



Coventry City Council

Public report

REPORT BACK ON CONFERENCE

REPORT TO: Scrutiny Co-ordination Committee

REPORT OF: Deputy Chief Executive (Place)

TITLE: Trade and Investment Delegation to Lille – North France

VENUE: Casino Barrière – Lille – North France

1 Recommendation

1.1 The Scrutiny Board is recommended to:

- 1) Endorse the report of the trade and investment delegation to Lille - North France
- 2) Encourage and support visits to Coventry from potential inward investors.

2 Background

- 2.1 The Investment and International Trade Team at Coventry City Council (CCC) is committed to promoting the region on a global scale with a view to stimulating business investment and job creation within the City.
- 2.2 This visit presented the Investment and International Trade Team, based within the Economic Development Service, an opportunity to attend the FEAL 2018 Automotive Conference in Lille-North France alongside our key partners; Coventry and Warwickshire Chamber of Commerce (CWCC) and Warwickshire County Council (WCC). The main focus of the conference was around the technological, social and political revolutions that the automotive industry is currently facing. In addition, the conference provided an opportunity to promote the Automotive specialisms of Coventry & Warwickshire and engage with a region rich in Automotive Industry as well as develop proposals with the region to facilitate future trade and investment activity.
- 2.3 C&W Chamber of Commerce has previously hosted North France Invest in Coventry on two occasions, where they have had the opportunity to visit some of Coventry's key manufacturing and research & development centres. As a result, North France Invest are keen to work with our area closely to promote the flow of trade and investment opportunities in both countries. The conference provided the opportunity to show a partnership commitment to working with the area for bi-lateral trade and investment opportunities going forward.
- 2.4 On Tuesday 12th June 2018 the Cabinet Member for Jobs and Regeneration approved the travel request for one officer to attend the FEAL 2018 conference in Lille, North France. The approval process fell outside of the formal Cabinet Member meetings as the opportunity to attend the conference was identified in early June and therefore approval to travel was required at short notice.

Reasons and benefits for the trip were stated as:

- *Primarily the visit would develop, support and strengthen links with our key partner C&W Chamber of Commerce, providing a more cohesive and joined up service to potential investors from France*
- *Put Coventry on the map, whilst highlighting key sectors, businesses, services and our world renowned universities*
- *Gather intelligence on attracting automotive companies and supply chains to Coventry*

2.5 The business delegation was led by:

James Ahearne, International Trade Commercial Executive, C&W Chamber of Commerce,

with representation from:

- Nayna Parekh, Business Development Officer, Coventry City Council (CCC)
- Stephanie Williams, Inward Investment officer, Warwickshire County Council (WCC)
- Brian Mountford, International Trade Adviser, Department for International Trade
- Adele Wheatley, International Trade Assistant, C&W Chamber of Commerce
- Rahat Iqbal, Chief Executive Officer, Interactive Coventry Limited
- Tomasz Maniak, Operations Manager, Interactive Coventry Limited

3 Itinerary and Specific Key Events

3.1 The itinerary included speakers from high level business officials from the automotive industry, analysts and government on the following topics: -

- Vehicle electrification: technology, vision and impacts 2030
- Autonomous and intuitive vehicles: uses and issues
- New mobilities and smartcity (the challenges and issues for the automotive industry)
- The global market
- The British automotive industry before and after Brexit

Day 1 – 20th June 2018

After travelling from Coventry in the morning via Eurostar, the delegation were greeted by Pierre-Marie Pierrard from Pole Automotive, the show organisers. The delegation were then taken to the business lounge to meet North France Invest and the local Chamber of Commerce over a working lunch. This presented a great networking opportunity and provided time to highlight some of Coventry's key successes, assets, opportunities and developments such as UKBIC, UK Auto Drive, our catapult centres, upcoming projects around electrification, autonomous vehicles, very light rail, Coventry Station Masterplan, City Centre South and UK City of Culture 2021.

From 14.00 – 19.00 the delegation attended the conference which involved presentations and discussions from business leaders and government on various topics around the automotive industry (see Appendix A for the full conference programme).

In the evening the delegation attended a dinner at the Chamber of Commerce's building, where Coventry City Council and the C&W Chamber of Commerce were given an opportunity to discuss the conference and present our thoughts on future collaboration.

Day 2 – 21st June 2018

The morning consisted of presentations, one of which was of particular interest to CCC, WCC and the C&W Chamber of Commerce around the automotive industry before and after Brexit.

In the afternoon – the delegation visited the local Toyota manufacturing site for a tour of the facility.

The delegation departed France on the 17.36 Europe Eurostar and returned to Coventry that evening.

For a full breakdown of the itinerary and guest speakers, please see **Appendix A**

4 Cost of attending

	Costs Approved by Cabinet/Cabinet Member	Total of Actual Costs
Europe Eurostar	£140.00	£233.00
Accommodation	£100.00	€94.50 equivalent to £85.91*
Insurance	£50.00	£0.00
Visit support costs including transfers and subsistence	£50.00	£0.00
Conference registration	£170.00	€200.00 equivalent to £181.82*
Total	£510.00	£500.73

**Conversion rate used = €1.10. As of 29/08/18 final invoice yet to be paid, so costs are based on the confirmed euro charge and may deviate slightly based on the exchange rate upon final payment.*

The Eurostar cost for travel to the conference was slightly higher than approved by the approval due to an overnight increase in the fare. This was mitigated by additional insurance not being required (outside of the CCC standard cover) as well as no requirement for additional subsistence expenditure during attendance and travel.

5 Benefits

5.1 The visit has:

- Strengthened and established relationships between Coventry and Lille-North France and established a platform for future dialogue
- Provided access to key players in supporting future visits and inward investment and trade opportunities.
- Will provide valuable access to companies and decision makers in France for future trade and investment opportunities / enquiries
- Put Coventry on the map by promoting the city to a new audience and market.
- Provided a learning case-study, giving an insight into how other areas facilitate investment promotion. Lessons learnt can influence best practice.

6 Future opportunities

6.1 Future opportunities resulting from the visit include:

- Promotion of the CW Automotive and Tech/Gaming sector to the Hauts-de-France region and its companies as a precursor to regular engagement supporting future trade and investment opportunities.
- Facilitating trade and investment opportunities through an automotive trade event in Coventry - hosting companies from the Hauts-de-France region together with local Coventry & Warwickshire companies. The event will also promote the local region to overseas companies as an ideal place to invest.

6.2 Coventry City Council's Inward Investment team will play a vital role in shaping the agenda and future engagements of this collaborative activity through active participation and regular dialogue.

6.3 In addition, the activity at FEAL also ensured the CW partnership in attendance committed to an International Trade & Customs Post Brexit event for Coventry and Warwickshire companies.

List of background papers

Proper Officer: Executive Director, Place

Author: Nayna Parekh, Business Development Officer

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(Any enquiries should be directed to the above)

Other contributors: C&W Chamber of Commerce, Department for International Trade and Warwickshire County Council

Papers open to public inspection: Nil

Description of paper: Report Back on Conference/Seminar

Location:

Approved by Cabinet Member on:

Appendix A - FEAL 2018 Automotive Conference – itinerary and guest speakers:
<http://fealautomotive.com/>

Day One: Wednesday June 20th 2018

14:00 Official Opening

- Michel Lalande, Prefect of the Hauts-de-France Region
- Patrice Le Guyader, President of Pôle Automobile Hauts-de-France

14:15 - The Global Market by IHS Markit

- Denis Schemoul, Manager EMEA Light Vehicle Production Forecasting, IHS Markit

14:45 - New Mobilities and Smartcity: The Challenges and Opportunities for The Automotive Industry

- Philippe Belorgey, CEO Free2Move Lease at PSA Group
- Mathieu Bernasconi, Business Development Manager at Car2go
- Loïc Chouin, Project Director Mission Grand Paris
- Jean-François DHINAUX, Head of Strategy & Partnership Via ID – Mobivia Group
- Rahat Iqbal, Chief Executive Ofcer of Interactive Coventry Limited
- Dean Johnson, Head of Innovation at Brandwidth (UK)

16:00 - Coffee Break

16:25 - Autonomous and Intuitive Vehicle: Uses and Issues

- Antoine Doyon, Vice-President Group Strategy at Faurecia
- Carla Gohin, Vice President Research, Innovation and AdvancedEngineering of PSA Peugeot Citroën
- Bernard Jullien, Economist, ENS Cachan
- Bertrand Stelandre, Designer and Innovation Consulting at Stelandre S.P.R.L
- Laurent Taupin, Autonomous Driving Chief Engineer at Renault

17:35 - Vehicle Electrification:, Technology, Vision and Impacts by 2030

- Julien Etienne, Senior Director New Energies at Plastic Omnium
- Eric Feunteun, Electric Vehicle Global Program Director at Renault
- Michel Forissier, Product Marketing, Research and Development Director at Valeo Powertrain Systems
- Isbrand Ho, Managing Director of BYD Europe B.V.
- Cédric Weiss, EV/Hybrid Cell Analysis at A2MAC1

18:45 - End of The First Day

19:30 - Gala Diner to Palais de la Bourse

Day Two: Thursday June 21st 2018

08:45 - The Future of Automotive Brands by 2030: From Car Manufacturer To Mobility Provider?

- Luciano Biondo, President Toyota Motor Manufacturing France

09:30 - The British Automotive Industry before and after Brexit

- Philippe Baudon, Head of Business Development of Liberty House
- Xavier Bertrand, President of the Hauts-de-France Region, Former Minister
- Luc Chatel, President of the PFA, Former Minister
- Tommaso Pardi, Gerpisa – CNRS IDHES

10:30 – Coffee Break

11:00 - The Future of Automotive Industry in France: a personal point of view

- Louis Schweitzer, President of Honor, Former Chairman of Renault and President of Initiative France

11:45 – Concluding Conference

- Fabien Derville, CEO Mobivia Group

12:30 - Conclusion

- Bertrand Delzenne, Member of Suppliers Board in ARIA Hauts-de-France and President of Delzen SA
- Philippe Nottez, President of ARIA Hauts-de-France

13:30 - Special Tour To Visit Toyota Motor Manufacturing France and Toyota Boshoku