CETREGIO
Chinese - European Training in Regional Policy
Regional Policy Dialogue with China

A project of the Directorate General for Regional and Urban Policy (DG REGIO) of the European Commission in the framework of the European Parliament’s preparatory action to enhance regional and local co-operation by promoting EU regional policy on a global scale

Information Session N°1
Integrated Urban-Rural Territorial Development
26 May – 05 June 2013

An event prepared for delegates of the
National Development and Reform Commission (NDRC)
People's Republic of China

TECHNICAL REPORT
(Draft 12 August 2013)

Implemented by:
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Contact:
Mr Stefan Unseld, Programme Manager, stefan.unseld@giz.de
Mr Pablo Gándara, Project Coordinator for GIZ, cetregio@giz.de
Table of Contents

Preface .................................................................................................................................................. 3
1. Summary ......................................................................................................................................... 4
2. Objective of the information session ............................................................................................. 5
3. Methodology .................................................................................................................................... 5
4. Overview of the programme ........................................................................................................... 6
5. Detailed programme ....................................................................................................................... 7
6. Summary of the working sessions .................................................................................................. 12
7. Composition of the Chinese delegation ......................................................................................... 18
8. Documentation provided to the participants ................................................................................ 19
9. E-Learning platform Global Campus 21 © .................................................................................. 19
10. Press and media coverage ............................................................................................................. 20
11. Results of the written evaluation by the participants ................................................................. 21
12. Staff engaged in the implementation of the programme ............................................................. 22
13. Pictures Gallery ............................................................................................................................ 23
Preface

The unparalleled development boom of Chinese economy has led to an expanded welfare and to better living conditions for hundreds of millions of Chinese people. However, this unique economic path has caused large interregional disparities, especially between the booming coastal areas and the western regions. This situation has triggered enormous social, environmental and migratory implications for the whole country.

Also the European Union faces enormous challenges related to the territorial cohesion and the urban-rural linkages. By using the European Regional Development Fund (ERDF) and other instruments, the EU co-finances a wide variety of projects in key areas to enhancing competitiveness of urban and rural areas, including direct aid to investments in SMEs to create sustainable jobs. Further areas of intervention are research and innovation, telecommunications, environment, energy and transport. In general, there is a wide range of financial instruments to support regional and local development and to foster cooperation between towns and regions.

In order to enhance cooperation between Chinese and European regions and cities, the European Commission launched in 2010 CETREGIO, a Chinese European Training Series on Regional Policy. CETREGIO does not intend to provide European tailor made solutions for the Chinese or European realities but rather to offer Chinese and European regional experts a source of reference when setting their own regional development policies. Moreover, the programme aims at strengthening linkages between European and Chinese regions that can be used for the further development of bilateral cooperation.

The German International Cooperation Agency GIZ has been commissioned by the European Commission (DG REGIO) to implement CETREGIO since 2011. This report summarises the first activity of the work programme agreed for 2013.
1. Summary

The programme was designed for 18 delegates of NDRC supported by 2 GIZ staff members (coordinator and assistant) and one interpreter. The information session contained a relevant mix of lectures and practical experiences. The ultimate goal of the course was to reflect about Integrated Urban-Rural Territorial Development in Europe. The case studies were carefully selected in cooperation with the managing authorities of the cities and regions visited, reflecting the diversity of European regional and urban policy experiences.

The course started with a briefing session at GIZ office in Beijing. This will cover basic logistical issues and background information on the topic. The session was leaded by the project coordinator and supported by a renowned expert on EU-China regional and urban policy cooperation. Once in Europe, participants started the field visits that took them to two countries representing the diversity urban-rural links: England (West Midlands) and Germany (Hamburg area). Moreover, the cities and regions visited have developed different networks of urban-rural cooperation at the regional and local level, making them particularly interesting as references for Chinese officials. Including the meetings in Brussels, a total of three countries was visited.

With regard to interactive participation, we had scheduled two workshops in the programme: a brief wrap-up session at the end of the first week and a half-day one at the end of the complete session. The brief workshop was designed to debate with delegates about the report to be drafted and to be discussed during the closing workshop. The information session was rounded-up by a half day workshop comprising the key contents of the seminar. Moreover, participants were requested to develop their own reflection on EU regional policy, the urban-rural links in Europe and their relevance for Chinese challenges. Participants worked on the practical report, focusing on the lessons learned for their own regional policy tasks. Participants were also able to assess the seminar and to receive participation certificates.

Press coverage was widely achieved in the West Midlands (UK), where newspapers and radio reported about the Chinese experts visit. Also the City of Hamburg reported about the Chinese visit at the ERDF-managing authority’s website.
2. Objective of the information session

The information session was designed to achieve the following immediate objectives:

1. To raise awareness of the participants on the key principles of European regional policy;
2. To enable participants to understand the new concepts provided by the specific policy instruments aimed at achieving sustainable urban development in Europe;
3. To discuss with participants the problems that may arise in the implementation of specific provisions in the light of European and Chinese realities.

In addition to that, the overall project is designed to contribute to disseminating the experience gained during the information sessions (multiplier-effect).

3. Methodology

The information session was based on a sound mix of lectures and study visits. The approach included three phases:

1. During the preparatory phase, interests and preferences of DG REGIO were actively requested by GIZ. Once the schedule had been approved by DG REGIO, participants received preparatory information 4 weeks before training, including an overview of the programme.

2. The implementation phase started already in Beijing with a half-day briefing session. A particular feature of the implementation was to promote dialogue and reflection among participants through a workshop on the last day. During this session participants were asked to compare acquired knowledge on the European situation with their own realities.

3. The reporting and dissemination phase ends with this technical report aimed at communicating the results of the session to a wider community.

With regard to the methods applied during the information sessions, these included class-room sessions with enough time for presentations, (consecutive) interpretation and discussion between participants and speakers. Field visits allowed participants to see on the spot the diversity and complexity of regional policy in Europe, as well as to understand the implementation and management of EU co-funded projects. Interactive participation was ensured through the half-day closing workshop allowing participants to apply the contents of the course to their own regional development challenges.

Through the practice-oriented wider capacity building approach combining lectures, discussion and field visits, the event promoted active commitment of participants during its entire duration. This was achieved by a sound coordination with speakers to deliver concise presentations and lectures, leaving enough room for discussion and facilitating the mutual exchange of experience between European and Chinese regional policy experts.
4. Overview of the programme

<table>
<thead>
<tr>
<th>Day</th>
<th>General Issues</th>
<th>Cities / Regions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st training week</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday, 26 May 2013</td>
<td>Briefing session in Beijing</td>
<td>Beijing (CN)</td>
</tr>
<tr>
<td>Day 2 – Tuesday, 28 May 2013</td>
<td>Morning: Meetings in Birmingham (OP) Afternoon: Field visits (ERDF co-funded) Accommodation in Birmingham</td>
<td>Birmingham (UK)</td>
</tr>
<tr>
<td>Day 3 - Wednesday, 29 May 2013</td>
<td>Morning: Meetings in Staffordshire Afternoon: Field visits in Shropshire Accommodation in Birmingham</td>
<td>Staffordshire, Shropshire (UK)</td>
</tr>
<tr>
<td>Day 4 - Thursday, 30 May 2013</td>
<td>Transfer to Brussels (20:00 – 22:05, BA 0404)</td>
<td>West Midlands (UK) – Brussels (BE)</td>
</tr>
<tr>
<td>Day 5 - Friday, 31 May 2013</td>
<td>Meetings in Brussels</td>
<td>Brussels (BE)</td>
</tr>
<tr>
<td>Day 6 - Saturday, 1 June 2013</td>
<td>Workshop in Brussels</td>
<td>Brussels (BE)</td>
</tr>
<tr>
<td>Day 7 – Sunday, 2 June 2013</td>
<td>Transfer through London Heathrow to Hamburg (11:50 – 16:05, BA0393 and BA0974)</td>
<td>Hamburg (DE)</td>
</tr>
<tr>
<td><strong>2nd training week</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 8 - Monday, 3 June 2013</td>
<td>Morning: Meetings with regional authorities Afternoon: Field visits</td>
<td>Hamburg (DE)</td>
</tr>
</tbody>
</table>
5. Detailed programme

**Day 1 – Sunday, 26 May 2013**

**Venue:** Hotel Guoyi (No.1 Wenxing East Street, Xicheng District, Beijing. No. 4 Meeting room, 3rd Floor, Yingbin Building (迎宾楼三层第四会议室))

12:30   Lunch (Yiyue Hall, 1st Floor, Guibin Building - 贵宾楼一层谊悦厅)
14:00   Welcoming words by Department of Regional Economy, NDRC
14:30   Session 1: Programme introduction  
         Lecturer: Pablo Gándara, Project Coordinator for GIZ
16:00   Coffee Break
16:30   Session 2: Urbanisation in China and Rural-Urban Linkages in Europe – an Introduction  
         Lecturer: Mr Christian Junge, Senior Expert, Urban Logic
17:30   Session 3: Group discussion about the allocation of tasks  
         Lecturer: Mr Zhou Yiren, Director, Regional Economy, NDRC
18:30   Dinner (Yiyue Hall, 1st Floor, Guibin Building - 贵宾楼一层谊悦厅)
        Accommodation at Guoyi Hotel

**Day 2 – Monday, 27 May 2013**

08:00   Transfer by bus to the Airport
11:15   Flight to London (British Airways)
14:50   Arrival in London
16:00   Transfer to Birmingham
        Dinner and Accommodation in Birmingham

**Day 3 – Tuesday, 28 May 2013**

09:00   Session 4: Introduction to the City of Birmingham and the ERDF activities  
         Lecturer: Mr Stuart Russon, Regional, European and International Division (REID),  
                   Birmingham City Council
09:30   Session 5: Birmingham relations with China  
         Lecturer: Mr Andrew Dunbar, Head of International Public Affairs, Birmingham City  
                   Council
10:00 Session 6: European financial incentives to improve investments in urban areas
   Lecturer: Mr Clifford Hill, Planning & Regeneration Department, Birmingham City Council

10:30 Session 7: ERDF Projects in West Midlands and City of Birmingham
   Lecturer: Mohamed Zahir, Head of Business Enterprise and Innovation, Birmingham City Council

10:45 Session 8: Future European Funding: An Integrated Approach towards Rural-Urban Development in West Midlands
   Lecturer: Mr Mark Schneider, Manager of the West Midlands European Services.

13:00 Lunch

14:30 Session 9: Field Visit 1 (Urban Development)
   New Street Gateway, Congress Centre.

Day 4 – Wednesday, 29 May 2013

08:30 Transfer by Bus to Stafford

09:30 Tea & coffee on arrival

09:40 Session 10: Welcome and introductions – Presentation of Staffordshire momento
   Lecturer: Mr Philip Atkins, Leader Staffordshire County Council

09:50 Session 11: The Staffordshire Story – economic and policy context
   Lecturer: Mr Nick Bell, Chief Executive Staffordshire County Council

10:05 Q & A session
   Moderator: Mr Mark Schneider West Midland European Service

10:15 Leave Stafford and travel to i54 site, South Staffordshire

11:00 Arrive i54 site Marketing Suite – Tea & Coffee

11:10 Session 12: Welcome and introductions
   Moderator: Simon Warren, Chief Executive Wolverhampton City Council

11:15 Session 13: The i54 Story
   Lecturer: Mr Steve Winterflood, Chief Executive South Staffordshire Council
11:30  Session 14: i54 site tour to vantage point (via escorted walk or site vehicles)
   Lecturer: Mr Andy Mason, i54 project manager Staffordshire County Council
12:00  Q & A session and closing remarks
   Moderator: Mr Mark Schneider West Midlands European Service
12:15  Networking buffet lunch
13:00  Delegation travels from i54 to Shrewsbury via M54 motorway
14:00  Arrival at Shrewsbury Flax Mill Maltings
14.05  Session 15: Introductions and welcome to Shropshire
   Lecturer: Mr Andy Evans, Head of Economic Growth and Prosperity
14.20  Session 16: Presentation – History and ambitions for the future
   Lecturers: Ms Elizabeth Perkins, Project Manager Flaxmill Malting’s and Alan Moseley,
              Friends of Flaxmill Maltings Chairman
14:50  Tour of the Flax Mill Maltings
15:30  Question and Answer session over refreshments and displays.
15:50  Session 17: Closing remarks
   Moderator: Mr Keith Barrow, Leader of Shropshire Council
16.00  Departure

Day 5 – Thursday, 30 May 2013

Travel Day
Transfer to London Heathrow
Flight to Brussels

Day 6 - Friday, 31 May 2013

10:00  Session 18: Institutions and Regional Policy I – The European Parliament and the
        Committee of the Regions
        Lecturer: EU Parliament’s Visitors Centre
11:30  Session 19: Institutions and Regional Policy II – The European Commission
        Lecturer: Mr Ramón López, DG Regional Policy, European Commission
13:00  Networking Lunch at the CoR
        Lecturer: Mr Gergard Stahl and Mr Thomas Wobben, CoR
15:00  Session 20: Mid-Term Workshop

**Day 7 – Saturday, 01 June 2013**

At free disposal

Trip to Bruges (voluntary)

**Day 8 – Sunday, 02 June 2013**

*Travel Day*

11:50 – 12:05 Flight Brussels > London

13:30 – 16:05 Flight London > Hamburg

**Day 9 – Monday, 03 June 2013**

*Location: Behörde für Stadtentwicklung und Umwelt, Stadthausbrücke 8, Raum A 300*

09:00  Session 21: Contribution of European Regional Policy to the Rural-Urban Relations

Lecturer: Mr Guido Sempell, State Ministry of Urban Development and Environment Hamburg

10:30  Session 22: The Hamburg Transport Association as an example of urban-rural cooperation in the metropolitan area

Lecturer: Mr Wolfgang Mertens, Planning Director, Hamburg Transport Association

11:30  Session 23: Rural-Urban Partnerships in Hamburg Region – The Energy Alliance

Lecturer: Mr Zacharias, Hamburg Energy Authority

13:00  Lunch

14:30  Transfer by bus to Süderelbe AG, Veritaskai 3 21079 Hamburg

15:00  Session 24: The Süderelbe AG and the regional logistic initiative

16:30  Session 25: Visit of the Regional Park Rosengarten

**Day 10 – Tuesday, 04 June 2013**

09:00  Session 26: Visit of the International Architecture Exhibition (IBA)

Lecturer: Mr Uli Hellweg, General Manager IBA and Ms Anja Boudon (OP Managing Authority)
Lunch at IBA

15:00  Session 27:  Workshop - European sustainable development strategies: A way forward for China?

    Coordination:  GIZ

17:00  Session 28:  Evaluation, Certificates

    Coordination:  GIZ

Accommodation in Hamburg

**Day 11 – Wednesday, 05 June 2013**

11:00  Transfer to the Hamburg Airport

14:20  Flight to London Heathrow (BA969)

15:00  Arrival in London Heathrow

16:40  Departure to Beijing (BA039)

09:30  Arrival in Beijing (on the next day)
6. Summary of the working sessions

Sessions in Beijing

The programme started with a briefing session in Beijing. After an introduction to the EU regional and urban policy by the project coordinator, Mr Zhou Yiren, Director at the Department for Regional Economy of NDRC delivered a welcoming speech. He introduced the training cooperation programme CETREGIO as one of the pillars of the EU-China Regional Policy Dialogue and noted that since 2010 more than 120 Chinese officials have received training in Europe and China. Mr Zhu explained that although China has achieved a unique economic development, regional disparities remain large. He stated that China has developed an index to more accurate measure regional disparities. However, the index still needs to be further improved based on European Union’s regional policy experiences. Mr Zhou finally introduced the members of the delegation travelling to Europe.

Mr Christian Junge, a Beijing based architect and urban planning expert, delivered an introduction to the urban-rural linkages and related policies in the European Union. He referred to the territorial agenda of the European Union since the Lisbon Treaty as well as to the striking regional imbalances regarding population, economic growth and unemployment. He referred to inter-regional and inter-city cooperation as well as to the urban-rural and peri-urban cooperation. EU’s policy instruments promote a polycentric territorial development; encourage the integrated development in cities and rural regions, and aim at transforming cross-border regions to functional regions. Mr Junge noted that territorial cohesion does not mean equalisation, but coordination and (coordinated) differentiation. With regard to the urban-rural partnerships, Mr Junge explained soft and strong coordination in areas like transportation, land use, service infrastructure, environmental protection and migration. Focusing on examples of England and Germany, Mr Junge illustrated the success factors for urban-rural partnerships, including political support, common identity, equal representation, a critical mass of projects and funding. He also showed some polycentric city networks in Europe, including Randstad (Netherlands) and Ebro region (Spain). Summing up, Mr Junge stated that there is a shift in EU’s territorial cohesion strategy from a mere support to rural areas towards the promotion of specific sectors with comparative advantages in the rural-urban relations.

Sessions in Birmingham

The first working day in Europe started consisted of a full-day of lectures and discussions with representatives of Birmingham’s City Council and the West-Midlands Region.

Mr Stuart Russon, representing the European and International Division (REID) at Birmingham’s City Council, welcomed the delegation and delivered some key facts about the second largest city of the UK. Birmingham has an urban population of 977,100 inhabitants, 44% under 30 years. It is an education hub in England with 56,000 students at 3 universities. Urban regeneration has been a key area for the city, mobilising more that £500 million of European Union investment since 1980s. This has lifted up to £1.3 billion funding from private sector. The city has more than 23 million business visitors per year. Mr Russon explained the areas of action for EU funds (ERDF, ESF), including up-skilling labour force, tackling long-term unemployment and inequality (both ESF) as well as tackling...
areas of industrial decline (ERDF). He illustrated some examples of ERDF investments (Aston Science Park, Millennium Point, International Congress Centre, etc.) and noted the importance of EU funds for the economic, physical and social regeneration of Birmingham. The City Council ensures close partnerships with various groups and organisations as key requirement for successful investments. Mr Russon also introduced the project “PURPLE - Peri Urban Regions Platform Europe”, an EU-funded cooperation between peri-urban areas across Europe that aims to achieve a balanced territorial development in Europe.

Mr Andrew Dunbar, Head of International Public Affairs at the City Council, welcomed the delegation and explained that - since 2003 - Birmingham attracted more Chinese investment projects than any other UK city (after London), receiving £80m in capital investment and creating around 600 jobs. He mentioned that - since 2004 - the number of Chinese students in Birmingham has increased from 2,500 to approx. 4,000 today. Birmingham has a team of experts in Beijing looking at FDI leads. Mr Dunbar also referred to the 13 main Chinese investments to the city in the last ten years, including Shanghai Automotive (SAIC), owner of MG Motors. Close relations to China are a strategic priority for the City Council since 2004, leading to high-ranking political delegations, business and cultural exchange. Mr Dunbar also explained the main relations with the sister cities of Guangzhou (Guangdong Province), Nanjing (Jiangsu Province) and Changchun (Jilin Province).

Mr Clifford Hill, representing the Planning & Regeneration Department at Birmingham’s City Council, gave an overview of the European financial incentives to improve investments in urban areas. Mr Hill introduced the priority areas for infrastructure investment and explained programmes and incentives to boost private investments, including the Property Assistance Programme (maximum grant value of £100,000) and the Key Opportunities Programme (grants of up to 35% of the eligible project costs, from a minimum grant value of £100,000). He noted that without these incentives, many SMEs would not be able to expand. Mr Hill explained the management of ERDF funds and stated the importance of a public authority ensuring the proper use of funding. A result of ERDF investment is the creation of more than 600 direct jobs. Mr Hill focused on the ERDF-supported land and property areas of Tyseley, East & North West Birmingham as well as Digbeth and the Jewellery Quarter. The Tyseley Industrial Area covers over 230 businesses and around 100 hectares of traditional industrial and employment land. The location needs investment in the physical environment - particularly in underutilised sites and premises. More information can be received at http://www.birmingham.gov.uk/erdf.

Mr Mohamed Zahir, Head of Business Enterprise and Innovation at Birmingham City Council, explained the city council’s strategy is to support the Local Enterprise Partnership (LEP) to create 100,000 jobs by developing a culture and climate where innovation and enterprise can thrive, prosper and invest in infrastructure, which supports private sector development and business growth.

Mr Mark Schneider from the West Midlands European Service explained the regional features, having 2 large conurbations (Birmingham/Black County/ Wolverhampton/ Solihull/ Coventry) and North Staffordshire (Stoke). It has also rural areas to the West, North and South. The West Midlands were historically the centre of manufacturing (industrial revolution). Today, manufacturing is still important although reduced (employment: 1996 22%; 2012 11% (285,500 people). It has a GVA of £11.83 billion (2009) or 13.1% of West Midlands, higher than the national GVA. Mr Schneider explained the key economic areas including transport equipment, food, ceramics and aerospace. The region has a total population of 5.6 million (8.9% of UK), and Birmingham is largest local authority with population 1.1
Mr Schneider explained the total EU funding budget for the WM approximately (2007-2013) of £770 million, including £400 million European Social Fund (ESF), £300 million European Regional Development Fund (ERDF) and £70 million European, Agricultural Fund for Rural Development (EAFRD). He explained the main differences in the UK for the 2014-20 period, including no Regional Development Agencies, national programmes with local priorities set locally (localism is the key) and with Local Enterprise Partnerships (LEPs) at the centre.

Chinese delegates were then able to walk through the city centre in to see urban development projects co-financed with ERDF.

Sessions in Staffordshire and Shropshire

On the next day, Chinese visitors were able to visit Staffordshire and Shropshire in the West-Midlands. Philip Atkins, Leader at Staffordshire County Council welcomed the delegation and explained the predominant character of the county. Staffordshire is a rural county (74% of land area) with a strong and important agricultural sector but comprising a number of industrial and market towns and within easy reach of a number of major cities – Birmingham, Manchester, Liverpool, and Derby all less than an hour away. It is home to 850,000 people (1,100,000 including City of Stoke on Trent) and is located in a strategic position in the heart of the UK. Staffordshire is home to major international companies JCB, Wedgwood, Michelin, Alstom and Jaguar Land Rover. Similar to Staffordshire Jaguar Land Rover is building a new factory at Changshu, Shanghai.

Mr Nick Bell, Chief Executive at the Council, provided some economic and policy context for the visitors. Staffordshire ambitious plans with UK government are to create 50,000 new jobs in the private sector and grow the GVA of our economy by 50% over the next 10 years. With regard to peri-urban development, Mr Bell noted that to realise this ambition and achieve balanced and sustainable growth, the Council is focusing on: a) Recognising the importance of the roles and inter relationship of our urban centres, smaller towns and communities, and settlements across our rural areas; b) Accommodating the development needs of our land-locked cities and urban conurbations for housing and employment land without damaging our natural environment, and c) Where possible utilising underused or derelict brownfield land before allocating greenfield sites for development. Mr Bell explained some examples demonstrating the importance of the peri-urban agenda in Staffordshire, for meeting the needs and ambitions of the own economy and residents, as well as the more strategic development requirements of the neighbours.

Chinese participants were then able to visit the i54, an industrial area on the boundary of South Staffordshire and Wolverhampton which is under development for a technology-based business park. Mr Steve Winterflood, CEO of South Staffordshire Council and Coordinator of i54, explained the unique cooperation between Staffordshire County Council, Wolverhampton City Council and South Staffordshire District Council. They are committed to enhancing access to the site from the motorway network and to attract the biggest and the best to set up shop at the heart of the UK economy. The area has a skilled workforce on tap with easy commuting distance of the site. Mr Winterflood noted that there’s around 800,000 people within a 30 minute drive, and 2.7m people within a 60 minute commute. Also nine universities are located in the West Midlands producing a graduate pool of 50,000. The technology synergies are all there with the Midlands providing a hotspot for engineering,
manufacturing and high tech entrepreneurial energy. i54 South Staffordshire has recently been awarded Enterprise Zone status – making it an even more attractive business opportunity for investors. Chinese delegates had the chance to visit the construction site and receive detailed information by the regional leaders.

On the afternoon, Chinese delegates visited Shropshire. Mr Andrew Evans, Head of Economic Growth and Prosperity, welcomed the delegates at Shrewsbury Flax Mill Maltings, the world’s oldest iron-framed building. Elizabeth Perkins, Project Manager Flaxmill Maltings’s and Alan Moseley, Friend of Flax mill Maltings Chairman, explained to the delegates the history of the building and the projected use after renewal. The Flax mill construction was initiated 1796, as the woollen industry in Shrewsbury was declining and the town offered skilled workers, good transport links and a ready market for its products, e.g. carpet weaving in Kidderminster and Bridgnorth. The Flax Mill factory was employing about 800 employees in the early 1840s. Since maltion production closure in 1987, the site has remained vacant since.

Mr Evans explained that since 2005, the land adjacent to the Flax Mill site has been acquired by Shropshire Council. This has enabled the design of a scheme that will provide a suitable, high quality setting for these internationally important buildings. It also provides a site big enough to consider new buildings to help stimulate the wider area. Funding bids worth £18m are to be submitted by the county council to restore the main historic buildings. The authority said work could begin as early as August 2013 if its bids are successful. A bid for £11.6m is to be submitted to the Heritage Lottery Fund along with a bid for £6m to the European Regional Development Fund.

Delegates also visited the home of HEART of ENGLAND (HEFF), a state of the art facility built to house twelve start-up or growing food production businesses. The Shropshire Food Enterprise Centre is the first of its kind in the West Midlands and as well as providing high specification production premises it also houses a conference suite, café and foyer area for informal business meetings. There are twelve production units that are available to let for a period of up to six years; eight are 1500 square feet and four are 3000 square feet. All are built and equipped to the latest industry standards containing a large production area, walk in cold room and dry store with separate office, toilet and changing room facilities; each unit has its own allocated parking. The centre was co-financed with ERDF under the operational programme West Midlands.

Sessions in Brussels

Mr Ramón López (EU Commission, DG REGIO) introduced the context of territorial imbalances in Europe and China. In the EU only 7% of population lives in agglomerations over 5 million, significantly less than in China (14.4%). With regard to regional GDP, convergence regions in Europe are mostly located in the Eastern part of the continent, whereas in China, the west, north-east and south central part are lagging behind. Mr López also explained the progress of the regional policy dialogue with China and requested input from Chinese delegates. They proposed several measures and explained the key lessons learnt during the seminar and their relevance for sustainable urban and rural development in China.
Delegates also visited the European Parliament, where they attended a presentation on the institutional setting and decision making process of the European Union. The presentation centred on the main tasks of the committees, especially of the Regional Development Committee (REGI).

Sessions in Hamburg

Work in Hamburg started with meetings at the State Ministry for Urban Development and Environment of the Free and Hanseatic City of Hamburg. Mr Guido Sempell explained the Chinese delegates the some key facts about Hamburg, Germany’s second largest city (1.7 million inhabitants). Hamburg has a diversified economic structure that secures positive employment data in areas including harbour / logistics, aviation, media, services, manufacturing and chemistry. The city has approx. 200,000 inbound commuters and is the Gateway to Northern Germany (seaport, airport, transport network, communication). Mr Sempell focused on the metropolitan governance as well as on the urban-rural partnerships. He noted that linkages and interdependencies exist not only between Hamburg and close range, but also between the core city and the more remote rural area in the metropolitan area and beyond. Interactions in terms of mobility, economic cooperation, regional products, provision of goods and services are fostered through new forms of urban-rural partnerships. Particularly the Project Partnership North (PPN) aims to improve living conditions in the various areas of northern Germany. This should help in particular in partnership of urban centers, urban and rural areas in the surrounding area of the PPN. Mr Sempell noted that administrative structures and economic features are increasingly differing. Networks and clusters are relevant. There is a need for Functional Urban Areas (FUA) consisting of a larger city (metropolis) and its hinterland, growth poles and more peripheral areas innovative / suitable type of metropolitan governance. The idea of a strategic partnership of urban and rural is essential for achieving territorial cohesion. Mr Sempell explained the governance of these schemes and delivered several examples of cooperation in areas like regional food chains, renewable energy, universities, touristic promotion and life sciences.

Further examples of rural-urban cooperation were delivered by Mr Wolfgang Mertens of the Hamburg Transport Association and Mr Zacharias of the Hamburg Water Company. The “rural-urban energy partnership” promotes the use of renewable energy in the north part of Germany. The aim is to develop common approaches to energy policy and to maintain value added in the region.

On the afternoon, Chinese delegates visited the Company Süderelbe AG, member of the Logistics Initiative Hamburg, a cluster for the logistics and logistics-related business based in the metropolitan region of Hamburg. The initiative was founded in 2006 as a public-private partnership and is supported by the Free and Hanseatic City of Hamburg as well as companies and institutions. With around 470 member companies and institutions from industry, trade, services, research and development, and numerous public institutions, the Logistics Initiative Hamburg is the largest industry network in Germany. The purpose of this public-private partnership is to further develop the role of the Hamburg Metropolitan Region as a leading logistics metropolis in northern Europe and to support logistics-related companies and institutions.

Chinese delegates then visited several ERDF co-funded projects, including the Regional Park Rosengarten. This filed visit allowed delegates to learn about regional parks as an instrument of cooperation between Hamburg and surrounding area. The project is being co-financed through ERDF.
On the next day, Chinese delegates visited the International Architecture Exhibition (IBA). The IBA is a German tool for urban engineering and architecture, designed to show new concepts of social, cultural and ecologic ideas. Mr Uli Hellweg, General Manager of IBA Hamburg (2006-2013) explained the exhibition’s focus on the slogan “Leap across the Elbe”, i.e. the merging of the northern and southern part of Hamburg. The focus is therefore on the Elbe islands with the districts of Hamburg-Veddel and Hamburg-Wilhelmsburg between Norderelbe and Süderelbe to the south of the Elbe finale for the Harburg port of Hamburg-Harburg. The field visit included several ERDF co-financed projects, including the Energy Bunker and the Energy Mountain.

The seminar ended with a half-day workshop in Hamburg. Participants were requested to develop their own reflection on EU regional policy and its usefulness for Chinese challenges. To see deeper insight into the opinions and recommendations of the Chinese experts, please refer to the document “Report by the Chinese Delegates June 2013” attached to this report.
### 7. Composition of the Chinese delegation

Delegates from NDRC to participate at the China-EU Training in Regional Policy (CETREGIO) - Various European Locations - from 27 May to 05 June 2013

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Gender</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LIU Xiaoming</td>
<td>Male</td>
<td>Director, Regional Economy Department, National Development and Reform Commission</td>
</tr>
<tr>
<td>2</td>
<td>XIONG Lijun</td>
<td>Female</td>
<td>Programme Officer, Regional Economy Department, National Development and Reform Commission</td>
</tr>
<tr>
<td>3</td>
<td>ZHAO Yunfen</td>
<td>Male</td>
<td>Deputy Director, Economy Development Department, Financial Ministry</td>
</tr>
<tr>
<td>4</td>
<td>LUO Haoji</td>
<td>Male</td>
<td>Programme Officer, Engineering Consulting Institute of Qinghai</td>
</tr>
<tr>
<td>5</td>
<td>LIU Jin</td>
<td>Male</td>
<td>Deputy Director General, Commerce Department of Shanxi</td>
</tr>
<tr>
<td>6</td>
<td>MENG Qinglong</td>
<td>Male</td>
<td>Director, Development and Reform Commission of Neimenggu</td>
</tr>
<tr>
<td>7</td>
<td>JIN Xian</td>
<td>Female</td>
<td>Director, Development and Reform Commission of Liaoning</td>
</tr>
<tr>
<td>8</td>
<td>KE Yan</td>
<td>Male</td>
<td>Deputy Director, Development and Reform Commission of Shenyang, Liaoning</td>
</tr>
<tr>
<td>9</td>
<td>WEN Xiaotian</td>
<td>Male</td>
<td>Deputy Director, Development and Reform Commission of Jilin</td>
</tr>
<tr>
<td>10</td>
<td>HUANG Longquan</td>
<td>Male</td>
<td>Deputy Director, Development and Reform Commission of Taixing, Jiangsu</td>
</tr>
<tr>
<td>11</td>
<td>ZHOU Yun</td>
<td>Female</td>
<td>Programme Officer, Development and Reform Commission of Anhui</td>
</tr>
<tr>
<td>12</td>
<td>WANG Mingju</td>
<td>Female</td>
<td>Deputy Director General, Regional Cooperation Office of Hubei</td>
</tr>
<tr>
<td>13</td>
<td>ZHANG Jinglong</td>
<td>Male</td>
<td>Deputy Director, Development and Reform Commission of Meizhou, Guangdong</td>
</tr>
<tr>
<td>14</td>
<td>LIANG Zhiqiang</td>
<td>Male</td>
<td>Deputy Director General, Development and Reform Commission of Guangxi</td>
</tr>
<tr>
<td>15</td>
<td>YU Yunfeng</td>
<td>Male</td>
<td>Secretary of Baise, Guangxi</td>
</tr>
<tr>
<td>16</td>
<td>YAN Jianzhong</td>
<td>Male</td>
<td>Deputy Director, Development and Reform Commission of Ningxia</td>
</tr>
<tr>
<td>17</td>
<td>TANG Shengrong</td>
<td>Female</td>
<td>Director, Development and Reform Commission of Xinjiang</td>
</tr>
</tbody>
</table>
8. Documentation provided to the participants

Detailed documentation folders were handed out to the participants in their introductory session in Beijing. The folders included:

- Programme
- Background material on the relevant Operation Programmes (OPs) to be visited
- Background material on lectures and presentations

9. E-Learning platform Global Campus 21 ®

Most presentations held during the two-week training were uploaded to Global Campus 21® (GC21), GIZ's virtual learning platform on the Internet. It is based on a learning management system using modern web technology.

For this information session, a shared workspace was established in English and Chinese. This provides various online tools, such as chat & discussion forums, pin board, document pools, link collections, and mailing features. The platform also provides further relevant information on technical aspects, cultural background and general information on the diverse EU destinations that were visited.
10. Press and media coverage

BBC Website covering the Chinese visit to Shropshire. 25 May 2013

Report on the website of Hamburgs Managing Authority for ERDF. www.hamburg.de/efre
11. Results of the written evaluation by the participants

Participants received an evaluation form to be filled anonymously during the seminar’s closing session. The form contained several categories including contents, logistics and assistance. Participants were also able to comment on the seminar. The quantitative results of the assessments are presented in this page. The scale goes from 1 (excellent) to 5 (poor).

**Graphic 1**

**Graphic 2**
12. Staff engaged in the implementation of the programme

Mr Stefan Unseld, Project Manager, Capacity Building in Europe, Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Mr Unseld holds an M.A in Latin American Regional Studies (Cologne) and has been involved in several bilateral and multilateral programs financed by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Commission. He currently manages the EU programme “AL-Invest IV – Horizontal Issues”, where he has organised several international trade missions to Latin America and Europe.

Pablo Gándara, Project Consultant for GIZ, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Mr Gándara studied political science with a focus on economics in Chile (Santiago) and Germany (Berlin). Mr. Gándara has a long track record in leading public communication agencies, economic associations as well as academic and training institutions. He has also published several articles on EU foreign policy and regional integration issues. Mr. Gándara has developed and managed large scale research and training projects co-funded by the European Commission.

Volker Kienast, Project Assistant for GIZ, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Mr. Kienast studied geography and sinology in Germany and Taiwan. He is experienced in planning, implementing and evaluating of capacity building activities for executives of different Asian countries. He has provided capacity building and advisory services, especially of public urban transport and logistics and urban planning.
13. Pictures Gallery

Mr Mark Schneider, West Midlands European Service and NDRC Delegates in Birmingham

NDRC Delegates at Birmingham New Street Station, EDRF co-funded.

NDRC Delegates at the European Congress Centre, EDRF co-funded.

NDRC delegates discussing with Birmingham authorities (Mr Dunbar and Mr Hill).

Welcoming Words in Staffordshire by Mr Philipp Atkins

NDRC delegates at the i54 in the West Midlands
Field visit of the Flex Mill at Shrewsbury

BBC Radio Reporter Mr James Bond interviewing NDRC delegates

Alan Moseley, Friends of Flaxmill Maltings Chairman, explaining malting process

Andy Evans, Shropshire City Council welcoming NDRC delegates at HEFF

Mr Guido Sempell and colleagues explaining the Rosengarten Project, a Hamburg urban-rural partnership

Visit of the Energy Bunker in Hamburg