

International Marketing Action Plan 2012 - 2014

China	Framework Actions (by segment)	Activity to Date	Deliverables / Results	Timescale
	<u>General</u>			
	Support Chinese New Year	Support & coordination of CNY 2013 complete and planning for 2014 underway	Tourism identified as key international dimension for Chinese New Year 2014 - to be agreed at August Committee	Feb 2013.
	Support for local artists promotion in China	Local artists supported to take part in Irish Wave project in Beijing	Artists invited to exhibit in Hefei in 2014	March 2013.
	Join CBBC	Connections made & CBBC facilitated BCC visit to Shenyang	Access to civic and trade contacts, facilitation of meetings, access to intelligence & city analysis	Sept 2013.
	Review Sister City relationship with Hefei & explore potential with Shenyang	Documented and assessed activity to date and recommend a passive approval to the Sister City Relationship in favour of a more beneficial & productive relationship with Shenyang	Relationship with Hefei to be maintained with future resource investment in favour of Shenyang and in support of other activities	April - June 2013
	<u>Business & Leisure Tourism</u>			
	Explore Hefei Sister City Opportunities	Contributed to Hefei Sister Cities 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
	<u>Education, Talent & Learning</u>			
	Explore potential new BCC opportunities	Established relationship with UU Confucius and sourced opportunities for collaboration	* Free cultural and language training for Members and Officers * Study visits to China for Members and Officers - costs virtually covered	October/November 2013 October/November 2013
		Discussions held on supporting QUB investment in Shenyang Host inward visit of Chinese students	Increased numbers of Chinese students in Belfast & Belfast students in Shenyang Planned programme complete	Ongoing 26th July 2013.
	<u>Trade and Investment</u>			
	Bid to secure China investment conference & develop parallel programme connecting local companies to Chinese opportunities	Exploring opportunities	Business investment in the city	Ongoing
	Support inward visits	BCC to invite & facilitate Mayor of Shenyang visit	Establish political and civic links with Belfast leading to investment	Sept - Oct 2013
	Creative industries cooperation with Shenyang	Explore opportunities	Increased business activity	Sept - Oct 2013
	IPR conference in Shenyang	Inform Invest NI, NICCI, IOD and CBI of opportunity for their clients to attend	Increased business activity	Sept - Oct 2013
	Export Marketing Related Activity	To be explored with Northern Ireland Chamber of Commerce	Increased business activity	Sept - Oct 2013

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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		