

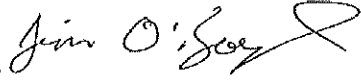
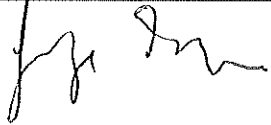
CONFERENCES/SEMINARS
AUTHORITY FOR ATTENDANCE

THIS FORM TO BE USED FOR COUNCILLORS (FOR ATTENDANCE BOTH IN AND OUTSIDE THE U.K.) AND FOR EMPLOYEES (OUTSIDE THE U.K. ONLY OR, IF ACCOMPANYING A COUNCILLOR, INSIDE THE UK)

1. Title of Conference	West Midlands Regional Asia visit
2. Organising Body	West Midlands Growth Company
3. Location	Hong Kong / Mainland China
4. Date(s)	24 th November to 30 th November
5. Councillor(s) recommended to attend	None
6. Employee(s) recommended to attend	Andy Williams – Director of Business Investment & Culture Richard Moon – Director of Project Management & Property Services
7. Cost per person, including travel, etc (Note: If total cost is less than £100, formal Cabinet/Cabinet Member approval is not required)	This mission is being delivered by the West Midlands Growth Company on behalf of the West Midlands and individual local authorities. The cost to deliver this project has been calculated by the West Midlands Growth Company and then split evenly amongst each destination partner. The total cost to Coventry City Council in sending two delegates and covering all aspects of project delivery as set out below is £20,000. <ul style="list-style-type: none"> • Flights (including domestic) • Accommodation • Internal travel • Transfers • MIPIM Asia Registration • MIPIM Asia Investor Lunch • Lead Generation • Project Management
8. Is participation at this event as part of a group	Yes
9. If so, how many people IN TOTAL will be attending the event as part of that group	The West Midlands delegation will consist of: <ul style="list-style-type: none"> • Andy Street, West Midlands Mayor • Ian Ward, Leader of BCC • Birmingham City Council representatives

	<ul style="list-style-type: none"> • Coventry City Council representatives • City of Wolverhampton representatives • Higher Education representatives • West Midlands Growth Company <ul style="list-style-type: none"> ○ Neil Rami, CEO ○ Andrew Dunbar, Head of Investor Relations
10. Is there anyone travelling with the Member, officer or group in relation to whom any of the costs of travel, accommodation or any other expense will be paid for by a Member or officer. If "YES" please state number.	No
11. Source of Funding (Cost Code)	10952 (International Development)
12. What are the reasons for attendance and what benefits to the City Council are expected from attendance	<p>The purpose of the visit is to undertake a WM regional visit to attend MIPIM Asia 2019 and to then undertake a mainland China visit to further existing investment, commercial and university links at a senior executive and political level.</p> <p>The key regional focus of activity will be joint attendance at MIPIM Asia which will take place alongside a 1:1 investor and meeting programme.</p> <p>Objectives and Outcomes: The visit crosses over a number of sectors and interests but the core focus will be to secure outcomes across the following areas:</p> <ul style="list-style-type: none"> • Capital Attraction: engage with one of the world's most active financial markets through high profile investor lunch, speaking slot and a 1:1 meeting programme. Highlight investable options to a funder base that is now moving away from London to the West Midlands and North East. • Existing investor relationship engagement: Progress ongoing conversations with specific investors who are already familiar with the region. Coventry will also benefit from speculative meetings with investors where there is specific mutual interest and look to build on existing relationships. • Direct flight opportunities for BHX: an opportunity to qualify and progress direct flight conversations with airlines and senior Hong Kong / Chinese business leaders. • Higher education partnerships and recruitment: a chance for Coventry University (and other Midlands universities) to undertake student recruitment activity in either Hong Kong and / or Shanghai. • Profiling the strength and

	<p>attractiveness of Coventry and the West Midlands: this will increase the awareness of Coventry and the West Midlands as the key engine for UK growth in an important Asian financial market through direct engagement with active and credible investors in Hong Kong and Guangdong area. This will showcase non-property strengths such as regional demographics, Local Industrial Strategy priorities, labour and skills base and current large employers and occupier pipeline.</p> <ul style="list-style-type: none"> • Inward Investment: this will offer Coventry City Council a unique opportunity to continue dialogue with key investors such as Geely around their growth plans for UK automotive brands LEVC and Lotus, ensuring their continued presence in Coventry providing significant investment and jobs to the region. <p>This visit is in line with Coventry's ambitions to grown its international reach with a view to securing investment across a range of key sectors, building on successful trips already delivered to MIPIM Europe, UAE and China by demonstrating a track record of project delivery and a healthy pipeline of investment potential.</p> <p>It is anticipated that major projects such as Friargate and City Centre South will be the focal point of investor discussions.</p> <p>We are well placed to capitalise on the success Coventry & the West Midlands is seeing in terms of FDI figures and take full advantage of the opportunities that exist as we lead up to Coventry City of Culture 2021 and Commonwealth Games 2022.</p> <p>Completed By/Signed:</p> <p>Date:</p>
<p>13. Is this conference part of an overall project involving further visits in the future?</p>	<p>Not at this stage although outcomes will be monitored with a view to attending MIPIM Asia in the future.</p> <p>Repeat visits may be required following any investment successes.</p>
<p>14. Recommendation of Cabinet Member/ Cabinet/Chair of any other City Council Committee</p>	<p>YES/NO</p>

(a) Are you satisfied that there is a genuine reason for attendance and genuine benefit for the Council?	YES/NO
(b) Will Councillor attendance affect the decision-making processes of the Council?	YES/NO
(c) Is attendance recommended?	YES/NO Signed: Date:
15. Cabinet Member's recommendation	YES/NO Signed:  Date: 22/10/2019
16. Leader's recommendation	YES/NO  Signed: Date: 22/10/2019
17. Person responsible for booking conference following approval of attendance	Name: Ben Yorke Department: Place Directorate Telephone No: 024 7697 2419

THIS FORM SHOULD NOW BE RETURNED TO
THE DIRECTOR OF RESOURCES (Room CH 59)

FOR RESOURCES DIRECTORATE'S USE ONLY

Decision	<i>Cabinet Member/Cabinet</i>
APPROVED / NOT APPROVED	<i>Date:</i>

Notification to:	<u>YES/NO</u>	<u>DATE</u>
(a) Officer responsible for booking conference		
(b) Councillor attending		
(c) Member of Management Board		
(d) Members' Services		
(e) Committee Officer		

Date report back obtained	
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<i>Date of meeting of Scrutiny to receive report back</i>	
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