



OFFICE OF THE MAYOR
CITY OF CHICAGO



FOR IMMEDIATE RELEASE

March 21, 2012

CONTACT:

Mayor's Press Office

312.744.3334

press@cityofchicago.org

Video Showcasing Chicago's Economic and Business Advantages to be Shown Throughout Shanghai

Chicago and Shanghai Sign Agreement to Promote Each City's Economic Opportunities

CHICAGO – Government officials from Shanghai, China visited Chicago today to sign an agreement that will provide for a video showcasing Chicago's economic and business advantages to be promoted throughout Shanghai. World Business Chicago signed the agreement, a memorandum of cross promotion, on behalf of the City of Chicago, and The Information Office of Shanghai Municipality and Shanghai Public Diplomacy Association signed on behalf of the Shanghai Municipal Government. The Chinese Consulate-General in Chicago will provide support for the program.

"Chicago is an international city on the cutting edge of economic and business development, and encouraging new investment and interaction between Chicago and China is a priority," said Deputy Mayor of Chicago Mark Angelson. "One of our strengths is the diversity of our communities, and this memorandum works towards continuing our goal to be the most China-friendly city in America."

The memorandum seeks to enhance the communication and coordination between Shanghai and Chicago. Under the agreement, each city will provide broadcast space to the other for promotional videos. WBC provided the Heart of America videos in [English](#) and [Chinese](#), as well as a longer [Chicago Surprises](#) video all produced by Downtown Partners Chicago. Chicago's videos will be broadcast on outdoor screens in Shanghai's main business center and on International Channel Shanghai. In return, [Shanghai's videos](#) will air on video monitors throughout O'Hare International Airport and on the City's cable network in Chicago.

"Shanghai and Chicago are two great, global cities striving for an even stronger partnership, and this promotional memorandum represents an innovative way for us to collaborate," said Rita Athas,



OFFICE OF THE MAYOR
CITY OF CHICAGO



president of World Business Chicago. “Creative partnerships like this provide us with a cost-effective way to reach across the world and show what Chicago has to offer.”

Chicago and Shanghai share strong ties, including a [Sister Cities relationship](#) dating back to 1985. Chicago’s first business development representative outside the U.S. was established in Shanghai in 2007, and remains the only Chicago foreign presence for business development. Both cities represent great economic and business centers and are hubs for business services, manufacturing, transportation/shipping and education.

Chicago trades more with China than with any other country – more than \$45 billion in goods last year. More than 40 Chinese companies are located in the Chicago area and more than 200 Chicago area companies have presence in China. For more information on the business relationship, visit worldbusinesschicago.com.

#

World Business Chicago (WBC) *leads Chicago’s business retention, attraction and expansion efforts and raises the city’s position as a premier global business destination. Chaired by Mayor Rahm Emanuel, WBC fosters private sector growth through the advancement of a business-friendly environment that attracts world class talent.*

The Information Office of Shanghai Municipality *is jointly administrated by the Shanghai CPC Committee and the Shanghai Municipal Government for international communication. The office aims to showcase Shanghai in an objective and accurate way by offering a range of services to media from home and abroad.*

Shanghai Public Diplomacy Association *is a non-profit community group that serves China’s overall diplomatic situations and Shanghai’s economic and social development by contacting various communities, setting up platforms and bringing together the efforts of related public diplomacy organizations.*