



Subject:	2017 Belfast Delegation to MIPIM
Date:	7 December 2016
Reporting Officer:	Nuala Gallagher, Director of City Centre Development
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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 2017, and to consider the appointment of Members to lead the Belfast delegation.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">• Note the successful Sponsor's Launch event on 1 December, and the ongoing preparations for MIPIM 2017;• Approve the delivery of a more detailed presentation to Committee in February 2017, to update them on the final draft programme, branding and marketing collateral ahead of the proposed public launch on 21 February;• Determine Members of the Committee to participate in forthcoming events and to lead the Belfast delegation to MIPIM between 13-17 March 2017.
3.0	Main Report
3.1	A report on Council's initial preparations for MIPIM 2017 was presented to Committee in November. Council have subsequently hosted the Sponsor's Launch event, held at the Belfast Telegraph building on 1 December, with Cllr Graham as the opening speaker. The

	<p>event was very well attended, with over 100 guests, and a number of expressions of support received.</p>
3.2	<p>Key messages for MIPIM 2017 will be built on strengths - such as talent, track record and quality of life - that project Belfast's success and make a compelling narrative for investors. This could include:</p> <ul style="list-style-type: none"> • Talent – the growth of the knowledge economy and the financial / professional sector which is fuelling demand for Grade A offices. This will also showcase the Belfast film industry, including eye catching events using the authentic “Iron Throne” from Game of Thrones. • Track record – to showcase the growth of tourism, the need for new hotels, and the ambition to create a second world class visitor attraction. • Quality of Life – which will incorporate high profile events around Belfast's sporting heritage and a separate event on the IRFU bid for the 2023 world cup.
3.3	<p>Council are also well underway in developing the design and marketing collateral for the event. It is proposed that our consultants are invited to Committee in February to present the final programme, branding and associated collateral. The Belfast presence at MIPIM 2017 will be formally launched at a “Go to Market” event, to be held at the Waterfront Hall on 21 February.</p>
3.4	<p>Last year the Belfast delegation consisted of 53 people from 23 organisations, with £163,000 of private sector sponsorship. Judging by the current levels of support and enthusiasm we anticipate the 2017 delegation will be bigger, better funded, and even more focused. In response to a recommendation from last year's delegation, Council has doubled the size of the Belfast stand at MIPIM 2017 from 25m sq to 50m sq. This extended stand, along with the adjacent 30m sq terrace, will provide a focal point for the delegation; accommodating our programmed events and providing a branded location for targeted networking that delegation members are being encouraged to pursue.</p>
3.5	<p>It is important that Members continue to provide a central role for MIPIM, and Committee may wish to determine specific Members to lead the 2017 Belfast delegation. This includes keynote events such as the public launch at the Waterfront, and to provide a high profile presence at MIPIM itself (to be held between 13-17 March 2017). The role at MIPIM will incorporate leading presentations and events, and providing a key point of contact for the investors and developers that we want to attract. Investors in the city want to see visible</p>

	<p>political leadership, and the role of Members will provide a fundamental component of leveraging this external interest and support.</p> <p><u>Finance & Resource Implications</u></p>
3.6	Members need to be available to travel to and from Cannes between 13-17 March 2017; and to attend the Go To Market launch event between 11am – 2pm on 21 February 2017.
3.7	Cost of flights, accommodation and subsistence will be met from within the existing £60,000 that Committee authorised for MIPIM in May 2016.
	<u>Equality and Good Relations Implications</u>
3.8	None.
4.0	Documents Attached
	None