

China



International Political Economy

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Introduction to the Chinese Community in Winnipeg and other cities of Manitoba

Overview

Where do they live?

Within the city of Winnipeg, the highest concentrations of the Chinese community are located in the South Winnipeg, Pembina area and around the University of Manitoba. The city of Winnipeg's website shows geographical areas and neighborhood profiles of the city where minorities are located.¹ Other areas of the city with a rich history of Chinese Winnipeggers are in historical Chinatown and the Dynasty Building. Some of the historical roots of Chinese Manitobans are traced to the Chinatown district of Winnipeg.²

What do they do?

The Chinese community of Manitoba has deep roots. Some of the families that have immigrated here many decades ago are well integrated into a variety of employment, from doctors to lawyers. New Chinese immigrants to Manitoba own SME's (small to medium enterprises) which include restaurants, small grocery supermarkets, ethnic specialty shops, travel agents, and immigration service companies.

Which language do they speak at home?

The Chinese families that have immigrated throughout the past 100 years have taken English as their first language as there are generations of Canadian born and educated Chinese. For the new immigrants to Manitoba, the languages are mainly Mandarin (example Beijing) and Cantonese (example Hong Kong).

What is the level of integration in Canadian society?

There is a medium level of integration into society depending on how long the community has resided in Manitoba. As mentioned before, many families have lived in Manitoba and Canada for many years and have fully integrated into society, where some new immigrants are struggling to fit. We have balanced these two distinct groups as a medium level of integration for the Chinese community as a whole.³

¹ Data from website: <http://winnipeg.ca/census/2006/>

² Data from website: <http://winnipeg.ca/census/2006/>

³ Data from website: <http://www.statcan.gc.ca/pub/89-621-x/89-621-x2006001-eng.htm>

What are the key organizations?

The key organizations include the Chinese Cultural and Community Centre, Winnipeg Chinese Chamber of Commerce, The Manitoba Chinese Tribune, Hong Kong Chamber of Commerce, and the U of M Chinese Students Union. Other important Chinese Canadian organizations include:

Chinese professional associations

Chinese Professionals Association of Canada

The Chinese Medicine and Acupuncture Association of Canada

Chinese Canadian Medical Society BC

Chinese business associations

Chinese Business Chamber of Canada

Toronto Chinese Business Association

Chinese radio broadcasting

<http://www.fairchildradio.com/> (Vancouver, Toronto, Calgary)

<http://www.am1320.com/> (Vancouver)

Brief History

Brief History of this Community in Winnipeg

Once the first phase of the CPR⁴ line was completed in 1885, hundreds more Chinese began to settle the Prairies as owners and operators of laundries and groceries, and after 1900, cafés.

Early Chinese settlers were drawn to Winnipeg. The main reason is that it was the geographic and transportation center of Canada; Besides, cosmopolitan and known to be more welcoming toward newcomers. Unlike in British Columbia or Saskatchewan, Chinese could vote in Manitoba and practice as doctors.⁵

Important Events in Winnipeg?

Some important events in Winnipeg include Dragon Boat Festival, Chinese New Year, Mid- Autumn Festival, and Chinese Cultural Festival.

⁴ Canadian Pacific Railway, detail refer to http://en.wikipedia.org/wiki/Canadian_Pacific_Railway

⁵ Resource from website: <http://www.winnipegfreepress.com/opinion/westview/chinatown-steeped-in-130-years-of-history-164115356.html>

Challenges and rewards associated with the settlement in the new country?

The challenges that the Chinese community face in a new country are the availability of cooking materials, the spoken language, and the food and cuisine.

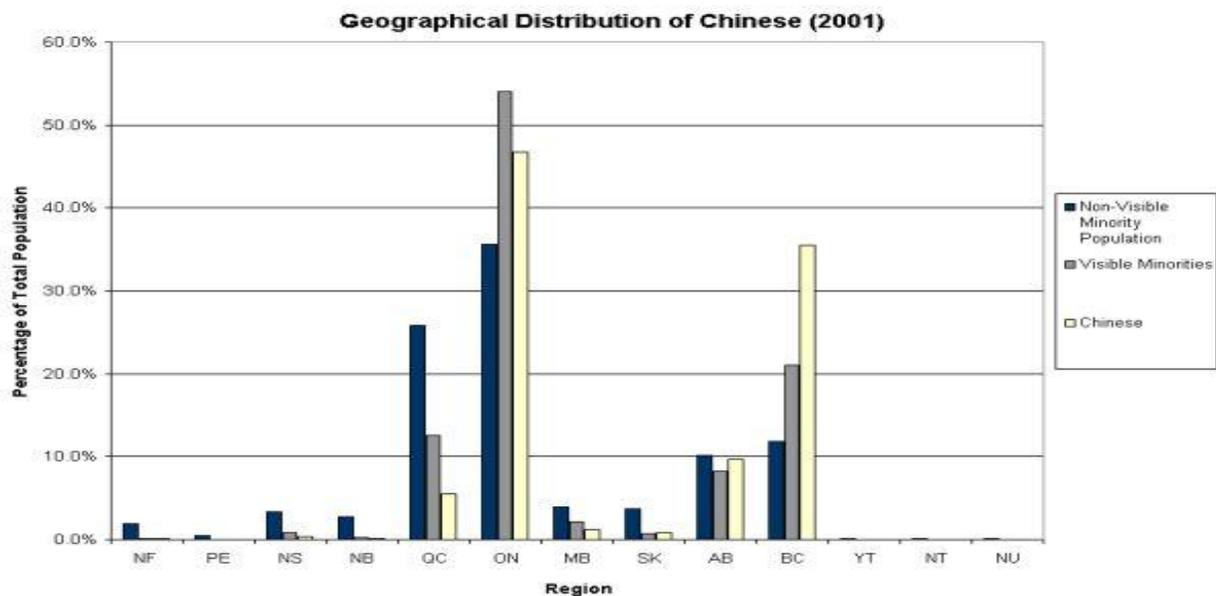
Rewards associated with the settlement?

Some of the rewards the Chinese community has enjoyed are a good reputation, and a long fruitful history in Canada.

Demographic and cultural characteristics

Population size⁶

The estimated Manitoban Chinese population is 12,600 as of 2006.⁷



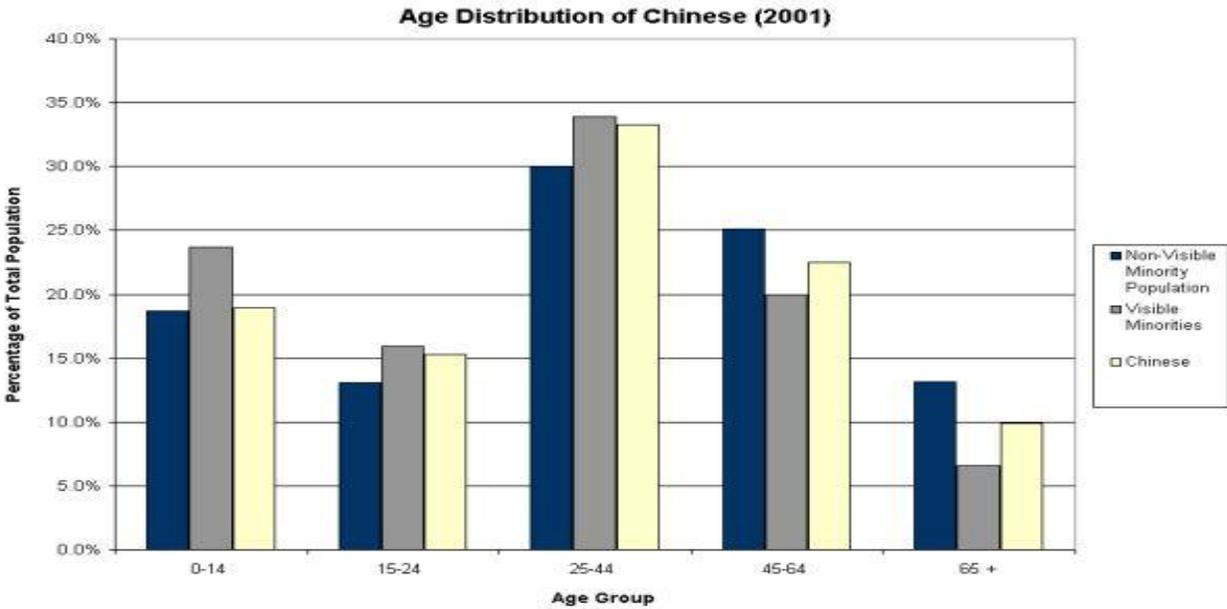
As seen on the chart above, the Chinese community in Manitoba is very small compared to the other provinces in Canada. The Chinese, in comparison to other ethnic groups, remain a smaller percentage compared with those other visible minorities in Manitoba.

⁶ Data from website:

http://www.hrsdc.gc.ca/eng/labour/equality/employment_equity/tools/eedr/2001/DGProfiles/ChineseProfile.shtml

⁷ Data from website: <http://en.wikipedia.org/wiki/Winnipeg#Demographics>

Age⁸



The Chinese community is represented by a large student and young families, which is represented by the largest age group of 25-44. There are also a large percentage of older families that are in their 45-60 and have younger children, which is represented by the second largest age group of 45-60 and the third largest age group of 0-14.

Religions

Chinese Buddhists and Christian percentages in Canada are small. According to a Statistics Canada report, *"The Chinese community is significantly different from the rest of the population when it comes to religion in that the majority of Canadians of Chinese origin reports that they have no religious affiliation. In 2001, 56% of Chinese people aged 15 and over said they had no religious affiliation, compared with 17% of the overall population. As a result, Canadians of Chinese origin represented 13% of all Canadians who are not affiliated with any religion, whereas they made up 4% of the overall population. Among Canadians of Chinese origin with a religious affiliation, 14% were Buddhist, another 14% were Catholic and 9% belonged to a Protestant denomination."*⁹

⁸Data from website:

http://www.hrsdc.gc.ca/eng/labour/equality/employment_equity/tools/eedr/2001/DGProfiles/ChineseProfile.shtml

⁹ Data from website: <http://www.statcan.gc.ca/pub/89-621-x/89-621-x2006001-eng.htm>

Belief System

The two philosophies that are imbedded in Chinese culture are Confucianism and Taoism. Confucianism is an ethical and philosophical system that follows humanism in its core.¹⁰ Taoism is another ethical and religious system that teaches living in harmony with one's surroundings.¹¹ These two philosophies play a large role in Chinese lives and the way they conduct business.

Cultural Characteristics

The Chinese have very distinct cultural characteristics. Some are visible to Canadians and some tend to be overlooked. In this section, we outline some of the more important characteristics.

One cultural characteristic is indirect communication, meaning you need to read between the lines. In Chinese culture, personal relationships are very important in business. Furthermore, modesty and a humble demeanor are important to create these personal relationships and to show humility. Finally due to Confucianism as part of the Chinese way of life, hierarchy is very strict and must be respected.

Ethics and Values

Some major values that the Chinese place importance on are:

- Honesty
- Sincerity
- Strong family values
- Respect for elderly
- Love for children
- Business values win-win solutions
- Long term cooperation.

¹⁰ Definition of Confucianism detail refer to website: : <http://en.wikipedia.org/wiki/Confucianism>

¹¹ Definition of Taoism detail refer to website: <http://en.wikipedia.org/wiki/Taoism>

Economic Potential

Market Potential

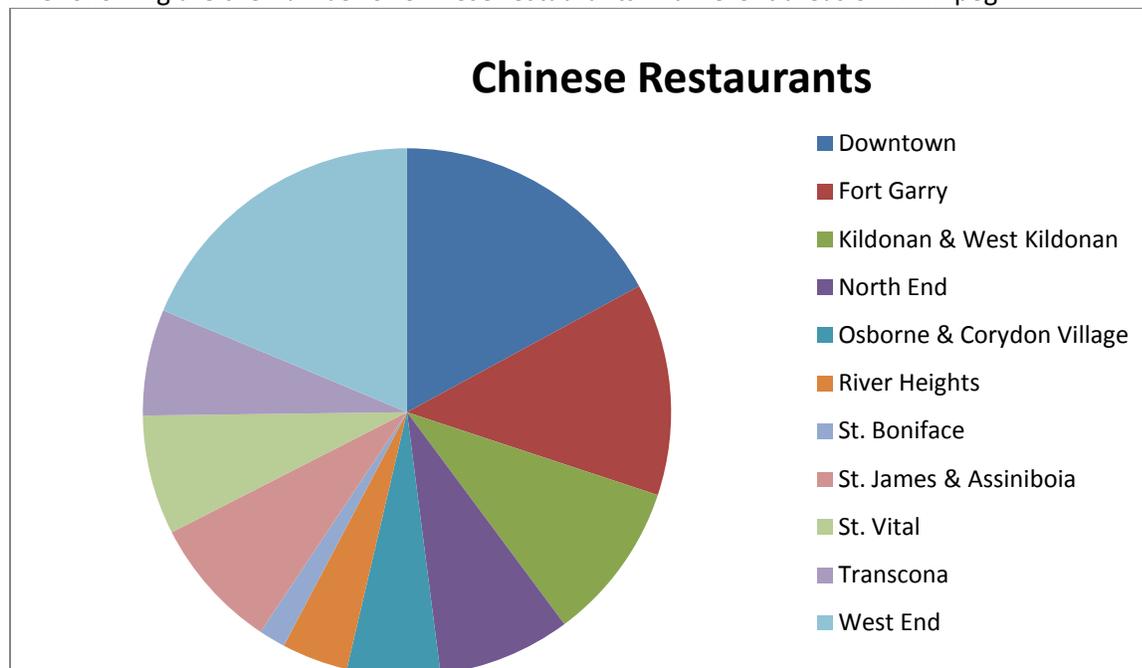
Main Professions Areas

Most of the Chinese immigrants are working in the ethnic food industry. They run their own restaurants or grocery stores selling ethnic food materials and groceries. The main reason is that there is a huge market demand for Chinese ethnic food, since it is popular in both Chinese communities and Western communities. Moreover, the prices of products from Chinese grocery stores are usually low. Most of the restaurants and grocery stores are family-owned business in which all the family members work to lower the operating costs. Other businesses ran by the Chinese community within the last fifteen years include immigration consulting services, due to the fast growth of Chinese immigration in Winnipeg. These businesses have a huge profit margin as the cost is low, but the problem is these immigration companies do not have good reputations.

Food industry (Small to medium restaurants)¹²

There are 137 Chinese restaurants in Winnipeg area. 5 of them are higher priced restaurants, 55 of them are moderately priced while 77 of them are lower priced.

The following are the number of Chinese restaurants in different areas of Winnipeg:



¹² <http://www.urbanspoon.com/f/332/36109/Winnipeg/Chinese-Restaurants?page=3>

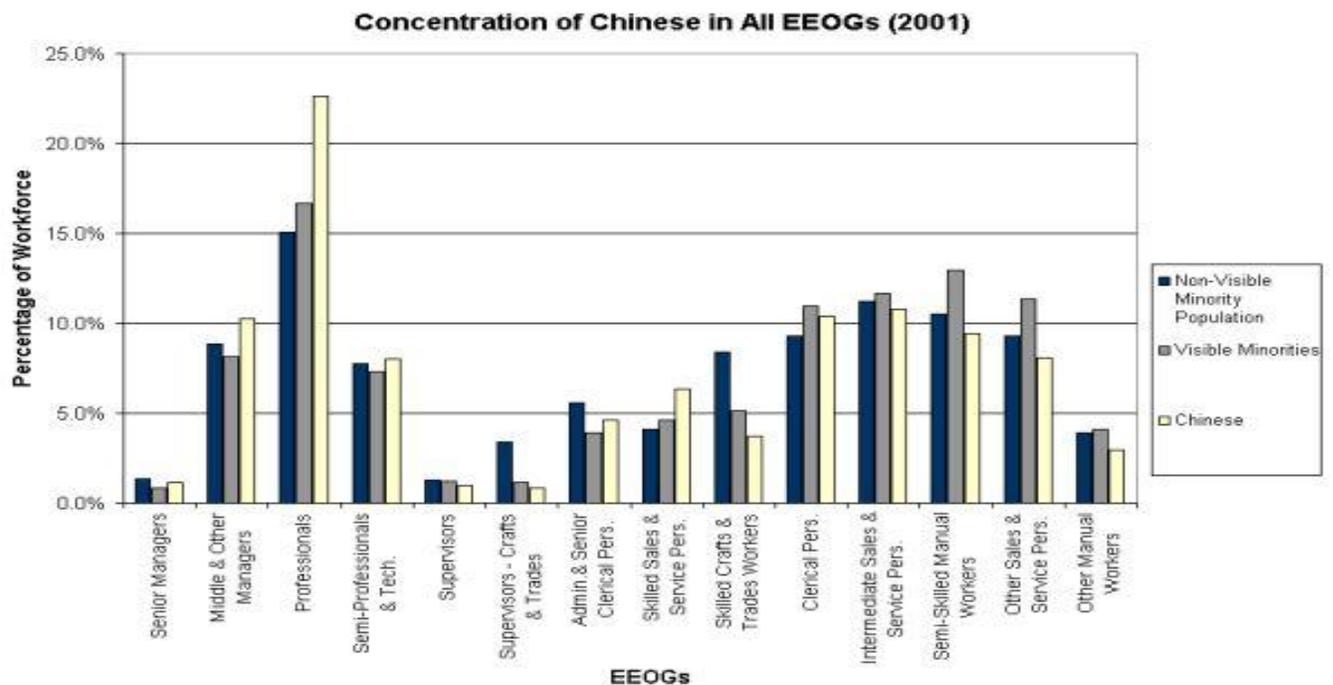
Immigration consulting offices

There are 17 immigration consulting offices can be searched on the 'Yellow Page'.¹³

Grocery stores

- Kam Yuen Supermarket and mall on King Street near Higgins Avenue.
- Lucky Supermarket, There's also a small dining area with about 10 or so tables.¹⁴
- Daily Food Oriental.

Income levels¹⁵



Chinese immigrants in Winnipeg can be divided into three groups : business investors (people invest money to get immigration status), international students and professional immigrants (people with special skills).

¹³ <http://www.yellowpages.ca/search/si/1/Naturalization+%26+Immigration+Consultants/Winnipeg+MB>

¹⁴ <http://www.yelp.ca/biz/lucky-supermarket-winnipeg>

¹⁵ http://www.hrsdc.gc.ca/eng/labour/equality/employment_equity/tools/eedr/2001/DGProfiles/ChineseProfile.shtml

Business investors (High and medium level)

- Chinese investors interested in buying real estate properties in Canada.¹⁶
- Business investors have high income level. Most of them own their own business here or do trading between China and Canada. They like investing in real estate.

International Students (low and medium level)

- Wealthy Chinese families are sending their children overseas to study in the City's post-secondary institutions.¹⁷
- A number of these families are buying homes for the students to live in, helping to spur a residential construction boom.¹⁸
- International Students usually don't have any income in Canada. Most of the students are supported by their family. Once they graduate, they are more likely to have their career in Canada. Their future can be positive since they are well-educated and have an international background. Their income level can be predicted as above medium.

Professional immigrants (medium level)

In Manitoba, the community's social and economic prospects have soared dramatically. A growing number of professionals, entrepreneurs, students and academics are making Winnipeg home. Many of the newcomers are settling near the University of Manitoba in communities like Fort Garry and Fort Richmond.¹⁹

Professional immigrants come to Canada for their special skills that are needed in local community. If they can find a job related to their skills, they will be well-paid, such as doctors and dentists. But it is not easy to do the same job as they used to have in China because Canada has its own entry qualification requirement. Also, most of the professional Immigrants are facing the challenge of improving their English.

¹⁶ <http://www.hellovancity.com/2010/11/10/chinese-investors-interested-in-buying-real-estate-properties-in-canada/>

¹⁷ <http://nexuscanada.blogspot.ca/2012/07/hard-working-chinese-immigrants-once.html>

¹⁸ <http://www.winnipegfreepress.com/special/ourcityyourworld/china/from-head-tax-to-figurehead-164114816.html>

¹⁹ <http://www.winnipegfreepress.com/special/ourcityyourworld/china/from-head-tax-to-figurehead-164114816.html>

Demand and Supply characteristics associated with Chinese Community

- Main Supply from Chinese Community: groceries, restaurants, consulting services, accessories, apparels.
- Main demand: restaurants, groceries, professional services such as legal and medical services, entertainment facilities.

Survey Conducted to Determine Demand

Our group conducted a survey on SurveyMonkey.com.²⁰ The response summary is in Appendix A. Some of the important findings were that when asked what the Chinese community wanted to buy in Winnipeg, 90% of respondents wanted more choices when buying Chinese groceries and food from stores, and 75% of respondents wanted Chinese cooking supplies and materials.

When the Chinese community was asked what kind of services would they like to have more in Winnipeg, 70% responded that they want an entertainment venue (tea houses or massage places), and 65% wanted a Chinese restaurant that is open later into the night.

(Please see APPENDIX A)

Current Information about the Chinese Community

Chinatown

The Chinatown area was established in 1909 between James and Logan avenues to the west of Main Street, and remains the cultural focus for the Chinese-Canadian community in Winnipeg. The area features characteristic Chinese architecture, Szechwan, Cantonese, Mandarin and Dim Sum restaurants, and shops featuring Chinese cooking goods. The Winnipeg Chinese Cultural and Community Centre in the Dynasty Building is a center for arts and learning, and houses the only Chinese library in Manitoba.²¹

Over the past three years, close to 4,200 people from mainland China has immigrated to Manitoba. And there's every indication the numbers will remain high for some time.²²

Four decades ago, in 1971, Winnipeg was home to only 2,535 Chinese people. The population has grown eightfold since then due to several waves of immigration.

A refugee boom from Southeast Asia from 1978 to 1981 brought the total to about 6,000, according to a book commemorating the centennial of Winnipeg's Chinatown in 2009.

Subsequent waves of immigrants from Hong Kong in the 1980s and 1990s and then from mainland China in the past decade has given the local population a boost. However, the number is minuscule compared with centers such as Toronto and Vancouver.²³

²⁰ http://www.surveymonkey.com/MySurvey_Responses.aspx?sm=PSMOPa8hx45AIdDwSPQ91BAATm6Bpu2SKt93Hgbckxo%3d

²¹ http://www.winnipeg.ca/ppd/planning/pdf_folder/dwntwnprofile.pdf

²² <http://www.winnipegfreepress.com/special/ourcityourworld/china/from-head-tax-to-figurehead-164114816.html>

In Manitoba, the community's social and economic prospects have soared dramatically. A growing number of professionals, entrepreneurs, students and academics are making Winnipeg home. Many of the newcomers are settling near the University of Manitoba in communities like Fort Garry and Fort Richmond.²⁴

Winnipeg's ethnic Chinese population is estimated today to be more than 20,000. That includes about 5,000 folks who listed Chinese as part of their ethnic background in the 2006 census.

Wealthy Chinese families are sending their children overseas to study at the city's post-secondary institutions -- and many of these kids plan to plant roots here once they graduate. A number of these families are buying homes for the students to live in, helping to spur a residential construction boom.

At the same time, Chinese laborers are still being lured to Canada -- and Manitoba -- to fill jobs that many here still shun. By 2008, close to 500 Chinese workers were employed in Brandon's Maple Leaf Foods Inc. pork-processing plant. Chinese immigrants have also been recruited to toil in a pork plant at Neepawa.²⁵

Buyer Behaviors

Priorities for purchasing decisions (from high to low)

- **Education:** Mainly for their next generation.
- **Finance:** Chinese have the habit of saving money for the future. They prefer to put money in the bank or make some low-risk investment.
- **Healthcare:** Healthcare is important for children to be healthy and properly educated.
- **Entertainment, sports and art:** These activities always come last due to the culture differences. Most of the Chinese immigrants don't watch hockey, football games or ballet.

Current trade opportunities

Other developments in Chinatown in recent years have included the Sun Wah Supermarket and mall on King Street near Higgins Avenue and the government-funded Peace Tower apartment complex at Princess Street and Logan Avenue. The latter, a 48-unit structure designed to provide affordable housing to newcomers, will be ready for occupancy early next year.²⁶

²³ <http://www.winnipegfreepress.com/special/ourcityourworld/china/from-head-tax-to-figurehead-164114816.html>

²⁴ <http://www.winnipegfreepress.com/special/ourcityourworld/china/from-head-tax-to-figurehead-164114816.html>

²⁵ <http://www.winnipegfreepress.com/special/ourcityourworld/china/from-head-tax-to-figurehead-164114816.html>

²⁶ <http://nexuscanada.blogspot.ca/2012/07/hard-working-chinese-immigrants-once.html>

According to our analytic research in the project, we demonstrate essential aspects of Chinese community in Winnipeg from their demographic characteristics, cultural history, economic structure, buying power and purchasing behavior. Although these researches are sourced from the population of 20,000 Chinese who live and study in Manitoba. This project is a good benchmark for all the Chinese communities all over Canada. Business firms and organization will be benefit from our research by making correct marketing activities. Our teammates on this project can also pave their career way to business organizations and educational institutes who will focus on the largest minority in Canada.

The main trade happening between China and Canada is involving the agricultural products and natural resources (energy), export from Manitoba and Canada to China. The imports from China are ethnic foods as well as manufactured goods like clothes, shoes and so on.

Possible trade opportunity

- Education for Chinese students.
- Export of agricultural products.
- Food Processing. (Chinese restaurants in Canada)

Conclusion of Trade Opportunities

In a short summary, we believe that there are many opportunities for the Chinese community, and they have strong purchasing power. Specially, the professional fields should be explored in this community, such as providing arts lessons to teenagers, opening supermarkets that have many Chinese contents. There is still large potential market, and we could make future profits from the Chinese community.

Canadian / Manitoban community through the eyes of a specific ethnic group

Surprising

- Canadian culture show equal respect should be given to men, women and subordinates.
- Most of immigrant employees are working harder than others.
- Well-done and comprehensive training programs.
- The Canadian work environment seems fun and relaxed.
- The employee benefits system is quite good in Canadian companies.

Strange

- There exists a joint problem between existing employees and the new immigrant employee.
- Canadian businesses face communicational barriers due to the complete nature and lack of collaboration.
- It is hard to understand the instructions of Canadian company's management.
- It seems that present Canadian employees lack motivation in their work ethic.

Interesting

- Immigrant employees in Canadian businesses can be easier motivated than others.
- The multi-culture Canadian company environment can work very well.
- There is an ambition to succeed in the workplace, as most immigrants are laborers.
- Team work in Canada does not always mean cooperation.

Admirable

- The variety of businesses in Winnipeg offer goods and products from all over the world.
- There are cheaper prices for luxury cars and brand perfumes and cosmetics than those in China as some type of cars would cost twice as much in China than they do in Winnipeg.
- There are many different kinds of Chinese restaurants from many different parts of China, and they all offer a variety of cuisines.
- Manitoba is the center of Canada and North America and because of this strategic location, the logistics here are convenient for many companies.

Good

- It is easy to start a business in Canada and does not require a lot of documentation.
- Canada and Manitoba are culturally tolerable environments.
- The stable Canadian economy and growing population bring a lot of business opportunities here.
- The stability of Manitoban housing and real estate prices.

Not Good

- In Canada, the opening hours on weekends and holidays cannot satisfy customer's needs. Where as in China, holidays and weekends are the time for people to hang out and go shopping.
- There is a lack of entertainment facilities within Winnipeg.
- The restaurants are usually closed early in the night and the community lacks places to socialize at night.
- Canadian taxes are too high. In China, the tax is included in the selling price. In Canada, no one knows exactly how much he or she has to pay after taxes.
- There is a lack of professional Chinese workers, such as Chinese doctors and Chinese lawyers.
- There is a lack of schools and professional teachers in the arts and music disciplines to give the next generation a high quality arts and music education.
- There are too many small businesses, and there is a lack of large companies. Large corporations drive and push of the economy.

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APPENDICIES

Appendix A

Response Summary

Total Started Survey:35
Total Finished Survey:20 (100%)

PAGE: 1

What kind of product Chinese community wants to buy in Winnipeg?

	answered question	20
	skipped question	0
	Response Percent	Response Count
Chinese Food	90.0%	18
Books and newspapers written in Chinese	20.0%	4
Traditional Chinese clothes (Like Qipao)	10.0%	2
Chinese Movies and Soap Operas	0.0%	0
Asian Cosmetics	30.0%	6
Cooking materials and tools	75.0%	15
	Other (please specify)	0

The second question was:

2. What kind of service Chinese Community expect in Winnipeg?

	answered question	20
	skipped question	0
	Response Percent	Response Count
Chinese restaurant open till midnight	65.0%	13
Entertaining place (Teahouse and Massage house)	70.0%	14
International shipping service	35.0%	7
Air ticket booking	10.0%	2
Law Consulting Service in Chinese	25.0%	5
Medical Service in Chinese	45.0%	9
Translation Service	20.0%	4
Financial Service in Chinese	20.0%	4
Renting and house-purchasing Service	30.0%	6