



Report to:	Development Committee
Subject:	MIPIM 2013
Date:	2 October 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
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1	Relevant Background Information
1.1	MIPIM (www.mipim.com) is a major real estate exhibition and conference which takes place in March each year in Cannes, France. The event regularly attracts up to 20,000 delegates. MIPIM 2013 takes place from 12-15 March 2013.
1.2	Since 2000, various partners from Belfast have participated in the event and have contributed towards the costs of a joint stand in the exhibition area. Belfast City Council has taken part each year since the early 2000s but did not participate in MIPIM 2012.
1.3	Partners from Lisburn and Derry City Councils have now approached Belfast to ascertain the likelihood of Belfast City Council representation at the 2013 event.

2	Key Issues
2.1	Belfast City Council's engagement in MIPIM has always been as part of a collective presence, involving both public and private sector partners.
2.2	The objectives of the collective partnership's attendance at MIPIM to date have included: <ul style="list-style-type: none">- Raising awareness of the business opportunities in Belfast/NI- Building confidence among potential investors in Belfast/NI as a place to do business- Securing new investment opportunities for Belfast/NI.
2.3	Individual partners have had their own objectives but all have seen merit in the collaborative approach which provides them with a physical presence and a context for their work.

2.4	The scale and scope of the partnership changed from year to year but did include Invest NI (early 2000s); Department for Social Development (annually since 2007); Titanic Quarter/Belfast Harbour and other private developers and industry contacts (banks, solicitors, planning consultants etc). Since the economic downturn and the challenges in the construction sector and property market, it has proved increasingly difficult to attract private partners in particular.
2.5	The private sector partners have attended the event to pursue specific business opportunities with identified partners and have used the exhibition space as a “base” for their meetings and as a platform for demonstrating their range of products and previous work (through multi-media exhibitions; brochures etc.).
2.6	At MIPIM 2010, Belfast City Council was represented on a Northern Ireland partner stand with Derry City Council, Ilex (the Urban Regeneration Company (URC) in the city), Lisburn City Council (who had attended MIPIM since mid-2000s as a stand-alone exhibitor) and the Department for Social Development (DSD). A range of private sector partners were also involved and representatives from the Strategic Investment Board (SIB) attended for the first time. The same partnership attended the event in 2011.
2.7	In 2012, the Development Committee recommended that Belfast City Council should not attend MIPIM. The other Northern Ireland partners (Lisburn City Council, Derry City Council, Ilex) and number of private operators, (including Titanic Quarter and Delap and Waller – both based in Belfast) did take a place on the joint exhibition space.
2.8	<p>With regard to the outcomes of participation at MIPIM, these include:</p> <ul style="list-style-type: none"> – Range of investors/influencers briefed on Belfast/NI economy and opportunities (target number set each year) – The initial introduction to Multi Development (the developers of Victoria Square) took place at MIPIM and was successfully followed up after the event – Derry City Council are currently working with a developer that they met at MIPIM who is interested in a development on the Fort George site – Lisburn City Council are also working with SIB and a developer that they met at a previous MIPIM event who is interested in the Maze Long Kesh site – Private developers report back on a range of partnerships developed and collaborative initiatives undertaken (although they are sometimes unwilling to provide full details due to the commercially sensitive nature of the projects).
2.9	Lisburn and Derry City Councils have now both confirmed that they plan to attend MIPIM in 2013 and have asked whether Belfast City Council plans to attend the event. In addition, Invest NI have committed to exploring the potential for representation at MIPIM and DSD have also committed £5,000 towards a joint stand at the event. .
2.10	At this point in time officers are currently finalising the Belfast Masterplan, which is likely to be launched in February 2013. This will identify the key investment opportunities within the city.

2.11	In parallel with this, work is still continuing on the City International Relations and Marketing Strategy, part of which will involve the creation of a city narrative, suitable marketing materials and communication channels in order to sell Belfast as an attractive investment location.
2.12	It is probable that this work will not be completed in time to be used at MIPIM. It is important that the marketing material for the city reflect the high quality investment location which the Council wishes to project. In that context, it is proposed that the Council declines the offer to participate at this stage, however, consideration to participate in future years should be considered as part of the broader City Marketing Strategy.

3	Resource Implications
3.1	While the costs of Council participation on a collective basis are not clear at this time, it is likely to be around £20,000 (subject to securing funding from other partners).

4	Equality and Good Relations Considerations
4.1	There are no specific equality and good relations considerations associated with this report.

5	Recommendations
5.1	Members are asked to: <ul style="list-style-type: none"> – Note the request from partner agencies to participate in a Northern Ireland collaborative presence at MIPIM 2013 but agree that BCC should not participate given that a review of International Marketing activity is underway as part of the new International Strategy.

6	Decision Tracking
If this recommendation is approved, a report on outcomes from the event will be brought back to the May 2013 meeting of Development Committee.	
Timeframe: May 2013	
Reporting Officer: Shirley McCay	

7	Key to Abbreviations
DSD – Department for Social Development	
URC – Urban Regeneration Company	
SIB – Strategic Investment Board	