



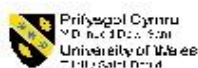
Swansea Bay City Region Joint Committee – 28 January 2020

MIPIM 2020

Purpose:	The purpose of this report is to authorise the Swansea Bay City Region’s attendance at MIPIM 2020 and its associated costs
Policy Framework:	Swansea Bay City Deal
Recommendation(s):	It is recommended that:
1)	The Joint Committee authorises the City Region’s attendance at MIPIM 2020 and its associated costs
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Access to Services Officer:	

1. Introduction

1.1 MIPIM is an annual, world-leading international property conference, with around 23,000 people attending for an intensive four-day programme. Attendees include thousands of investors, with scores of real estate projects throughout the UK and beyond launched there every year. The MIPIM conference offers unrivalled access to investors, developers and worldwide capital. MIPIM brings together the most influential figures from all property sectors to facilitate business between real estate professionals, investors and local authorities. MIPIM 2020 is taking place between March 10th and March 13th at the Palais Des Festivals in Cannes, France.



2. Benefits of regional representation at MIPIM 2020

- 2.1 An opportunity has arisen for the Swansea Bay City Region to be showcased at MIPIM 2020 as a partner of Cardiff and the Cardiff Capital Region, who have already confirmed their attendance at the event. This would enable international profile raising of major projects and strategic development sites throughout the Swansea Bay City Region, including those due to be part-funded by the Swansea Bay City Deal.
- 2.2 A regional investment of £10,000 would secure a partnership package with Cardiff and the Cardiff Capital Region at MIPIM 2020 that would include the following benefits:
- Two delegate passes
 - The chance to purchase additional delegate passes at a discounted rate
 - Representation at a signature MIPIM 2020 event
 - The broadcast of content on a video wall
 - Display of local authority and City Deal logos
 - Exhibition space for project/strategic site promotion
 - Dedicated social media posts as part of a MIPIM campaign
 - Advertising space in a hard copy and online prospectus
 - Inclusion of a regional development or project of choice on a dedicated website

3. Financial Implications

- £10,000 to secure a package to partner Cardiff and the Cardiff Capital Region at MIPIM 2020, including admission of two selected delegates.
- Joint Committee budget to cover up to one representative from each partner Local Authority (currently two Local Authorities attending). Cost covered by Joint Committee is therefore £10,000 plus one additional delegate fee.
- Additional delegate passes to be covered by relevant Local Authority partner organisations.
- The costs of flights, transfers and accommodation would be covered by relevant Local Authority partner organisations.

4. Legal Implications

- 4.1 There are no legal implications associated with the report.

Background Papers:

None