BCC Role	Framework Actions	Activity to Date	Deliverables / Results	Timescale
	Produce Country Briefings for target	Country Briefings produced for India,		
	Markets	China, USA & Brazil	Market Intelligence	Jan - March 2013
	Ensure BCC alignment to NI Assembly's			
	International Relations Strategy	Regular communication with OFMDFM	Complementarity with Central Govt International Prog	Ongoing
	Establish Stakeholder groups	4 Meetings held to date	22 City Stakeholders committed to joint working	Ongoing
	7	Brand drafted and tested during Global	7	-
	Create Belfast international brand	India	Recognition growth of Belfast International brand	Ongoing
	Join NI Connections Diaspora network	Joined and will participate in NYC NIC	Growth of Belfast Connections network of city	
	and create Belfast Connections	launch and hold NIC event in Oct 2013	Ambassadors	Ongoing
	Produce quarterly newsletters	1st complete and 2nd underway	Promotion locally of BCC International work & output	Ongoing
	Develop an agreed City Narrative and			<u> </u>
	suite of narratives for: - Trade &			
	Investment; - Tourism & Leisure; -			
		Spec drawn up for quotation	Promotional tools for Marketing Belfast	Dec 2013.
	Create International shared calendar	Complete	Coordination & partnership with the Stakeholders	Ongoing
	Connect to HMS Duncan promotional	Complete	Goordination a partitioning with the ottakenoiders	Origonia
	opportunities and Belfast art piece	Connection made & planning underway	Promotional tool for Belfast	Dec 2013.
		Connection made & planning underway		:Dec 2013.
	Develop and deliver a youth event to			
	engage future Belfast International	Discussions underway	Secure Future City Ambassadore	Ongoing
	Ambassadors Refresh the Be Brand	Discussions underway	Secure Future City Ambassadors	Ongoing
	Refresti the be brand	Spec underway	Refreshed city branding	Ongoing

ia	Framework Actions (by segment)	Activity to Date	Deliverables / Results	Timescale
	General			
			Cignificant links made with organizations in New Delhi 9	
			Significant links made with organisations in New Delhi & Mumbai. Specifically, FIICI, AIMA and UK TI India.	
			Meetings were held with companies attending GIBM in	
		Mission undertaken with INI & Tourism	· · · · · · · · · · · · · · · · · · ·	
	l Indontales Otender Mission to India		advance of the June meeting. Meetings were also held	May 2042 9 angeing
	Undertake Study Mission to India	Ireland	with Universities, Tourism Ireland in India, and journalists	May 2013 & ongoing
			Selection of a sister city/town to be made based on	
			advice from INI, UKTI, and other India stakeholders in	
			Belfast. Consideration to be given to sectors, such as	
	D		the renewables sector. Suggestions are Pune, Chennai,	0 10010
	Review Sister Cities in India	with INI	and Cochin	Sept 2013.
			The summit will be free of charge for BCC to attend as	
			an outcome of the GIBM. The focus will be on the	
		•	renewables sector and will lead on from the meetings	
	Pursue India / Belfast opportunities for 3	6th Euro India Summit & Mission 16th -	with Minister Farooq Abdullah (Gerry Millar) focussing on	
	framework segments	19th Oct 2013 "Greening Cities"	NFS and investment in the city	Aug 2013.
	Education, Learning and Talent			
		Markings hald sominan sominad as west		
		Meetings held, seminar organised as part		
		of GIBM by Queens University.		
		Discussion with Queens University on the		
		Belfast-Chennai-Manhattan partnership.		
	Engage with QUB and BMC on their	·	Consider the Belfast-Chennai-Manhattan Partnership	
	India initiatives	offices in Delhi	with Queens University	
			Support the inward visit of 4 vice chancellors from India	
	Too do and love store at		to Belfast in September - civic audience	
	Trade and Investment		10 direct business leads 150 C.L. and average these	
	Coours and deliver Clabel India		18 direct business leads 150 C Level executives	
	Secure and deliver Global India	CIDM delivered 20rd - 25th June	attended, 50 local companies provided with opportunities	:
	Business Meeting	GIBM delivered 22nd - 25th June	to connect with Indian companies	June 2013.
	Business and Leisure Tourism			
	Dusiness and Leisare Tourism		Pursue Indian investment in Belfast renewables	
	Meet with Renewables Minister from		technologies sector as a follow on from meetings with	
	India re: clean tech industry opportunities	Meeting held during GIRM	Minister Barker and Minister Abdullah	June 2013.
	india re. Glear teen industry opportunities		Willingter Darker and Willingter Abdullan	2010.
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ina	Francisco de Authora (h. 1919)	Astistata Data	Dalivarahlaa / Dagy-lf-	T:
na	Framework Actions (by segment)	Activity to Date	Deliverables / Results	Timescale
	General		Tourism identified as key international dimension for	
		Support & coordination of CNY 2013	Tourism identified as key international dimension for	
	Cumpart Chinaga Naw Your	• · · ·	Chinese New Year 2014 - to be agreed at August	Fob 2012
	Support Chinese New Year	complete and planning for 2014 underway	Committee	Feb 2013.
	Support for local artists promotion in	Local artists supported to take part in Irish	Astronomic to the data of bibliotic liberative 0044	Marcal: 0040
	China	Wave project in Beijing	Artists invited to exhibit in Hefei in 2014	March 2013.
		Connections made & CBBC facilitated	Access to civic and trade contacts, facilitiation of	
	Join CBBC	BCC visit to Shenyang	meetings, access to intelligence & city analysis	Sept 2013.
		Documented and assessed activity to		
		date and recommend a passive approval		
			Relationship with Hefei to be maintained with future	
	•		resource investment in favour of Shenyang and in	
	& explore potential with Shenyang	with Shenyang	support of other activities	April - June 2013
	Business & Leisure Tourism			
		Contributed to Hefei Sister Cities		
	Explore Hefei Sister City Opportunities	promotional booklet	Promotion of Belfast throughout Hefei links network	April - June 2013
	Hold a Chinese Travel Industry Seminar			
	as BCC's international dimension of			
	Chinese New Year 2014	Exploring with NITB	Anticipated outcome: Increased Chinese tourists	Ongoing
	Education, Talent & Learning			
		Established relationship with UU		
		Confucius and sourced opportunities for	* Free cultural and language training for Members and	
	Explore potential new BCC opportunities		Officers	October/November 2013
	Explore potential new BCC opportunities	CONIADORACION	* Study visits to China for Members and Officers - costs	October/November 2015
				October/November 2013
		Dia	virtually covered	October/November 2013
		Discussions held on supporting QUB	Increased numbers of Chinese students in Belfast &	Onnaina
		investment in Shenyang	Belfast students in Shenyang	Ongoing
		Host inward visit of Chinese students	Planned programme complete	26th July 2013.
	Trade and Investment			
	Bid to secure China investment			
	conference & develop parallel			
	programme connecting local companies			
	to Chinese opportunities	······································	Business investment in the city	Ongoing
		BCC to invite & facilitate Mayor of	Establish political and civic links with Belfast leading to	
	Support inward visits	Shenyang visit	investment	Sept - Oct 2013
	Creative industries cooperation with			
	Shenyang	Explore opportunities	Increased business activity	Sept - Oct 2013
		Inform Invest NI, NICCI, IOD and CBI of		
	IPR conference in Shenyang	opportunity for their clients to attend	Increased business activity	Sept - Oct 2013
	, , , ,	To be explored with Northern Ireland		
	Export Marketing Related Activity	Chamber of Commerce	Increased business activity	Sept - Oct 2013
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USA	Framework Actions (by segment) General	Activity to Date	Deliverables / Results	Timescale
	General	Dogular evaluation and		
	Establish working relationship with US	Regular exploratory communication and		
	Consulate	potential link to UK - USA Mayoral Cities Initiative	Political leverage	Ongoing
	Consulate	Focus to remain on Creative Industries,	i Ollical levelage	Ongoing
	Review Sister City link with Nashville	especially music	Investment in Belfast Music Industry	Ongoing
		To be amalgamated with Convention	Connecting Belfast businesses into the World Trade	Cingoling
		Centre branding and services	Centre of over 350,000 companies globally	Ongoing
	TOTOW WORLD TIEGO CONTO LICOTOC	Octive branding and services	Gornic of over 550,000 companies globally	
	Business & Leisure Tourism			
	Establish Belfast Connections as part of	Planned attendance & role at NYC NIC	Increased awareness of Belfast with key USA investors	
	NI Connections network	•	and influencers	Sept 2013.
	Host Nashville Week during Belfast			
		Planning programme	Increased investment & tourism	Nov 2013.
		<u> </u>		
	Education, Talent & Learning			
	Undertake mission to Nashville with			
	:	Complete	?	?
	Trade & Investment			
		Technologies Company Mission planned		
	Trade Mission to California	for Oct	Increased business, number of business deals	Oct 2013.
		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

ırope	Framework Actions (by segment)	Activity to Date	Deliverables / Results	Timescale
	General			
	Identify funding opportunities and	Scanning ongoing & await programme		
	partners for 2014 - 2020 funds	calls	Est £20M leverage from Europe 2014 - 2020	2014 - 2020
			Opportunity to link Dublin & Belfast Green tech initiatives,	
			mutually promote the Convention Centres, link Creative	
			Industries hubs for business cooperation & jointly secure	
	Re-establish links with Dublin	2 study visits undertaken	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			
		Study visit around culture & tourism		
	Develop links with Bilbao	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	2 meetings held with EU Commissions		
	opportunities	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		