

Viborg Denmark    Chongqing China

# Memorandum of Understanding

On International Cooperation of  
Eldercare Industry



# **Memorandum of Understanding on International Cooperation of Eldercare Industry in Chongqing, China**

Between Chongqing Civil Affairs Bureau, China  
And Viborg Municipality, Denmark

Party A: Chongqing Civil Affairs Bureau

Party B: Viborg Municipality

Chongqing Municipality and Viborg Municipality signed an MoU regarding international cooperation within several different areas including eldercare and relevant issues in Chongqing on Aug 13th, 2013. Based on mutual understanding between Chongqing Civil Affairs Bureau and Viborg Municipality, both parties realize that international cooperation in eldercare industry, especially from the Danish model and technology in eldercare, could bring added value for civil, commercial and governmental partnership and offer more diversified and optimized opportunities for the eldercare market in Chongqing. A Sino-Danish partnership within eldercare, particularly a successful rollout of Qinggang eldercare house in Chongqing, demonstrates significance of cooperation and ensures both parties to forge deeper communication and partnership and extend it to eldercare/medical combination, rehabilitation, education/training, infrastructure and environment design.

## **Article 1**

### **Target**

This Memorandum of Understanding is a framework agreement based on mutual understanding and friendship, without contract

and it is not legally binding. On the basis of mutual understanding, the objective of the MoU is that both parties should benefit from partnership within eldercare industry based on Danish advanced eldercare model.

## **Article 2**

### **Areas of Cooperation**

To make ends meet, both parties decide to focus on area listed as below

- 1.The establishment of eldercare house
- 2.The operation of eldercare house
- 3.The architectural design and construction of eldercare house
- 4.The facility management of eldercare house
- 5.The training and education of management team and staffs
- 6.Eldercare technology and equipment
- 7.Other areas relevant to eldercare industry development and brand promotion

Those areas above are the core aspects of the setup and operation of asustainable eldercare house, which is based on the Danish eldercare model: ensure happiness of both elder people and staff working in the eldercare industry.

## **Article 3**

### **Ways of Cooperation**

Both parties agree to cooperate by the way listed as below:

- 1.Viborg Municipality and Chongqing Civil Affairs Bureau will jointly set up project coordination organization to improve efficiency of mutual cooperation and communication.

2.Viborg Municipality will in co-operation with Danish educational institutions provide vocational training and practice guidance for Chongqing eldercare industry and its staffs based on advanced Danish eldercare model.

3.Chongqing Civil Affairs Bureau will actively involve Denmark, especially Viborg Municipality in eldercare, health, design and architecture to develop valuable partnership projects based on the scale and demand of eldercare industry in Chongqing

4.Both parties will be actively involved in developing the eldercare projects in Chongqing.

5.Both parties agree to deepen cooperation in Qinggang eldercare house project based on its successful rollout and operation.

6.Both parties will choose the setup of Love Manor eldercare house as pilot project to introduce sustainable and profitable business model to the eldercare market.

## **Article 4**

### **The Anticipated Outcome**

1.Viborg Municipality and Chongqing Civil Affairs Bureau can build up a sustainable and stable strategic partnership in relation to the eldercare industry and ensure that both parties are equipped with recognizable social responsibility and market value.

2.Viborg Municipality and Chongqing Civil Affairs Bureau can assist industry communities from both Denmark and Chongqing set up relationship network, increase eldercare product portfolio and improve eldercare service level.

3.Viborg Municipality and Chongqing Civil Affairs Bureau will promote partnership between Love Manor eldercare house in Chongqing and Banebocarehouse in Viborg to ensure successful



cooperation in regarding to design, construction, environment, operation and management areas in Love Manor eldercare house.

## Article 5


### Effect and Termination

This Memorandum of Understanding takes effect when approved by Viborg City Council with a validity of three years and can be extended by the approval of both parties.

Either party should inform the other party in writing three months prior to termination of the Memorandum of Understanding should the party wish to terminate the MoU before it expires.

The Memorandum of Understanding is signed on August 23rd 2017 in Viborg. The Memorandum of Understanding is written in Chinese and English in duplicate. The two texts are equally authentic. If any discrepancy occurs in interpretation, the English text shall be authoritative.

Party A: Chongqing Civil Affairs Bureau Party B: Viborg Municipality

Director: 

Mayor: 

Date: 2017. 8. 23.

Date: 23.08.2017.

# 重庆养老服务业国际合作交流 谅解备忘录

甲方：重庆市民政局

乙方：丹麦维堡市

重庆市与维堡市于 2013 年 8 月 13 日在重庆市签署了养老产业和养老院建设的国际合作谅解备忘录。基于重庆市民政局和维堡市的共识，加强养老服务事业的合作将有利于双方人民、机构和企业的合作交流，特别是丹麦的养老理念、模式和技术，可以为重庆养老市场提供更丰富更优化的选择。这种选择和交流，能够给双方带来巨大的社会荣誉和市场潜力。中丹养老合作项目——重庆青杠养护院的成功和示范，已经充分显示了合作的价值，也使双方认识到，在已经取得共识和项目成功的基础上，进一步强化这种合作与交流，并持续推及到医养结合、康复保健、教育培训、设施建设、环境构造。基于此目的，双方同意签署此份谅解备。

## 条款 1

### 目标

此谅解备忘录是基于双方的理解和友谊而达成的框架性协议，

无合同和法律约束力。签署此份谅解备忘录的目的是基于双方已达成的目标共识，通过借鉴丹麦先进的养老院建设和实际操作的养老模式，为双方在养老产业的合作与发展提供机会和便利，共同实现双方在养老事业的愿景和价值。

## **条款 2**

### **合作领域**

为使目标得到保证，双方经协商后决定将基于丹麦养老模式，把合作重点放于以下领域，但不会受限于此：

1. 养老院的建立
2. 养老院的运营
3. 养老院建筑的设计和建造
4. 养老院的设施设备及运行管理
5. 员工和管理人员的教育培训
6. 养老技术产品和辅助设备
7. 其它有关养老市场的开发和品牌的推广

上述领域是丹麦可持续发展养老院构建和运营的核心，确保入住者和职工的幸福感和满意度也是丹麦养老模式的核心价值。

## **条款 3**

### **合作方式**

双方同意通过以下方式进行合作：

1. 重庆市民政局和维堡市共同设立合作项目推进机构，保证双方合作交流的效率。

2. 鉴于先进的丹麦养老模式，维堡市将持续提供面向重庆养老机构及工作人员的能力培训和实作研习。

3. 基于重庆养老市场的规模和需求，重庆将积极引入丹麦及维堡市在养老、健康、设计、建设等多方面的经验和资源，开展有价值的项目合作。

4. 双方将积极参与并推动重庆养老领域的建设和发展。

5. 基于重庆青杠养护院的成功，双方同意进一步提升该项目合作的广度和深度。

6. 双方将以构建重庆爱心庄园养老院为新的示范项目，展开具有典型性的市场合作，树立可循环可复制的价值模式。

## **条款 4**

### **预期结果**

1. 建立双方长期稳固的养老领域的战略合作伙伴关系，构建双方在养老事业方面的社会形象和市场价值。

2. 协助重庆和丹麦的养老机构建立广泛而稳固的市场目标和商业伙伴，丰富养老市场产品，提升养老服务品质。

3. 在已经取得经验的基础上，建立重庆爱心庄园养老院与维堡市新建的养老院 BANEBO 的合作模式，在重庆爱心庄园养老院的设计、建设、环境、服务、运营和管理方面取得有价值的成果。



## 款 5

### 生效和终止


此谅解备忘录在维堡市议会通过后生效，并从通过之日起三年内有效，双方协商后将生效期限更改的情形除外。

此谅解备忘录在一方提出终止协议的书面申请后方可失效，申请须在期满前至少三个月提出。

此谅解备忘录的中英文双份在 2017 年 8 月 23 日于丹麦维堡市进行签署。两个文本具有同等效力。

甲方：重庆市民政局

乙方：丹麦维堡市

局长： 

市长： 

日期： 2017. 8. 23.

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