



**Report to:** Development Committee

**Subject:** Global India Business Meeting (GIBM) 23-25 June 2013

**Date:** 17 September 2013

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1	Relevant Background Information
1.1	The purpose of this report is to update Development Committee on the key outcomes of the Global India Business Meeting (GIBM 23-25 June) and Belfast's India Week (22- 29 June).
1.2	At Development Committee on 8 May 2012, Members agreed to support the hosting of the Global India Business Meeting (GIBM) on 23-25 June 2013. GIBM is a major international networking event that brings together over 350 Chief Executives from major Indian companies with their European counterparts to examine the potential for trade and investment between the two regions.
1.3	Horasis as the event promoter has a partnership with leading Indian firms and uses this network to connect with other leading companies across the globe. Frank Richter, The CEO of Horasis was a Director of the World Economic Forum (Davos) from 2001 to 2004.
1.4	GIBM Belfast was the most extensive programme ever in the history of the GIBMs. 284 people attended the business meeting. There were bi lateral meetings with Ministers and organisations as well as individual programmes for interested companies. As a result of its success, Horasis have requested that Belfast consider hosting a Global China Business Meeting (See Appendix 1).
1.5	As part of the GIBM, Belfast City Council led on the development of a wider India week to embed the seriousness of BCC connecting with India, to entice Indian visitors to stay longer as well as engage local communities in Indian culture and business opportunities locally.
1.6	Building on the success of GIBM and India week, Council has the opportunity to seriously focus and refine our objectives in achieving results from collaborating with India and other stakeholders through the International Relations Framework.

<b>2.</b>	<b>Key Issues</b>
2.1	<u>Global India Business Meeting</u>
	<p><u>BCC and co host</u>  Horasis was the promoter of the conference, BCC along with Invest NI (INI) were co hosts. Horasis organised the programme and secured international delegates. BCC was in the lead in producing the event locally through event management and directing logistics. BCC was also heavily engaged in inputting to the conference programme, securing local delegates, marketing and communications and organising the opening and closing headline events.</p>
2.2	BCC was responsible for delivery of the event on the ground. BCC, Invest NI and Horasis worked productively on a proactive approach to ensure that the event was of direct benefit to Belfast and our local companies rather than simply hosting a conference.
2.3	BCC and Invest NI did this by carefully tailoring the programme to promote Belfast/Northern Ireland, ensuring Belfast speakers on the programme at every session, preparing for focused debates on the local economy as part of the wider programme, promoting the benefits and incentives of investment locally, advance contact with delegates to 'warm up' their interest in Belfast and NI, presenting an extensive tourism and leisure package and offering personalised itineraries for Indian target companies as part of their visit to Belfast.
2.4	Additionally BCC was in the lead in developing opportunities for local companies to benefit from the GIBM meeting.
2.5	<p><u>Targets</u>  BCC with INI identified targets for GIBM in advance. These were; 10-15 new investment leads generated, 30 local companies provided with opportunities to connect to Indian companies, 150 C level Executives attending GIBM.</p> <p>All targets were exceeded.</p> <ul style="list-style-type: none"> <li>- There were 18 meaningful new investment leads developed.</li> <li>- There were 166 C level Executives, 97 were international (India, USA, and Canada), 69 were from Europe including the UK and Ireland.</li> <li>- Other participants included Chancellors of universities, politicians and senior government officials.</li> <li>- 47 local companies were provided with the opportunity to connect with Indian companies.</li> </ul>
2.6	<p><u>Key speakers and guests</u></p> <p><u>23 June:</u>  The opening ceremony for GIBM was held in the City Hall on 23 June. Key people attending included: Union Minister of Commerce and Industry, Mr Ananda Sharma, Ms Arlene Foster, Minister for the Department of Trade and Investment, Cllr Máirtín Ó Muilleoir, Lord Mayor of Belfast, Naina Kidwai, President of FICCI, and D Shivakumar, President of AIMA.</p>
2.7	The launch event also showcased the Assam Dancers, dancing the Bihu. The Assam dance comes from Northern India incorporating drums with traditional dance.

2.8	<p><u>24 June:</u> The 24 June consisted of 3 plenary sessions: 'India and World Economic Outlook', 'Big Bang Reforms – The View from Business' and 'India's Global Trade'. Peppered through these were boardroom dialogue session one topics such as: 'India's Finance Sector – Riding the Next Wave' and 'Near Shoring Opportunities in Europe'.</p>
2.9	<p>Mr Peter Robinson and Mr Martin McGuinness, the First and Deputy First Minister NI spoke at the 10:00 am plenary and officially welcomed the participants to Northern Ireland.</p>
2.10	<p>Other key speakers throughout the 24 June included; Union Minister of Commerce and Industry, Mr Ananda Sharma, The Minister for the North Eastern Region of India, Minister Ghatowar, Rt Hon Gregory Barker, UK, Mr Munjai, Managing Director of Hero Motocorp – largest two wheel motor manufacturer in the world, Professor Tony Gallagher, Pro Vice Chancellor, Queens University, Ashish Chauhan, CEO Bombay Stock Exchange and S Shibulal, CEO Infosys India (business technology IT services) and Professor Gerard Parr, University of Ulster, the leader of the UK-India-UK Centre of Excellence, first platform of its kind.</p>
2.11	<p>The closing dinner on 24 June was held in Titanic Belfast. Key speakers at this event included; Rt Hon Gregory Barker, Minister for India, Dr Farooq Abdullah, Indian Minister for Renewable Energy.</p>
2.12	<p><u>25 June – Queens University Belfast</u> Queens University hosted an event as part of GIBM. This was offered to the visiting delegates as well as local participants.</p>
2.13	<p>The Minister for the North Eastern Region of India, Minister Ghatowar opened the event at Riddle Hall, Queens University.</p>
2.14	<p>The seminar focussed on 'A Partnership to Promote the Knowledge Economy'. Sir Peter Gregson discussed Global Education in the 21<sup>st</sup> Century, Professor Christopher Hardacre discussed Green Chemistry and Professor John McCanny discussed Cyber Security.</p>
2.15	<p><u>Additional meetings</u> Additional meetings were organised throughout the GIBM.</p> <ul style="list-style-type: none"> <li>- First and Deputy First Minister NI met with the Indian Union Minister for Commerce, Mr Sharma.</li> <li>- First and Deputy First Minister also met with the FICCI delegation.</li> <li>- Minister Sharma also met with local businesses from NI and Rt Hon Gregory Barker, Minister of State for Climate Change UK (and Indian representative).</li> <li>- Indian Minister for Renewable Energy, Dr Farroq Abdullah met with Minister Foster, Rt Hon Minister Barker and various organisations interested in renewable energy, including Gerry Millar, Director of Property and Projects for BCC.</li> <li>- Indian Minister for the Development of the North East Region, Mr Ghatowar met with Minister Farry and also opened the Queens University Seminar.</li> <li>- Rt Hon Minister Barker met with First Source Solutions in Belfast.</li> <li>- Dr Bhagwati, High Commissioner of India to UK met with the Lord Mayor</li> </ul>

	<p>in the Lord Mayors Parlour as part of the welcoming reception.</p> <ul style="list-style-type: none"> <li>- INI organised bi lateral meetings with organisations in NI. For example, Mr Sanjiv Goenka, Chairman of RP – SG Group in India had meetings with Minister Foster, INI and First Source Solutions.</li> </ul>
2.16	<p>In addition to GIBM, BCC offered the following itineraries for delegates, these were sent in the form of communiqués from the Lord Mayor:</p> <ul style="list-style-type: none"> <li>- A tailored programme of meetings with Northern Ireland based companies organised by InvestNI.</li> <li>- Tourism Ireland sponsored organised tours. These included a city tour of Belfast, a trip to the Giant’s Causeway and a boat tour around the Fermanagh Lakelands, close to the 2013 G8 summit location.</li> <li>- Personalised shopping trip.</li> </ul> <p>BCC also sent a communiqué to Indian organisations such as FICCI and AIMA to entice their members to come to GIBM and stay on in the city.</p>
2.17	<p><u>Additional guest invites to dinners</u> Other organisations/representatives were invited to one or both of the evening events; they were there in their capacity of supporting BCC’s development with the Indian market based on the International Marketing Framework – trade and investment, education and skills and business and leisure tourism.</p>
2.18	<p><u>Education</u> Four pro vice chancellors from Northern Indian Universities are now visiting Belfast in September to explore possibilities after GIBM.</p>
2.19	<p><u>Tourism</u> BCC organised tourism excursions of Belfast for various key participants. These included a cultural tour for Dr Farroq Abdullah, Minister for Renewable Energy, Rt Hon Gregory Barker, Mr Karan Thapar- eminent Indian journalist and Lord Bilimoria, Chairman of Cobra Beer.</p>
2.20	<p><u>Business</u> Lord Rana had been instrumental in assisting with the development of GIBM and relations with India. The High Commissioner of India visited Belfast before and during GIBM. BCC will organise the follow up meeting with key stakeholders to discuss engagement and to maintain relations post GIBM.</p>
2.21	<p>INI and the UK India Business Council are planning a master class in working with India in October 2013.</p>
2.22	<p>Due to the success of GIBM, Frank Richter, Chairman of Horasis, has requested that Belfast City Council consider hosting the 2014 Global China Business Meeting (Appendix 1). Previous meetings have been held in Valencia (2011) and Riga (2012). The 2013 meeting will be held in The Hague, 10-11 November. Whilst there would be many benefits of undertaking this opportunity it is not considered feasible for BCC to accept the offer at this time due to lack of resources.</p>
2.23	<p>Lessons from the GIBM experience are that considerable officer time over a prolonged period of 6 months and beyond is required to organise the event and achieve tangible benefits for Belfast. Whilst Horasis issue the international invites and secure delegates all other activity in event conceptualisation,</p>

	<p>organisation and follow up is the responsibility of the local co-host such as BCC. Additionally Council ensured that the meeting connected local companies with business opportunities as well as creating an extensive international relations and civic programme. All of this means that a specific dedicated resource for the hosting of a meeting such as Global China is required which due to other priorities and limited resources is not available inside the Department at this time.</p>
2.24	<p><u>India Week</u> Belfast City Council took the lead in developing an 'India Week' with other stakeholders to take advantage of GIBM being in Belfast as well as to highlight all aspects of Indian culture, business and education in Belfast and to profile the significant work undertaken by city partners in international development with India already.</p>
2.25	<p>The week ran from 22- 29 June. There were 30 events organised across the city. 10,622 people attended events during the week.</p>
2.26	<p>Council worked with a wide range of city stakeholders including Belfast Met, British Cultural Council, Arts Council, Arts Ekta, QUB, Lord Rana, The Lyric, Crescent Arts etc which are engaged as part of an India Stakeholders group in exploring events.</p>
2.27	<p><u>Media/communications</u> A comprehensive media and advertising plan was devised for both GIBM and India Week.</p>
2.28	<p>The feedback from the press and advertising campaign shows that there were 77 separate news pieces covering the events in the media. This doesn't include the social media aspects including Facebook. India Week came 98<sup>th</sup> in all web pages over the entire year to 30 June 2013, which is excellent considering it was only live during June and surpassed all other business pages bar the landing page. The total unique page views to that date was 5175 and most people visited more than once (total pageviews 12,296). It peaked on Friday 21 June with over 1000 (total) pageviews that day alone. Pulse media was the media partner from India and we worked with them and international journalists to highlight people to be interviewed and the message that Belfast wished to convey. A full media room was set up in the Europa to facilitate interviewing of key participants.</p>
2.29	<p>All of GIBM was videoed and the clips can be seen on Youtube.  Highlights 2013: <a href="http://youtu.be/YeDCVeK9oAE">http://youtu.be/YeDCVeK9oAE</a>  Promotional Film: <a href="http://youtu.be/qVnH75BRtN4">http://youtu.be/qVnH75BRtN4</a></p>
2.30	<p><u>Actions within International Relations Framework</u> Following the mission to India in April, feedback and discussions from the Indian Stakeholders group, GIBM and India Week, several actions have arisen for inclusion within the International Relations Framework.  These actions are divided into the 3 segments of the International Relations Framework:</p>

2.31	<p><b>Trade and Investment:</b></p> <ul style="list-style-type: none"> <li>- Consideration is being given to participate in the EuroIndia Summit in Hyderabad 16-19 October. This summit will focus on the green economy and Gerry Millar, Director of Property and Projects, is considering involvement following his meeting with the Indian Minister for Renewable Energy and potential investment in the city.</li> <li>- Follow up of 18 investment leads for the city.</li> <li>- Review of 'sister' city/town in India.</li> <li>- Support and civic programme for the Indian creative industries sector, specifically film industry.</li> </ul>
2.32	<p><b>Education</b></p> <ul style="list-style-type: none"> <li>- Civic programme for the visit of four QUB pro vice chancellors in September.</li> <li>- Support for QUB, UU and BMet activity in India.</li> </ul>
2.33	<p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>- Support and involvement with Belfast businesses engaging with India – e.g. Merchant Hotel and Titanic Belfast.</li> <li>- Tourism for Indian students families who visit as the main tourism driver to Belfast.</li> <li>- Promotion of Belfast as a tourism destination within India.</li> </ul>

<b>3</b>	<b>Resource Implications</b>
3.1	<p><b>Finance</b> The budget set aside for the GIBM was max £160,000. InvestNI provided sponsorship to the level of £35,000 – totalling £195,000. The total spend was £187,212.63.</p>

<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	There are no Equality and Good Relations Considerations attached to this report.

<b>5</b>	<b>Recommendations</b>
5.1	Members are asked to note the review and agree that the follow up actions are included in the International Relations Action Plan.
5.2	Members are asked to agree to consider hosting Global China Business Meeting at a later stage due to lack of available resources at present.

<b>6</b>	<b>Decision Tracking</b>
There is no Decision Tracking attached to this report.	

<b>7</b>	<b>Documents Attached</b>
Appendix 1 – Final programme for GIBM	

<b>8</b>	<b>Abbreviations</b>
GIBM – Global India Business Meeting	
FICCI – Federation of Indian Chambers of Commerce and Industry	
AIMA – All India Management Association	