

Appendix 1

1 Trade & Investment – Key Objectives

- 1.1 The Leeds City Region Trade and Investment plan for 2018/19, as set out at the last BIG Panel, established the key objectives for the Trade and Investment team, one of which was raising the City Region's international profile as part of an international place marketing strategy. There are a number of methods available to achieve this, the largest of which is attendance at MIPIM, the value of which this paper will appraise. This strategy can be broken down further, as Leeds City Region has a number of objectives aimed at raising the international profile of the region as follows:
- a) Highlighting the City Region's strengths and differentiators; this relates to how core capabilities and specialisms are communicated and defined to an investment audience.
 - b) Showcasing opportunities for growth and investment; the communication and portrayal of key investments/projects or market opportunities, in particular the provision of key investment metrics that influence business cases such as occupier demand or favourable economic trends that mitigate investment risk.
 - c) Emphasising the civic commitment to business; private sector investors seek reassurance that civic leaders and Local Authorities support the projects, schemes and initiatives that are being championed.
 - d) Providing a platform for private sector profile; sponsors and stakeholders benefit from a platform to market their projects and investments.
 - e) Facilitating business engagement and the generation of leads and enquiries; this ultimately relates to the number of prospects, enquiries and projects identified through networking and relationship building.
 - f) Sharing thought leadership and sector insight; effective communication of the Leeds City Region value proposition to obtain traction amongst the investor audience.