

International Relations Update – Appendix 1

General: Development of the Framework and relationships

- Held stakeholder workshop with Lord Mayor
- Carried out stakeholder analysis
- Produced two International Belfast newsletters
- Joined NI Connections Diaspora and participated in NYC launch of the network
- Produced a shared International calendar with stakeholders
- Connection made to promote Belfast through HMS Duncan
- Developed Belfast civic welcome programme format including a generic New Belfast video and city presentation
- Commissioning a Belfast International Marketing Strategy and brand refreshment

China

- Facilitated and supported Chinese New Year 2013 including
 - Lantern display at City Hall
 - Economic Conference
 - Fashion Show
 - Chinese Cultural Day at Ulster Hall
- Produced China briefing
- Held 2 stakeholder workshops and now facilitating collaboration on education and tourism themes
- Reviewed Sister City relationship with Hefei
- Hosted Jilin students with Lord Mayor
- Attended the annual Hefei Sister Cities Conference in November 2013
- Signed a Cooperation agreement with Mayor of Shenyang
- Hosting a Hefei inward business, civic and arts mission from 13-15 January 2014

India

- Secured and hosted Global India Business Meeting
- Developed GIBM programme and secured 300 delegates, 20 investment leads and 50 local companies connected to Indian opportunities
- Delivered 40 plus India in Belfast Week events
- Delivered GIBM and India Week communications plan
- Undertook study visit to India
- Produced India country briefing
- Held 2 India stakeholder workshops
- Hosted Mumbai VIP on renewable energies
- Undertaking review of planned stakeholder India activity for 2014

USA

- Undertook mission to Nashville, South by South West and Austin
- Reviewed Friends of Belfast network
- Produced country briefing
- Undertook November 2013 mission to Washington, New York, New Brunswick and Toronto
- Undertook high tech October 2013 trade mission to California with 20 Belfast companies
- Consulted with stakeholders
- Hosted Nashville delegation during Belfast Music Week

Europe

- Ongoing lobby to maximise EU funds for Belfast 2014-2020
- Leading on NI European Regional Forum in Europe

- Secured £375,000 from OFMDFM to support the Forum and members via a 2 year capacity building fund
- Re-established cooperation links with Dublin, Liverpool, Glasgow and Edinburgh
- Held stakeholder workshop on future Interreg V programme
- Undertook Bilbao tourism mission in November 2013