

## TEAM NOTTINGHAM

## PRESS RELEASE

## DRAFT

### **Midlands UK aims to be the best in show at MIPIM**

- *More than 50 presentations, panel events and receptions taking place during three days*
  - *Midlands Engine Investment Portfolio to launch at MIPIM*
- *Midlands UK coming together for the first time at MIPIM to showcase the region's key strengths and investment opportunities to thousands of global investors*

NOTTINGHAM is set to take centre stage at MIPIM, the world's largest property exhibition that will take place in Cannes this month (14-17 Mar) with the city's delegation involved with series of events in the brand new Midlands Pavilion.

Midlands UK, the Midlands-wide delegation attending MIPIM 2017, has revealed the comprehensive events programme it is hosting at the global real estate show – with a significant number featuring members of the Team Nottingham delegation.

Major investment projects will be unveiled to an international audience, while discussion panels and presentations will cover topics including connectivity, housing and regeneration.

Over 50 events – featuring nearly 100 presenters and panellists – are taking place at the Midlands UK Pavilion (C16.B), more than any other delegation from the UK. Combined, these events are expected to attract thousands of delegates.

The launch of the *Midlands Engine Investment Portfolio* on Tuesday 14 March will feature Sir John Peace, Chair of the Midlands Engine. Capitalising on the region's strong record of attracting foreign investment, the event will present the international community with billions of pounds' worth of the region's most exciting range of development opportunities.

Lorraine Baggs, head of inward investment at Invest in Nottingham, said: "The Midlands Pavilion will include a packed programme of events and Nottingham is delighted to be playing a leading role and significantly contributing to many of the presentations and panel discussions throughout the week.

"We will be presenting Nottingham's approach to bringing forward regeneration projects, discussing how to fund development, showcasing the second phase of development at East Midlands Airport and key opportunities within the Boots Enterprise Zone. Other discussion topics involving Team Nottingham include the growth of the digital and life science economies, the impact of HS2 and smart cities and many more

"This is a great example of how being an integral part of the Midlands Pavilion this year will allow us to make more of an impact as a city and ultimately secure more investment opportunities."

Team Nottingham, which is taking its largest ever delegation to MIPIM in 2017, will once again host its annual dinner and a drinks event to showcase the city to potential investors and developers.

Lorraine added: "Our annual dinner is already at full capacity with a great guest list of Team Nottingham sponsors and their guests. Alongside our business speakers we are very much looking forward to hearing from Nottingham's own Team GB hockey player, Olympic Bronze and Gold medallist Helen Richardson-Walsh, who will talk about steering her team to Olympic glory in Rio."

Sir John Peace, Chair of the Midlands Engine, said: "The scope and range of events taking place at the Midlands Pavilion demonstrates how many significant investment opportunities are available across the region. It also highlights the considerable number of partners that are working together to make MIPIM a success."

"It is critical for the economic growth of the region to truly showcase our strengths at MIPIM, which attracts delegates from across the world. The Midlands boasts highly innovative industries such as advanced manufacturing and life sciences, plus major development schemes that are already attracting billions of pounds in investment. Our inaugural presence at the show will prove that the Midlands is one of the most competitive and exciting destinations in the world."

Planning for the future needs of businesses and residents across the Midlands will also feature strongly at MIPIM. A panel discussion about housing on Wednesday 15 March will look at how the Midlands can deliver the best quality homes for its rapidly growing population.

Other popular events will cover a wide range of topics highlighting the strength of the Midlands as a global investment destination. Several presentations focus on the role of Enterprise Zones in boosting regeneration and unlocking new sites for redevelopment – covering areas including Nottingham, Loughborough, Leicester, Lincolnshire, Stoke-on-Trent, Greater Birmingham and Worcester.

Key schemes that will be laid out to investors include the Peddimore industrial site on Tuesday. Unveiled by Birmingham, the 71 hectare site is expected to create more than 250,000 sqm of new floorspace and up to 10,000 new jobs.

Several presentations will focus on connectivity, and the crucial role that expanding air, rail and road networks will play in boosting the economic impact of the Midlands. Royal Assent was recently granted to high-speed rail network HS2, which will become a key topic of discussion, particularly during several events on Wednesday.

With the region responsible for 21% of the UK's entire manufacturing output, on Tuesday representatives from Coventry, Warwickshire, the University of Derby, Jaguar Land Rover and MIRA Technology Park will highlight how the Midlands can boost its advanced manufacturing sector. A further panel event on Thursday will explore how the Midlands' automotive sector is setting the agenda for the Government's UK-wide Industrial Strategy.

Team Nottingham will be taking part in the following events during MIPIM:

**14 March at 2pm: Launch of the Midlands Engine Investment Portfolio**

**15 March at 10am: Game on: How the Midlands has become the UK's engine for digital growth**

**15 March at 10.45am: Public/private partnerships stimulating city regeneration**

**15 March at 11am: Innovative Funding Models: Maximising the Midlands' assets through smart financial structures**

**15 March at 12.30pm: Midlands Enterprise Universities: Creating and supporting opportunities for inward investment**

**15 March at 3.45pm: East Midlands Airport: A gateway to the global economy**

**15 March at 4pm: The future of HS2: A gateway to the East and North Midlands**

**16 March at 10.15am: Investment opportunities in tourism: Midlands UK**

**16 March at 11.45am: The Nottingham Enterprise Zone – Creating a new place for health, wellbeing and beauty alongside Boots**

**16 March at 12pm: From molecule to market: The Midlands as a Life Sciences hub**

To see the full Midlands UK event schedule and for more details on the region's presence at MIPIM 2017, please visit [www.midlandsukmipim.com](http://www.midlandsukmipim.com). The Midlands UK delegation will tweet major announcements, event images and interviews from its new Twitter handle @UKMidlands.

## **ENDS**

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## **Notes to editors**

Destination partners joining forces as Midlands UK this year comprise:

Greater Birmingham (Birmingham, Solihull and the Black Country); Coventry City Council, Warwickshire County Council and Coventry & Warwickshire LEP; D2N2 (Derby, Derbyshire, Nottingham, Nottinghamshire); Greater Lincolnshire LEP; Leicester City Council and Leicester & Leicestershire LEP; South East Midlands LEP (SEMLEP); Stoke-on-Trent & Staffordshire; Telford & The Marches; and Worcestershire.

The private sector partners uniting with the Midlands UK delegation this year include:

103 Colmore Row; AFL Architects; AHR; Arcadis; Arden Cross; Ballymore; Birmingham Airport / UK Central; Bouygues; Bruntwood; Calthorpe Estates; CEG; Couch Perry Wilkes; Countryside Properties; Cundall; East Midlands Airport; EDG Property; Freeths; Friargate; Glenn Howells; GVA; Henry Boot; Jaguar Land Rover; JLL; K4; KPMG; Luton; Midlands

Enterprise Universities; Media 10; Moda Living; Morgan Sindall; Nikal; Paradise Birmingham; Perfect Circle; PGC Capital; PwC; Ramboll; Rider Levett Bucknall; Scape; Shakespeare Martineau; Shaylor Group; SISK; Stoford; Turley; Willmott Dixon; WSP | Parsons Brinckerhoff

### Midlands UK Pavilion

The Midlands UK pavilion is located at C16.B within the Croisette Village at MIPIM.

### MIPIM

MIPIM is the world's leading global property event. The four-day exhibition takes place annually in Cannes in March. 23,500 delegates attended in 2016 with 4,800 investors and 90 different countries being represented.

### The Midlands Engine

The Midlands Engine brings together the public, private and educational sectors in the region to work collectively to achieve greater economic growth for the Midlands.

By working together, the Midlands Engine will promote the region to investors and trade partners - delivering more growth, exports, jobs, and a better quality of life for those living in the region.

The Government believes that the Midlands economy could grow by £34billion by 2030. The Midlands Engine will work with the Government to deliver on that ambition.

### Marketing Birmingham:

Marketing Birmingham has been commissioned by the Midlands Engine to coordinate the region's activity at MIPIM 2017.

Marketing Birmingham is the city's strategic marketing partnership, operating the city's leisure and business tourism programme, Visit and Meet Birmingham as well as its inward investment programme, Business Birmingham. The company is funded by the public and private sectors, including Birmingham City Council, European Regional Development Funding and some 400 local companies.