

# Working with China

## A Five Year Strategy for Engagement between Scotland and the People's Republic of China

This high level strategy sets out the Scottish Government's ambitions in developing Scotland's relationship with China over the next five years. The strategy is intended for all Scotland and has been developed after extensive engagement with key stakeholders. It provides a framework for any Scottish organisation that wishes to work with China. The strategy will be subject to an internal Scottish Government review and updated annually (where appropriate) to ensure the targets remain relevant.

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## Why China?

China's growth rate in 2011 of 9.2%<sup>1</sup> was considered exceptional by world standards. An annual growth rate of 9% over the last decade has tripled the size of Chinese Gross Domestic Product.<sup>2</sup> This meant that China is estimated to have contributed to one third of Global Growth.

China is the world's largest goods exporter and the world's second largest goods importer. China also has the world's largest foreign exchange reserves, reaching \$3.29 trillion at the end of September 2012.<sup>3</sup>

## Why Scotland?

Despite the obvious disparities in demographics, geography and total wealth, Scotland has much to offer China. In Scotland, China will see a country that:

- values and harnesses its knowledge and talent with a strong track record in creativity and innovation, especially in the development of new energies; life sciences; creative industries; financial services; and an abundance of premium food and drink
- possesses a distinct heritage, one that is proud of its history and culture
- possesses an education system that has a well deserved reputation for academic excellence
- has universities which are willing to engage together, and with international partners, to undertake joint research projects
- is open for business and is a competitive and strategically ideal destination for inward investment within Europe
- has a strong reputation as a world class host for major sporting and cultural events, such as the Ryder Cup, Commonwealth Games and Edinburgh Festivals

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<sup>1</sup> OECD (2012), China in Focus: Lessons and Challenges, OECD, Paris. <http://www.oecd.org/china>, <http://www.oecdchina.org>. Pg 1

<sup>2</sup> OECD (2012), China in Focus: Lessons and Challenges, OECD, Paris. <http://www.oecd.org/china>, <http://www.oecdchina.org> . pg 1

<sup>3</sup> Snapshot for China Monthly Foreign Exchange Reserves CNGFOREX (September 2012)

## Scotland's Ambition

The 2012-13 once in a decade transition in national leadership in China presents every country with fresh challenges and opportunities for establishing broader and deeper links with China.

The Scottish Government is committed to developing a long-term relationship with China based on shared values, partnership and trust. Since 2006 when Scotland's first China Plan was published, Sino-Scottish relations have gone from strength-to-strength. **In the next five years, it is our ambition to broaden and deepen Scotland's links and common interests with China.**

We believe that strengthening this bilateral relationship will bring substantial benefits to both countries. China will continue to be offered assistance and support as it embarks on a new phase of its economic and social reform programme. And Scotland will be looking to China for opportunities to help support its economic recovery and future prosperity.

The UK Government and the Scottish Government have signed the Edinburgh Agreement which allows for a vote in 2014 on restoring the sovereignty of Scotland. This agreement legally binds both governments to respect the process and outcome of the vote. Scotland's engagement with China is expected to increase no matter the result.

Scotland's ambitions for its strategic relationship with China complements the Scottish Government's own Economic Strategy.<sup>4</sup>

The "Working with China" strategy has **four guiding principles** that will underpin all of Scotland's dealings with China and against which success will be measured. They are:

- **Securing Sustainable Economic Growth** - building Scotland's prosperity by strengthening links to China, through increased trade and investment, and more developed links in education, research, culture and sport.
- **Respect for Human Rights and the Rule of Law** - supporting China's process of modernisation and internal reform and the need to balance the demands of economic development with social justice. Scotland is justly proud of its reputation for ethical business practices, and knows that human rights and the rule of law are key to long-term economic success and social stability. We will continue to share our experiences and values in our dealings with China. For example through Scottish Ministers' championing of climate justice, a key issue for human rights in the 21st Century that is rising up the UN agenda.
- **Understanding of Culture** - attaching great importance to learning more about China – and for China to learn more about Scotland. Both countries through our Scotland-China Cultural Memorandum of Understanding have committed to developing a profound understanding of each other's country, peoples, history, languages, cultural expression and cultural differences.

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<sup>4</sup> The Government Economic Strategy sets out clear strategic objectives and targets to deliver the Government's purpose of sustainable economic growth. Engagement with China will make a contribution to three of the strategic objectives – Wealthier and Fairer, Smarter and Greener Scotland.

- **Increasing Scotland's Influence** - extending Scotland's outreach and influence to other parts of China. The Scottish Government has established close relationships with the following areas:
  - Beijing
  - Shanghai
  - Shandong province
  - Shenzhen
  - Tianjin
  - Hong Kong Special Administrative Region

The Chinese Government has prioritised the economic development in its western provinces through preferential policies such as land credit, lower taxes and subsidies for manufacturers looking to locate inland. Subject to resources, we will consider how Scotland might look to further areas of potential growth in China, to identify early opportunities to enhance the mutually beneficial relationship already fostered with other parts of China.

### **Scotland's Priority Areas**

The Scottish Government has identified 4 key priority areas to focus its activities and resources in order to deliver its China strategy:

- to increase trade opportunities for Scottish business in China and encourage more Chinese investment in Scottish industry and infrastructure
- to expand and deepen Scotland's education links with China
- to increase collaboration in research and development between China and Scotland
- to promote an innovative and creative Scotland through deeper cultural exchanges and sporting links with China and Hong Kong Special Administrative Region; and promoting Scotland as a destination of choice for Chinese tourists

Where appropriate and as Sino-Scottish relations broaden and deepen we will continue to identify opportunities for exchanges in other fields not specifically addressed by this strategy.

In the remainder of the strategy we set out the specific targets needed to deliver this 5 year strategy.

In the annex we set out an implementation and delivery plan and how we will measure our targets.

## Priority Area 1

**To increase trade opportunities for Scottish business in China and encourage more Chinese investment in Scottish industry and infrastructure.**

### TARGETS

- **Target 1.1:** Double the number of Scottish companies (based on 2010 levels) supported to access Chinese markets by 2017.
- **Target 1.2:** Increase direct exports to China above the Scottish Government's export target of 50% by 2017 and to exceed this for China based on 2010 export levels.
- **Target 1.3:** Double the number of major Chinese investors with a presence in Scotland by 2017 based on 2012 levels.

### LEVERS

- Utilise Ministerial visits to China to include trade delegations and encourage high-level reciprocal visits to Scotland.
- Increase the visibility of Scotland as a brand associated with high quality, innovation, creativity and world leading capability across our key sectors.
- Increase Scottish Development International's (SDI) trade support expertise, staff and geographic footprint in China.
- Support our enterprise bodies to promote the investment opportunities that are available in Scotland and China in the energy and low carbon sector.

### CONTEXT

China is an increasingly important export market for Scotland and is the top country mentioned by Scottish businesses as a potential new future export market.<sup>5</sup>

There are already a considerable number of Scottish companies doing business in China with significant opportunities for more Scottish companies to grow their presence in a range of growth sectors where we have world class products and services and where there is known demand in China. Recent Scottish success stories in the export market include securing Geographical Indication of Origin status for Scotch whisky and an export health certificate allowing direct exports of Salmon to China, which has seen a significant rise in exports to China of both these quality Scottish products.

Scottish companies currently export to China through a variety of channels including the use of partners, agents and distributors and over 50 Scottish businesses currently have a physical presence in China in the form of representative offices, wholly owned subsidiaries or joint ventures. Through SDI international trade will, in particular, focus on the following sectors:

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<sup>5</sup> Global Connections Survey

- Food & Drink
- Energy
- Financial Services
- Creative Industries
- Life Sciences

China's Foreign Direct Investment has increased dramatically in recent years and has mainly involved the acquisition of mineral resources and energy. Whilst this mergers and acquisitions trend will continue, we expect more Chinese companies to become Global companies either through acquisition or by themselves through natural expansion.

To facilitate inward investment from such companies, we will position Scotland as the ideal European base for Chinese companies with a focus on our pro-innovation business environment.

Scotland has, and will continue to have, a range of high quality investment opportunities suitable for funding from China. These vary from the low carbon sector to 5-star tourism destination developments. SDI will build relationships with Chinese investment companies and entrepreneurs, utilising cultural opportunities, to fully promote these and help create further investment opportunities in Scotland.

## Priority Area 2

### To expand and deepen Scotland's education links with China.

#### TARGETS

- **Target 2.1:** Increase the number of Chinese and Hong Kong Special Administrative Region students studying in Scotland from the current 8.5% share (2010/11) to a 10% share of the total UK Chinese and Hong Kong Special Administrative Region student population.
- **Target 2.2:** Double the number of teachers of Mandarin working in local authority schools in Scotland, based on 2011/12 levels.
- **Target 2.3:** Double the number of school students attaining recognised qualifications in Chinese language, based on 2011/12 levels.

#### LEVERS

- Encourage our universities and further education establishments to develop more long term, sustainable partnerships in China.
- Develop a new and updated education framework with the Chinese Ministry of Education.
- Broaden access to language and cultural learning opportunities through implementation of new "1+2" languages model and by encouraging more local authorities and schools to develop links and exchanges with China.
- Encourage participation in initiatives which target mobility and internationalisation of students, staff and researchers.
- Make greater use of alumni and Scottish expatriate networks in China and Hong Kong Special Administrative Region.
- Work with Hanban to provide placement opportunities for Chinese teachers to support Confucius Hubs in Scotland through the Mandarin Teacher Exchange Scotland Programme.

#### CONTEXT

Scotland and China's future prosperity rests on the ambitions and talents of our young people and their ability to take advantage of opportunities afforded by participation in the globalised marketplace. Both countries believe that they share a responsibility to instil a stronger global dimension into the learning experience of children and young people.

Scottish Higher Education Institutes (HEIs) continue to develop and build collaborative partnerships with China and with Chinese universities. Our universities have been proactively engaging for a number of years and have established effective long-term relationships and partnerships. We will continue to support our institutions in this work by engaging them in inward and outward Ministerial visits.

Scotland has been successful in attracting increasing numbers of international students choosing to study in Scotland from China and Hong Kong Special Administrative Region. We want this trend to continue further contributing to the internationalisation of our universities.

We recognise that while some Chinese students may choose to live and work in Scotland, the majority will return to China with a greater understanding of Scotland. We want their time spent as international students to reflect the welcome they received and for them to develop an affinity with their institution, the Scottish people and Scotland. This positive experience can be shared with their family and friends and generate an established link that can be taken forward in their chosen careers. This positive student experience raises the profile of Scotland and the quality of Scottish education as well as opening up potential business links as the students take up employment in China.

We are currently less successful at encouraging Scottish students to spend time abroad during their studies. We will ensure we continue to work actively with the Scottish Higher Education sector to explore opportunities to encourage more Scottish students to undertake a period of study or work experience in China or Hong Kong Special Administrative Region, which will help build knowledge and skills.

One of the main barriers to better student mobility is a lack of language skills. The Scottish Government is committed to strengthening language learning and teaching, including Chinese language, through implementation of a new “1+2” model of language learning for Scotland’s children and young people. Scotland’s Curriculum for Excellence recognises the importance of language learning as a skill that can enable young people to participate fully in a global society and economy. The acquisition of Chinese language skills can present young people with future opportunities as Scotland deepens its engagement with China and we build our capacity in Mandarin teaching.

The Scottish Government’s commitment to creating the conditions in which every child can learn two languages in addition to their mother tongue will provide new opportunities for young Scots to broaden their language learning. The Scottish Government will work with local authorities to address the key challenges in ensuring that Chinese language can take its place in the range of languages offered in Scottish schools. We will work closely with key stakeholders to help develop links between schools, further and higher education, business and Chinese communities.

The Confucius Institute for Scotland’s Schools is promoting the learning and teaching of Chinese language and culture in schools across Scotland. In doing so, it is working in close collaboration and partnership with Education Scotland, other Confucius Institutes in Scotland, local authorities, Chinese colleagues and Hanban.

Scotland’s Curriculum for Excellence has attracted international interest and we are keen to share learning and teaching experiences to the mutual benefit of our two countries. In recent years, groups of Scottish learners and head teachers have undertaken study visits to China.

In the field of health care China faces significant practical challenges in meeting its long-term ambition of securing access to health care for its population on a comparable basis to that available in Europe. Scotland’s experience in the health care sector is relevant to tackling that challenge. There are significant opportunities for knowledge transfer and for Scotland to play a leading role in assisting Chinese health care professionals and public institutions.



## Priority Area 3

### To increase collaboration in research and development between China and Scotland.

#### TARGETS

- **Target 3.1:** Increase the percentage of internationally co-authored papers between Scottish and Chinese researchers from the 4.75% baseline of 2008.

#### LEVERS

- Focus and invest in excellence while targeting financial and promotional support to selected areas where Scotland is world-leading to distinguish it from the rest of UK.
- Encourage and support our universities and further education institutions to develop more long term, sustainable partnerships in China.
- Encourage more researcher exchanges at all levels to facilitate an increase in flow of industry, enterprise, innovation and education between Scotland and China.
- Develop a research framework with the Chinese Ministry of Science & Technology.
- Support our research and development bodies to promote Scotland's expertise in the area of energy and low carbon and increase take-up of specialist training offered in this area by Scotland as well as increased knowledge exchange.

#### CONTEXT

International collaboration is increasingly important in research and development to provide solutions to global problems and components for global markets. Scotland has some of the best research universities in the world producing publications with very high impact. The impact of research from China increases to above the world average when co-authored with Scottish researchers. Scotland also has some of the world's most innovative businesses. Innovation is a key theme in China's 12<sup>th</sup> Five Year Plan and we will promote Scotland as a place where Chinese companies can partner with Scotland to our mutual benefit.

China is also investing heavily in Research & Innovation. Scotland's scientific research is of high quality and is the destination of choice for science researchers and students in key areas such as agriculture, aquaculture, animal and plant science, sensor systems, renewable energy, software development, pharmacology, gas & oil and health informatics.

Using these strengths we will continue to engage constructively with individual academics and institutions in China. The aim would be to promote and encourage recognition of the importance of academic freedoms in allowing research and scholarship to generate benefits for both Scottish and Chinese economies and wider society.

As China looks to increase its own research quality, Scotland can offer its expertise. One area of particular interest is in healthcare. The Scottish Government has set out a clear vision for the future of healthcare in Scotland. Our aim is to deliver the highest quality of healthcare to the people of Scotland, and to make care safe, effective and person-centred.

The Chinese Government also intends to implement a significant healthcare reform programme. The programme is wide ranging and will focus on: reforming public hospitals and building capacity in the healthcare system. The Chinese Government will also implement public health programmes such as disease control, surveillance, prevention, immunisation and focussed inspections of cervical and breast cancer.

Scotland has a thriving life sciences community with strengths in both our business and research base. Our excellence in areas such as medical technology, pharmaceutical services, clinical testing and regenerative, clinical and stratified medicine could help support China's healthcare reform objectives. In addition Scotland's expertise in linking patient data for research and strong capabilities in emerging markets such as digital health, especially in developing applications for remote diagnosis, treatment and management of chronically ill and elderly patients, could assist China's ambition to provide access to healthcare for its population, including those in rural areas.

In the area of renewable energy, Scotland and China face common challenges in relation to transforming our energy sectors. Energy security, reducing harmful carbon emissions and exploiting our vast natural resources for sustainable clean energy, such as offshore renewables, will increasingly rely on cutting edge technological innovations. Scottish research and development bodies have already established links with Chinese partners, such as through the work of the Energy Technology Partnership and Edinburgh Napier University's Bio-fuel Research Centre (links with Hong Kong Special Administrative Region). The Scottish Government will, through this strategy, support a strengthening of these links and the development of new ones with China as we build on our external cooperation agenda for growth in the global green economy.

## Priority Area 4

**To promote an innovative and creative Scotland through deeper cultural exchanges and sporting links with China as well as Hong Kong Special Administrative Region; and promoting Scotland as a destination of choice for Chinese tourists.**

### TARGETS

- **Target 4.1:** Increase Scotland's share of the value of Chinese visitors to Scotland, as a proportion of the UK spend to 6% (increased from 3.5% on Scotland's share of Chinese spend between 2009 and 2011).
- **Target 4.2:** Monitor progress of the objectives within the Cultural Memorandum of Understanding (MoU) with China and ensure that all 4 key elements within the MoU are actively delivered.

### LEVERS

- Promote and develop the Scotland-China Cultural Memorandum of Understanding to increase cultural exchanges, collaborations and educational outreach opportunities.
- Identify opportunities to promote Scotland's Creative Industries sector through the other key strands within this strategy.
- Encourage all partners to recognise the opportunities culture offers for wider engagement with China.
- Trade marketing activities to ensure that Scotland is included within travel trade products and PR to increase awareness of Scotland within the wider population.
- Develop further collaborations between Scotland and Hong Kong Special Administrative Region such as through our respective sports institutes, the development of major sports facilities, enhancing links between Operation Breakthrough and our Cashback for Communities programme and strengthening links between Scottish Rugby and the Hong Kong RFU.
- Establish links with the Chinese Golf Association and the Shanghai Golf Association to develop an exchange programme involving junior golfers through competition, culture and education.
- Utilise Scotland's position as „The Home of Golf“, which is underlined by the hosting of such world class golf tournaments as the Ryder Cup and Open Championship, to encourage more Chinese tourists to take golfing holidays in Scotland.

### CONTEXT

An increase in tourism from China (potentially group and niche tourism such as golf, families of students, business visitors extending their trip and convention) can contribute to an increase in GDP through an increase in tourism expenditure in Scotland. This will help to achieve the tourism industry's growth ambitions as well as boosting our key exports such as food and drink.

The new industry-led tourism strategy, Tourism Scotland 2020, has identified China as an emerging market. Three main groups in China will be targeted in the coming years: those with the highest disposable income; the emerging middle classes; and the students and the visiting friends and relatives market.

Complementing VisitScotland's own dedicated work with the travel trade and media contacts in China, we will seek to maximise the opportunities for Scotland arising from the additional funding which has been awarded to VisitBritain specifically for the marketing of the UK in China.

Securing a direct air route from China to Scotland will also increase the attractiveness of Scotland for not only tourism but will lead to greater trade and investment to (and from) China.

Culture can help to articulate our distinct national identity, provides opportunities for artists and creative practitioners to work together to enhance mutual understanding and create an atmosphere of trust, celebration and co-operation. Scottish artists and cultural practitioners may benefit from opportunities to share their skills, present their work to new audiences, reach new markets and establish creative collaborations with their peers in China. Culture and creativity can also add significant value to educational, scientific tourism and business activities.

Edinburgh Zoo has recently seen the arrival of two Giant Pandas, which has generated great public interest in Scotland. In China itself, Historic Scotland is leading a partnership with the State Administration for Cultural Heritage which is digitally recording the Eastern Qing Tombs as part of the Scottish 10 project, using 3D scanning technologies. The resulting records of the World Heritage Site will be presented to the Chinese people in 2013. Both these exchanges demonstrate the substantive and meaningful collaborations between our two cultures.

The Scottish Government and the Ministry of Culture of the People's Republic of China signed a Cultural Memorandum of Understanding (MoU) in December 2011. The MoU encourages greater collaboration and exchange between respective national cultural organisations, bodies, festivals, artists and practitioners. Cultural diplomacy encourages the use of cultural assets to enhance Scotland's reputation and supports wider Scottish Government engagement with China.

The world famous Edinburgh Festivals, comprising of 12 individual festivals and including the renowned Edinburgh International Festival and the Edinburgh Fringe, provide excellent opportunities to develop and encourage collaborations between festivals and artists in Scotland and China. The Festivals promote the best of contemporary Scotland, our creativity, our heritage and our key growth sectors to China.

Golf in China is a growing industry especially for business people and officials, with an estimated 300,000 people playing the game. The industry is expected to grow by 25 to 30 percent every year as seen by the expansion of number of golf courses in China since 2004. We want to increase our links with China by utilising Scotland's status as The Home of Golf. Using this status and the many hundreds of world class gold courses in China, we aim to encourage the development of junior golf.

Our close links with Hong Kong Special Administrative Region can also be reinforced through our shared interest in rugby. Scotland as the birthplace of rugby sevens and Hong Kong Special Administrative Region as the home of International Rugby Sevens have a common love of the sport. Inclusion in the Commonwealth Games as a core sport (since 2010) and re-introduction for both the 2016 Rio Olympics and the 2020 Summer Olympic Games will further showcase the rugby sevens linkage.

## **ANNEX A**

### **IMPLEMENTATION AND DELIVERY**

The delivery of the priority areas and their associated targets is not just the responsibility of the Scottish Government. It will be for stakeholders across Scotland to work in partnership to achieve these objectives and drive forward our engagement. The Scottish Government's role is to support this engagement where it can and encourage greater cooperation between stakeholders.

The role of the Scottish Government will be to facilitate and maximise collaboration across Scotland through partnership working by focussing our support into the following four key areas:

#### **1. *Facilitating Greater Collaboration and Partnership Working in Scotland:***

- Sharing information more regularly – developing a central hub for information on Scotland-China links, to share details of incoming and outgoing delegations, priority regions and sectors. A blog or newsletter from this central point, encompassing updates from the Scottish Affairs Office in China would also be included.
- Encouraging continued and greater partnership working to deliver the strategy through the Scottish Government setting up and facilitating a *Stakeholder Implementation and Delivery Forum* to build links and share best practice amongst those key stakeholders with an interest in China.
- Keeping this strategy relevant by carrying out an internal annual review to check the targets are still relevant.
- Facilitating a co-ordinated approach across sectors through the central hub and the *Stakeholder Implementation and Delivery Forum*.
- Continuing to bring together stakeholders from across different sectors, and develop cross sector plans and initiatives, where it makes sense to do so.

#### **2. *Utilising Resources and Relationships Outwith Scotland to Support Our Work:***

- Working with FCO, UKTI, British Embassy and British Council in China and other UK institutions/organisations based in China in order to help develop our own Scottish connections in China.
- Working with UK and EU departments to ensure Scotland makes the most of the opportunities that the UK and EU platforms in China offer, and that UK and EU departments are supporting Scotland's priority interests where possible.
- Maintaining and developing our lines of communication with other UK Government departments, agencies and wider stakeholders to facilitate discussion of ideas and to take forward our work with China.

### **3. Raising Awareness of Scotland in China:**

- Making more use of digital, print and social media in communicating key messages about Scotland in China, including greater understanding and appreciation of Scotland's distinct identity.
- Ensure „Scotland the Brand“ highlights Scotland for its traditional assets and also promotes a modern, innovative nation with a national purpose and contribution that is both relevant to China and reflects our aims. We will work across Government, agencies and stakeholders to ensure a consistent representation of the Scottish brand and coherent messaging. This will strengthen our voice in this very competitive and noisy market.
- Make maximum use of Scottish holidays and festivals to raise awareness of Scotland in China and to engage our Chinese audiences in key cities across China.
- Engage key target audiences including school children and teachers, students, business, communities, diaspora, alumni groups and media.
- Make maximum use of new media including [www.scotland.cn](http://www.scotland.cn) to promote Scotland.
- Engage diaspora networks (alumni, Globalscots, affinity groups) to help develop Scotland's reputation and influence in China, leading to opportunities across all sectors. These include Chinese alumni of Scottish education institutions and Globalscots resident in China.

### **4. Focusing the work of the Scottish Government:**

- Capitalise on our common interests – identifying them and working to make most of opportunities.
- Focusing on key areas, where Scotland has its biggest strengths - we will prioritise on what we can provide to China and pursue ideas in that way.
- Through representation of Scotland in China that complements the wider UK programmes we will continue to raise the profile of, and promote engagement with Scotland in its own right across all sectors.
- Identifying opportunities that arise through our engagement with China at Ministerial and official level.
- We will encourage greater collaborative working with agencies, recognising that we can achieve far more with our limited resources through pooling of our strengths and effort. Including coordinating work with stakeholder groups.
- Ensuring actions are incorporated into the business plans of the relevant Government directorates and other public bodies.
- Securing Government funding for priority proposals and plans.
- Identifying, developing and maintaining key relationships in China in support of Scottish interests.
- Managing or supporting activity as agreed with stakeholders.
- Continued funding of the Scottish Affairs Office in Beijing so that Scotland has full-time distinct representation within the British Embassy in Beijing.
- We will continue to align China activities across Scottish Government directorates and agencies.

## ANNEX B

<b>MEASUREMENT OF TARGETS GRID</b>			
	<b>PRIORITY AREA</b>	<b>TARGET</b>	<b>DATA SOURCES USED TO MEASURE</b>
1	To increase trade opportunities for Scottish business in China and encourage more Chinese investment in Scottish industry and infrastructure.	Target 1.1: Double the number of Scottish companies (based on 2010 levels) supported to access Chinese markets by 2017.	Scottish Development International
		Target 1.2: Increase direct exports to China above the Scottish Government's export target of 50% by 2017 and to exceed this for China based on 2010 export levels.	Global Connections Survey
		Target 1.3: Double the number of major Chinese investors with a presence in Scotland by 2017 based on 2012 levels.	UK Interdepartmental Business Register
2	To expand and deepen Scotland's education links with China.	Target 2.1: Increase the number of Chinese and Hong Kong Special Administrative Region students studying in Scotland from the current 8.5% share (2010/11) to a 10% share of the total UK Chinese and Hong Kong Special Administrative Region student population.	UKCISA and HESA (UK Council for International Student Affairs and Higher Education Statistics Agency)
		Target 2.2: Double the number of teachers of Mandarin working local authority schools in Scotland, based on 2011/12 levels.	Scottish Government Annual School Census data
		Target 2.3: Double the number of school students attaining recognised qualifications in Chinese language, based on 2011/12	Scottish Qualifications Authority examination data



		levels.	
3	To increase collaboration in research and development between China and Scotland.	Target 3.1: Increase the percentage of internationally co-authored papers between Scottish and Chinese researchers from the 4.75% baseline of 2008.	Baseline from International Comparative Performance of Scotland's Research Base 2009 (Elsevier Report)  A new report is being commissioned and the intention is to commission a report of this type every 2-3 years
4	To promote an innovative and creative Scotland through deeper cultural exchanges and sporting links with China and Hong Kong Special Administrative Region; and promoting Scotland as a destination of choice for Chinese tourists.	Target 4.1: Increase Scotland's share of the value of Chinese visitors to Scotland, as a proportion of the UK spend to 6% (increased from 3.5% on Scotland's share of Chinese spend between 2009 and 2011).	Office for National Statistics – International Passenger Survey
		Target 4.2: Monitor progress of the objectives within the Cultural MOU with China and ensure that all 4 key elements within the MOU are actively delivered.	The Scottish Government will monitor regular meetings and updates from the culture sector along with monitoring funding strands from our International Touring Fund and Creative Scotland International funding streams



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ISBN: 978-1-78256-263-4 (web only)

The Scottish Government  
St Andrew's House  
Edinburgh  
EH1 3DG

Produced for the Scottish Government by APS Group Scotland  
DPPAS13694 (12/12)

Published by the Scottish Government, December 2012