



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Collaboration on Foreign Direct Investment (FDI)
<b>Date:</b>	23 April 2013
<b>Reporting Officer:</b>	John McGrillen, Director of Development ext 3470
<b>Contact Officer:</b>	Shirley McCay, Head of Economic Initiatives ext 3459

<b>1</b>	<b>Relevant Background Information</b>
1.1	Members will be aware that, for some time, there has been engagement between Belfast City Council and Invest NI regarding the role that the Council can play in supporting Foreign Direct Investment (FDI). The Chairman of Invest NI, Mark Ennis, has recently written to Councils to identify a number of ways in which local government can work with Invest NI to attract further mobile investment.
1.2	Invest Northern Ireland have developed and launched a new mobile software application (App.) for use by their overseas offices and officials and their key stakeholders and influencers to help profile Northern Ireland to potential inward investors and to showcase the work of local businesses on an international basis. It is currently available on a range of platforms including iPhone, iPad, Blackberry and on Windows.
1.3	The App. has been designed to provide key information about Northern Ireland as an investment location in a new and interactive manner including details on the location and availability of investment sites, key statistics on the performance of the Northern Ireland economy and the quality of life, the skills profile of the region and details of the support available across the region for prospective investors.
1.4	The App. will also afford prospective investors the opportunity to learn about the experiences of other businesses who have already invested and benchmark Northern Ireland against other investment locations across the world.

<b>2</b>	<b>Key Issues</b>
2.1	Invest NI have recently established a 'Sub-Regional' Board which will be looking at how the organisation can build more effective working relationships with Councils and other partners at a sub-regional level. One of the topics that this group will

	consider is how an effective sales proposition for an area can be developed and who needs to be involved. It may be appropriate to invite the sub-group to make a presentation on their work at a future meeting of the Development Committee.
2.2	As part of their ongoing engagement with Councils, Invest NI have now offered the opportunity to Councils to develop specific versions of the App for their respective localities. Lisburn City Council has become the first local Council to develop their own version of the App. which was launched in February 2013.
2.3	The development of a new App. for Belfast would complement the ongoing work to develop an International Marketing Framework and the wider programme of activity to develop an investment proposition for Belfast currently being developed under the Integrated Economic Strategy.
2.4	It is anticipated that from start to launch a period of 6 months will be required in order to build and populate the content for the new App.

<b>3</b>	<b>Resource Implications</b>
3.1	The total cost for the build and the content development for the App. is estimated at £20,000. Invest NI have confirmed that they would be willing to contribute £25% of the total project costs to a maximum of £5,000 and that this project would be eligible for ERDF funding of 50% towards total project costs up to a maximum of £10,000. A contribution of £5,000 would be required from Council in order to progress the project.

<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	No specific equality and good relations considerations.

<b>5</b>	<b>Recommendations</b>
5.1	Members are asked to: <ul style="list-style-type: none"> <li>- Invite the Invest NI Sub-Regional Board Group to a future meeting of the Development Committee to explore how Invest NI and the Council can collaborate on FDI work.</li> <li>- Approve the Development of a Belfast specific App.</li> </ul>

<b>6</b>	<b>Decision Tracking</b>
An update on progress will be brought back to Committee in November 2013	
Timeframe: November 2013                      Reporting Officer: Shirley McCay	