



Subject:	MIPIM 2018 Update
Date:	7 th February 2018
Reporting Officer:	Nuala Gallagher – Director of City Centre Development
Contact Officer:	Marie Clarke – Marketing Manager, City Centre Development

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

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	To update Members on planned activities for Belfast at MIPIM 2018.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">Note the approach to Belfast at MIPIM 2018 including the programme of events being planned.

3.0	Main report
3.1	<p>MIPIM is the international market for real estate professionals. It will be held at the Palais de Festivals, Cannes, France from the 13–16 March 2018.</p>
3.2	<p>Belfast at MIPIM 2018 will build on the success of the Belfast delegations to MIPIM in 2016 and 2017 which put Belfast firmly on the radar of investors and developers who had not previously considered the city as a location for doing business.</p>
3.3	<p>Following the successful launch event on the 22nd November 2017, the Committee will be pleased to note that, at the time of writing, £287,000 of private sector sponsorship has been raised. Sponsors included representatives from the property development, architecture, construction and professional services industries. City partners, including Invest NI, Belfast Harbour, Translink, Queen’s University Belfast and Ulster University, have also sponsored Belfast at MIPIM 2018.</p>
3.4	<p>Plans are well underway for Belfast at MIPIM 2018. This year Belfast at MIPIM will allow for more high impact, targeted events by reducing the number of events on the Belfast at MIPIM stand; increase Belfast’s presence on the main conference agenda; participating at events hosted on other city stands, including Department for International Trade (DIT) and; co-hosting events with other cities.</p>
3.5	<p>Over the course of three days, a number of high profile marketing events will take place on the Belfast stand. These events will showcase our key sectors, cultural offering and development and investment opportunities to the occupier and investor communities. There will also be investor focused events sponsored by Invest NI and Arup respectively.</p>
3.6	<p>In addition, Belfast has been invited to take part in a number of events alongside other cities. We have been asked to join a panel discussion on the main MIPIM conference stage on the topic of ‘Global cities: the new powerhouses’. Following our participation at the European Waterfront Cities and Expo Real in October 2017, we have been invited to join two follow up events at MIPIM 2018. Belfast will also participate on a panel discussion on the Department for International Trade (DIT) stand. These events provide an invaluable platform to get our message out to a wider audience. Further similar opportunities are being pursued.</p>
	<p>The Belfast at MIPIM 2018 stand is located on the Croisette, adjacent to the main MIPIM</p>

<p>3.7</p> <p>3.8</p> <p>3.9</p> <p>3.10</p>	<p>entrance point to the entire MIPIM Zone. This in the same location as 2016 and 2017. The stand design will carry the new Belfast City brand. All marketing collateral will also include the new City Brand. The Stand will incorporate a touchscreen display showcasing VU.CITY Belfast, the 3D interactive model of Belfast. This will allow potential investors and developers to view and interact with development and investment opportunities across the city.</p> <p>A press and social media strategy has been developed to project our message before, during and after the event. A key component of this will be press announcements during MIPIM 2018.</p> <p><u>Equality and Good Relations implications</u></p> <p>None</p> <p><u>Finance and Resource Implications</u></p> <p>The cost for this work is accounted for within existing provisions</p>
<p>4.0</p>	<p>Appendices – Documents Attached</p>
	<p>None</p>