



International Newsletter



Volume 8, Issue 4

April 2012

iEARN Pakistan



February 29—Council Members Andrew Burkes and Mike Laster welcomed Ms. Farah Kamal, Executive Director of iEARN Pakistan, a non-profit organization that links schools globally, to discuss the establishment of a relationship between the Houston Academy of International Studies and Habib Public School in Karachi, Pakistan. The following day a Memorandum of Understanding linking the two schools as formally signed. The meeting and memorandum were facilitated by the Houston-Karachi Sister City Association.

Shanghai Sports Commission, People's Republic of China



March 1—Mayor Annise Parker met with Mr. Li Yuyi, Director General of the Shanghai Sports Commission, and a 5-member delegation of Commission members. Mayor Parker and Mr. Li discussed how Shanghai could benefit from emulating Houston's management models for its sports facilities and recreational events, outlining opportunities for potential future cooperation. The city of Shanghai hosted the 2010 World Expo, which was attended by over 73 million visitors.

Shanghai Public Diplomacy Association, People's Republic of China



March 22—Mayor Annise Parker and Chairman Feng Guoqin, Chairman of the Shanghai Public Diplomacy Association, inaugurated the beginning of a new partnership between the governments of Houston and Shanghai, leading to an exchange of City promotional videos, which both cities agree to display publicly free of charge over a six-month period of time. This partnership was formalized via a Memorandum of Understanding signed by Chief Development Officer Andy Icken and Mr. Chen Qiwei, Standing Member of the Shanghai Public Diplomacy Association. Beginning March 22, the Shanghai video may be viewed on the Houston Municipal Public Access Channel, at the George R. Brown Convention Center and the City of Houston's Visitors Center, and it may be viewed online at www.globalhouston.org and www.houstontx.gov/intltrade. The Houston video will be shown on Shanghai's International Channel, in the Xintiandi and Xujiahui shopping districts, and may be viewed online at www.shio.gov.cn and www.eastday.com.

City of Stavanger, Kingdom of Norway



March 23—Mayor Annise Parker met with the Honorable Christine Sagen Helgø, Mayor of Stavanger. Mayor Parker and Mayor Helgø discussed the expansion of ties between the two cities and their sister city relationship. Mayor Helgø's visit comes as part of the biannual youth exchange program between Houston and Stavanger, which promotes goodwill and cultural understanding. In 2014, the Houston/Galveston-Stavanger Sister City Association will send a reciprocal delegation to Stavanger.

Sister Cities of Houston

Each month, the Mayor's International Newsletter will bring you the latest updates on Houston's ties to its 17 international sister cities, which in turn are maintained by corresponding sister city associations in Houston. Members of these associations are dedicated to fostering cultural and educational exchanges, business development and trade, and humanitarian projects between Houston and its sister cities. This first installment of this series highlights the Sister Cities of Houston, Inc. (SCH), an umbrella non-profit organization that helps to maintain relationships between its constituent associations. We sat down with Ms. Ellen Goldberg, President of SCH, to speak about her experiences of leading SCH and her outlook for the future.

Q: Can you tell us about how you would like to see the sister city relationships grow and develop?

A: In the short term, we hope all of Houston's sister city associations continue to initiate beneficial exchanges. A good example is the Houston-Grampian Association's annual nursing exchange program with Houston, which annually awards scholarships in a competition that sends nursing students from Houston and Aberdeen, Scotland to each other's cities and universities. Longer term, I would like to see the sister cities serve as a foundation from which citizen-to-citizens initiatives can grow and sustain themselves.

Q: What are some of the most successful initiatives the sister city associations have been a part of?

A: Most recently the Houston-Karachi and Houston-Guayaquil Sister City Associations facilitated donations of surplus fire engines and equipment to fire departments in their respective cities. The Houston/Galveston-Stavanger Sister City Association organizes a cultural exchange program biannually, which has won awards from Sister Cities International for its work three times. The Houston-Leipzig Sister City organized a fundraising effort to design a stained glass window in Houston that was installed in Leipzig's historic St. Thomas Church, and was recognized with the Sister Cities International Innovation Arts Award in 2010 for the initiative.

Q: What is your most anticipated project?

A: I am very excited about the proposed Sister Cities of Houston International Promenade. We are developing a space between Bastrop and Broad Streets, leading to Dynamo Stadium, which we hope will provide a base for the international community of Houston to build from. It will be the first tangible representation of the sister cities concept in Houston, and can serve as a foundation for further development of the East End of Downtown.

If you would like to learn more about the Sister Cities of Houston, please visit www.sistercitiesofhouston.org.

—By Tyler Smith



*The International Newsletter is published monthly by the
Mayor's Office of International Trade & Development, City of Houston, Texas*

Annise D. Parker, Mayor
Andrew F. Icken, Chief Development Officer
Matthew Shailer, Editor
Tyler Smith, Assistant Editor
Katrina Czerniak, Austin Stanfill & Ping Xie, Staff Writers

Please submit event information to: moitd@houston.tx.gov or fax to: (832) 393-0859.

The contents of this publication are for informational purposes only.

2012 Economic Development Mission to Brazil



March 24-April 1—Mayor Annise Parker led the 2012 City of Houston Economic Development Mission to the Federative Republic of Brazil, joined by a 33-member delegation comprised of City of Houston officials and leaders from the oil and gas, technology, medical, and education sectors. The mission was a collaborative effort of the City of Houston, Greater Houston Partnership and Brazil-Texas Chamber of Commerce (BRATEC) with the aim of strengthening existing ties with Brazil and developing new connections.

“I am honored to lead Houston’s first economic development trip to Brazil with such a distinguished delegation, and to promote Houston as Brazil’s first point of entry into the U.S. market,” Mayor Parker said, referencing the positive trade ties between the two regions. Total trade between Houston and Brazil in 2011 was valued at \$15.5 billion, which represents an increase of over \$13 billion since 2000.

During the weeklong visit, the delegation traveled to Brazil’s two largest cities, São Paulo and Rio de Janeiro. The Mission’s itinerary was constructed to reflect Mayor Parker’s core objectives: promote Houston, engage potential partners, learn from the perspective of our counterparts in city government, and leave in place lasting friendships. Towards this end, delegates attended carefully planned business events, which included information sessions with high-level Brazilian agencies and networking opportunities with key decision-makers in both cities. Mayor Parker and the delegation took additional opportunities to study the urban innovations and infrastructure accomplishments in both cities, exploring the enormous Via Quatro transit complex in São Paulo as well as the Smarter Cities Management Center in Rio de Janeiro.

The trade mission also resulted in the signing of five individual agreements, building a framework for enriched ties between Houston and Brazil. Mayor Parker signed city agreements with Mayor Gilberto Kassab of São Paulo and Mayor Eduardo Paes of Rio de Janeiro, promising collaboration over a two year period in key areas of mutual interest. Houston-based Rice University signed an agreement with the University of São Paulo, and Lonestar Community College signed agreements with the Brazilian Institute of Petroleum and the Federal University of Rio de Janeiro.

Mr. Ricardo Peduzzi, Executive Director of BRATEC and Houston mission delegate, said of the trade mission that “Brazil and Houston have shared interests since the early days of Brazil’s oil and gas, technology, and aerospace industries, amongst others. In that setting, Mayor Parker’s Mission represented the first official expression of these mutual interests among the governments on both sides.

“The empathy that Mayor Parker’s Mission has created among the political business leadership has scaled the tone of dialogue to a higher level, revealing long term opportunities that can now move faster with the Prefeituras (Brazilian Mayors’ Offices) and City Hall support.”

—By Tyler Smith



Event Spotlights

State of the City

April 12—Mayor Anise Parker will deliver her outlook on the City of Houston, the issues that lay before it in the coming year and her vision for its continued growth and development. This luncheon event will be held at the Hilton Americas. For more information, please contact Blanca Ortega at bortega@houston.org.

Rice Business Plan Competition

April 12—Rice University will host the 2012 Rice Business Plan Competition. 42 teams from around the world will compete in front of 250 judges for an expected \$1.3 million in prizes. The competition will run for two days in McNair Hall at the Jones School of Business on the Rice University Campus. For more information, please visit: www.alliance.rice.edu.

Hannover-Messe

April 21-26—The Mayor's International Trade and Development Council for Europe and Greater Houston Partnership will lead a trade mission to Hannover-Messe industrial trade show. The trade show will feature eight fairs focused on key and growing sectors of industrial technologies. Participants with the Houston delegation will receive Premium Gold Passes to the trade show and are eligible for specialized support services. For more information, please contact Ms. Farah Wahab at fwahab@houston.org.

Sub-Saharan Africa Oil Conference

April 26—The US-Bilateral African Chamber of Commerce will feature the 5th Annual Sub-Saharan Africa Oil and Gas Conference at the Houston Marriott West Loop. The conference will provide a forum for top government officials, multi-national oil companies and private investors to meet and exchange ideas. The event will feature a variety of speakers including the Minister of Mines, Industry and Energy for Equatorial Guinea, His Excellency Mr. Gabriel Lima. For more information, please visit: www.usbacc.org

Business Opportunities in Malaysia

April 30—The Malaysian Investment Development Authority (MIDA) will host a seminar titled, "Malaysia-U.S. Business Opportunities" showcasing growing business in Malaysia and will also provide a venue to connect with Malaysian business leaders and public officials. Speaking at the event will be Mr. Noharuddin Nordin, CEO of MIDA as well as Marc Mealy, Vice President of the US-ASEAN Business Council. The seminar will be held at the JW Marriott Hotel. For more information, please visit: www.midashoustonevents.org.

Dongying Conference

April 30—A joint alliance of Houston-area and Dongying-area companies will host a reception at the Hilton Americas to reinforce the relationship between Houston and Dongying and promote opportunities between the two regions. The Honorable Ms. Jia Ruiai, Mayor of the Dongying District, will deliver keynote remarks. For more information, please contact Mr. Duaine Priestley at duaine@priestley-intl.com or Mr. Jim Wu at jimwu@uschinabridge.com.

International Event Calendar - April 2012

Date	Time	Event	Venue	Contact
4/1	2:00 PM	Texas Emerging Technology Fund: Texas Emerging Technology Fund Workshop	Bay Area Houston Economic Partnership	www.gulfcoastrcic.org
4/4	9:30 AM	Houston Minority Supplier Development Council: Gear Up for Success Luncheon	Omni Hotel	http://affiliate.nmsdc.org/hmsdc
4/5	7:15 AM	Houston Technology Center: Tech Champs- The Role of Venture Banking	Houston Technology Center	www.houstontech.org
	10:30 AM	Houston Hispanic Chamber of Commerce: 19th Annual Luncheon and Business Expo	Hilton Americas Hotel	www.houstonhispanicchamber.com
	6:00 PM	US-Bilateral African Chamber of Commerce: Governance and the Avoidance of the "Resource Curse" in Uganda's Oil Economy	Offices of Energy and Corporate Africa	www.usbacc.org
4/7	9:30 AM	Asian American Bar Association and Chinese Community Center: Naturalization Clinic	Chinese Community Center	www.aabahouston.com
4/10	11:30 AM	Greater Houston Partnership: Thought Leader Series– Tom Stephenson and John O'Loughlin	Doubletree Hilton Hotel	rcourtois@houston.org
	6:30 PM	World Affairs Council of Houston: Likely Scenarios for the Assad Regime and Implications for U.S. National Security	Junior League	www.wachouston.org
4/12	10:30 AM	Greater Houston Partnership: State of the City	Hilton Americas Hotel	bortega@houston.org
	1:00 PM	Rice Alliance: 2012 Business Plan Competition (through 4/14)	Rice University	www.alliance.rice.edu
4/13	9:00 AM	Greater Houston Partnership and U.S. Chamber of Commerce: Hiring our Heroes– Veteran's Hiring Fair	Westin Galleria Hotel	hiringourheroes@uschamber.com
4/18	2:00 PM	Texas Emerging Technology Fund: Texas Emerging Technology Fund Application Workshop	Houston Technology Center	www.houstontech.org
	3:00 PM	Greater Houston Partnership and University of Houston: Marketing for State and Local Opportunities using RFPLINKS	Greater Houston Partnership	claycock@houston.org
	6:30 PM	World Affairs Council of Houston: Social Business– A Case Study of Proximity Designs in Myanmar	Junior League	www.wachouston.org
4/19	8:00 AM	District Export Council: Export University– Incoterms 2010	University of Houston	info@houstonexportu.org
	11:15 AM	Asian Chamber of Commerce: April 2012 Luncheon	HESS Club	www.asianchamber-hou.org

4/19	6:00 PM	Houston Business Journal: 2012 Landmark Awards	Houstonian Hotel	www.bizjournals.com/houston
	3:30 PM	Indo-American Chamber of Commerce of Greater Houston: Small Business Outreach Series	Narin's Bombay Brasserie	www.iaccgh.com
4/20	8:00 AM	Greater Houston Partnership: Public Policy Power Hour–Congressman Ted Poe	Greater Houston Partnership	powerhourseries@houston.org
4/21	—	City of Houston: Delegation to Hannover Messe organized by the Mayor's International Trade and Development Council and the Greater Houston	Hannover, Germany	fwahab@houst.org
4/23	7:30 AM	American Productivity and Quality Center: 2012 Knowledge Management Conference and Training Seminar (through 4/27)	Houstonian Hotel	www.apqc.org
4/24	11:30 AM	Greater Houston Partnership: Kinder Houston Area Survey	Westin Galleria	rcourtois@houston.org
4/26	8:30 AM	U.S.-Bilateral African Chamber of Commerce 5th Annual Sub-Saharan Africa Oil and Gas Conference (through 4/27)	Houston Marriott West Loop	www.usbacc.org
	11:30 AM	Greater Houston Partnership: Thought Leader Series–James Mulva	Omni Hotel	rcourtois@houston.org
	12:00 PM	World Affairs Council of Houston: The Jones Awards 2012	Hyatt Regency Hotel	www.wachouston.org
	5:30 PM	Greater Houston Partnership: HYPE Reception	Cuervo Cantina	amcfarland@houston.org
4/28	8:30 AM	Asian American Bar Association, Houston Volunteer Lawyers Program, VN Teamwork, and Boat People SOS: 2012 Wills Clinic	VN Teamwork Center	www.aabahouston.com
4/30	7:00 AM	Offshore Technology Conference 2012 (through 5/3)	Reliant Center	www.otcnet.org
	2:00 PM	Malaysia Investment Development Authority: Malaysia-U.S. Business Opportunities	Marriott Hotel	www.midahoustonevents.org
	4:30 PM	Houston-Dongying Energy Leadership Alliance Reception	Hilton Americas Hotel	info@sdccpe.com
	6:30 PM	Bilateral US-Arab Chamber of Commerce: 15th Annual OTC Middle East and North Africa Welcome Reception	Intercontinental Hotel	www.bilateralchamber.org
	6:30 PM	World Affairs Council of Houston: U.N. Security Council–Role and Relevance in Today's Global Politics	Junior League	www.wachouston.org
5/1	6:00 PM	U.S. Bilateral African Chamber of Commerce: Offshore Technology Conference African Delegations Reception	Aloft XYX Lounge	www.usbacc.org

5/2	7:30 AM	Houston Minority Supplier Development Council: MBE to MBE Breakfast	Café Express	affiliate.nmsdc.org/hmsdc
	8:15 AM	Brazil-Texas Chamber of Commerce: Offshore 2012 Breakfast	TBA	www.braziltexas.org
5/10	11:15 AM	Asian Chamber of Commerce: May 2012 Luncheon	HESS Club	www.asianchamber-hou.org
	6:30 PM	Houston Technology Center: Gala- A Celebration of Entrepreneurs	Hyatt Regency Hotel	www.houstontech.org

International Cultural Events in Houston:

4/12	12:30 PM	Rice University: The Changing Face of Houston	Rice University	lpb@rice.edu
	6:30 PM	Asia Society of Texas: Tiger Ball 2012	Asia Society Texas Center	www.TigerBall2012.org
4/13	—	45th Worldfest International Independent Film Festival (through 4/22)	Various locations, City of Houston	www.worldfest.org
	—	Asian Chamber of Commerce: 2012 Asian Film Festival	Rice University	www.asianchamber-hou.org
	7:00 PM	Asia Society of Texas: Spotlight Asia 2012 Cocktails & Cultural Fusions	Asia Society Texas Center	www.spotlightasia2012.org
4/14	11:00 AM	Asia Society of Texas: Official Dedication of the Asia Society Texas Center	Asia Society Texas Center	asiasociety.org/texas
	7:00 PM	Raindrop Turkish House: 2012 Essay Contest Awards Reception	Raindrop Turkish House	www.raindropturkishhouse.org
	12:00 PM	Asian Society of Texas: First Look Festival	Asian Society Texas Center	www.ASTCGrandOpening.org
4/16	7:30 PM	Society for the Performing Arts: Celtic Women	Jones Hall	www.spahouston.org
4/17	10:00 AM	Italy-American Chamber of Commerce: 2nd Annual International Chambers Master Golf Tournament	Pine Forest Country Club	www.iacctexas.com
4/19	7:00 PM	International Studies Society: IFEST	University of St. Thomas	www.stthom.edu
4/20	11:00 AM	Houston International Festival (through 4/29)	City Hall	www.ifest.org
	8:00 PM	Marcel Khalife and Al Mayadine Ensemble	Jones Hall	www.spahouston.org

4/21	5:00 PM	Russian Cultural Center: Concert by Moscow's Mark Rozovsky	The Country Playhouse	www.ourtx.org
4/22	11:00 AM	Australian American Chamber of Commerce: ANZAC Day 2012	TBA	www.aacc-houston.org
4/28	8:00 AM	Houston Grampian Association and British-American Business Council: Scottish Breakfast	Hilton Post Oak	www.babchouston.org
4/30	7:30 PM	Russian Cultural Center: Musical evening with Maestro Hans Graf dedicated to Dmitry Shostakovich	Russian Cultural Center "Our Texas"	www.ourtx.org
5/4	5:30 PM	British-America Council: Royal Ascot Day	Sam Houston Race Park	www.babchouston.org
	8:00 PM	Society for the Performing Arts: Quetzal	Miller Outdoor Theater	www.spahouston.org
	8:00 PM	Casa Argentina and the Center for International Studies of University of St. Thomas: A Night of Art and Music–Celebrating Life	Jones Hall	www.casaargentina.org

Events hosted by International Partners of Houston:

4/9 - 4/13	EXPOMIN 2012	Santiago, Chile	nancyv@kallman.com
4/16 - 4/18	SPE Latin American and Caribbean Petroleum Engineering Conference	Mexico City, Mexico	www.spe.org
4/30 - 5/4	Turkish Ministry of Economy: Pool Expo 2012 Trade Fair	Istanbul, Turkey	houston@ekonomi.gov.tr
5/2- 5/5	Turkish Ministry of Economy: Turkish Clothing Manufacturers Association Istanbul Fashion Apparel Conference	Istanbul, Turkey	houston@ekononomi.gov.tr
	Turkish Ministry of Economy: ISK-SODEX 2012 International HVAC & Refrigeration, Pumps, Valves, Fittings, Water Treatment, and Insulation Fair	Istanbul, Turkey	houston.@ekonomi.gov.tr
5/16- 5/20	Turkish Ministry of Economy: 18th International Istanbul Home Textiles Exhibition	Istanbul, Turkey	houston@ekonomi.gov.tr
5/22- 5/25	Subsea Forum Rio 2012	Rio de Janeiro, Brazil	www.braziltexas.org
6/18 - 6/22	ACHEMA 2012	Frankfurt, Germany	www.achema.de
10/26 - 10/28	China International Auto Parts Expo	Beijing, China	www.iapechina.com