

EU & International Relations Workplan 2024/25



Project Name	Project Description	Actions/Targets	Timeline and Milestones	Budget
Belfast International Homecoming 24-25th Oct 2024	<p>Two day programme to showcase Belfast’s economic trade strengths and international FDI proposition to an inward delegation of 40 targeted recruited attendees. Tbc but will include bespoke parallel programmes for bus, govt and education delegates</p>	<p>Unit Role: Event Sponsor, manage BCC role for LM and CX at the gala dinner and discussion panels on 24th, as well as input into pitching opportunities and programming for the conference on 25th. Maximise Belfast promotion via the various NI and US media opportunities</p>	<p>24-25th Oct 2024</p>	<p>£5,000</p>
Inward International Visits 1) Nashville	<p>Nashville Inward Economic Mission Host a delegation of 10-15 target Nashville/TN State businesses and education leaders who are looking for trade opportunities with Belfast/NI <i>and/or</i> FDI UK/EU investment opportunities. Working closely with Invest NI, DBT, Catalyst and Go Succeed client companies and Belfast/NI Chambers to provide targeted Business to Business meetings and follow up Hosting a civic programme for Sister City delegates including Mayor of Nashville and other elected members as well as Nashville/Belfast Sister City Board members Facilitating education meeting with representatives from Belmont and Vanderbilt Universities who have existing and growing relationships and working agreements with QUB and Ulster University, St Marys, Stanmillis and Belfast Met Colleges.</p>	<p>Host 15 Companies and Govt/ education representatives Promote a very targeted and compelling Belfast Economic Proposition and embed the new enhanced approach by Invest NI to promote the city and Region for FDI but also wider international trade /export/import partnerships, particularly with our IDEs</p>	<p>Early Oct 2024</p>	<p>£5000</p>
2) Inward civic, economic/educational fact finding missions	<p>Throughout each year the Unit collaborates with local stakeholders via the China and US Stakeholder groups (existing since 2003 and comprised of senior reps from QUB, UU, St Marys , Stranmillis, Belfast Met Colleges, Tourism NI, Tourism Ireland, Visit Belfast, NI Tourism Alliance, The NI Executive Office, Invest NI, both Chambers, Catalyst, US and Chinese Consulates, relevant BCC</p>	<p>Assess and provide relevant input into each inward visit to the city , working closely with partners. Ensuring follow up to any leads made and secure linkages with relevant players .</p>	<p>April 2023- March 2024</p>	<p>£20,000</p>

<p>New York New Belfast</p>	<p>sections,)to host varying types of inward visits. These come from USA, China, Europe and the rest of the world and reach up to 40 per year with different levels of work intensity. Some involve businesses or Govt /Education /Tourism leaders or a mix of all sectors. BCC's role is to lead or facilitate appropriate input into these programmes and ensure BCC's strong compelling investment proposition as well as the full City narrative is pitched to incoming guests. Many of the above partners lead their own inward visits and BCC inputs into these according to importance/relevance/value Many are simply Ambassadorial and the Unit works with TEO and Lord Mayors Office</p> <p>Co Sponsor and participate in the annual June event in NYC along with partners including private sector, Invest NI, TEO and others. Ensure BCC has a prominent role at the main economic event to promote new annual city messaging and make direct requests for support from the highly influential NYC attendees including investment, partnership, opening doors for stakeholders. Develop and deliver a very bespoke annual side programme of meetings including</p> <ul style="list-style-type: none"> -companies within Invest NI's FDI pipeline on the cusp on investment to show BCC support and the tight eco system available to investors/city newcomers -as of 2024, begin to target and meet companies who wish to trade in NI and return with new contacts for our growth /scaling companies within the Go Succeed portfolio to open up the US market -promotion of the updated Belfast culture/tourism and music offering through a bespoke side programme for the Lord Mayor in NYC 	<p>Each year BCC works closely with Invest NI and key, influential friends of Neka's including State Comptroller Di Napoli and the East Coast Advisory Committee of high wealth diaspora to deliver an updated compelling economic message. 2024 will include progress on the City Deal programme and high tech capability in the city through the new Innovation Centres, Tourism investment opportunities, continued FDI proposition, emphasizing the uniqueness of the Windsor Framework and finally the new angle of promoting the City region for international trade for indigenous co opportunity</p>	<p>4-7th June 2024</p>	<p>£13,000</p>
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Outward Missions	<p>Boston- re igniting the Sister City relationship post Covid and under the leadership of a new Boston City Mayor</p> <p>Date depending on agreement with INI and CGR MedTech focus and promotion of City Deal assets and other investment propositions using USPs and Windsor Framework</p> <p>Unit Role- lead on programming for BCC including the anchor event, NI Bureau/ NI Connections engagement, business to business programme, civic programme with Govt and stakeholders in Boston and side programming with INI and Boston’s Econ Dev office.</p>	<p>With respect to both Sister Cities – Boston and Nashville, BCC will work closely with Invest NI here and in the US, TEO, Catalyst (who have 3 annual economic outward programmes with Boston, assisted by BCC) and Chambers as well as both Universities to identify a valuable outward mission proposition</p> <p>The overall aim will be to re engage with the Boston/MA State/Nashville/TN State markets, to promote the city for</p> <ul style="list-style-type: none"> -continued FDI -trade/import/export opportunities for Belfast cos -increased tourism into Belfast both leisure and business -increased education links by way of international student recruitment for Belfast, as well as research partnerships 	Tbc	£15,000
	<p>Nashville -re igniting the Sister City relationship post Covid and under the leadership of a new Nashville City Mayor and Sister City Board</p> <p>Date-tbc depending on Boston above, to potentially combine both</p> <p>Neurotech focussed and potentially UNESCO and 2024 promotion-Irish Songbook</p> <p>Unit Role – lead as above</p>	<p>Same as above on US activity</p>	Tbc	£15,000
	<p>China</p> <p>Date- tbc</p> <p>Potential to participate in TEO/INI led mission to China to reignite NI/China relations and specially for BCC to identify 1-2 strong economic cooperation areas in trade and investment</p> <p>The new Stormont Govt is actively developing a new NI International Relations Framework as part of the new Programme for Govt and has undertaken 2 recce visits to reignite China/NI relations and are likely to have Ministerial outward visits involving TEO,DfE, DfF</p>	<p>Same as above on US activity</p>	Tbc	£20,000

	<p>Unit Role – overall coordination of BCC engagement working with NI Bureau Beijing, INI, DBT</p> <p>Europe Using long standing EuroCities network membership and working with NI Bureau Brussels and Invest NI Seek opportunity to profile Belfast EG City Deal assets, Trade and Investment proposition ink capital, UNESCO and Year of Culture to targeted EU audiences</p> <p>Unit Role – overall coordination of programming</p>	<p>Same as above activity</p>	<p>Tbc</p>	<p>£7,000</p>
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