



Belfast City Council

Report to:	Development Committee
Subject:	Belfast City Council Mission to India – Draft Programme – April 2013
Date:	9 April 2013
Reporting Officer:	John McGrillen, Director of Development, Ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives and International Development, Ext 3463

1	Relevant Background Information
1.1	Members will be aware Belfast City Council is leading on developing an international strategy as part of the Investment Programme. Within this draft strategy there is a focus on the India sub continent as well as China and the Far East, North America and Europe. A key part of the India market segment is centred on attracting additional trade and investment business, increasing tourism opportunities and sourcing new students, PHDs and research partnerships.
1.2	Work is ongoing with more than twenty stakeholders to develop an agreed plan of action as to how city partners can work together to maximise return on Belfast/India relationships and initiatives. Partners engaged in this discussion include Andras House, Arts Council, Belfast Metropolitan College, Belfast City Airport, Belfast City Centre Management, Belfast Harbour Commissioners, Belfast Visitor and Convention Bureau, Bombardier, British Council NI, European Commission NI, HMS Duncan, Invest NI, Chamber of Commerce, NI Connections, NI Tourist Board, Office of First and Deputy First Minister, Queens University Belfast, Titanic Quarter, Tourism Ireland and the University of Ulster.
1.3	Additionally Belfast secured the Global India Business Meeting, co-organised by Horasis, for the city in June 2013 when up to 350 delegated from leading Indian companies will arrive in Belfast for focused discussions on international trade including analysing Belfast's positioning as part of the opportunities presented by the city.
1.4	Alongside the main conference an extensive additional cultural programme is being designed to promote Belfast/India relations and encourage local people to explore intercultural opportunities. Engagement has commenced with the local Indian community on all aspects of the programme. A full report on the updated

	conference programme for Global India as well as India week will be presented to the next meeting of the Development Committee.
1.5	Members have also expressed the view that consideration should be given to identifying sister cities or regions in India for Belfast to partner going forward so that civic links can underpin economic initiatives and help secure additional return for Belfast.

2	Key Issues
2.1	At the Development Committee of 5 March 2013, Members agreed that it would be beneficial for BCC to participate in an outward mission to India to start to increase visibility of Council's work in international markets and to prepare for the Global India Business Meeting in Belfast in June 2013. Members agreed to participate in part of the Invest NI trade mission programme already scheduled comprising 22 local companies going out to New Delhi and Mumbai.
2.2	Since that time, BCC have also been invited to participate in Tourism Ireland's mission programme which is in New Delhi and Mumbai also around the same time. Invest NI have been extremely helpful and have been active in developing a bespoke itinerary for the BCC delegation.
2.3	The latest draft itinerary for the BCC delegation is appended for Members consideration and approval. Cognisance has been given to the key objectives of making relevant introductions for BCC on their inaugural mission to the Indian market through relevant government and diplomatic channels.
2.4	Similarly the programme contains meetings with key business bodies of India and leading companies which are presently scheduled to attend the conference in Belfast in June. A particular focus on creative industries and the film sector has been included.
2.5	Additionally the programme contains the relevant Invest NI and Tourism Ireland parallel elements where Council's participation will bolster their profile, enhance their meeting content and support the positive messages that Belfast is welcoming to new business.

3	Resource Implications
3.1	Members approved the budget of £6k for the outward mission to cover travel, accommodation and subsistence.

4	Equality and Good Relations Considerations
4.1	There are no equality and good relations considerations attached to this report.

5	Recommendations
5.1	Members are asked to approve the draft itinerary for the BCC mission to India.

6	Decision Tracking
<p>This should simply be the name and designation of the Officer who will be responsible for making sure that the Committee's decision is acted upon and the date by which the action will be implemented.</p>	

7	Documents Attached
<p>Appendix 1: BCC Draft Mission Programme – India April 2013</p>	