



<b>Subject:</b>	Belfast Delegation to MIPIM 2018
<b>Date:</b>	11 October 2017
<b>Reporting Officer:</b>	Nuala Gallagher, Director of City Centre Development
<b>Contact Officer:</b>	Marie Clarke, City Marketing Manager

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
<i>After Committee Decision</i>	<input type="checkbox"/>
<i>After Council Decision</i>	<input type="checkbox"/>
<i>Some time in the future</i>	<input type="checkbox"/>
<i>Never</i>	<input type="checkbox"/>

<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
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<b>1.0</b>	<b>Purpose of Report</b>
1.1	In April 2017 Committee authorised officers to commence preparations for MIPIM 2018, including budget spend. An event management consultant was procured over the summer, and appointed in September. A working group has also been established to help steer the development of the MIPIM 2018 programme. MIPIM provides a key opportunity to promote the City to an international audience of investors and developers.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to <ul style="list-style-type: none"><li>• Approve attendance at MIPIM 2018 by the Chairperson and Deputy Chairperson of the Committee, or their nominated representatives.</li><li>• As in previous years the Committee is also asked to approve the attendance of a number of senior officers who are needed to promote Belfast through the delivery of presentations, support media releases, target investors, present regeneration</li></ul>

	schemes and the economic growth profile.
<b>3.0</b>	<b>Main Repot</b>
3.1	MIPIM is the premier event in the European real estate calendar where many of the world's investors, developers, funders, from both the private and public sector gather to showcase cities and investment and regeneration opportunities.
3.2	<p>The 4-day event conference involves a concentrated programme of events, meetings and engagements which allow us to present a city ready for investment. A 4-day programme at MIPIM based on the 2017 schedule includes;</p> <ul style="list-style-type: none"> <li>• 20 speaking engagements on and off stand involving 40 high profile speakers from the city and beyond;</li> <li>• joint events with other cities from across the UK and Europe,</li> <li>• an intense schedule of investor and developer meetings as well as support to the Belfast delegation at development meetings where appropriate each day:</li> <li>• working and networking breakfast, lunch and/or dinner engagements;</li> <li>• on and off-stand presentations to identified potential city investors and funders</li> <li>• continuous media interviews and social media slots.</li> </ul>
3.3	The schedule at MIPIM across the four days requires a strong team presence from Belfast City Council to undertake and deliver the full suite of activities which take place at this global real estate conference. Private sector delegates who financially support Belfast at MIPIM expect support from Belfast City Council Elected Members and senior officers to ensure the city's potential is showcased and articulated at every opportunity. This is a key element of the public private partnership at work and the premise upon which MIPIM has been built to date.
3.4	This year we are seeking to raise the investment profile of the city alongside key partners, including, for example DIT, as a result of new drivers for the city including the CCIF and BRCD. As a result, we expect the MIPIM 2018 to be even more demanding than 2017 requiring the Chair and Deputy Chair of Committee and a team of senior officers to field the wide range of events, meetings, speaking opportunities, presentations and media engagements scheduled by the Belfast Delegation working group and appointed event management company.
3.5	It is therefore requested that Committee authorise the Chairperson and Deputy Chairperson,

	or nominated representatives, and the appropriate senior officers, to attend MIPIM 2018.
3.6	To ensure costs are kept to a minimum, Members are asked to authorise the booking of hotels and flights at the earliest opportunity. MIPIM is attended by 28,000 delegates and accommodation is quickly booked out.
3.7	<u>Financial &amp; Resource Implications</u> The cost for this work is accounted for in existing provisions. The Committee is also aware that private sector sponsorship pays for the majority of costs associated with this event.
3.8	<u>Equality and Good Relations</u> None
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None