



Strategic Cooperation Memorandum of Pingshan New District Administrative Committee (Shenzhen, China) and American ZMA.Inc – Bruce Fogelson

Shenzhen, as China's economic center, national innovative city and the “National Comprehensive Reform Experimental Area”, has developed and accumulated for 30 years. Now it is actively planning the historic transformation of development model. As the pioneer for comprehensive reform, Pingshan New District shoulders the heavy task of acting as a growth pole and a large-scale industrial upgrade platform in the east of Shenzhen and is an important strategic support for the development of future 30 years of Shenzhen.

For the newly started Pingshan new district, in order to realize the urban development vision of “High-end industrial park Low-carbon eco-city”, it needs to gather the wisdom worldwide and the various talents to program the urban development route. American **ZMA.Inc./Fogelson (ZMA, Inc.), An Illinois Corporation (and its affiliate firms)** is an well-known and innovative developer and builder in Chicago, as one of the most award winning builders in the City’s recent history, Fogelson has won the

Chicago Association of Realtors “Good Neighbor Award” 14 times. Mr. Bruce Fogelson and his family enterprise have participated in many famous urban renewal projects in Chicago and have made great contribution to this city and many of its institutions. **Mr. Bruce Fogelson’s affinity and development of concepts of Transportation Oriented Development (TOD) is aligned with the goals of Pingshan as a low-carbon eco-city and Fogelson will endeavor to focus his study of regional history and best practices in all aspects.**

Mr. Bruce Fogelson continuously pays attention to Pingshan new district and has shown his full passion on participating in its development. During the *Pingshan Development Strategy Summit 2010* this January, Mr. Bruce Fogelson shared the experience of Chicago on “how to create high quality urban space”. In August of this year, Mr. Bruce Fogelson paid his visit to Pingshan again, and had been invited to become the “Urban Development Consultant” of Pingshan New District. Mr. Bruce Fogelson is willing to help Pingshan with his rich experiences in urban design, urban regeneration and community creation. **Mr. Fogelson’s personal experience with the greater Shenzhen region extends back to 1983 when, as a young university student-ambassador he visited Shenzhen and recognized Shenzhen and its people and its local follow-students as most hospitable and welcoming, for which he remains grateful.** On this basis, Pingshan New District Administrative Committee is willing to carry out deep cooperation with ZMA.Inc, both parties have reached an agreement on cooperation objective and cooperation content through friendly consultation:

I. Cooperation Body

Party A: Shenzhen Pingshan New District Administrative Committee

Party B: ZMA.Inc., An Illinois Corporation. aka Bruce Fogelson

II. Cooperation Objective

Both parties agree to build up strategic cooperation relationship after friendly negotiation and agree to set up close and extensive connection. The cooperation between two sides is based on fairness, equality and win-win cooperation. Pingshan New District Administrative Committee will build up a good platform for the cooperation of both sides and provide fund support. ZMA.Inc will provide Ping Shan New District with full urban development consultation and give full play to its resource integration advantages, as well as assist Ping Shan New District in carrying out foreign investment attraction and high-end talent recruitment.

III.Cooperation Content

The cooperation might include the following contents:

i) Resource integration, seeking common development

Play full role to resource integration advantages of ZMA.Inc, accompanied by its influence in Chicago, Illinois, and North America area, assist Ping Shan New District to integrate overseas resources and seek larger development space. Play important role in specific matters, such as attracting overseas investment and help Pingshan set up “sister city” relationship with the area of Chicago.

ii) Participate in the urban design of “Ping Shan New City”

ZMA will participate in the urban design of “Ping Shan New City” depending on its rich experience in the fields such as urban development, urban regeneration and community creation, as well as provide professional consulting service.

iii) Introduction of urban development concept

ZMA is responsible for introducing advance concept from the

development of American cities and summarizing the experience and lessons so as to provide reference and guidance for Pingshan New District in establishing its urban development strategy and offer advice, evaluation and reasonable suggestions for the urban development strategy prepared by Ping Shan New District.

iv) Staff training

Pingshan New District Administrative Committee will cooperate with the ZMA.Inc to jointly build up the Chicago learning and practice base. ZMA.Inc could provide Ping Shan New District Administrative Committee with project participation oriented training program so as to assist it in creating a high-level management team.

v) High end talent recruitment

ZMA.Inc will assist Ping Shan New District to carry out high-end talent recruitment. ZMA's has a relationship and position with Roosevelt University and its Chicago School of Real Estate and various institutes. Depending on the close relationship with Roosevelt University, ZMA will focus its efforts at that University. ZMA has employed and trained students from China who attend DePaul University and has worked for many years with the Chicago Public Schools on various initiatives, and thus ZMA will work to expand those relationships.

ZMA also has and or will develop further its relationships with the other local universities in Chicagoland. (Chicago is home to such universities as University of Chicago, Northwestern University, DePaul University, Columbia College, and others – where ZMA's President Fogelson has personal relations where he will use reasonable efforts to expand the depth of the positive cooperation).

IV. Supplementary Provisions

The memorandum shall be valid after the signing of both sides; both parties shall use the project contract or further agreement on objects of the memorandum to replace this memorandum.

This memorandum shall be subject to such review and further documentation as may be reasonably required. The parties will endeavor to complete such a review or further agreement during the year 2010.

(Signature Page to follow)

坪山新区管委会与美国 ZMA 公司战略合作备忘录

Strategic Cooperation Memorandum of Pingshan New District Administrative Committee (Shenzhen, China) and American ZMA, Inc. Accepted and Agreed:

Party A : ZMA, Inc. An Illinois Corporation

Representative: Bruce Fogelson, As President

Signing date : September ___, 2010

Signed : _____

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