



Belfast City Council

Report to:	Development Committee
Subject:	MIPIM 2011
Date:	9 June 2010
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

Relevant Background Information

MIPIM is the largest real estate exhibition in Europe. In March 2010 there were 17,300 attendees from 81 companies and 1720 exhibiting companies. Belfast City Council has been participating since 2000 originally through Laganside Corporation and Investment Belfast.

Since 2008 Belfast City Council has been lead organiser of the Belfast/Northern Ireland stand. The original main partners were Belfast City Council, Port of Belfast and Titanic Quarter Limited. The 2010 stand was a first venture as a Northern Ireland stand with Belfast as lead partner but in partnership with Derry City Council, Lisburn City Council, ILEX and Department for Social Development. The broader Northern Ireland partnership was in response to reduced resources and a recognition that a different financial environment exists. Private sector partners needed to showcase their developments across the Northern Ireland region and a definite trend at MIPIM was emerging that local authorities were working collaboratively and more efficiently. Belfast City Council contributed £20,000 towards the stand with the other main partners contributing £10,000 each.

Key Issues

Belfast City Council attracted for the first time in 2010 the participant support of the Strategic Investment Board (SIB). Scott Wilson and Leo McKenna attended the exhibition on behalf of SIB. Scott Wilson attended a meeting on 4 May 2010 with the Director of Development and Director of Property and Projects to consider further the opportunities which MIPIM affords to develop the Investment Strategy for Northern Ireland.

Significantly SIB were proposing that substantially more investment should be put into

the stand similar to the high tech quality stand build used to showcase Manchester. At MIPIM 2011 the United Kingdom is Country of Honour which will give the UK unprecedented opportunities to market the opportunities across the regions. SIB have formally said they are willing to lead on the arrangements for MIPIM 2011 and will request funding support for the event from their Investment Committee.

SIB are seeking a letter from Belfast City Council formally requesting SIB lead and support MIPIM 2011. Clarification is also sought on the funding and resources from Belfast City Council for MIPIM 2011 and from other partners and participants.

A meeting for all those who attended MIPIM in 2010 will be held in June to feedback from MIPIM 2010 and to plan for MIPIM 2011.

Resource Implications

Financial

Last year £20,000 was allocated to the stand build, exhibition and event from the department's budget for international promotion and development.

Recommendations

The committee is asked to:

1. Consider and approve the request from SIB to be formally requested by BCC to lead on MIPIM 2011 and to recommend this as a positive way forward to the main partners, who attended in 2010.
2. Approve a contribution of £20,000 towards MIPIM 2011.

Decision Tracking

Following approval by Committee of the request to ask SIB to lead on MIPIM 2011 a letter to be sent to SIB by the Director of Development.

Timeline: July 2011

Reporting Officer : John McGrillen

Key to Abbreviations

SIB – Strategic Investment Board