

International Marketing Action Plan 2013 - 2014

USA	Framework Actions (by segment)	Activity to Date	Deliverables / Results	Timescale
	General			
	Establish working relationship with US Consulate	Regular exploratory communication and potential link to UK - USA Mayoral Cities Initiative	Political leverage	Ongoing
	Review Sister City link with Nashville	Focus to remain on Creative Industries, especially music	Investment in Belfast Music Industry	Ongoing
	Review World Trade Centre License	To be amalgamated with Convention Centre branding and services	Connecting Belfast businesses into the World Trade Centre of over 350,000 companies globally	Ongoing
	Business & Leisure Tourism			
	Establish Belfast Connections as part of NI Connections network	Planned attendance & role at NYC NIC launch & reignition of civic link with NYC	Increased awareness of Belfast with key USA investors and influencers	Sept 2013.
	Host Nashville Week during Belfast Music Week	Planning programme	Increased investment & tourism	Nov 2013.
	Education, Talent & Learning			
	Undertake mission to Nashville with QUB	Complete	?	?
	Trade & Investment			
	Trade Mission to California	Technologies Company Mission planned for Oct	Increased business, number of business deals	Oct 2013.
	Review MOU with ITLG in Silicon Valley	Planned during Oct Mission	Concrete business deals & secondments co. to co.	Oct 2013.
	Host inward NYC Mission	Committee to approve	Increased civic tourism & business links	Oct 2013.
	Attendance & showcase at South by South West exhibition & Civic Mission to Austen	Complete	?	10th - 16th March 2013

International Marketing Action Plan 2013 - 2014

Europe	Framework Actions (by segment)	Activity to Date	Deliverables / Results	Timescale
	General			
	Identify funding opportunities and partners for 2014 - 2020 funds	Scanning ongoing & await programme calls	Est £20M leverage from Europe 2014 - 2020	2014 - 2020
	Re-establish links with Dublin	2 study visits undertaken	Opportunity to link Dublin & Belfast Green tech initiatives, mutually promote the Convention Centres, link Creative Industries hubs for business cooperation & jointly secure EU funds	Ongoing
	Sustain Cities of the Isles Relationship	Attended 2013 Liverpool conference	Ongoing best practice exchange & learning around	
			* Convention Centre Management	
			* Canal development	Ongoing
			* International relations strategies	
			* City financial strategies	
			* City branding	
	Business & Leisure Tourism			
	Develop links with Bilbao	Study visit around culture & tourism planned	Jointly securing EU funds	Sept 2013.
			* Develop tourism portfolio	
	Trade and Investment			
	Attend and showcase Belfast at the London Investment conference via ILSI	Exploring potential	Increased trade & tourism	Winter 2013.
	Explore EU - International Initiatives and opportunities	2 meetings held with EU Commissions International Director	Potential funding opportunities	Ongoing
		Contact made with EU		
		External Action Service & Speaker secured for Global India Business Conference		
		High level EU Commission in China link made		