



Subject:	Belfast at MIPIM 2016 - Progress Report
Date:	13 January 2016
Reporting Officer:	Suzanne Wylie
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Is this report restricted?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

1.0	Purpose of Report
1.1	To update Committee on the preparations for MIPIM international property showcase, taking place in France from 14-17 March 2016.
2.0	Recommendations
2.1	The Committee is asked to note the progress made to date.
3.0	Background and Objectives
3.1	On 18 September the SP&R Committee agreed that Council should lead a city partnership delegation to MIPIM in March 2016. A budget of £60,000 was approved on the understanding there would be equivalent match funding from the private sector.
3.2	MIPIM attracts 20,000 delegates, including 4,500 investors and 1,500 developers. The purpose of the Belfast delegation is to attract investors in the real estate sector. We will achieve this by positioning the City alongside international counterparts; and by presenting investment and development opportunities in a compelling and deliverable manner.
3.3	In addition, MIPIM provides a platform to learn about our peer cities and understand the new methods currently being progressed to ensure cities are competitive.

4.0	Progress Report
4.1	A successful event to promote Belfast at MIPIM was held at Victoria Square on 27 November at which the Chair was in attendance. We now have 11 external partners who have agreed to join the City delegation, and we hope to announce further partners prior to March 2016.
4.2	The 11 partners include: A&L Goodbody; Belfast Harbour; Bywater Properties; Deloitte; Invest NI; Kilmona Holdings; Lacuna Developments; 16 South; Stelify Media; Titanic Quarter; and Tughans. Both Universities are also involved.
4.3	Additional contributions of £85,500 have already been secured, which exceeds the minimum match funding target agreed with SP&R.
4.4	The Belfast narrative for the event will be 'City of Talent'. This includes talent within specific sectors and our educational achievement, but also includes a wider narrative of tenacity, innovation and creativity. This links to our City Positioning Strategy.
4.5	<p>MC2, a specialist events management company, are supporting delivery. The event programme is currently being finalised and will be shared with Committee in February. However, key aspects of the programme include:</p> <ul style="list-style-type: none"> • Three themed days to cover i) creative industries; ii) waterfront cities; iii) financial technology and professional services. • Showcasing investment opportunities including strategic projects like NE Quarter, Transport Hub, Titanic Quarter, City Quays, Linen Quarter and the Cultural Hub. We also will major on the intention to reduce corporation tax from 20% to 12.5% in 2018. • There will be events with other European partner cities including a specific Waterfront Cities event. <p><u>Finance and Resource Implications</u></p>
4.6	<p>A £60,000 contribution from the existing City Centre budget was authorised by SP&R in Sept 2015. Due to financial contributions from partners, the initiative has met the minimum threshold required. There are no further resource implications.</p> <p><u>Equality or Good Relations Implications</u></p>
4.7	None

5.0	Appendices
5.1	None