

<b>Title of Report:</b>  <b>Update on the Investment Service Activities and Work Plan</b>	<b>Officer Presenting: Head of Business</b>  <b>Author: Investment Manager</b>
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## **1 Purpose of Report/Recommendations**

- 1.1 To update Members on the delivery of the Investment Service and international relations activities.
- 1.2 To seek Members' approval for the forward work plan for 2019/2020 and associated budgets.

## **2 Background**

- 2.1 Members will be aware that the Business Section have developed an international relations framework to promote the City and District as part of its overall investment strategy. The aim of this framework is to promote the City and District and enhance its reputation and capacity to attract investment, expand business opportunity, extending the global reach of the region and its economy, attracting educational and cultural ties.
- 2.2 The Council is actively engaged in a number of strategic partnerships in key markets focusing on the North East corridor of USA (Boston and Philadelphia), Dalian, Liaoning Province of China and the City of London.
- 2.3 In addition, the Council has its strategic partnership with Donegal County Council and a joint investment strategy to promote the city region as a place to invest, do business, to study and visit.

- 2.4 Investment Service activities are driven by a number of priority outcomes from the Strategic Growth Plan. The primary related outcome is that ‘We prosper through a strong, sustainable and competitive economy’ and key actions include maximizing job creation and investment opportunities in our City and Town Centre; building and strengthening clusters of industry specialisms and developing compelling business cases and support packages for FDI and developing our international connections to drive growth and investment.

### **3 Key Issues**

- 3.1 To follow is a summary of key investment and international activities and outputs for the 6-month period December 2018 to May 2019.
- 3.2 The range of activities set out in this report were delivered by the Investment Service Team, in collaboration with the Council’s private and public partners and stakeholders. These key agencies include Ulster University, NW Regional College, The Executive Office, Invest NI, Visit Derry, Chambers of Commerce, the NI Bureau and Consulates.
- 3.3 A total of 5,096 jobs have been announced in the Derry City and Strabane District Council Area since April 2015. Detailed in the latest progress update are those jobs announcements in which DCSDC has actively participated to secure the investment for the city region.

#### Business and Investment

- Official opening of Alchemy Technology Solutions offices, City Factory, having announced creation of 250 jobs
- Terex Eco-Tec announced £12m investment in Campsie and creation of up to 100 new jobs at former Sphere Global Site
- Quarterly meetings of Investor’s Forum providing after-care support to international companies which have invested in the city region
- Export Ready Session delivered for 12 local businesses (Enterprise Week 2019)
- Inner Mongolia Autonomous Region visit hosted to establish contact and identify areas of potential cooperation

- Two NW companies supported to participate on a craft distillery and craft brewing mission to Philadelphia in partnership with Donegal County Council and the Irish American Chamber of Commerce in Philadelphia. Baronscourt Brewing Company and The Muff Liquor Company showcased their produce and met with distributors and business leaders to expand their networks and assist preparations for market entry
- Invest NI media delegation from IMEA region hosted with 6 no. journalists from across the IMEA region countries
- Chinese 'Super Star' business and media delegation hosted facilitating connections between highly significant London-based Chinese business representatives with local partners including Chamber of Commerce, Visit Derry and local business and hoteliers interested in doing business in China
- Gateway to Growth Export Insight programme delivered to 50 NW companies with 36 progressing to next stage of support programme
- Social Stock Exchange visit hosted and connections facilitated with local business and investors
- Property location searches for companies seeking to locate/expand in the DCSDC area
- Air route announced from CoDA to Glasgow

### Education

- Ongoing support for the China and US engagement work of both Ulster University and NW Regional College
- Support for the Go Philly Campus visit to Philadelphia and connections for UU in Philadelphia. This is Ireland's largest ever outward mobility programme with 100 UU students travelling to Philadelphia to study at one of the eight academic programmes. The programmes ranged from personalised medicine to healthy communities, sport and social policy. Each programme has a bespoke itinerary combining academic learning and cross-cultural experiences.
- Assisted NWRC in hosting a delegation from Hunan Province, NWRC have entered into a MoU with Hunan Industrial Polytechnic. The 10-member delegation comprised senior reps in mechanical engineering, electrical engineering, automotive engineering and information engineering. The visit is part of a TVET upskilling programme (Technical and Vocation Education and Training programme) which followed a recent Invest NI Education Expo and Apprenticeship conference in Beijing.
- Assisted NWRC in hosting South African delegation from Eastern Cape in NI as part of a British Council International Skills partnership.

### Political/Civic

- Council welcomed new Chinese Consul General to the City and supported varied programme of Chinese New Year events including
- Heads of Mission Visit hosted, welcoming 14 Heads of Missions to the city region to forge links and promote the NW as a location for business, investment, study and visit
- Visit by US Consul General Elizabeth Kennedy Trudeau hosted
- Marshall Scholars visit hosted 80 young future American leaders of high ability. They visited the city to gain an understanding of the city region, impacts of Brexit and opportunities
- Hosted visit from Korean Ministry of Unification and connections facilitated with grass-roots organisations and INCORE
- Support for US Congressional Visit to city led by Nancy Pelosi, Speaker of the House

### Tourism

- Visit Derry and DCSDC participating in the Task and Finish Working Group known as the NI China Tourism Cluster
- Facilitate connections for Visit Derry and tourism partners locally with Chinese media

3.4 Detailed below is the planned programme of activities for the year ahead. A number of activities are still under development and further updates may be brought back to Committee for information during the course of the year

<b>Market Focus</b>	<b>Work Plan Activities for 2019/2010</b>
City of Boston	<p>Support and delivery of a Mayoral led civic, trade and investment Mission to Boston, MA in November 2019</p> <p>Sponsorship and development of Golden Bridges Transatlantic Conference and Awards Luncheon on 15<sup>th</sup> November 2019 in Boston</p> <p>Recruitment of 6 x companies to participate on trade mission, pre-mission assistance and tailored itinerary for each company</p> <p>Host Boston Irish Business Association visit in December 2019</p>

City of Philadelphia	<p>Support and delivery of a Mayoral led civic, trade and investment mission to Philadelphia, PA in November 2019</p> <p>Recruitment of 6x companies to participate on trade mission, pre-mission assistance and tailored itinerary for each company</p>
Dalian/China	<p>Host delegation from Dalian in early September 2019</p> <p>Engagement and support to NI China Tourism China Strategy for Tourism Cluster and development of a NI strategy and action plan for China tourist visitor</p> <p>Participation in the 5<sup>th</sup> China-UK Regional Leaders Summit</p> <p>Ongoing support to the NI Chinese Consulate and the Consul General, Mme Zhang for inward visits from China; civic, business and investment.</p> <p>Support for Chinese New Year 2020</p> <p>Ongoing support to both Ulster University and NW Regional College to develop</p> <p>Promote awareness on opportunities for doing business in China</p> <p>Investment support services via Confucius Institute including translation, Chinese business culture briefings, Mandarin language classes, interpretation</p>
City of London	<p>Delivery industry focused event in London with corporate partners – October 2019.</p> <p>Host Lord Mayor City of London 27/28 November 2019.</p>
Wider international engagement activities	<p>Deliver and provide input into inward visits to Derry City and Strabane District Council Area via range of partners</p> <p>International stakeholders group</p>

	<p>Input to Clipper RTW host port content plan and use of race's global platform to market the city region and activation in new markets</p> <p>Build network of strategic diaspora connections including online community</p>
Inward Investment Promotion Activities	<p>Develop US FDI engagement plan</p> <p>Develop and enhance the Ireland NW and the Invest Derry City and Strabane value proposition and supporting marketing collateral</p> <p>Hosting of Derry-Londonderry City Region Economic Summit</p> <p>Sponsorship of TMED010 Conference: Disruptive Innovation in Healthcare</p> <p>Planning and delivery of US in-market salon and panel events</p> <p>Planning and delivery of inward investor visits</p> <p>Gateway to Growth Export Programme in partnership with Donegal County Council supporting NW companies to internationalise and address any exporting capacity issues</p> <p>Parking Study for Derry City and Strabane District</p>

#### **4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications**

- 4.1 Council's sponsorship of Confucius Institute (£5,000), sponsorship of TMED010 conference (£3,000) and the Golden Bridges conference and awards luncheon (£12,000) will be met from existing Business and Culture budgets and the NW Development Fund.
- 4.2 The costs for all other activities including the trade and investment mission, including travel and expenses for the Mayor and Officers; as well as financial contributions to the mission company travel and accommodation costs; will all be met by Council's existing budgets and the NW Development Fund.

4.3 No equality, legal, HR, Improvement, Rural Needs or other implications.

## **5 Recommendations**

5.1 Members are asked to note the range of investment service and international relations activities and associated outputs.

5.2 Approve the programme of activities for the coming financial year 2019/2020.

## **Background Papers**