

THE HIGHLAND COUNCIL
PLANNING ENVIRONMENT AND DEVELOPMENT
COMMITTEE – 12 August 2009

Agenda Item	
Report No	

MIPIM PROPERTY CONFERENCE – FEEDBACK FROM 2009 ATTENDANCE

Report by Director of Planning and Development

Summary

At the meeting of the Committee held on 21 January 2009, Members agreed to provide finance in support of attendance at the 2009 MIPIM Conference (Marche International Des Professionnels de l'Immobilier – the International Market for Property Professionals). This was agreed on the basis that representatives from the private sector were to attend (supported by HIE), and that no representatives from the Council would attend. Participation at the MIPIM Conference supports the Council's Single Outcome Agreement commitment to create "A competitive, sustainable and adaptable Highland economy".

1. Introduction

- 1.1 The Annual MIPIM Trade Fair in Cannes, France is the world's largest real estate and commercial property and investment exhibition.
- 1.2 Inverness and the Highlands was first represented at MIPIM in 2008 as part of a wider Scottish Development International (SDI) initiative aimed at promoting Scotland's six cities. In 2009 a further opportunity to attend, as part of the "Team Scotland" presence being led by SDI arose, and it was agreed that the Council should participate, on the basis that representatives of the private sector companies also participated. Team Scotland 2009 comprised the following private and public sector organisations/companies;

Private sector partners

Elphinstone Group
Maxim
Keppie Design
McGrigors LLP
MacDonald Estates
Paull & Williamsons Solicitors
Scotlog
StudioLR
Inverness Harbour Trust

Public sector partners

Aberdeen City and Shire
Robert Gordon University
Scottish Enterprise
Dundee Waterfront
Clyde Gateway
Clyde Waterfront
Edinburgh City Council
Glasgow City Council
HIE
The Highland Council
SDI

- 1.3 The Private Sector representation from the Highlands was made up of two Inverness based companies, Scotlogs, and the Inverness Harbour Trust. They were supported by officers from HIE, with the Council paying 50% of the costs of the exhibition stand and brochure (£3,200).

2.0 Outcomes from MIPIM 2009

- 2.1 Attendance at the MIPIM Conference in 2009 resulted in a number of contacts being made with a variety of national and international organisations and businesses. Feedback from the private sector representatives attending from the Highlands shows that they recognised the importance of MIPIM as an international marketplace which allowed them the opportunity to meet with developers from all over the world. Furthermore, their visit made them realise that if they were to attend in the future, they would need to fine tune their proposals to ensure that all possible queries could be answered, and that they would need to produce high quality promotional materials complete with plans that clearly define development proposals.
- 2.2 The Highland presence at MIPIM 2009 was part of a wider Scottish delegation based at the Scotland Suite adjacent to the main conference venue. A number of promotional events, such as a Tourism Investment Reception were held at this location, giving businesses the opportunity to meet and entertain contacts. The suite could also be used as a venue for small private meetings as well as more informal gatherings.

3.0 Current Economic Climate

- 3.1 The MIPIM event was smaller in scale this year than recent years with numbers of delegates dropping from 30,000 in 2008 to 18,000 in 2009. SDI also concluded that many Scottish companies had decided not to attend, or to reduce their attendance and not to register as part of the formal conference. Post MIPIM 2009 feedback provided by Scottish Enterprise shows that of the 16 registered companies attending 78 contacts had been made which were expected to lead to a future business relationship.

4.0 Conclusions

- 4.1 The feedback from the private sector representatives was generally positive. They recognised that MIPIM was an important conference that could bring them together with potential investors/developers. From a tourism development point of view, there was a general disappointment about the numbers attending the SDI sponsored reception. However, this came as no surprise, with the general message being received from developers that in the current economic climate, tourism developments were not the type of developments that were attracting investment interest this year.

5.0	Recommendation
5.1	The Committee is invited to: (i) Note this report. (ii) Agree that a further report be brought to a future Committee on attendance at MIPIM 2010 following discussions with HIE and private sector developers.

Signature:

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