chief architect of AI lab in AsiaInfo Software. He joined AsiaInfo in 2015 after 15 years works in IBM and Platform Computing in Canada. He stays current with cutting edge technologies on AI, big data and cloud, focusing on the infrastructure and middleware to establish cloud

platform to support big data and intelligent analytic applications.

**Feng GAO, Board Member, Shanghai Open Data Apps,**



**CEO, Shanghai SODA Data Tech Co,Ltd.**

**Co-founder, Open Data China**

Since 2013, Gao Feng has worked on open data advocacy, research and consultancy, and has worked/collaborated with World Bank, Web Foundation, British Embassy Beijing, and Fudan University. In 2014, he co-initiated Open Data China, the first civic group advocating open data and knowledge in China. He also co-created the Shanghai Open Data Apps Program as a board member and later founded SODA Data Tech to operate and support the program.

**Dr Peter Zhou**

**Chief Marketing Officer, Wireless Network Product Line**

**Huawei Technologies Co Ltd**



Dr Zhou leads marketing strategy, marketing programs, branding building and demand generation across Huawei's portofollio of wireless network products and solutions.

Dr Zhou joined Huawei Technologies Co Ltd in 2008, and has held several senior leadership positions including Director of Mobile Innovation Centre for the Wireless Network Product Line Management Department in Europe, Chief Operation officer for the FDD LTE Product Line, and President of Small Cell & Wi-Fi Wireless

Networks.

**VIP GUEST PROFILES FOR PRECISION MEDICINE ROUNDTABLE WORKSHOP**

**Yan LI, MD PhD (Yan Lee), Prof. Cardiovascular Medicine, Shanghai Institute of Hypertension,**

**Ruijin Hospital Affiliated to Shanghai Jiaotong University School of Medicine**



Yan Li is also vice director of the Center for Vascular Evaluations and Center for Community Studies at the Shanghai Institute of Hypertension, Ruijin Hospital, Shanghai Jiaotong University School of Medicine. Dr Yan Li completed her M.D. at Nanjing University of Chinese Medicine and subsequently was a resident doctor at the Department of Cardiology, JiangSu Province Hospital of Chinese Medicine. She received her master's degree at the Shanghai

University of Chinese Medicine in 2000 and received her Ph.D degree at the Shanghai Institute of Hypertension, Shanghai Jiaotong University School of Medicine in 2003. Her research interests include clinical studies on vascular structure and function and population studies on hypertension and related diseases.

**Ji-Guang WANG, MD, PhD, FAHA, FESC (Gee-Gwang Wong)**  
**Prof. of Cardiovascular Medicine, Shanghai Institute of Hypertension**  
**Ruijin Hospital Affiliated to Shanghai Jiaotong University School of Medicine**



Ji-Guang Wang is professor of cardiovascular medicine in Shanghai Jiaotong University School of Medicine and School of Public Health (Shanghai, China). He is director of the Shanghai Institute of Hypertension. He is director of the Department of Hypertension, Ruijin Hospital, and director of the Department of Hypertension, Ruijin North Hospital. He studied medicine at Henan Medical University, Zhengzhou, specialized cardiovascular medicine at Cardiovascular Institute and Fuwai Hospital of the Chinese Academy of Medical Sciences, Beijing. He received PhD in medical sciences from University of Leuven, Belgium.

**George CHEN, SVP and Head of China Development Unit, Global Medicines Development, Astra Zeneca (George Chen)**



Dr. George Chen is Senior Vice President and Head of China Development Unit at AstraZeneca's Global Medicines Development. Dr. George Chen is an accomplished pharmaceutical R&D executive with over 15 years of industry experience in clinical development, medical affairs, strategic planning and business development. Prior to joining AstraZeneca, Dr. Chen was Chief Medical Officer at BeiGene, a China based biotech.

**Mr PENG Yifei (PUNG EE-FAY), COO, Tigermed-Jyton & Sr. Director, Medical Device**



Over 20 years experience in China pharmaceutical industry with wide working experiences and overall understanding of R&D, regulatory affairs, investment analysis of healthcare products, clinical trial operation management of drug and medical device projects. Abundant knowledge and experience in healthcare product development process in China and CRO business both in

pre-clinical and clinical field. Currently in charge of registration and clinical trial projects of medical device in Tigermed-Jyton.

**Dr. CAO Hu, President, Kotler Marketing Group China (Ts-ow Hoo)**



Dr. CAO Hu a global partner of Kotler Marketing Group (KMG) and President of KMG in China. Dr. CAO is also a member of the China Association For International Friendly Contact. Received a bachelor degree in biochemistry from Wuhan University, an MBA from the University of Ottawa, Canada, and a Ph.D. in marketing from the University of California, UCLA. Dr. Cao Hu has set up a bridge to connect domestic and overseas companies in the field of deep tech, especially in precision medicine and is expert at commercialization of the precision medicine industry.

**Mr LI Ning (LEE NING), Chief Development Office, Beijing Genomics Institute**



A leader in the global development of precision medicine in BGI Genomics. Dr. Li was appointed CEO of BGI Europe in 2011 and led the company from 5 employees to over 100. In 2012, BGI Europe established its Genomics Research Centre at the Copenhagen Bio Science Park. Dr. Li has been elected member of the executive committee of the International Rare Disease Research Consortium (IRDiRC) and is a member of the Steering Committee of Genome Denmark.

**Dr Chaucer SHEN, Partner of WisdoMont Asset Management (Shanghai) Co Ltd**



Dr Shen is a partner in WisdoMont Asset Management in Shanghai, a venture capital fund whose focus includes both healthcare and AI in China. Began his career as a practicing physician and holds more than 25 years experience of the medical device and investment industries in North America and China. Prior to joining WisdoMont, Dr Shen was a senior investment advisor at Legend Star where he worked with a number of renowned international medical device companies, executing deals and growing the businesses. His previous companies such as Stereotaxis Inc, Barrx Medical inc, Cardio Peripherla Division of EV3, Boston Scientific and Medtronic.

**Dr MEI Hongkang (MAY HONG KANG), Executive Director, WuXI NextCODE Genomics Shanghai Co. Ltd**

Bio to be added.

**Dr WAN Zehong, (WAN ZI HONG) VP, Betta Pharmaceuticals & CEO Betta Dream Works**



ZEHONG WAN joined Betta Pharmaceuticals in 2018. Previously with GlaxoSmithKline (GSK) for 18 years in US and China. He made significant contributions to the discovery product pipeline of GSK and demonstrated excellent drug discovery expertise in Respiratory (asthma, COPA), Immuno inflammation (RA), Oncology and Neuroscience (AD, PD, Pain). He served as a Senior Director. Recieved his PhD from the University of Pennsylvania.

[REDACTED]

## Precision Medicine and Data sector

### Precision Medicine

- Scotland's world-leading expertise in healthcare and data informatics is the backbone of our emerging expertise in precision medicine.
- Highly competitive eco-system offers unrivalled and direct access to a world-class network of precision medicine resources and is based on a strong legacy of clinical expertise and access to relevant patient populations.
- **£4m** government investment will co-ordinate precision medicine resources and opportunities across Scotland, bring together the findings from individual research projects and improve information sharing in the fight against diseases.
- Current exemplar projects are being run in oncology, irritable bowel syndrome, rheumatoid arthritis and COPD.
- Scotland has great strengths in data, with digital assets and talented people that have attracted companies such as Microsoft, Intel and Amazon. These companies are clustering around our world class universities to collaborate in developing the tools for the new era of data exploration and exploitation.
- Expertise in Scotland includes technologies e.g. evolutionary systems, graph algorithms, formal languages, Meta-Heuristics, evolutionary algorithms, optimisation, Machine Learning, AI for vision, image analysis, AI for Games, Multi agent systems, social robotics, dialogue systems, neurally inspired systems, Computational cognitive science, AI in Computational Biology, Case based reasoning, Metaheuristics/Optimisation
- Industry collaborations in these subject areas have come from SMEs such as [Wallet Services](#) and companies such as [Air-France](#), [KLM](#), [Microsoft](#), [NHS Managed services](#)

### AI

- Scotland's strengths in data records/informatics, biorepositories, clinical expertise, patient access, genomics (and other 'omics – proteomics, metabolomics) and bioinformatics – and the coordination of these through the Scottish Precision Medicine Ecosystem, makes Scotland a particularly good location for collaborative studies/inward investment
- Many of Scotland's clinical strengths mirror the main disease prevalence in China – e.g. Diabetes; cardiovascular disease and cancer (in particular lung, liver & stomach)
- Diabetes is a real strength – and precedence for major international collaboration in this area with a Scottish: India project announced in July 2017 that uses the Scottish Clinical Care Information – Diabetes Care (SCI-DC) – this provides a sophisticated shared electronic patient record for every individual with Type 2 diabetes in Scotland with continuous data spanning over 20 years.

- A very recent example of Scotland's ability to coordinate health data came in February with the announcement that the Stratified Medicine Scotland Innovation Centre (SMS-IC) was awarded a **£1.7m** grant from Innovate UK to construct a Data Commons for Non-alcoholic Fatty Acid Liver Disease – a condition commonly associated with diabetes. this is generating considerable interest amongst global pharma companies and may lead the way, not only in generating new treatments for NAFLD (and its associated condition NASH), but also enable further Data Commons approaches for other disease conditions e.g. cancer

## Innovation and academic/industrial collaborations

Scotland has world leading research strengths within its University sector. It has one of the highest concentration of universities in Europe, with **5** Scottish universities ranked in the top 200 according to the 2018 Times Higher Education rankings – that puts them amongst **the top 1% globally**. Our research is changing the world - **86%** of Scottish research submitted to the Research Excellence Framework for 2014 was judged to have ‘outstanding’ or ‘very considerable’ impact. Scotland’s universities produce spin-outs at an incredible rate – in fact, **more companies are formed based on inventions or knowledge developed from university research here than any other part of the UK**. Our universities produce talent that is sought globally, over **50%** of our working population has further education – that’s **more than anywhere else in the UK**.

To ensure the business community in Scotland benefits from our university strengths a network of **8** industry facing Innovation Centers has been established. Each of them is a valuable segment of Scotland’s Innovation Eco-system supporting growth in international markets, and attracting inward investment. The centers are:

1. **Data Lab** enables industry, the public sector and world-class academics to innovate and develop new data science capabilities in a collaborative environment. The core mission is to generate significant economic, social and scientific value from data for Scotland.
2. **CENSIS** is a centre of excellence for Sensor and Imaging Systems (SIS) technologies. CENSIS enables leading industry innovators and world-class university researchers to collaborate at the forefront of market-focused innovation, developing products and services for global markets.
3. **Construction Innovation Centre** - supports Scotland's construction related businesses to innovate, collaborate and grow by matching innovation requirements with business support and academic specialists.
4. **Digital Health Innovation** helps address modern health and care challenges through the development of new ideas for cutting-edge digital health technology and information services. They find smarter, more effective ways of managing and delivering health and care services and the advances in technology present huge opportunities to build more effective, fit-for-purpose, patient-centered health and care services.
5. **Industrial biotechnology Innovation Centre (IB-IC)** supports companies that use biological substances, systems and processes to produce materials, chemicals and energy. At the IB-IC, they work with industry, academia and government to transform Scotland’s competitiveness and capabilities using IB.

6. **Oil & Gas Innovation Centre** fosters, encourages and funds technology innovation. They connect oil and gas companies with new ideas to the world-class research expertise that exists within Scotland's universities.
7. **Scottish Aquaculture Innovation Centre** connects industry with academia, supporting collaboration on key sector issues and opportunities, helping drive growth towards 2030.
8. **Stratified Medicine Innovation Centre** brings together leading experts from industry, the National Health Service (NHS) and academia with the common aim of developing safer, more effective therapies and diagnostic tools for the management of chronic diseases."

### **Scotland's ambition**

As Scotland's main economic development agency, addressing this imbalance has been a priority for SE. We want to transform Scotland's innovation performance to equal the best performing nations by 2023, which in turn will lay the foundations for significant growth in Scotland's export and productivity performance.

Evidence shows it's those countries topping the OECD competitiveness rankings (Finland, Israel and Sweden) which have high levels of innovative business and are more likely to export successfully and generate growth, when compared to non-innovating countries.

To support innovation, however, we need to help companies understand what it means for them. For example, it is no longer just a few high-tech manufacturing companies which are investing in R&D, technology and product development. Innovation is now ubiquitous, happening in every country and in all sectors.

### **Our vision**

That's what our refreshed strategy set out to achieve – to grow a vibrant, innovative country driven by a company base which is using technology and know-how to innovate and create new products and services that are tailored for changing international markets. By 2023, we want:

- a better performing company base that is investing more in innovation and reaping the benefits in enhanced international sales
- Scotland's standing increased as an innovation destination, resulting in the attraction and retention of more talent and foreign direct investment
- more economic impact generated from the exploitation of academic research by Scottish companies; and
- growth in BERD and innovation activity to the OECD top performers

***The vision is for Scotland to be in the OECD's top quartile for innovation performance by 2023. To do this we will need 5,000 more companies to become***

*innovators and Scotland's business expenditure on R&D to increase by **£650 million**, nearly double the 2014 figure.*

## Scotland's Investment landscape

### EQUITY INVESTMENT

Information from SIB commissioned research – full 2017 annual reports published May 2018.

#### Risk Capital Market Report – 2017 up to end Q3

- **Scottish risk capital market continues to show steady growth** – we expect the market to have exceeded £400m of investment into innovative early stage companies in 2017. Total annual investment for 2016: **£336m** and 2015: **£472m**.
- **Companies securing larger investments continues to be a feature of the market** – **5** deals over **£10m** this year compared to a total of **2** deals (Skyscanner **£128m** & Brewdog **£19m**) for 2016.
- Scotland's largest investment of the year so far is BrewDog's **£100m** investment from TSG Consumer Partners (San Fran HQ) in April 2017.

#### UK Benchmarking Report – 2017 up to Q3

- **Continued strong performance of UK market** – most noticeable feature is the small number of exceptionally large deals (outliers above £50m). These deals are attracting increased amounts of international investment.
- **Investment levels increase significantly across the UK** – deal numbers have remained at similar levels from 2016 to 2017, but investment amount has increased substantially. This appears to be largely due to very significant large deals (above £50m), particularly in London.
- The UK has the most active VC market in Europe and Scotland benefits from proximity to London and access to the many international investors who are based in the capital.
- **Scotland stands out as a particularly strong market.** Scotland performing well as the 'next best' region for investment and deal volume after the 'golden triangle'.
- **The 'golden triangle' continues to dominate** – combined, London, South East and East England (the 'golden triangle') accounted for **80%** of equity investment and **70%** of deals in 2016. By Q3 of 2017 the golden triangle had secured **78%** of investment and **70%** of deals.

## BRIEFING FOR THE FIRST MINISTER

### MEETING WITH SANPOWER, SHANGHAI

THURSDAY 12<sup>TH</sup> APRIL 2017

<b>Key messages</b>	<ul style="list-style-type: none"><li>• We welcome the opportunity to understand Sanpower's international strategy with regards to future investment and to discuss how Scotland can support your growth.</li><li>• Scotland is progressive on the world stage in relation to life science and healthcare research.</li><li>• Partnership with innovative Scotland is a bridge to a smarter, higher value-add Chinese economy and fits well with China's growth plans and healthcare objectives.</li><li>• We have more world-class universities than any other country by head of population and attract more R&amp;D projects than any other UK region, including London.</li><li>• Over 600 life sciences organisations employ more than 30,000 people, making Scotland one of the largest life sciences clusters in Europe.</li></ul>
<b>What</b>	<ul style="list-style-type: none"><li>• Introductory meeting with a very large and globally active privately-owned enterprise.</li></ul>
<b>Why</b>	<ul style="list-style-type: none"><li>• SANPOWER have already invested in the UK</li><li>• The group has a stated goal to increase its investments in the UK, particularly in the healthcare/life sciences industries</li><li>• An opportunity to promote Scottish research strengths in life sciences including precision medicine and underline Scotland's continued ambition to grow strong research links with China.</li></ul>
<b>Who</b>	Mr YUAN Yafei, Chairman and founder (You-en Ya-fay) Mr. Mark Logan, Assistant President & General Manager International Affairs
<b>Where</b>	Mandarin Oriental Pudong hotel, 111 Pudong South Road, Shanghai, Emerald Room
<b>When</b>	10.45 – 11.15 <ul style="list-style-type: none"><li>• Introduction from Sanpower &amp; brief discussion on pre-existing investments in Scotland/UK</li><li>• Outline of Sanpower's ambitions for future investment in Scotland; including healthcare related industries</li><li>• Possible visit to Scotland in 2018</li></ul>

	<p>11.20-11.30</p> <ul style="list-style-type: none"> <li>• Discussion of Scotland's key capabilities and strengths in innovation in relation the healthcare industries.</li> </ul> <p>11.30 FM departs</p>
<b>Likely themes</b>	<p>Existing investment – House of Fraser  Healthcare &amp; retail sectors  Universities and R&amp;D excellence  Innovation</p>
<b>Media</b>	n/a
<b>Supporting officials</b>	[REDACTED]
<b>Attached documents</b>	<p>Annex A: Summary Page  Annex B: Biographies  Annex C: Company Profile</p>

**SUMMARY PAGE****Purpose of meeting:**

FM's presence at this meeting will facilitate a first time senior-level engagement with one of China's fastest growing privately owned conglomerates. Insights gained from the meeting will enable SDI to take forward more focused discussions and to engage more deeply with specific areas of the group. In particular, there is an opportunity to seek agreement for SDI to work with Sanpower to develop a visit to Scotland in the near future.

- Existing investor in the UK through its **£450m** purchase of an **89%** stake in House of Fraser in 2014. In March 2018 it was announced that Sanpower's stake in House of Fraser will reduce from 89% to 38%. This meeting therefore offers a timely opportunity to probe for insights into how this will impact on House of Fraser operations in the UK.
- Sanpower is increasing investments in innovation and technology with a focus on its healthcare division and is looking to grow its overseas investments, including the UK. SDI has not previously had access to senior decision makers and the meeting will therefore draw out specifics on UK plans.
- Introduce Sanpower to Scotland's strengths in life sciences and commercial healthcare and the global excellence of our leading research institutions across health & life sciences and to encourage them to confirm a visit to Scotland later in 2018.
- Gather insights on Sanpower's investment focus and technology requirements and encourage collaboration between Sanpower and Scottish companies and Universities that will lead to future trade and investment.

**Key Facts:****Life Sciences base in Scotland**

- Over **600 life sciences organisations** employ more than **30,000** people, making Scotland **one of the largest life sciences clusters in Europe**, in areas such as medical technology, pharma services, clinical research outsourcing.
- Over **30** companies working on stem cells and regenerative medicine
- More world-class universities than any other country by head of population and highest

### **Technology & Healthcare:**

- Scotland combines clinical expertise, active clinical research and data informatics and extensive e-health records for the development of novel treatments and therapies.
- Proven track record of pioneering invention and medical innovation going back centuries and today more than **7,000** specialists working within the digital health and care technology companies supported by **84,000** digital tech experts.
- Digital health and care innovation centre and growing company base are pioneering development of telehealth and telecare.
- **Depth of experience in convergent technologies:** micro and nanotechnology, physics and photonics, technical textiles and specialised software.
- **£4m** government investment will co-ordinate precision medicine resources and opportunities across Scotland, bring together the findings from individual research projects and improve information sharing in the fight against diseases.

**Important centres for research and innovation include:** Edinburgh BioQuarter, Biocity (near Glasgow), Dundee Drug Discovery Unit, Inverness Campus & Queen Elizabeth University Hospital.

- Scotland also has **innovation centres** each carrying out research into stratified medicine, sensors, digital health, industrial biotechnology and aquaculture.

### **Points for discussion:**

- Scotland has very strong capability in the healthcare and wider life sciences industries.
- How does Sanpower view Europe as a place to invest and how does it intend to grow its UK business?
- The Jenner's department store is known as an iconic brand in Scotland. I am aware that Sanpower is divesting a majority stake in House of Fraser. How do you view the future of the House of Fraser business?
- How does Sanpower work with the University sector?
- Professor Anna Dominiczak and a life sciences delegation are with me in China this week and keen to engage with Sanpower Executives on the subjects of healthcare, artificial intelligence and precision medicine.
- I understand Sanpower is considering visiting Scotland in 2018. I would be very happy to welcome Sanpower to visit Scotland as well as for my officials and Scotland's companies and universities to continue to develop closer relationship with Sanpower in China and in the UK.

## BIOGRAPHIES

**Mr YUAN Yafei, Chairman and Founder (You-en Ya-fay)**

Born in December 1964 in Jiangsu Province's Feng County, Yuan Yafei is the founder and Chairman of Sanpower Group Co., Ltd., as well as the major shareholder of several listed companies such as Hiteker (600122.SH), Nanjing Cenbest (600682.SH), IDT International (0167.HK), Jinpeng Yuankang (New Three Board 430606), Fujitsu Electronics (New Three Board 837438).

Graduating from university in 1987, Chairman Yuan began his career as a public servant in Nanjing. In 1993, Mr. Yuan left his post to start Sanpower Group.

Prominent appointments:

- Member of the National Committee of Chinese People's Political Consultative Conference (CPPCC)
- Standing Committee Member of the All-China Federation of Industry and Commerce (ACFIC)
- Vice-Chairperson of China Society for Promotion of the Guangcai Program (CSPGP)
- Vice-Chairman of both Jiangsu and Nanjing Federation of Industry and Commerce
- Standing Council Member of the China Enterprise Confederation (CEC)
- Vice President of the China Computer Industry Association (CCIA), and the Jiangsu Informationalization Association
- A visiting professor at Nanjing University and at Southeast University.

**Mark Rory Logan, Assistant President, Overseas Spokesman and General Manager for International Affairs**

Mark is responsible for developing Sanpower's relations with senior public figures, international media, investors, NGOs and C-suite employees globally, and particularly in the three key markets of Israel, USA and UK.

Joining in late 2017 Mark has already led his excellent team in increasing Sanpower's visibility amongst global audiences, including prime news pieces on the BBC and Bloomberg. As well as establishing links at the highest levels between Sanpower and international governments.

Before joining Sanpower, Mark was the Head of Communications & Chief Spokesman at the British Consulate-General, Shanghai and Olympic Attaché during the 2008 Beijing Olympics. During his time at the Foreign & Commonwealth Office he received special commendations from both Prime Minister David Cameron and Prince William. Mark also stood as a candidate in the 2017 UK General Election.

Following on from a degree in Law, he completed a MSc in the Politics of China at LSE, and an MSc in Chinese Studies from University of Oxford where he also held the position of Course President. Mark advised Oxford on building its links with China. He has also completed language studies at Jiaotong University and Peking University. Mark is an Accredited Public Relations (MCIPR) practitioner.

## COMPANY PROFILE

### Sanpower Group

Sanpower Group is a multi-national conglomerate headquartered in Nanjing, Jiangsu province, in eastern China. The group consists of five subsidiary sector-groups: Finance & Investment, Retail & Trading, Information Services, Medical & Health Care, and Real Estate.

The Group owns or hold majority shareholdings in a diverse portfolio of companies including:

#### Domestic companies:

Hiteker - Nanjing Cenbest - Cenbest Group - House of Fraser China - Brookstone China - Natali China - IDT International - Hisap - Funtalk Telecommunications - Hirealty - An Kang Tong Guangzhou - Jinpeng China - Newsweek - Lashou.com - Mecox Lane - Meici.com - More Health - Fujitsu Electronics - Tianxia Pay - Wanspay - Vansday - Tianwen Interworking - Yuehua Property - Sanpower International Plaza

#### Overseas companies:

House of Fraser (UK retail) - Brookstone (US Retail)- Natali (ISR Telemedicine) – Dendreon (US -Biotech) - A.S.Nursing (subsidiary of Natali)

The Group has controlling stakes in more than 100 subsidiaries and has an 85,000-strong global workforce and an annual revenue more than CNY85bn.

**HOUSE OF FRASER:** Sanpower subsidiary, Cenbest, bought an 89% stake in House of Fraser in 2014. In March 2018, it was announced that Cenbest is selling a 51% stake to another Chinese group, Wuji Wenhua, a tourism development company. This would result in Sanpower retaining a 38% stake. The sale will not have been fully completed by the time of the FM visit to Shanghai. With regard to impact on stores in Scotland, Mark Logan has stated that they have no plans to close any stores in Edinburgh and that while there have been media reports that one property owner was considering change of use to a hotel, that this was something that would not be instigated by House of Fraser UK.

#### Previous engagement

This is a first-time engagement with the company. Sanpower has UK representation via its House of Fraser's London base. It is unclear if Sanpower will retain a corporate presence in London following the confirmation of its majority stake.

## BRIEFING NOTE FOR FIRST MINISTER

### MEETING WITH HONGQI TIAN – PRESIDENT OF CENTRAL SOUTH UNIVERSITY

THURSDAY 12<sup>TH</sup> APRIL 2018

<b>Key Messages</b>	<ul style="list-style-type: none"><li>The Scottish Government is highly supportive of the wide range of Chinese institutions already partnering with Scotland's leading academic centres of excellence and <b>encourages further collaboration in the life sciences and healthcare sectors.</b></li></ul>
<b>What</b>	<ul style="list-style-type: none"><li>Short (15 minute) intro meeting at request of Wendy Alexander (Dundee University)</li></ul>
<b>Why</b>	[REDACTED]
<b>Who</b>	Honghai is President of Central South University (CSU), Changsha, a 985 University, and one of the new top 42 'World Class Universities' <b>destined for major research investment by Chinese Government.</b>
<b>Where</b>	Mandarin Oriental Hotel
<b>When</b>	11-11.15, Thursday 12 April
<b>Themes</b>	<i>Higher education</i>
<b>Media</b>	None
<b>Supporting Officials</b>	[REDACTED]
<b>Attached documents</b>	ANNEX A – BIOGRAPHY

**ANNEX A**

## BIOGRAPHY



**Tian Hongqi**, female, Han nationality, a member of Revolutionary Committee, was born in December 1959 in Lushan of Henan Province. She began to work in 1982. She is an Academician of Chinese Academy of Engineering, doctor of engineering, professor and doctoral supervisor. Currently, she serves as President of Central South University (CSU) and member of the 11<sup>th</sup> and 12<sup>th</sup> Chinese People's Political Consultative Conference (CPPCC).

Technical expert in rail traffic engineering, who has obtained a series of innovative and engineering application achievements in fields of high-speed rail aerodynamics, train impact dynamics, driving safety technology in strong wind environment and other aspects.

She has been awarded five National Science and Technology Awards, among which two Grand Prizes of the National Science and Technology Progress Award, one Second Prize of the National Technology Invention Award and two Second Prizes of the National Science and Technology Progress Award

**BRIEFING FOR THE FIRST MINISTER**

## GlobalScot Hall of Fame Induction with Alan Hepburn, SHANGHAI

THURSDAY 12<sup>TH</sup> APRIL 2017

<b>Key message</b>	<ul style="list-style-type: none"> <li>• Acknowledge Alan as the leading GlobalScot across Greater China and recognise work and commitment he has given to Scottish interests in the region.</li> <li>• Delighted to officially welcome Alan to GlobalScot Hall of Fame.</li> <li>• Welcome Alan's role in bringing the Young Presidents Organisation (YPO) annual conference to Glasgow later this month and thank him for ongoing advice to SE/SDI, Visit Scotland and wider public sector on how best to capitalise on this investment division for the benefit of the country.</li> </ul>
<b>What</b>	<ul style="list-style-type: none"> <li>• 1:1 meeting with an influential GlobalScot formally welcoming him to Hall of Fame.</li> <li>• Maximise opportunity to meet with a senior leader in China to establish what the Scottish Government, SDI and partners can do to support Scottish companies looking to this market for future direction and demonstrate that Scotland is well positioned to support new areas of business.</li> </ul>
<b>Why</b>	[REDACTED]
<b>Who</b>	Alan Hepburn, CEO, The Hepburn Group
<b>Where</b>	Green room, Mandarin Oriental, 111 Pudong S Rd, Pudong Xinqu, Shanghai Shi, China, 200120
<b>When</b>	11:15-11:30
<b>Likely themes</b>	<i>Internationalisation, GlobalScot network, Hospitality sector, Young Presidents Organisation.</i>
<b>Media</b>	<i>n/a</i>
<b>Supporting officials</b>	[REDACTED]
<b>Attached documents</b>	Annex A: Summary Page [REDACTED]

## ANNEX A

### SUMMARY PAGE

#### **Purpose of meeting:**

- To inspire other GlobalScot's to continue and enhance their contributions.

[REDACTED]

#### **Key Facts:**

- GlobalScot is a diverse network of over 600 business leaders, entrepreneurs and executives with a connection to Scotland - and a strong desire to see Scottish businesses succeed locally and in the wider world.
- Established by Scottish Enterprise over 15 years ago (2001) the network has helped transform the face of Scottish business, giving hundreds of emerging and growing companies in Scotland a head-start to compete in a global marketplace.
- The current priorities for utilisation of the network are strategic activity, company growth and new investment – as per the trade and investment strategy for Scotland 2016-2021.
- Time commitment can vary but we typically ask GlobalScots to provide up to 4 pieces of support throughout the financial year, example include hosting an event, meeting with Scottish companies, providing mentoring support, speaking at events, supporting us in engaging our target lists, providing thought leadership content for our web and social media channels, informing government policy and strategy.

#### **Points for discussion/lines to take:**

- The Initiative has come a long way since it began 2001, with an increased number of active GlobalScots and increased number of Scottish companies that the network assists every year.

[REDACTED]

### **Internationalisation/ Premium Scotland**

- Actively encouraging Scottish companies to “say yes to China” by highlighting the priority business sectors with the greatest potential for Scotland, as well as working on some transformational High Value Opportunity Projects.
- We want to build up the story of Scotland - the best of the old, creating the best of the new, our traditions and heritage brought up to date through engineering and innovation.
- For Scotland’s premium offering, now is the perfect time and fit with China’s new taste for international experiences and the potential being created by the growing middle class of consumers.
- The opportunity to exploit the reputation of our “iconic” products, such as whisky, golf and higher education is currently underutilised but offers huge potential. This is particularly so in a market where provenance and authenticity are key differentiators and where Scotland’s “story” is largely unheard.

### **Inward investment**

- EY ranked Scotland as the **most attractive UK location** for FDI, outside London for 5<sup>th</sup> year in a row. **122 FDI projects** in 2016.
- More R&D projects than any other UK region in 2016, including London.
- Scotland’s largest cities (Glasgow, Edinburgh, Aberdeen) in the UK’s top 10 for FDI.
- SDI secured **7839** jobs in Scotland during 2016/17, an increase of 10% on previous year.
- London is an important partner for us. Together, we attract the majority of FDI projects to the UK. Many companies which have their front office in London rely on Scotland and its strong talent pool to deliver middle and back office functions.
- Innovation and investment hubs in London, Brussels and Dublin. Paris and Berlin to follow.

### **International trade**

- Export Statistics Scotland: **£1bn (3.6%) increase** in total nominal value of international exports (excluding oil and gas) from Scotland – from £27.7bn in 2014 to £28.7bn in 2015. (Goods and services).
- **Economic strategy targets a 50% increase** in the value of international exports between 2010 and 2017.

### **Strategic relationships**

- Reinforcing existing business relationships and establishing new relationships are the foundation of business success with China.

- For example, discussions with the **Chinese National Oil Companies (NOCs)** in Beijing are of strategic importance with regards to North Sea investment and for the development of the Scottish oil and gas chain into China.
- Successive Scottish delegations to China and workshops with the NOCs continue to position Scottish expertise in the oil & gas industry and help win business for the likes of **Aggreko, AMEC, Wood Group**.

### **Supporting Chinese initiatives**

- “One Belt, One Road” – an investment and trade promotion scheme intended to deepen economic connections between China and the rest of the world. Most significant and far-reaching initiative that China has ever put forward and a cornerstone of the central government’s policy agenda.
  - Scotland can support this by sharing its expertise in infrastructure development and in particular, low carbon innovation.
- The Asia Infrastructure Investment Bank was established in 2014 and has been likened to developing a “World Bank/IMF-type” institution for Asia
  - Scotland has a critical mass of companies experienced in infrastructure and financial and business services and can share its expertise across Asia.

[REDACTED]

## BRIEFING NOTE FOR FIRST MINISTER

### LIFE SCIENCES EDUCATION SHOWCASE - SHANGHAI

THURSDAY 12 APRIL 2018

<b>Key Messages</b>	<ul style="list-style-type: none"><li>• Partnership with innovative Scotland is a bridge to a smarter, higher value-add Chinese economy and fits well with China's growth plans and healthcare objectives.</li><li>• We have more world-class universities than any other country by head of population and attract more R&amp;D projects than any other UK region, including London.</li><li>• Scotland has an outward looking, progressive approach for our progressive approach in relation to life science and healthcare research that is internationally recognised. Today we are keen to seek an understanding of the Chinese research agenda and systems.</li><li>• Delighted to see continued progress towards Scotland-China Research collaboration in life science and healthcare. The development of academic partnerships in this important sector continues to be a key priority for the Scottish Government.</li><li>• The Scottish Government is highly supportive of the wide range of Chinese institutions already partnering with Scotland's leading academic centres of excellence and encourages further collaboration in the life sciences and healthcare sectors.</li></ul>
<b>What</b>	<ul style="list-style-type: none"><li>• A speech to Scottish and Chinese Universities partnering in life sciences and healthcare. (Simultaneous translation will be provided)</li><li>• An opportunity to witness joint agreements and commitments to further partnership between Scottish Universities and Chinese counterparts.</li></ul>
<b>Why</b>	<ul style="list-style-type: none"><li>• China has a significant demand for international research collaboration, to support its ambition to increase its global research ranking.</li><li>• Opportunity to <b>strategically influence</b> key stakeholders representing academic research in life sciences and healthcare sectors in China, <b>exploiting opportunities for Scottish Universities</b> in the Chinese market.</li><li>• Discuss how to <b>most effectively promote Scotland's proven capabilities in life science and healthcare research</b> in an increasingly competitive market and showcase the current activities Scottish universities are taking forward in China.</li></ul>

	<ul style="list-style-type: none"> <li>• Promote Scottish research strengths in life sciences including precision medicine; open up opportunities for further collaboration between Scottish Institutions and Chinese Universities and provincial Governmental Institutions.</li> <li>• Underline Scotland’s continued ambition to grow strong research links with China.</li> </ul>
<b>Who</b>	<ul style="list-style-type: none"> <li>• An invited audience of approximately 50 senior academic leaders from Scottish Universities, Chinese Universities and provincial authorities. Delivered by CBBC.</li> </ul> <p><i>NB: A full guest list and additional VIP biographies will be provided in market.</i></p>
<b>Where</b>	Oriental I Room, Mandarin Oriental Hotel, 111 Pudong S Rd, Pudong Xinqu, Shanghai, China, 200120
<b>When</b>	<p><b>11.45-12.30.</b></p> <p>11.45 FM: Welcome comments and overview of Scottish education and research excellence, support for long-term collaboration.</p> <p>11.55; Prof Lianzhen He <b>[LEE-EN JEN HI (hip without ‘p)]</b> (Dean of International Campus, Zhejiang University), Chinese welcome and opening remarks.</p> <p>12.05: FM witnesses China/Scottish agreements</p> <p>12.25: FM Photo-call with key participants</p> <p>12.30: FM departs.</p>
<b>Likely themes</b>	Oncology; diabetes, cardiovascular disease, precision medicine, bio-medical sciences, and data driven innovation across these.
<b>Media</b>	TBC if in attendance. Newslines – comms will advise.
<b>Supporting Officials</b>	[REDACTED]
<b>Attached documents</b>	Annex A - Summary Page Annex B - Key Guests [REDACTED] Annex D – Healthcare Summary

## SUMMARY PAGE

**Purpose of meeting:**

- China has a significant demand for international research collaboration, to support its ambition to increase its global research ranking.
- Opportunity to **strategically influence** key stakeholders representing academic research in life sciences and healthcare sectors in China, **exploiting opportunities for Scottish Universities** in the Chinese market.
- Discuss how to **most effectively promote Scotland's proven capabilities in life science and healthcare research** in an increasingly competitive market and showcase the current activities Scottish universities are taking forward in China.
- Promote Scottish research strengths in life sciences including precision medicine; open up opportunities for further collaboration between Scottish Institutions and Chinese Universities and provincial Governmental Institutions.
- Underline Scotland's continued ambition to grow strong research links with China.

**Key Facts:**

- **£4m** government investment into a '**Precision Medicine Ecosystem**' that will co-ordinate precision medicine resources and opportunities across Scotland, bring together the findings from individual research projects and improve information sharing in the fight against disease.
- Scotland has a strong focus on **digital health and care technology** including data analytics to support tailored services and diagnostics. and telehealth and care to manage care outside of hospitals.
- Around **44,000** people (including over 4,000 people with dementia) received a telecare service as a result of the national Telecare Development Programme between 2006 and 2011
- People living within in Scotland now have access to 24/7 stroke thrombolysis treatment through Telestroke networks that provide access to immediate stroke specialist decision support using video conferencing and digital imaging.
- **60% of inward investors** cite Scotland's academic base as a factor in investment decisions.
- **230,000** undergraduate and postgrad students.
- Scotland's universities account for **28% of all UK spin-out companies** in last 3 years.
- All of Scotland's HEIs undertake research judged to be of "**world-leading**" quality.
- **5** of the **world's top 200** universities are in Scotland.
- More world-class universities than any other country by head of population.
- **18** HE Institutions have academic and research links with Chinese HE Institutions, offering mutually beneficial research and study opportunities for students from Scotland and China.

## OVERVIEW OF SIGNINGS AND PARTICIPANTS

Partners	Nature of the engagement	Participants
University of Edinburgh, Zhejiang University	The parties intend to explore the joint development of PhD programmes, including a 4 year PhD with Integrated study, leading to the award of a dual degree from each of the University of Edinburgh and Zhejiang University	<ul style="list-style-type: none"> <li>• Prof Sue Welburn (Exec Dean, Zhejiang University – University of Edinburgh Institute)</li> <li>• Prof Charlie Jeffery (Senior Vice Principal, University of Edinburgh)</li> <li>• Prof Mike Shipston (Dean of Biomedical Sciences, University of Edinburgh).</li> <li>• Prof Lianzhen He Dean (International Campus, Zhejiang University)</li> <li>• Prof Linrong Lu (Vice Dean, Zhejiang University – University of Edinburgh Institute),</li> <li>• Guoliang Cao Mayor (Haining Government)</li> <li>• Fang Wang (Director, Juanhu Lake International Science Park Committee, Haining).</li> </ul>
University of Edinburgh, Zhejiang University and Juanhu Lake International Science Park Committee	The parties intend to expand existing collaboration in education and academic research and the ZJU-UoE Institute to promote co-operation in research and service to the community, working together on translational scientific projects aiming to develop a Biomedical Translational Research Centre, located in Haining Juanhu Lake International Science Park.	<ul style="list-style-type: none"> <li>• Prof Sue Welburn (Exec Dean, Zhejiang University – University of Edinburgh Institute)</li> <li>• Prof Charlie Jeffery (Senior Vice Principal, University of Edinburgh)</li> <li>• Prof Mike Shipston (Dean of Biomedical Sciences, University of Edinburgh).</li> <li>• Prof Lianzhen He Dean (International Campus, Zhejiang University)</li> <li>• Prof Linrong Lu (Vice Dean, Zhejiang University – University of Edinburgh Institute)</li> <li>• Guoliang Cao [GWO-LEE-ANG TS-OW] Mayor (Haining Government),</li> <li>• Fang Wang (Director, Juanhu Lake International Science Park Committee, Haining)</li> </ul>
University of	Partners exploring a potential	<ul style="list-style-type: none"> <li>• Ms Wendy Alexander, Vice-</li> </ul>

<p>Dundee and Central South University, Hunan Province</p>	<p>Joint Research Institute (JRI). The School of Life Sciences, University of Dundee and the Institute of Precision Medicine, a key laboratory of Hunan Province at Xiangya Hospital of Central South University will collaborate to recruit staff to a new research institute with aim of establishing research programmes in complimentary research areas.</p> <p>UoD and CSU to sign a non-legally binding 'Letter of Intent' to broaden our research collaboration in Life Sciences.</p>	<p>Principal (International)</p> <ul style="list-style-type: none"> <li>• Professor John Rowan, Vice-Principal (Research and Knowledge Exchange)</li> <li>• Professor Paul Wyatt, Professor of Drug Discovery and Head of the Drug Discovery Unit at Dundee University.</li> <li>• Prof. Tian Hongqi [TEE-EN HONG-CHEE] President of Central South University; Prof. Zhou Kechao Vice President of Central South University.</li> </ul>
<p>University of Dundee and Xiamen University</p>	<p>To work together on research to improve understanding of diabetes. Professor Grahame Hardie and Professor Shengcai Lin joint research funded via Wellcome Trust and CR-UK and grants from the National Key Research and Development Project of China and the National Natural Science Foundation of China. Collaboration has led to the identification a new "energy sensor" in cells, changing our understanding of how the body monitors glucose level.</p>	<p>Ms Wendy Alexander, Vice-Principal (International), Professor John Rowan, Vice-Principal (Research and Knowledge Exchange) and Professor Paul Wyatt, Professor of Drug Discovery and Head of the Drug Discovery Unit at Dundee University.</p> <p>Grace Liu, Dawang Zhou (Deputy Director The Beutler institute); Xu Denghong (School of Life Sciences); Lin Shengcai [SHEN TS-EYE LIN] (Dean of Life Sciences); Yi Tao (School of Life Sciences)</p>
<p>University of Glasgow and University of Electronic Science and Technology</p>	<p>Three agreements to further build on the partnership which established the Glasgow College at UESTC in January 2013. The College offers joint degree programmes, delivered entirely in English, building on the strengths of the Chinese and UK education systems and preparing students for their careers better than either University can do alone. All programmes are approved by</p>	<p>Jim Conroy (VP International, University of Glasgow) and John Marsh (University of Glasgow).</p> <p>Xiong Caidong, Di Aiyang, Zeng Qigang, Zeng Bing, Li Qian, Liu Yong (UESTC)</p>

	the Ministry of Education of China, now under the model of a Joint Educational Institute.	
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## KEY GUESTS

*NB: SDI Field will provide updated VIP biographies in market as attendance is confirmed.*

**Prof LIANZHEN He [LEE-EN JEN HI (hip without 'p')]** (will speak after FM)

**Dean of International Campus, Zhejiang University**



Leads campus administrative operations. Responsibility: International collaboration; academic discipline development; teaching; research; student recruitment; human resources; international affairs; laboratory facility and equipment; and library Supervisory role: Human Resources; Academic Affairs; Preparatory Office for School of Liberal Arts; Preparatory Office for the Business School; and Library and Information Centre (Library) Communication and coordination: Institute of China Studies.

**Professor Anna Dominiczak OBE**

**Vice Principal & Head of College of Medical, Veterinary & Life Sciences, University of Glasgow**



Honorary consultant physician, Greater Glasgow & Clyde Health Board.

Global leading cardiovascular scientist and clinical academic. Major research interests in hypertension, cardiovascular genomics and systems medicine. Research income in last 3 years totals more than £30m.

Fellow of Royal College of Physicians, Academy of Medical Sciences, Royal Society of Edinburgh, American Heart Association and European Society of Cardiology. 250+ publications in peer-reviewed journals, in 2005 services to medicine recognised with an OBE. Graduated from Medical School in Gdansk, Poland.

**Professor Charlie Jeffery**  
**University of Edinburgh**



Responsible for student experience, learning and teaching across the University Public affairs - external communications and relations with key stakeholders in education, local government and the business community.

Oversight of Development & Alumni. Internal communications to staff and students.

**Professor Andrew Biankin**

**Director Wolfson Wohl Cancer Research Centre, University of Glasgow**



A Cancer Research UK Clinician Scientist, Wellcome Trust Senior Investigator and a Fellow of the Royal Society of Edinburgh.

Leadership roles in national and international consortia in cancer therapeutic development and cancer genomics. Authored 150+ articles in major journals including seminal works on cancer, genomics and precision medicine. Sits on several international expert panels and advisory boards and is an international leader and expert in precision oncology.

## HEALTHCARE SUMMARY

### Market overview

- Employs over **37,000** people across some 700 organisations. Company turnover is in excess of **£4.2bn** and gross value added (GVA) around **£2bn**.
- Approximately **£300m** has been invested in the sector over the past three years, by companies including Capsugel, GSK, Johnson Matthey, Piramal Healthcare and ThermoFisher Scientific.
- Public, academic and private sectors support and facilitate development and deployment of commercialisation strategies for key centres for innovation and research excellence.
- SG's commitment to precision medicine is explicit in the Programme For Government: "The development of the precision medicine sector is vitally important to Scotland's future health [...] allowing specific treatments to be tailored to the individual characteristics of each patient".

### China Market Insights

- China aims to be a leader in Precision Medicine, with it identified in the Chinese Government's five-year plan as a key element in moving towards tech-driven development.
- **Investment in the sector is significant:** in March 2016, the Chinese Academy of Sciences announced a \$9.2 billion Precision Medicine Initiative funded for 15 years. The project brings private and government resources together. To put this in perspective, for every \$1 the USA has earmarked for R&D into precision medicine (as of 2017), China will invest more than \$40.
- China is a **leading nation in data collection and analysis tools to understand human genetics and biology**. This includes: **Fosun Pharmaceutical** which maintains a nationally recognised technology R&D centre that focuses on areas including cardiovascular, nervous system, blood and metabolism. **WuXi AppTec** provides services across life science industries.
- **WuXi NextCODE** is a genomic information company applying sequence data to deliver better health and precision medicine. The company claims that it owns the world's leading genome interpretation and discovery system, a "pioneering internet of DNA".
- **Huawei:** Together with WuXi Apptec & WuXi NextCode, Huawei launched China's first national scale cloud infrastructure platform designed solely to serve the Precision Medicine Initiative. The platform will enable the organisation, mining and sharing of genomics big data.
- **Beijing Genomics Institute (BGI)** claims to be the world's largest genome centre, offering commercial science, health, agricultural, and informatics services to pharmaceutical companies.

- **iCarbonX** was founded in 2016 and is described as China's first biotech unicorn. The company has built a platform, capable of processing a wide variety of health-related data, including genetic data and from smart hardware devices. Using AI, iCarbonX will recommend personalised health services and products, as well as forecast and predict health conditions.

### Digital health and care

- Scotland has a strong focus on **digital health and care technology** including data analytics to support tailored services and to manage out-of-hospital care. These services encompass nine areas: home health monitoring; home care monitoring; in hospital products and services; personal health and care monitoring; diagnostic equipment; installation, maintenance and logistics; field worker information; connected communities and records management.
- Around **44,000** people (including over 4,000 with dementia) received a telecare service between 2006-2011 as a result of the Telecare Development Programme. Access to 24/7 stroke thrombolysis treatment through Telestroke networks (providing access to immediate stroke specialists) is also available.
- 35% of in-hospital cardiac arrests happen due to stretched healthcare staff missing the early warning signs. **The Snap40** device is worn by the patients and can continuously monitor a vast number of health indicators and then analyse the data in real-time allowing for early detection.
- **Care Monitoring 2000 (CM2000)** is a mobile platform which monitors the impact of healthcare interventions and provides feedback to the Care Provider on the standard of care.
- **Canon Medical's** European R&D Centre in Edinburgh stems from a pioneering Medical Imaging start-up, Voxar. The team of over 120 delivers world leading software and technology.

### Precision medicine

- Scotland's world-leading expertise in healthcare and data informatics is the backbone of our emerging expertise in precision medicine. The Scottish Precision Medicine Ecosystem (PME), is an initiative funded by SG (£4m) to co-ordinate precision medicine resources and opportunities. It is hosted by the Stratified Medicine Scotland Innovation Centre and brings together individual research projects to improve information-sharing.
- PME projects are ongoing in oncology, IBS, rheumatoid arthritis and COPD, with two flagships:
  - Precision Pancreatic Cancer will better characterise pancreatic cancer, allowing patients to be recruited to clinical trials efficiently and quickly. **In March 2017, Cancer Research UK announced it would increase its investment into the trials by £8m (50.6m CNY) (with total investment now standing at £10m/63m CNY).** This is led by Professor Andrew Biankin, the first researcher to identify four discrete sub-types of pancreatic cancer.

- 'Future MS' will study multiple sclerosis at the genetic level to help answer why the condition progresses differently in individual patients.
- The **£15m (95m CNY) Scottish Genomes Partnership**, a collaboration between Glasgow and Edinburgh Universities and the US company Illumina was launched with SG backing in 2015.

### **Stratified Medicine Scotland Innovation Centre (SMS-IC)**

- The SMS-IC was formally established as a consortium in 2013, in response to a call for proposals by the Scottish Funding Council for innovation centres to support SG's economic strategy. Its remit is to prove the principle of stratified clinical trials and to establish Scotland as the go-to venue to conduct them, and developing Scottish healthcare technology companies.

### **Glasgow University**

- Glasgow University leads the largest of the 6 UK Medical Research Council/Engineering & Physical Sciences Research Council Molecular Pathology Nodes, a collaboration between the University, NHS and industry partners, aimed at increasing the capacity and capability of the UK to drive novel diagnostics through provision of integrated support and training.
- The Imaging Centre of Excellence incorporates a 7 Tesla (ultra high-resolution) MRI scanner which is the first of its kind fully integrated within the UK. It also provides a 'Clinical Innovation Zone', to complement academic research and Clinical Research Facilities for precision medicine trials.
- **Aridhia** provides world-leading biomedical informatics and analytic solutions to support stratified medicine and translational research, which will enhance understanding, diagnosis, prevention and treatment of chronic diseases. Strategic partner of SMS-IC and also co-located.
- **Fios Genomics** provides an extensive range of bioinformatics data analysis to pharmaceutical companies, contract research organisations and academia for drug discovery & development, including analysis and interpretation of genomic, transcriptomic and proteomic data.
- **Biopta** is a leading Contract Research Organisation based in Glasgow. Biopta provide contract research services to the industry and is a world-leader in the use of fresh functional human tissues to predict drug efficacy prior to starting clinical trials.

## LITERATURE EVENT - WOMEN IN THE ARTS

12 APRIL 2018

<b>Key message</b>	<ul style="list-style-type: none"> <li>The importance of the role of women in writing and publishing, and the strength and talent of Scotland's literature to a new audience.</li> </ul>
<b>What</b>	<b>You will attend and speak at a literature event to celebrate the 100<sup>th</sup> anniversary of Muriel Spark and inspiring women in the arts</b>
<b>Why</b>	<ul style="list-style-type: none"> <li>Opportunity to highlight the impact of reading on young people; Reading Challenge, Book Awards for children, themes that are interesting/inspirational for young people in Scotland and China. Promote the role of women in writing and publishing, promoting the strength and talent of Scotland's literature to a new audience. Announce reprint and new translation of prime of Miss Jean Brodie to be published in October.</li> <li>Highlight the work that Muriel Spark and other female authors has played in providing inspiration to other women. Muriel Spark 100 is being marked by a global series of events.</li> </ul>
<b>Who</b>	<p><b>Chancellor Jiao of Fudan University and Party Committee Secretary of Fudan.</b></p> <p>Mr Chen ZhiMin, Associate Vice-President, Fudan University  Ms Lu Li'An, Deputy Dean of Foreign Languages and Literature, Fudan University  Scottish authors Louise Welsh and Claire McFall  Chinese author Ms Jing Xing  Mr Wang HongTu, Director Shanghai Writers Association  Jenny Niven, Head of Literature, Creative Scotland and Chair British Council representatives  Nick Marshand, Director Arts and North-East Asia, British Council  Matthew Knowles, Area Director East China, British Council</p> <p>Audience of 100-110 people including literature students, academics, professionals from the publishing and literature sector, members of the public.</p>
<b>Where</b>	Auditorium, Guanghua Building (103 East Wing) 光华楼一楼报告厅1 (东辅楼103) Fudan University, 220 Handan Road, WuJiaoChang, Yangpu Qu, Shanghai, 200433
<b>When</b>	Thursday 12 <sup>th</sup> April : 14:00-15:00 [event will continue until 16:00]

<b>Media</b>	tbc
<b>Supporting official</b>	[REDACTED]
<b>Attached documents</b>	Annex A – Itinerary Annex B – Biographies Annex C – Event background information Annex D – Publishing and Creative Industries Scotland Annex E – Literature in Scotland

## EVENT ITINERARY

13:50-13:58	First Minister greeted by <b>Chancellor Jiao</b> , Mr Chen ZhiMin, Ms Lu Li'An, Jenny Niven, Claire McFall, Louise Welsh, Jing Xing, Mr Wang HongTu and Nick Marchand and Matthew Knowles, British Council.	
14:00-14:03	Words of Welcome by Host Lu Li'An <b>Consecutive Translation throughout</b>	
14:04-14:12	Speech	<b>First Minister</b>
14:13-14:21	Speech	<b>Chancellor Jiao of Fudan University and Party Committee Secretary of Fudan.</b>
14:22-14:25	First Minister gifting Muriel Spark books to <b>Chancellor Jiao</b> – first 10 books in reprinted MS100 series	
14:25-14:26	Group Photo	FM and all representatives
14:27-14:30	Introduce <b>Why I read</b> Discussion between First Minister and Louise Welsh by the Host (translation included) <i>Topics: impact of reading, which books that have shaped them (including Muriel), what reading brings to being a politician/woman in a position of leadership.</i>	
14:30-15:00	Panel discussion (translation included)	First Minister, Louise Welsh chaired by Jenny Niven
15:00	<b>FIRST MINISTER DEPARTS</b>	
15:02-15:05	Introduce <b>How Stories Travel</b> discussion between Claire McFall, Jing Xing and Wang HongTu by the Host (translation included) Chinese writers who have been translated for the overseas market and vice-versa and how stories travel, what makes a story universal, how stories can promote cross cultural understanding	
15:06-15:46	Panel discussion (translation included)	Claire McFall, Jing Xing and Wang HongTu chaired by Jenny Niven, joined by Lu Li'An

**BIOGRAPHIES**

**Chancellor Jiao of Fudan University and Party Committee Secretary of Fudan (SPEAKER)**

Previous roles include Deputy Director of Shanghai Municipal Information office, Director of Shanghai Press Publication Bureau, Vice Minister of Shanghai Municipal Publicity Department and President of Shanghai Municipal Women’s Federation.

Studied journalism at Fudan University.

**Chen ZhiMin**



Associate Vice President Fudan University.  
Professor in International Politics/Diplomacy.  
Ph.D (1998), MA(1990), BA(1987) in International Relations,  
Fudan University.

**Lu Li’An (HOST)**



Deputy Dean of the Foreign Languages and Literature Department, Fudan University. Professor in British Literature focusing on Contemporary British Literature, Feminist Theory and Feminist Writing. Gender Studies.  
Ph.D in Literature from University of Glasgow (1999)  
MA in Literature from University of Edinburgh(1992)  
BA in Literature from Taiwan Chengchi University

## Jenny Niven



Jenny is the Head of Literature, Languages and Publishing at Creative Scotland, working with individual writers, publishers and literary organisations to support Scotland's vibrant ecology of books and writing. Jenny also leads on partnerships with literature organisations all over Scotland, who deliver a range of programs including writer and reader development, residencies and retreats, festivals and events, publicity and prizes, and on Creative Scotland's work in publishing. She initiated and chaired the collaborative Muriel Spark 100 program which, running nationwide throughout 2018, celebrates the centenary of one of Scotland's greatest writers. Jenny was formerly Associate Director at the Wheeler Centre for Books, Writing and Ideas in Melbourne, the centrepiece of the City's designation as a UNESCO City of Literature. She arrived in Australia following six years in China, where she was inaugural director of the city's first book festival and literary events program, The Bookworm International Literary Festival. In Winter 2016-17 Jenny was interim director of the Edinburgh International Book Festival.

## Claire McFall



Scottish writer Claire McFall's Ferryman trilogy is set to be turned into films and graphic novels by a US production studio. California-based Legendary Entertainment acquired the worldwide film and graphic novel rights to the award-winning YA series in a deal struck through Marc Simonsson at Soloson Media on behalf of Ben Illis at The BIA. The studio has previously developed films such as "Inception", "Batman Begins" and "Jurassic World". The Chinese edition of Ferryman was published in June 2015 and became a "national sensation" according to a BIA spokesperson. The title remained in the chart for two consecutive years with repeated periods in the number one spot, and it was China's number one bestselling e-book of 2016. Altogether it has more than one million copies, according to a spokesperson for The BIA. The second novel in the series, Trespassers, was published both in the UK by Floris and in China by Beijing White Horse Time in September 2017. In China the book went to number three in the Open Book General Fiction bestsellers chart. The final instalment from the Scottish Teen Book Prize-winner is slated for publication in 2019.

## Louise Welsh



Louise Welsh is an English-born author of short stories and psychological thrillers, resident in Glasgow, Scotland. She has also written three plays and edited volumes of prose and poetry and contributing to various journals and anthologies. Welsh's debut novel *The Cutting Room* (2002) was nominated for several literary awards including the 2003 Orange Prize for Fiction. It won the Crime Writers' Association Creasey Dagger for the best first crime novel. Welsh's second major work, the novella *Tamburlaine Must Die* (2004), fictionally recounts the

last few days in the life of 16<sup>th</sup>-century English dramatist and poet Christopher Marlowe, author of *Tamburlaine the Great*. Her third novel, *The Bullet Trick* (2006), is set in Berlin, London and Glasgow and narrated from the perspective of magician and conjurer William Wilson. Her fourth novel, *Naming the Bones*, was published by Canongate Books in March 2010. Her fifth novel, *The Girl on the Stairs* is a psychological thriller set in Berlin and published in August 2012 by Hodder & Stoughton. Her sixth novel, *A Lovely Way to Burn*, came out with Hodder & Stoughton in 2014, and in 2015 a sequel, *Death is a Welcome Guest* was published.

## Jing Xing



Chinese writer based in Shanghai, Jing Xing graduated from University of Glasgow with Master's degree in Communications. She worked in media sector as a journalist after graduation. In 2007, her debut novel *Intoxication* published in China and had impressions on young readers of her generation. Her second novel *Message from Wind* published in 2008, narrating a romance story related to Scotland. From 2008 to present, she has published *Fondness* (2008), *I Give My Life to You* (2009), *Meet You at The Edge of The World* (2014), *The Day You Took My Hand* (2016), Her book *The Day You Took My Hand* (2016) was translated and

published in South-East Asia. Jing Xing also joined the reception when First Minister of Scotland visited Shanghai Himalayas Museum for CURRENT exhibition in 2015.

**Wang HongTu**



Director of Shanghai Writers' Association  
Director of Shanghai Comparative  
Literature Association  
Professor in Chinese Studies, Fudan  
University  
Ph.D in Comparative Literature Fudan  
University (2003)



**EVENT BACKGROUND INFORMATION****Muriel Spark**

Muriel Spark received the James Tait Black Memorial Prize in 1965 for *The Mandelbaum Gate*, the US Ingersoll Foundation TS Eliot Award in 1992 and the David Cohen Prize in 1997. She became an Officer of the Order of the British Empire in 1967 and Dame Commander of the Order of the British Empire in 1993, in recognition of her services to literature. She was twice shortlisted for the Booker Prize, in 1969 for *The Public Image* and in 1981 for *Loitering with Intent*. In 1998, she was awarded the Golden PEN Award by English PEN for a "Lifetime's Distinguished Service to Literature". In 2010, Spark was shortlisted for the Lost Man Booker Prize of 1970 for *The Driver's Seat*. Spark received eight honorary doctorates in her lifetime.

**Inspiring Women in the Arts**

Inspiring Women in the Arts is a year-long campaign in China that offers a unique showcase for UK and Chinese female arts leaders and practitioners, to inspire and support the development of female creative talent in the arts, and build new bilateral opportunities and partnerships in the creative industries. The campaign is intended to reach 500mn people online, and face to face engagement with an audience of 100,000 in 2018.

The campaign was launched during the Prime Minister's visit to China in February 2018, then opened with *NOW: A Dialogue on Female Contemporary Artists from China* presented by the Plus Tate Network in the UK. It will close at the end of the year with a China tour for the BBC National Orchestra of Wales, conducted by the BBC Orchestras' first female principal conductor, Xian Zhang.

**Fudan University**

Established in 1905, Fudan University, located in Shanghai, China, is one of the most prestigious and selective universities in China. It comprises 17 full-time schools, 69 departments, 73 bachelor's degree programs, 22 disciplines and 134 sub-disciplines authorized to confer Ph.D. degrees, 201 master's degree programs, 6 professional degree programs, 7 key social science research centers of Ministry of Education P.R.C, 9 national basic science research and training institutes and 25 post-doctoral research stations. It has 40 national key disciplines granted by the Ministry of Education, nationally third.

**PUBLISHING AND CREATIVE INDUSTRIES SCOTLAND**

The Scottish Creative Industries had a turnover of £7.088 billion in 2015. This is an increase of £591.4 million on the 2014 turnover figure of £6.49 billion.

The GVA of the creative industries continues to grow and in 2015 was £4.6bn - 4% of total on-shore GVA (2015) (the most recent data available). This is a significant increase since 2010 when GVA stood at £2.7bn. The GVA growth over the latest year has been driven by GVA growth in the software/electronic publishing sub-sector (GVA up £461 million) and the design sub-sector (GVA up £309 million).

In 2015, Scottish creative industries exports were £1.1bn - 4% of total international exports.

In 2017 there are 1,080 registered enterprises in Scotland involved in writing and publishing. In 2015 the sector, which employed 9,400 people, had a turnover of £856.6 million and an approximate gross value added at basic prices of £420.5 million. The sector is largely made of small and micro-enterprises, though there are media giants such as DC Thomson and Johnston Press.

In 2017 a further 7,265 enterprises were involved with software/electronic publishing. In 2015, the sector, which employed 24,175 people, had a turnover of 2,959.6 million and an approximate gross value added at basic prices of £2,183.6 million.

The software/electronic publishing sector is a significant growth sector, with the number of registered enterprises more than doubling in number from 2008 to 2017 (growth from 3,805 enterprises to 7,265 enterprises). The approximate gross value added at basic prices has nearly doubled (from £1,168.7 million to £2,183.6 million). The employment figures have increased (though there was a decline from 2009 to 2011 of 3,200 persons) from 20,200 to 24,175 persons.

While the publishing sector is dynamic and active, it has been in decline for several years. From 2010 to 2015 employment was down by 40%, though the turnover had fallen by 10%. The industry across books, magazines and newspapers, face several challenges particularly around the impact of digital technologies.

The publishing sector in Scotland publishes a wide range of books from fiction to non-fiction, including academic. Scottish publishers publish significantly more non-fiction than fiction. It publishes non-Scottish writers as well as Scottish ones.

Most of the sales of Scottish publishers are outside Scotland, with around a third to the UK market. Europe is an important market, accounting for nearly a fifth of sales in 2013. Asia (12%), North America (9%), and Australia/New Zealand are smaller markets, but still comprised 28% of 2013 totals.

Publishing Scotland encourages the translation of Scottish writers. Its Translation Fund is designed to encourage international publishers to translate works by Scottish writers.

### **Creative Scotland support for Publishing**

Creative Scotland (CS) provides support for Scottish publishing, especially for promoting it and encouraging it out-with Scotland. Scotland is proud to have an outstanding global reputation for both our literary heritage and the contemporary expression of our literature.

CS supports a number of organisations who represent excellence in international working including:

- Edinburgh International Book Festival, largest book festival in the world, that brings thousands of people together to celebrate writers, literature and the exchange of ideas. The festival's projects connect writers across borders and give Scottish writers the opportunity to meet and appear alongside their peers from more than 40 countries every year.
- In August there is an international networking program, Momentum, in which literature professionals from around the world are invited to meet their counterparts within the Scottish sector.
- Scottish Poetry Library, Stanza, Moniack Mhor, Bloody Scotland and a range of other organisations and festivals hold deep and sustained relationships internationally, providing vital opportunities for individual writers and literature professionals to participate in exchanges, and to promote Scottish work overseas.

CS provide support for individual publishers, many working at an international level, and Publishing Scotland, the membership organisation for Scottish publishers. PS run an international fellowship program every August, inviting publishers from around the globe to meet Scottish publishers and be exposed to Scottish work.

There are challenges currently faced by the Scottish publishing sector, especially in respect to promoting and encouraging it out-with Scotland. Labelling published work as specifically 'Scottish' can be both enabling and limiting. Tartan noir has grown into a brand that can be harnessed to increase a title's profile globally, and our writers have travelled to festivals in Italy, India and beyond to discuss and promote this genre. Nature writing is also enjoying a current boon that Scottish publishers and writers have carved their specific niche into. On the other hand, writing being termed as a specifically 'Scottish' story can create barriers to sales out

with the country – this includes the broader UK books market which Scotland operates in. One element feeding into this is the linguistic hybridity of Scottish literature, viewed as of national value, that can make Scottish literature both complex and challenging.

The digital revolution is a game changer as far as publishing is concerned. The technology is here and continually developing, so publishers must embrace it. The key challenges include:

- The rise of self-publishing – which opens up opportunities for writers to circumvent traditional publishers on the route to market (e.g. Highland's based author LG Thomson is a successful self-published crime writer who promotes online)
- Discoverability – online buying patterns mean customers can be less likely to be exposed to Scottish literature than they would from visiting local book shops
- eBooks – provide opportunities for reducing print costs, but at the same time push down selling price.

**LITERATURE IN SCOTLAND**

Scotland's distinguished literary culture is a notable part of our national identity. We have produced many writers, from the literary giants of the past to contemporary, cutting edge writers.

This rich literary heritage and vibrant contemporary talent enriches our lives profoundly. It also attracts visitors to Scotland and raises our cultural profile around the world.

The Scottish Government support Scotland's indigenous languages which fuel our rich culture and heritage, including our literature.

The SG supports literature, languages and their promotion in Scotland and internationally. It supports the large public agencies (SDI, HIE, VisitScotland) as well as Creative Scotland, the public body which supports a number of key literary organisations (for example Edinburgh International Book Festival, Publishing Scotland, UNESCO City of Literature, Scottish Book Trust and the Scottish Poetry Library), the National Theatre for Scotland, Book Week Scotland, the post of Makar, the First Minister's Reading Challenge and support for public libraries.

Book Week Scotland is a week-long national celebration of reading, funded by Scottish Government and delivered by partners.

**BACKGROUND**

The SG Education budget supports the educational and international work to the Association of Scottish Literary Studies (ASLS) and the Gaelic Book Council. The SG Culture budget provides £44m in 2017-18 in core revenue grant in aid to Creative Scotland, the public body which supports the arts. Creative Scotland provides 3 year Regular Funding (2018-21) to a portfolio of organisations which currently include the following organisations:

- Scottish Book Trust, which promotes literature, reading and writing across Scotland through initiatives including the SG's Book Week Scotland and the FM's Reading Challenge,
- Edinburgh International Book Festival and the Wigtown Book Festival,
- Scottish Poetry Library, Scotland's national centre for poetry,
- Moniack Mhor, Scotland's creative writing retreat centre in the Highlands
- Publishing Scotland and the Gaelic Book Council which are membership organisations supporting and representing the interests of Scottish writers and publishers in Scotland and internationally.
- The Glasgow Women's Library and the Scottish Storytelling Centre (TRACS).

## BRIEFING FOR THE FIRST MINISTER

### CHINA OCEAN ENGINEERING SHANGHAI COMPANY (COES), SHANGHAI

THURSDAY 12<sup>TH</sup> APRIL 2017

<b>Key message</b>	<ul style="list-style-type: none"><li>• Scotland has a very supportive business environment that encourages innovation, investment, internationalisation and inclusive growth.</li><li>• Scotland continues to be progressive on the world stage in renewables and clean technology, with growth of the offshore wind sector continuing as a key priority for the Scottish Government.</li><li>• Keen to understand next steps for COEC's project home base and entry into UKCS and NCS offshore decommissioning and how to support, including through use of Scottish supply chain.</li><li>• Encourage investment in energy sector and understand COEC's wider overseas strategy and future focus in UK &amp; Europe particularly innovation and technology.</li><li>• Scotland has a strong marine engineering heritage, oil and gas sector which is well established and a supply chain which is international in its focus.</li></ul>
<b>What</b>	<ul style="list-style-type: none"><li>• 1:1 meeting with potential inward investor to the energy sector in Scotland.</li></ul>
<b>Why</b>	<ul style="list-style-type: none"><li>• Meeting is an opportunity for the First Minister to build relations with this potential inward investor and welcome their intent to establish a project base in Scotland.</li><li>• Re-enforce message that we will work with COES to make this happen and explore how the Scottish supply chain can support their aims.</li><li>• Understand the areas of interest to COES and its overseas investment strategy.</li></ul>
<b>Who</b>	Mr Hong Chong, President of the China Ocean Engineering Shanghai Company (COES)
<b>Where</b>	COES Headquarters, 1426, Yang Shupu Rd, Shanghai
<b>When</b>	<b>15.30 – 16.10</b> 15:30 – FM arrives, welcomed by President Hong in the lobby.

	<p>15:33 - tour of COES museum (FM accompanied by President HONG).</p> <p>15:43 – formal meeting in the conference room (consecutive translation), gift exchange at the end of meeting</p> <p>16:08 – group photo on the ground floor</p> <p>16:10 – FM departs</p>
<b>Likely themes</b>	<i>Oil &amp; Gas, Decommissioning</i>
<b>Media</b>	SG press release will be issued following this meeting.
<b>Supporting officials</b>	[REDACTED]
<b>Attached documents</b>	<p>Annex A: Summary Page</p> <p>Annex B: Biography</p> <p>Annex C: COES Company Background</p>

## SUMMARY PAGE

**Purpose of meeting:**

- To demonstrate at a senior level the Scottish Government's commitment to working with China to develop the oil & gas industry.
- Welcome COES's announcement of their strategic intent to establish a project base in Scotland, Dundee or Aberdeen are understood to be in consideration.
- Understand COES's longer term investment plans for the North Sea. Highlighting the opportunities for broader cooperation between COES and the Scottish oil & gas industry in China, Scotland and across the world in innovation and decommissioning.
- Raise the profile of Scotland as the European Centre of Excellence for oil & gas and encourage COES to consider further investment, possibly in the areas of the offshore renewables sector.
- There is only to be a public statement of intent to look at Scotland, probably Dundee or Aberdeen.

**Key Facts:**

- Scotland accounts for **1%** of total global oil production, has world class sub-sea engineering and a strong oil & gas sector.
- Scotland continues to translate its **50** years of achievement and expertise in oil & gas into innovation and technology development to service the world's future oil & gas needs.
- **20bn boe** still to be recovered from the North Sea making innovation crucial to success.
- World renowned skills and expertise in Reservoirs; Drilling & Wells; Platforms & Topsides; Marine, Subsea & Pipelines.
- Scottish Enterprise supported innovation in oil & gas in 2016/17 totalling **£15.9m** awarded to **111** innovation projects with a total project value of **£42m**.
- Scotland has **25%** of Europe's offshore wind and tidal potential as well as **10%** of Europe's' wave resources.
- Scotland is leading the world in the development of deep water offshore wind farm deployment and construction. Scotland is also a world leader in the commercialisation of wave and tidal energy.
- European Marine Energy Centre (EMEC) in Orkney: world's first and only purpose-built, accredited, open-sea testing facilities for marine renewable energy devices.
- Offshore Renewable Energy Catapult - UK's leading technology innovation and research centre for offshore renewable energy technologies. It's Levenmouth Demonstration Turbine in Fife is the world's most advanced, open access, offshore wind research turbine.

**Points for discussion:**

- Welcome the investment of the proposed project base to Scotland and probe how we can support COES with their development plans for this project.
- Can COES tell us about their future strategy for Scotland?
- How can we help COES to realise its ambition in the offshore oil and decommissioning market in the North Sea?
- I would be very happy to welcome COES to visit Scotland as well as for my officials and SDI to continue to develop closer relationship with COES in China and in Scotland.

**BIOGRAPHY**

Mr. Hong Chong, is the President of COES (Shanghai Salvage Company) and holds over 30 years' experience in the marine and offshore industry. He started his career as an Engineer in Shanghai Salvage and later became General Engineer. In 2003, he was the vice president of Donghai Rescue Bureau and was then moved to Shanghai MSA as Vice President. In 2010, he moved to Beijing to be the Vice President of China Rescue & Salvage and was later appointed as President of Guangzhou Salvage. He was appointed President of Shanghai Salvage in 2014.

**COMPANY PROFILE**

COES is a Chinese state-owned company (historically known as Shanghai Salvage), globally recognised for providing more than 60 years of service to the marine construction and offshore industry. The company own many strategic assets, including 40+ specialized vessels, 2 state-of-the art diving equipment factories and have a multinaitonal workforce with over 1700 people. At present, COES has established offices in UK, Malaysia and Angola.

The company who specialise in offshore construction and decommissioning, ocean going towage, salvage and wreck removal and offshore renewable activity worldwide are currently scoping out premises and port facilities to determine the best location logistically central to all the ports on the eastern seaboard of Scotland which will offer the capability and available capacity to serve offshore markets in the UK, Norwegian and Dutch sectors. The company anticipates the creation of jobs in Scotland, linked to contract success.

This new presence will allow the company a better position to capitalise on the massive opportunity in Scotland's offshore oil and gas decommissioning market. Latest forecast estimates from the industry trade association Oil and Gas UK put decommissioning expenditure at £17 Billion on the UK continental shelf alone covering the period through to 2025. Forecast annual decommissioning spend on the Norwegian and Dutch sectors are between £400 - £800 Million and £650-£800 Million respectively.

Additionally, COES has aspirations to support the offshore renewables sector in the UK and Europe and the capability and capacity of their fleet of vessels and equipment is ideally placed to support these sectors. COES has recently invested in the construction of 2 new state of the art engineering vessels which are currently under construction.

COES bring pivotal and game changing marine capabilities and early indications suggest that many ports, Shetland, Orkney, Cromarty, Montrose, Burntisland and Dundee will be interested in working with COES and the assistance of SDI discussions are progressing well to determine the best location logistically central to all the ports on the eastern seaboard of Scotland.

**Previous engagement**

In November, COES presented its capabilities to the energy industry at the DECOM North Sea decommissioning conference in St Andrews. The COES executive also visited Dundee where they visited Dundee Port and had a networking dinner hosted by John Alexander MSP. At that time, the COES delegation was scoping suitable Scottish port bases. COES's representative is Norman McClellan, a respected O&G figure in Scotland. Norman will be Shanghai for this meeting and will make the introductions to for the First Minister to the company. Following the visit, SDI will continue to work with the company to secure property and people in Dundee.

## BRIEFING FOR THE FIRST MINISTER

### SCOTLAND IS NOW RECEPTION, SHANGHAI

12 APRIL 2018

<b>Key message</b>	Proactive engagement in China offers a wide range of opportunities for Scotland and our future prosperity, delivering the aims of Scotland's Economic Strategy.
<b>What</b>	<ul style="list-style-type: none"><li>• 5 minute speech</li><li>• structured networking event</li><li>• showcase of premium products and services</li><li>• cultural performances.</li></ul>
<b>Why</b>	This is a networking event and opportunity to encourage and forge good relationships with key people from the Chinese business, culture and tourism sectors.
<b>Who</b>	Guests from the business, culture and tourism sectors.
<b>Where</b>	Gala Hall, Shanghai
<b>When</b>	18:00 – 21:00, 12 April 2018
<b>Likely themes</b>	Tourism, Food and drink, Technology, Textile industry
<b>Media</b>	TBC
<b>Supporting official</b>	[REDACTED]
<b>Attached documents</b>	Annex A – Running Order Annex B – Scotland Is Now Annex C – Scotland Is Now Videos and Google AR Annex D - Briefing Notes for Historic Environment Scotland Video Annex E – List of Producers Annex F – Key Guests - tbc

## RUNNING ORDER

<b>Scotland is Now Reception, Gala Hall, Shanghai, Thursday 12<sup>th</sup> April</b>	
<b>Time</b>	<b>Activity</b>
6-9pm	Outside venue, Giant Scotland letters (each features a Scottish textile), uplit – photo/ selfie opportunities
6pm	Registration
6-6.45pm	Free networking, finger buffet featuring Scottish salmon/ seafood, freeflowing soft drinks (inc Scottish water) & wine, experience stations, welcome screen on big screen
6.45pm	Piper enters room playing at head of FM/ MC/ group
	Experience stations: Whisky Live – tastings from a few whisky brands selling in market Brewdog – tasting Google AR – Scotland is Now AR experience for guests on 4 iPads with screen for onlookers to watch Johnstones of Elgin – textiles showcase Holland & Sherry – textiles showcase
6.50pm-7.20pm	Speeches-Scotland is Now videos-Musical Video
6.50pm	MC (David Leven) – welcome, introduces Edinburgh International Festivals musical performance video c5 mins
6.58pm	[Option tbc: MC introduces welcome speech from Shanghai]
7.05pm	MC introduces First Minister – speech
7.13pm	First Minister introduces Scotland is Now 90 sec brand video
7.15pm	MC introduces Scotland is Now 90 sec people video
7.17pm	MC closes session, wishing everyone an enjoyable evening and announcing buffet is open
7.20pm-7.40pm	First Minister visits the stations – Google AR Scotland is Now experience; Whisky Live; Brewdog; textiles displays Videos play on big screen in loop – Scotland is Now (*2), VisitScotland (*2), SE/SDI (*2), Historic Environment Scotland
7.40pm-	Julian Taylor introduces First Minister to a series of VIPs (tbc) – timing depends upon number/ quality of VIPs, FM time priorities
7.15pm-8.30/9pm	Buffet served, featuring Scottish seafood/ salmon on display and served up, Scottish shortbread, with Chinese buffet food Free networking, freeflowing soft drinks & wine, experience stations, videos continue playing on loop
8.30pm	Piper plays and walks out the room, indicating event is drawing to a close

**SCOTLAND IS NOW****Background**

- Relative to our size, Scotland is competitive in attracting visitors, talent, students and investment.
- However, as our competitors step up their game and the uncertain world of migration, business, investment and travel evolves, it has become increasingly clear that Scotland needs to shift gear if it is to sustain, let alone grow, its international appeal and success.
- In order to grow our population and the Scottish economy, it is imperative that Scotland encourages more people to live and work here in order to grow our population and the economy.
- To do this – and also to attract more students, visitors and investors – we need to ensure Scotland has a strong presence and reputation in international markets.
- Until recently, international marketing of Scotland has been largely carried out separately by VisitScotland, Scottish Development International, Universities Scotland and the Scottish Government.
- Total investment in 2016/17 was around £6 million.
- While there has been individual success across each area, there is a growing recognition that so much more could be achieved if the various agencies were to come together as a community to represent and promote Scotland's international economic interests.
- Working as discrete entities limits our impact and does not enable a more strategic effort that builds data and digital capability, thereby enabling us to drive our national reputation or deliver higher levels of discretionary income.
- This is particularly pertinent when competitor destinations' investment in international marketing and reputation management is taken into account:
  - Ireland: £36m
  - New Zealand: £77.3m
  - Australia: £70mm
  - Norway: £54m

**Development of a National Brand**

- In light of the above, the aforementioned partners have been working collaboratively over the past 18 months to develop a proposal for a single, unified approach to promoting Scotland overseas in order to stimulate economic growth from international markets.
- This ambitious, collaborative project – initially started organically among the aforementioned organisations but now embraced by the Programme for Government – has distilled work into four key areas:

1. Brand narrative and strategy for visit, live/work, invest and study
  2. Campaign vehicle 'Scotland is Now' that aligns international marketing campaigns
  3. Common technology platforms that will deliver ROI
  4. Small centralised team that will plan and coordinate Brand Scotland activity
- The project seeks to reposition Scotland internationally, by building on our acknowledged strengths such as history and landscapes but also by drawing attention to our less well-known strengths, for example innovation and inclusion. Scotland is leading the way globally on a number of fronts and we know that these points of differentiation will be attractive to target audiences overseas.

### **Brand Creative**

- At the end of 2017 the First Minister signed off (i) the national brand strategy; and (ii) the creative execution and campaign work that will draw together our collective efforts. This was after a period of consultation with the CEOs / Boards of the respective agencies; Scottish Government Ministers including Fiona Hyslop, Keith Brown, Fergus Ewing and the Deputy First Minister; and members of the Internationalisation Workstream of the Enterprise and Skills Review.

### **Campaign Vehicle: Scotland is Now**

- The first phase of the campaign, Scotland is Now, is scheduled to launch in three key markets – New York, San Francisco and London – on 4 April. This will be primarily a digitally focused campaign, drawing on the existing resources of the key partners, to forensically target potential (high-value) visitors, students, workers and investors by telling our story as a small but progressive and inclusive nation.
- A brand film portraying Scotland as a pioneering, progressive, dynamic and inclusive nation has been developed and will be deployed across a range of digital channels, supported by a series of mini-documentaries featuring people who represent either one of the pillars (live/work, visit, study, invest) and / or one or more of the brand attributes.
- This will be supported by strong social engagement and PR. Working with media partners such as NBC and Google we will be able to extend our reach and, e.g, extend some of our activity to include broadcast and cinema.
- We will leverage all the insight, data and digital tools we have to generate the interest we create into new discretionary income to Scotland. Based on the results from this initial phase and using data already available to us, we will present a case for further investment to allow this activity to be upweighted.

### **Common Technology Platforms**

- Work is already underway to bring together the technology platforms of the respective partners and to ensure that they are fit for purpose to support campaign activity and to provide the evidence required to help make evidence based investment decisions.
- Funding was secured through the CSR process for 2018/19 to support this work and work is being undertaken by individuals from across the partner organisations.

### **People**

- We are currently recruiting for a 'Project Director, Brand Scotland', a role that will be line managed within VisitScotland but will report into all three partner organisations through a Brand Scotland Steering Group – governance is in development.

[REDACTED]

<b>Theme: Scotland is Now</b>
<b>Main Message:</b> A new national brand for Scotland is a collective and collaborative opportunity for all to think about how to communicate the unique value of our "Scottishness" to the world - to encourage people to live, work, invest, study and visit right now.

**Supporting Messages**

<p>VisitScotland, Scottish Government, Scottish Enterprise and Universities Scotland are working in partnership to position Scotland as a bold and positive country, rich in history and heritage but forging forward in a way that is progressive, pioneering and inclusive.</p>	<p>Everything about Scotland comes from an authentic place - we put our heart and soul into being Scottish and inspire people to hold Scotland deep in their own hearts</p>	<p>Scotland is a country that is challenging new thinking, inviting new investment, creating new opportunities, supporting new industry and driving technology that embraces humanity across the world.</p>
<p>Being Scottish is a state of mind that seeks out new possibilities and pushes limits.</p>	<p>Scotland offers a breath of fresh air and with a new brand comes new possibilities and new ways of doing things.</p>	<p>The stars are aligning to pinpoint a time to come to Scotland and that time is now! We want to put Scotland at the top of everyone's NOW list to live work invest study and visit</p>
<p>Scotland is one of the most open countries in the world, with a population which strives to be good global citizens, contributing to world issues. Our door is always open and we put forward a positive voice, opening our arms to new people to build a strong economy and culture.</p>	<p>Our pioneering past has helped to define our present – but we are a modern Scotland with new ideas and this brand is about building our collective future</p>	<p>Now is the time for a collaborative approach, to accelerate international growth and build a strong brand for Scotland. The new global campaign, represents a confident, consistent and bold approach to brand marketing.</p>

**SCOTLAND IS NOW VIDEOS & GOOGLE AR**

Consumer testing with target audiences has shown that a bold and optimistic message about Scotland resonates and that these points of differentiation will be attractive. Based on that, we have developed a creative approach that seeks to create an over-arching brand which public and private sector partners can all stand behind. Under it would sit a range of assets, stories and partnerships which would bring the brand to life in different policy areas and sectors.

A 60 second film tells the story of who we are, where we've been and where we're going, championing the Scotland characteristics we know our target audiences (across the live, work, visit, study and invest pillars) will connect with. The film aims to be emotive, gather speed and instil passion as we drive towards the end frame and call to action.

**The SG policies that connect to the Brand film**

- Baby Box
- Renewable Energy
- Same Sex Marriage
- Higher Education
- Support for refugees

**People featured in the brand film:**

Andy Murray – Online version only

**People Films**

A series of fifteen People films are in development, all designed to promote different aspects of our brand traits as well as different aspects of the live, work, study, visit and invest strands as told through the personal stories of individuals.

Some of the scenes within the Brand film are developed further within the People films and a deeper story on them will also feature as content on ScotlandisNow.com and on the social media content schedule.

**Bespoke China People Film – Linda Lin**

Linda moved to Edinburgh in 2010 from China to study a finance based Masters at Edinburgh University. She now works as an Investment Manager at Baillie Gifford in Edinburgh. Her job requires regular visits between China and Scotland to build relationships.

## **Google AR**

This flagship piece of digital content is a world-first for a country brand. ScotlandisNow has been working in partnership with Google to produce an augmented reality mobile app: Step in to Scotland. The app can be downloaded from the Google Play and Apple stores from April 4<sup>th</sup> and will allow users to travel through a portal on their phone screen to experience different aspects of Scotland. Via voiceovers and incredible 360 videos, users will be immersed in everything from touring the North Coast 500 on a motorbike to seeing the inside of the University of Aberdeen's new library, or visiting Skyscanners headquarters. The app has features that showcase Scotland across the five ScotlandisNow pillars: visit, live, work, study and invest. It is free to download, easy to use and supported on over 100 million devices worldwide.

## BRIEFING NOTES FOR 'SCOTLAND IS NOW' HISTORIC ENVIRONMENT SCOTLAND VIDEO

### Shanghai: 'The Forth Bridges: three bridges spanning three centuries' – 8-minute video with no sound or commentary

The film features high-resolution digital animations of all three Forth Bridges using data derived from enormous point clouds generated by recent 3D laser scanning surveys. These were prompted initially by the inscription of the Forth Bridge onto UNESCO's World Heritage List in July 2015. An accurate baseline record was needed of the Forth Bridge, and Transport Scotland funded the survey. However, the former First Minister considered all three Bridges to be worthy of record, and stipulated that the resulting resource should be made available to all Primary Schools in Scotland. Since then, HES has been working with Transport Scotland and Network Rail to make this possible, and plans to deliver in Autumn 2018. In the meantime, it has created this film to show during the Shanghai reception. Key points possibly worth raising during the event either in speeches or informally are:

- The film uses cutting-edge digital technologies – very 'Scotland is Now'.
- It is the result of a successful partnership between Historic Environment Scotland and the Glasgow School of Art (known as CDDV – the Centre for Digital Documentation and Visualisation).
- The HES Digital Documentation Manager, Dr Lyn Wilson, is working closely with colleagues in the Forbidden City
- This is in effect a 'Premier' of this combination of the three bridges – the film has not been shown before in public
- The Queensferry Crossing Represents a hugely successful partnership/business between Scotland and Shanghai (ZPMC of Shanghai supplied 75% of steel)
- FM personally hosted the opening ceremony of the Queensferry Crossing with HMQE1
- We are working with teachers to create digital applications and games to attract a new generation of Young People into engineering (to be launched later this year)
- The Three Forth Bridges will soon become a new tourism destination in Scotland, situated conveniently close to Edinburgh, and en-route to Fife, the Highlands and Islands and the North East. ***'Three Bridges Spanning Three Centuries'***



**PRODUCERS IN ATTENDANCE****Food and Drink Products at reception:**

**Whisky Brands Invited by Whisky L:** The companies invited by Steve Norman, the Founder of Whisky L are: Diageo, Pernod Ricard, MHD, Spirit Empire (TBC) and SMCC(TBC). This event has grown in recent years to a significant sector event with 90% of the whisky on show Scottish. Significant media and social media interest is evident and growing over the years.

**Brewdog:** BrewDog was founded in Fraserburgh in 2007. It is now a multinational brewery and pub chain based in Ellon, Scotland. It announced plans in February to open a brewery in China, which is its second largest international market.

**Scottish Salmon Company:** Scotland's leading independent producer of Scottish salmon. Its current production exceeds 25,000 tonnes and represents 20 per cent of all Scottish salmon production.

**Walkers Shortbread:** Scotland's leading food manufacturer of shortbread, biscuits, cookies and crackers. The company has just opened its representative office in Shanghai, China in 2017.

**Highland Spring** (Premium Brand - Speyside Glenlivet): The Highland Spring Group is the UK's largest bottled water company. The brand Speyside Glenlivet was introduced into China by SDI in 2017.

Other F&D products includes:

Scottish Brown Crab: Commodity products (Certificate of Origin will be provided to the hotel/catering vender; possible supplier: The Scottish Crab Company)

Scottish Haddock: Commodity products (Certificate of Origin will be provided to the hotel/catering vender; supplier: Caley Fisheries)

**Textiles Products at reception:**

**Begg & Co:** has been weaving Scottish scarves, stoles and throws for over 150 years. Begg&Co's has an agent in Beijing. Their products are now available in 2 stores in Beijing and 3 stores in Shanghai.

**Johnstons of Elgin:** established in 1797, Johnstons of Elgin has been owned by two families – the Johnstons and the Harrisons. It is one of the last few remaining vertical mills in the UK that still process the raw cashmere and fine woollen fibres right through to the finished product. Johnstons of Elgin's mills in Elgin and Hawick employ almost 1000 people. Johnston's product. JoE participated the Best of British show in Shanghai in 2017. They received a lot of good feedbacks from the show and will participate again in 2018.

**Holland & Sherry:** Holland & Sherry is a world famous cloth merchant based in Peebles, Scotland. It has provided the apparel industry with the finest fabrics for almost 200 years. Holland and Sherry appointed a chief representative based in Shanghai in 2014. And they opened a showroom in Shanghai in 2016 [Mark Graham Regional Director, Far East, Holland & Sherry is invited to the Shanghai event].

**Wilkie Group.** Wilkie was started in 1868 in Kirriemuir, Scotland by James and David Wilkie as a jute and flax producing company. The company is still privately owned and now has production units in China and India. In 2007, JD Wilkie set up a production unit in China which has grown very successfully and now spins technical yarns and also produces woven fabrics. First Minister, Nicola Sturgeon visited Wilkie JiaXing factory and unveil the plaque for the company's new manufacturing plant in July 2015.

**Key Guests**

**Steve Norman, Founder  
Whisky L,**



Whisky L has grown in recent years to a significant sector event with 90% of the whisky on show Scottish. Significant media and social media interest is evident and growing over the years. The companies invited by Steve Norman, the Founder of Whisky L are: Diageo, Pernod Ricard, MHD, Spirit Empire TBC and SMCC.

**Jacob Tang, Noahs, Vice GM  
Whisky L,**



Noahs is now the major shareholder of Whisky L and importer of Speyside Glenlivet, Highland Spring Group. Jacob will be together with Steve Norman at the whisky stand. The Highland Spring Group is the UK's largest bottled water company. Its premium sub brand Speyside Glenlivet was introduced into China by SDI in 2017. Jacob is dedicated to bring more Scotch into China market and has started to introduce the Whisky education courses to drive the market awareness of

Scotch.

**Qiana Tang, China Market Representative  
Walkers Shortbread Ltd,**



Walkers is Scotland's leading food manufacturer of shortbread, biscuits, cookies and crackers. The company has just opened its representative office in Shanghai, China in 2017, while Qiana was appointed as the manager for China market development.



**Mr. Mark Graham, Regional Director  
Holland & Sherry for Asia**



Vice-Chair of the British Chamber of Commerce in Shanghai. Prior to opening Holland & Sherry's presence in Shanghai, he worked for the company in Dubai. Jolland & Sherry have kindly showcased their products at both the Beijing and Shanghai Scotland is Now receptions.

**Mr. Jianliang He, (also known as Rivers He)  
Managing Director of WILKIE TECHNICAL TEXTILES (JIAXING) LIMITED**

Born in Chongqing City in November 1978, Mr. Jianliang graduated from Shanghai Customs College in 1999. He served in Chongqing Custom from 1999 to 2005. In 2005 he resigned from Chongqing Custom, went to Glasgow University to continue his further study, he has a MBA from Glasgow University and currently he is doing his PhD degree in Environment Technology at DongHua University. In 2015, the FM visited the JD Wilkie factory to unveil a stone/plaque to mark construction. The factory was completed in 2016. He would like to thank her for her attendance.

**Mr. Yinfan ZHANG, Chair of the Shanghai Scottish Alumni Society**



Yinfan works at the British Consulate Shanghai with DIT's trade & investment team specialising in the financial services sector. Yinfan is hugely enthusiastic about the time he spent in Scotland when studying at the University of Glasgow. He and a small group of likeminded alumni formed the Shanghai Scottish Alumni Society last year, amalgamating the activities of Strathclyde, Glasgow, St Andrew's and Edinburgh alumni groups. Yinfan will present **a small gift** from the society.

**Ms. Amy DUAN, General Manager, Sunrise Investment Co. Ltd**



Runs an investment company specialising in medtech. Scottish husband/serial entrepreneur, grew and then sold food safety/biotech company that was supported by First Minister Alex Salmond in 2009. Met the FM in Beijing in 2015.

**Ms Ming ZHAI, Managing Director & Mr SONG Guanghong, Marketing Director, Shanghai Songming Lounge.**



Shanghai Songming generously provided the tea ceremonies in Stirling Castle during the China exhibition period last September (attended by Minister Alasdair Allan). Tea Master and Artist, the funder of Shanghai Songming Lounge. Ming has been studying tea for more than 10 years. She is committed in promoting tea culture and Chinese life style. Would like to present **small tea gift** to the FM.

**Patrick Dougan, Head of Asia Pacific Region, BrewDog**



BrewDog was founded in Fraserburgh in 2007. It is now a multinational brewery and pub chain based in Ellon, Scotland. It announced plans in February to open a brewery in China, which is its second largest international market.

**Dr Majid Anwar & Ms. Tianzi Hou, My Modo**

Guest has been invited to meet the FM by the FM's office. Dr Anwar is a constituent visiting Shanghai and represents My Modo's business activities in China.

**Mr LIU Mingjun, Vice President, CITIC Pacific**

CITIC Pacific provided the Gala Hall for the morning forum and evening reception at no cost. Mr Liu will be introduced to the FM as she arrives in the Gala Hall. Mr Liu will make a welcome speech immediately following the FM.