Cyd-bwyllgor Corfforedig De-Ddwyrain Cymru | South East Wales Corporate Joint Committee

Report for:	NOTING
Contains Confidential or Exempt Information	NO

For Consideration By	Corporate Joint Committee
Report Title	Events & Sponsorship – MIPIM 2025 Update
Report of	Kellie Beirne, Chief Executive Officer
Contact Details	Kellie.Beirne@cardiffcapitalregion.gov.uk
Date to be Considered	10 March 2025
Implementation Date	Immediately
Affected Council Areas	All South East Wales local authorities
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Report Summary

The purpose of this report is to provide an update on Cardiff Capital Region's approach to MIPIM 2025 and to update members on the development of a multi-year plan for events and sponsorship.

Recommendations

1. The Corporate Joint Committee is asked to:

   - Note the update on MIPIM 2025; and,
   - Note the update on development of a multi-year plan for events and sponsorship

Reasons for Recommendations and Options Considered

Background

2. Events & Sponsorship are an important part of Cardiff Capital Region's communications and marketing approach. This applies to both the promotion of the South-East Wales region nationally and internationally and also CCR's wider activity and funds, through regional promotion and sponsorship.

3. CCR has delivered or been a partner in the delivery of an increasingly ambitious programme of events. This has been achieved by a small team, taking CCR from a standing start as a City Deal, to becoming the lead partner and accountable body in 2025 for the regional presence at the international property convention, MIPIM.

4. In the previous report to the CJC in July 2024, approval was given to allocate funds and resources to promote CCR at events up to June 2025, these included MIPIM 2025.

5. This paper lays out the detailed approach to these events, in order for members to be fully aware of:

- The approach being taken, including the focus areas
- Benefits including Targets and KPIs
- Investor engagement and relationship management through an initial outreach programme
- CCR Programme of activity, including wider exposure
- UK Cities collaboration
- Attendees and logistics

MIPIM 2025

The Approach

6. As mentioned previously, from 2025, CCR has taken on the lead role in organising the regional presence at MIPIM. Prior to 2025, this role had been fulfilled by Cardiff Council.

7. The key drivers for attending these events are:

- Place promotion of CCR for national and international investors;
- Alignment with our strategic goals, particularly around infrastructure and transport investment;
- Secure investment for regional projects and development schemes;
- Supporting business partners in attracting investment;
- Promotes CCR to national governments and to other UK and international regions, encouraging collaboration and engagement.

8. MIPIM is the international property and investment convention which is held every year in Cannes. Since its launch in 1990, MIPIM has grown in size and stature, now attracting close to 25,000 visitors each year from over 126 countries world-wide bringing together global cities and city regions with investment needs and prospects, with the investment community.

9. Building on the work of Cardiff Council Economic Development colleagues, this is an important and distinctive event for the CCR, bringing together UK City Regions, with which we have developed strong working relationships. Other UK regions in attendance include London, Manchester, Liverpool, Southampton, Newcastle and Belfast.

10. MIPIM has a focus on high value investments and stronger outcomes are realised over time and with relationship development - for example, Cardiff's Central Square investment discussions commenced at MIPIM. Active leads from 2024 attendance are in the areas of life sciences, leisure / hotel, green energy, visitor attractions and residential development. Likewise, CCR Energy have seen a significant increase in international interest post MIPIM.

11. The approach being undertaken to this year's event has been to focus on key themes that align to CCR's purpose and vision, and specifically to align with the Regional Economic and Industrial Plan, CCR's developing Regional Transport and Strategic Development Plans, plus CCR's ambition to deliver economic wellbeing to the region.

12. All of this combined has helped CCR to build its value proposition for 2025:

"Cardiff Capital Region is one of the UK's most attractive regions for sustainable growth"

13. This proposition is underpinned by three core themes for investment opportunity in the region:

- Sustainability
- Transport Infrastructure
- Digital Infrastructure

14. With three sub themes:

- Housing
- Leisure and Commercial
- Investment Zone

15. Each theme has a lead project, with a portfolio of opportunities that sit below it. This portfolio of investable projects is being pulled together into a map-based visualisation tool.

Benefits

16. Regional organisations (including several UK city regions) seeking investment for large-scale opportunities, attend events like MIPIM for several key reasons:

- Access to a concentrated pool of global investors: MIPIM brings together a vast number of institutional investors, developers, and financiers from around the world. This provides a unique opportunity for CCR to pitch projects to a highly targeted audience with the capacity to make significant investments.
- Showcasing opportunities on a global stage: MIPIM offers a platform for CCR to present large-scale projects and development plans to a global audience. This increased visibility can attract interest from potential investors who might not otherwise be aware of these opportunities.
- Networking and relationship building: MIPIM facilitates networking with key decision-makers in the real estate and investment sectors. This allows CCR to build relationships with potential investors, understand their investment criteria, and tailor their pitches accordingly.

- Benchmarking and knowledge sharing: Attending MIPIM allows CCR to learn about the latest trends in real estate development, investment, and urban planning. This can help refine strategies and ensure projects are competitive in the global market.
- Promoting their region or city: MIPIM provides a platform for CCR to promote the region as an attractive investment destination. This can include highlighting the area's infrastructure, economic strengths, and quality of life. By showcasing the region's assets, CCR can attract investment that contributes to economic growth and development.

17. In summary, events like MIPIM offers an unparalleled opportunity to connect with potential investors, showcase projects, and promote the region on a global stage. The key objective being to secure investment for large-scale opportunities that drive economic growth and improve communities.

Objectives and KPIs

18. There are a series of objectives set, these are:

- Raising awareness of the region and the opportunities available for investment
- Building relationships with potential investors
- Securing investment

19. These can be broken down to the following short-, medium- and longer-term goals:

Short Term Goals (during the event and within 6 months of MIPIM):

- Awareness:
  - Secure 10 interviews / mentions in relevant media outlets (property trade press, local business publications).
  - Outreach to 200 investors to raise awareness in advance of MIPIM
  - Generate 10+ qualified leads from potential investors.
  - Welcome 5 high profile visitors to the stand (such as UK Ministers, and high-profile investors)
- Relationship Building:
  - Host:
    - 3 pre-MIPIM partner events
    - 2 networking events at MIPIM with 50+ attendees
    - 1 x key investors event with 4 high-value target investors
    - 1 post-MIPIM partner event
  - Ensure maximum event exposure:
    - 4 speaking events on the CCR stand
    - 3 external speaking events for CCR representatives

Medium Term Goals (within 6 – 12 months of MIPIM 2025):

- Awareness:
  - Achieve a 15% increase in engagement related to investment opportunities.
  - Secure speaking opportunities at 10 relevant industry events.
- Relationship Building:
  - Organise follow-up meetings with at least 30% of the initial investor contacts.

- Develop tailored investment proposals for 4 key investors.
- Participate in 2 investor-focused conferences or workshops.

Longer Term Goals (within 2-5 years of MIPIM 2025, to be set post MIPIM 2025 and reviewed annually):

- Securing Investment:
  - Secure investment for at least 2 major development projects.
  - Inward investment to the region.
  - Create jobs through new investment projects.
- Strategic Relationships:
  - Establish formal partnerships with 5 key investors or developers.
  - Develop strategic partnerships with 2 land-holding organisations within CCR per annum to increase the scale of the offer from the region.

20. There are some important considerations that will support the above target, including:

- Building momentum is an important factor in developing projects but also in investor confidence. The upcoming 3-year event strategy will look at how the attendance at these types of event can support that
- Project Readiness – supporting organisations across the region to develop opportunities that are suitable for investment is a key component. Place-Based Investment programme is being developed within the Shared Prosperity Fund programme to identify and bring forward these opportunities, to increase the likelihood of success in this space.
- Scale of opportunity – the Region needs to be able to bring together a range of opportunities of different size and scale, and a Place-Based Investment Programme will aim to collate these opportunities in a way that they can be scaled up or down to suit potential investor needs
- Developing long-term strategic relationships with organisations within the region to ensure that the opportunities for investment are as wide as possible is a critical success factor. The target of 2 Strategic Relationships will be supported by a MoU between the parties to ensure suitable effort is brought upon this element.

21. All the above will be captured in the following artefacts, that will be produced by summer 2025:

- A 3-year Events & Sponsorship Plan (including a renewed Partnership Development Programme to drive third party revenue growth in support of these activities).
- An updated Marketing and Communications Plan to reflect the organisations priorities in this area and how the above Events & Sponsorship Plan fits into these.

Investor engagement and relationship management through an initial outreach programme

22. 2025 marks the first year of targeted investor relationship management. Early activities include outreach activities in advance of the MIPIM event to:

- Raise awareness of CCR

- Encourage early engagement with key investors with an interest in CCR's key themes and opportunities
- Starting to develop longer term, more meaningful relationships

23. Metrics for 2025 will form the baseline for future years to help CCR understand the impact of such events and how we manage the longer-term engagement with potential investors.

CCR Programme of activity at MIPIM 2025, including wider exposure

24. Programme of Activities

Event / Meeting	Date	Description
UK Investors Breakfast	Tuesday 11th March	Being held in the UK HUB
CBRE Investors Lunch	Tuesday 11th March	12 places for investors, politicians (TBC dependent on investors) and CCR headline partners
UK Cities Dinner	Tuesday 11th March	10 representatives plus 2 main sponsors. All other UK cities are taken a minimum of 10 representatives. DBT are arranging for 2 investors to be present on each table.
Political Leaders Summit	Tuesday 11th March	All politicians will be attending along with politicians for all the other UK and European cities
ING MIPIM Dinner	Tuesday 11th March	As ING are the global communications partner for MIPIM, this event has a number of key organisations for CCR to engage with
UK Cities and Partners Reception (UKCAP)	TBC	TBC

Speaker Opportunities

Kellie Beirne	Wednesday 12 March	UK Hub 14:00-14:45 Building the innovation economy: working together to shape up a new breed of investment assets
Kellie Beirne and Cllr Mary Ann Brocklesby	Tuesday 12th March	UK Cities Dinner

Cllr Mary Ann Brocklesby	Tuesday 11th March	CCR Stand 08:30 – 9:30 Cardiff Capital Region - The UK's most attractive region for sustainable investment
TBC	Tuesday 11th March	CCR Stand 10:30 - 11:15 Property Investment and Funds
Cllr Huw Thomas and Cllr Dimitri Batrouni	Tuesday 11th March	CCR Stand 14:30 - 15;30 CCR Investment Zone: creating the conditions for investment and innovation
Cllr Huw Thomas	Wednesday 12th March	CCR Stand 08.30-09.30 Transport led Regeneration: Unlocking growth through Cardiff Crossrail, the Metro and the Regional Transport Plan
Nicola Somerville, CCR Energy Ltd	Wednesday 12th March	CCR Stand 14:30 - 15;30 Presentation: Aberthaw – 'A just transition'
Cllr Huw Thomas	Wednesday 12th March	CCR Stand 14:30 - 15;30 Destination Cardiff 2028
Cllr Huw Thomas and Ben Allright, Ogi	Wednesday 12th March	CCR Stand 16:00 – 16:30 Digital Connectivity and Digital First City
Cllr Mary Ann Brocklesby	Wednesday 12th March	Martinez Hotel 08:30 – 10:30 European Cities Knowledge Exchange at MIPIM 2025
Kellie Beirne	Thursday 13th March	CCR Stand 10:30 - 11:30 Inspire, Innovate, Invest, Infuse Ladies in property event

PR & Media Interviews/ Articles –

MIPIM UK press release	TBC	UK-focussed release showcasing a strong UK

		delegation heading to MIPIM 2025
MIPIM Preview Magazine	Mid-February	Attributed to CEO
Property Week Preview	Mid February - **See Appendix 1**	Attributed to Chair
MIPIM Daily News Interview CCR Stand	Tuesday 11th March	Cllr Mary Ann Brocklesby
Estate Gazette Interview Akanksha Soni, Senior reporter at Estates Gazette CCR Stand	Tuesday 11th March	Cllr Huw Thomas and Dave Jaques
Co-Star Interview CCR Stand	TBC	Cllr Mary Ann Brocklesby and Cllr Dimitri Batrouni

UK Cities collaboration

25. We are working closely with the Department of Business and Trade and British Property Federation along with the UK cities attending to ensure that the UK is represented as a collective. This will include a UK cities investor breakfast and UK cities dinner. Also launching is the UK Hub which is a 3-day conference where the UK will showcase strong public-private partnerships and regional strengths and here the Kellie Beirne will be represented on one of the speaker panels (as is all the other participating UK cities).

Attendees

26. CCR Chief Officers Attendees

CCR	Kellie	Beirne	Chief Executive
CCR	Liam	Hull	Strategic Director of Resources

27. South East Wales Corporate Joint Committee Attendees

Cardiff Council	Cllr Huw Thomas	Leader
Monmouthshire County Council	Cllr Mary Ann Brocklesby	Leader
Newport City Council	Cllr Dmitri Batrouni	Leader
Torfaen County Borough Council	Cllr Anthony Hunt	Leader

Comments of the s.151 Officer

28. There are no direct financial implications associated with this report. A further report on the impact of MIPIM and associated costs will be included in a further report following the convention.

Comments of the Monitoring Officer

29. There are no direct legal implications. The attendance of Members and Officers at conferences/events such as MIPIM, and the receipt of hospitality, are the subject of Member/Employee Codes of Conduct and associated reporting requirements.

Equality, Diversity and Inclusion

30. The Committee must, in the exercise of its functions, have due regard to the Public Sector Equality Duty arising under s.149 of the Equality Act 2010, and the need to: (1) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited under the Act; (2) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not; and (3) foster good relations between persons who share a relevant protected characteristic and persons who do not.

31. There are no specific equalities implications arising from this report.

Sustainability and Climate Considerations

32. There are no specific sustainability or climate change implications arising from this report. Any implications arising will be addressed as part of future reports.

Consultation

33. CCR officers are working collaboratively with colleagues in local authorities, particularly those with whom events are delivered cooperatively.

Welsh Language Implications

34. In accordance with the Welsh Language Standards (No.1) Regulations 2015, and the CJC's statutory obligations, consideration has been given to the impact the recommendations made in this report may have on opportunities for people to use and promote the Welsh Language, whether the proposals treat the Welsh Language more or less favourably than the English Language, and opportunities for increasing the positive effects, or decreasing the negative effects, of the proposals on the Welsh Language. No negative impacts were identified which would prevent approval being sought to implement the proposal. In particular, consultees will be offered an equal opportunity to respond in either the Welsh or English language.

Well-being of Future Generations

35. In developing the Recommendations of this report, regard has been had to the well-being duty arising under the to the Well-Being of Future Generations (Wales) Act 2015 ('the Act'), and no negative impact has been identified.

Kellie Beirne
Chief Executive
10 March 2025