South East Wales Corporate Joint Committee

Cyd-bwyllgor corfforaethol De-Dwyrain Cymru

Report for:	ACTION
Contains Confidential or Exempt Information	NO

For Consideration By	Corporate Joint Committee
Report Title	MIPIM 2025 - Report
Report of	Strategic Director of Policy, Impact & Partnerships
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1. Report Summary

1.1 The report updates the South East Wales Corporate Joint Committee (SEWCJC) on the Cardiff Capital Region (CCR) attendance at MIPIM 2025.

2. Recommendations

2.1 The Corporate Joint Committee is asked to:

(1) Note the performance made against objectives and key performance indicators at MIPIM;

(2) Note the forward view on attendance at future events.

3. Inward Investment Wider Context

3.1 Inward investment is a fundamental driver of economic growth for any forward-looking region. For the Cardiff Capital Region (CCR), it is central to unlocking our full potential and positioning ourselves as a competitive force on the global stage. Across the UK and internationally, regions have long recognised the transformative power of attracting internationally mobile capital, not just for the financial injection it brings, but for the innovation, global connectivity, and high-value employment it enables. Ireland stands out as a national success story: through a clear, consistent strategy and a compelling value proposition, it has

become a hub for global tech, pharmaceutical, and financial services firms, significantly enhancing its GDP and workforce capabilities.

3.2 At the UK regional level, Greater Manchester offers a strong example of what can be achieved through a well-resourced and strategically aligned inward investment function. For CCR to compete effectively, we must sharpen our offer, understand investor expectations, and deliver investable projects that inspire confidence. Participation in global investment forums such as MIPIM and UKREiiF is critical to this effort. These events are not optional, they are essential platforms for showcasing our ambition, building investor relationships, and maintaining visibility in a highly competitive landscape. Absence from these forums would place CCR at a clear disadvantage.

3.3 The CCR Regional Economic Growth Board (REGB) will be instrumental in shaping our Inward Investment effort. Acting as a bridge between the public and private sectors, the RGB will help shape a credible, business-led narrative that resonates with international investors. Their insight and leadership will ensure that CCR presents a unified, compelling case for investment, one that reflects the dynamism, ambition, and potential of our region.

4. MIPIM 2025 Overview

4.1 MIPIM is the international property and investment convention which is held every year in Cannes. Since its launch in 1990, and now in its 34th year, 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.

4.2 CCR undertook their first year as MIPIM lead for the region. The key drivers for attending the event were:

- 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.

4.3 Allied to this, CCR worked with 22 private sector organisations as partners for the event, and these companies are a critical aspect of the regional offer. Private sector partners offer financial contributions that help deliver the event; demonstrate the strength of the region; and, use attendance with CCR as a means to drive further investment opportunities.

4.4 Building on the work of Cardiff Council Economic Development colleagues, it was 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.

4.5 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 and hotel investment, green energy, visitor attractions and residential development. Likewise, CCR Energy have seen a significant increase in international interest post-MIPIM.

4.6 The approach 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.

4.7 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"

4.8 This proposition was underpinned by three core themes for investment opportunity in the region:

- Sustainability
- Transport Infrastructure
- Digital Infrastructure

5. Objectives & Key Performance Indicators (KPIs)

5.1 For the first time, CCR set a series of objectives for its attendance at MIPIM:

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

5.2 Following on from this, CCR set a series of short, medium and longer term goals, with a view to giving solid outputs that can be measured and in this first year, giving CCR a benchmark against which future years can be measured.

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

Goal:	Achievements:	Notes:
Secure 10 interviews/ mentions in relevant media outlets (property trade press, local business publications).	• A **total of 10 pieces of direct coverage** for CCR in the lead-up to, during, and immediately after MIPIM. • Secured **13 journalist meetings and one social media feature** with target UK and international property and national trades. • An analysis of reach for this coverage estimates **an audience of 22 million**, about 19 times larger compared to the previous year.	This highlights the importance of strategic coverage on large media with international reach, including BFMTV – the equivalent of Sky News in France - which was secured from the interview with AFP.
Outreach and engagement with 200 investors	• **~150 targeted e-mails** sent using the MIPIM database. We focussed outreach on investors who have previously invested in UK infrastructure and have a UK presence. • **234 engagements** captured by the team in attendance. • Follow up emails were sent to **~75 potential investors** thanking them for their engagement at MIPIM and inviting them to engage with us at UKREiiiF.	This was a new approach to engaging with attendees in advance, building brand awareness, building relationships and building a database of potential investors that we can cultivate moving forward.
Generate 10+ qualified leads from potential investors	The outreach campaign (above) generated three calls with investors before MIPIM and three appointments at MIPIM.	The pre-MIPIM calls with potential investors allowed us to gain a deeper understanding of the needs and wants of an investor and to test our messaging and offer. This gave us valuable insight that allowed us to tailor content and engagement with a small number of investors.
Welcome 1,000 visitors to the CCR stand in MIPIM	Over **320 visitors to** the stand were officially recorded by the team.	This number shows where an attendee barcode was scanned to log them as having visited the stand. The true number will inevitably have been higher. But this gives CCR a good benchmark to measure against at future events.
Welcome 5 high profile visitors to the stand (such as UK Ministers, and high-profile investors)	CCR welcomed **6 several high-profile visitors** to the stand, including: Gregg Clarke, former Secretary of State for Business, Energy and Industrial Strategy and Pat Ritchie CBE – Chair of the Government Property Office	This KPI, and subsequent attendance at UKREIIF where a different approach meant exposure to 1 or 2 high profile visitors, but with greater meaning and alignment to objectives.

Goal:	Achievements:	Notes:
Conduct 4 meaningful meetings with potential investors at MIPIM. Host: • 3 pre-MIPIM partner events • 2 successful networking events at MIPIM with 50 attendees. • 1 x key investors event with 4 high target investors (CBRE hosted event) • 1 post MIPIM partner event	Achieved • 3 pre-MIPIM partner events • 2 successful networking events at MIPIM with 50 attendees • CBRE invite event, with 2 high profile investors in attendance. • Investor visit hosted by Gareth Berry (CCR) and Jon Day and Juliet Gamlin of Cardiff Council.	Given the cost and effort of these events, they need to be reviewed in light of a new events strategy.
Ensure maximum event exposure: • 4 speaking events on the CCR stand • 3 external speaking events for CCR representatives	• 6 speaking events on the CCR stand • 2 x external speaking events: o Kellie Beirne in the UK Hub o Cllr Huw Thomas, UK Cities Dinner	Presence and exposure while at events such as MIPIM is key and CCR must revisit the approach in this area.

Medium Term Goals (within 6 – 12 months of MIPIM 2025)
Please note only relevant areas are highlighted as others will be tracked from September 2025 onwards.

Goal:	Achievement:	Notes:
Relationship Building: Organise follow-up contact or meetings with at least 50% of the initial investor contacts.	75 emails have been issued and several follow-up engagements have already taken place. There have been a series of further meetings and visits in the period since MIPIM and these include the below: • Property acquisitions in west and central Cardiff • Specific inquiries related to Cardiff Parkway and the Investment Zone • Five investor meetings representing significant funds • Investment opportunity in Newport • Build-to-rent investor meetings	This goal is in progress but the CCR team wished to demonstrate the scale of opportunity that has already emerged in the immediate period following MIPIM. All of these engagements are being closely tracked and a further report will highlight thise which come to fruition.

6. Review of MIPIM 2025 and Inward Investment for CCR

6.1 CCR has conducted three review sessions to discuss positive and negative feedback. This included feedback from Welsh Government and other stakeholders.

6.2 Operational strain and organisation was pointed to as a significant challenge and the CCR team felt that MIPIM had taken significant resource that had disrupted normal business function and caused disruption to business-as-usual. Allied to this, it introduced significant strain on the team and resourcing became an issue.

6.3 While the event itself went well and CCR and the Cardiff Council team achieved core objectives and KPIs, there were many lessons to learn. For example, attendance at CCR events were low and one was cancelled as a result.

6.4 Likewise, there needs to be better engagement with other UK cities and regions, and a need for better political engagement with UK Ministers and officials.

6.5 CCR seeks to, ultimately, secure strategic partnerships and investment through events such as MIPIM and has set a target of securing investment for at least two major development projects to drive inward investment to the region and creating jobs through new investment projects.

6.6 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 events can support that.
- Project Readiness: supporting organisations across the region to develop opportunities that are suitable for investment is a key component. A Place-Based Investment programme is needed for the region.
- 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.

7 Forward View

7.1 CCR recognise the significant potential of the inward investment space for the Cardiff Capital Region (CCR), but also acknowledge that we need more time to fully define our role within it. This is a complex and evolving landscape, and to ensure we are positioned for long-term success, it is essential that we take a strategic and considered approach. Our priority is to develop a clear, evidence-based strategy that aligns with CCR's broader economic ambitions and leverages our unique regional strengths.

7.2 This strategy must be informed by robust market intelligence, stakeholder engagement, and a deep understanding of global investment trends. It should also define our value proposition, identify priority sectors, and outline the mechanisms through which we can attract, support, and retain investment. By taking the time now to get this right, we will be better equipped to maximise the opportunity for CCR, ensuring that inward

investment delivers sustainable economic growth, high-quality jobs, and long-term value for our communities.

7.3 CCR are committed to working collaboratively across public and private sectors to shape this strategy and will provide regular updates as our thinking evolves. The opportunity is significant, and with the right foundations, CCR can become a leading destination for inward investment.

7.4 All the above will be captured in the following artefacts, that will be produced by July 2025:

- A three-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.

8. Comments of the Director of Resources and Section 151 Officer

8.1 Details of the costs and funding arrangements for attendance at the 2025 MIPIM event was set out to the CJC, as part of the Events and Sponsorship report (Item 08) at its 26 July 2024 meeting. This outlined an indicative total cost of circa £280,000, with a number of costs still being finalised at that time.

8.2 As in previous years, the report set out that these costs would be managed through a combination of CJC's approved MIPIM base budget (£50,000) and co-sponsorship with Welsh Government and Cardiff Council, with the balance being met through private sector sponsorship funding. The report highlighted the risk that in the event that co-sponsorship and private sector funding did not fully meet the shortfall, then CCR's contribution would need to increase.

8.3 Details of actual costs are now being finalised as part of the 2024/25 accounts closure process and the final few residual queries are currently being worked through by officers. On this basis, the total spend amounted to circa £335,000 with a net additional cost to CCR of circa £91,000.

8.4 Further details of the costs and income streams secured are set out below:

- Public sector co-sponsorship amounted to £50,000, which was a combination of cash and in-kind support and was significantly lower than the amounts secured in previous years;
- 22 private sector partnerships secured, revenue from these private sector partners amounted to £135,900, which was an increase, when compared to the previous year's total;
- In addition, a further £24,600 worth of 'contra' contributions were secured from sponsors;
- In total, private sector partners investment and contributions covered 48% of the gross 2025 MIPIM costs.

8.5 Details of the final cost CCR will be set-out in the 2024/25 Final Out-turn report to the CJC at its July 2025 meeting. The report will set details of the additional costs to CCR, which will be managed as part of the CJC's overall financial position.

9. Comments of the Monitoring Officer

9.1 There are no direct legal implications at this time.

9.2 If any third-party sponsorship is sought this should be done in an open and transparent manner. If any goods or services are to be procured, then this should be done in accordance with the relevant rules and legislation (as set out in the CJC's Constitution). Matters such as potential conflict of interest would also need to be considered.

10. Equality, Diversity and Inclusion

10.1 The Corporate Joint Committee is subject to the Public Sector Equality Duty and the Socio Economic Duty as defined by the Equality Act 2010.

10.2 The Committee must, in the exercise of its functions, have due regard to 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.

10.3 The characteristics protected under the Act are:

- age;
- disability;
- gender reassignment;
- marriage and civil partnership;
- pregnancy and maternity;
- race;
- religion or belief;
- sex; and
- sexual orientation.

10.4 Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:

(a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;

(b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
(c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

11 Well-being of Future Generations

11.1 The Corporate Joint Committees (Amendment of the Well-being of Future Generations (Wales) Act 2015) Regulations 2021 bring CJCs within the scope of Parts 2 and 3 of the Well-being of Future Generations (Wales) Act 2015.

11.2 The Well-being of Future Generations (Wales) Act 2015 places a duty on public bodies to carry out sustainable development, meaning the process of improving the social, economic, environmental and cultural well-being of Wales by taking action aimed at achieving the well-being goals of:

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

and by acting in a way which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

11.3 In order to act in accordance with the sustainable development principle, when exercising its functions, the Committee must take account of the following things:

- the importance of balancing short-term needs with the need to safeguard the ability to meet long term needs;
- the need to take an integrated approach to achieving the well-being goals;
- the importance of involving others with an interest in achieving the well-being goals and of ensuring those persons reflect the diversity of the population of the region;
- how acting in collaboration with others could assist to meet the region's well-being objectives;
- how deploying resources to prevent problems occurring or getting worse may contribute to meeting the region's well-being objectives.

11.4 In developing the Recommendations of this report, regard has been had to the well-being duty arising under the Well-Being of Future Generations (Wales) Act 2015 ('the Act').

12 Welsh Language Implications

12.1 The Welsh Language Standards (No.1) Regulations 2015 (Amendment) Regulations 2021 bring Corporate Joint Committees within the scope of the standards specified by the No.1 Regulations.

12.2 In accordance with the Welsh Language Standards (No.1) Regulations 2015, 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.

12.3 No negative impacts were identified which would prevent approval being sought to implement the recommendations of this report.

13 Staffing/Workforce Implications

13.1 Resourcing requirements will need to be considered as part of the future strategy.

14 Consultation

14.1 CCR is consulting with stakeholders about developing the new strategy for events and inward investment that delivers the regional ambition and generates economically significant outputs and outcomes.

Colan Mehaffey
Strategic Director of Policy, Impact & Partnerships
2nd June 2025