

# Belfast City Council International Marketing Activities

## Business and Leisure Tourism

- 2 new collaborative programmes undertaken with multiple stakeholders
- 2 new international operators to include Belfast on their itineraries
- Increase the economic impact of annual events in Belfast by 5% per year

## Education, Learning and Talent

- Promote the city jointly with the educational institutes in 2 new markets/countries
- Work with the educational institutes to attract up to 100 international students to further education in Belfast and over 600 higher education students to Belfast per year

## Trade and Investment

- 30 significant leads of potential new inward investment identified
- 4 major inward missions received in Belfast
- 50 companies provided business opportunities in new international markets
- Participate in 2 major investment conferences (London / Dublin)

## City Infrastructure and Offer

### China

- Maximise participation in China Week 2014
- Review Belfast's sister city relationship with Hefei
- Plan for Belfast in Beijing Mission 2014
- Support local artists to participate in Irish Wave initiative in Beijing
- Explore civic links with Shenyang and support QUB Shenyang links
- Facilitate Belfast promotion to Chinese travel industry
- Create awareness of Chinese business and cultural etiquette through UU Confucius
- Bid to secure Chinese investment Conference

### BCC Co-ordination Roles

- Produce a Belfast narrative/suite of narratives
- Develop a shared city calendar of inward and outward marketing activities
- Establish stakeholder groups
- Maximise NI Connection Diaspora network
- Promote Belfast through HMS Duncan
- Develop a youth event to engage future Belfast International ambassadors
- Identify new opportunities and undertake international partnership projects

### North America

- Participate in South by South West
- Support QUB in their mission to Nashville Vanderbilt University
- Explore civic links with Austin Mayoral office
- Review ITLG MOU
- Participate in NI Connections NYC visit & explore reigniting civic links
- Launch Belfast Connections network
- Belfast tech mission to West Coast USA
- Host inward NYC mission
- Refocus sister city relationship with Nashville
- Explore the Portland link potential

### India

- Build on targets from Global India Business Meeting
- Embed the success of India Week (40+ events)
- Secure trade & investment deals
- Explore Indian Renewables Network & pursue investment
- Offer BMC support towards their New Delhi office
- Participate in QUB proposed mission to India 2013
- Investigate potential civic links eg. Chennai
- Maximise Indian Ministers interest

### Europe

- Review current activities & maximise existing networks
- Re-establish links with Dublin
- Sustain Cities of the Isles relationship
- Undertake Bilbao study visit
- Continue to chair of NI EU Regional Forum with OFMDFM
- Identify and secure EU funding opportunities 2014-2020
- Promote Belfast at London Investment conference via ILSI

## Value Added Civic Links