

3rd August 2007

Our ref: R00007

FREEDOM OF INFORMATION REQUEST – MIPIM 2007 CONFERENCE

Your request:

Please provide information under the Freedom of Information Act 2005 in regard to the Agency's presence at the MIPIM 2007 Conference in Cannes.

Information Response:

SEEDA has attended MIPIM since 2000 and provides stand space for South East businesses and local authorities in the region, thus providing them with an extremely effective presence at the event. A total of 13 SEEDA staff attended MIPIM 2007 as delegates for all, or part of, the exhibition and conference representing SEEDA. The seniority of delegates reflects the critical importance of MIPIM to the work of SEEDA. These individuals were:

1. Pam Alexander (Chief Executive)
2. Duncan Straughen (Executive Director, Resources)
3. Lee Amor (Executive Director, Development & Infrastructure)
4. Peter Cusdin (Project Director, Development)
5. Detlef Golletz (Head of Transport & Infrastructure)
6. Stephen Sadler (Project Director, Growth Areas)
7. Chris Moore (Head of Land & Property East / Brownfield Land Assembly Company)
8. Martin Barrow (Senior Development Executive, Ashford)
9. Nick Young (Senior Development Executive)
10. Egon Walesch (Transport Team)
11. Celine Chambron (Transport Team)
12. Pat Tempany (Head of Housing)
13. Lewis Scott (Inward Investment Director)

The travel and accommodation costs for the above delegates to attend MIPIM were:

- Accommodation: £5,980.30
- Travel: £5,560.18
- Total: £11,545.48



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SEEDA took an additional 7 members of staff to manage its presence, stand, events and press liaison, thus saving an estimated £70,000 by not employing the services of a project management team for the event. The SEEDA stand (including all exhibition days, build and breakdown), all events and press liaison were handled by SEEDA staff. The travel and accommodation costs for these staff to attend MIPIM were:

- Accommodation: £4,292.30
- Travel: £2,830.22
- Total: £7,122.52

Conference registration fees paid by SEEDA totalled £5,674.12.

SEEDA staff used the following hotels:

- Belle Plage
- Cannes Palace
- Cannes Riviera
- Hotel Festival
- Hotel Univers
- Villa Francia

SEEDA has been unable to provide the information you requested regarding Subsistence within the appropriate fees limit. Therefore a Fees Notice has been issued separately covering this aspect of your request.

Benefits of SEEDA's Presence at MIPIM

As well as showcasing developments such as Chatham Maritime and transport projects as in Dover on the SEEDA stand, a key purpose of SEEDA's presence at MIPIM 2007 was specifically to host or part-host the following events:

- Growth Areas Showcase 'Meet and Greet' Reception to unveil models of specific development opportunities in Ashford and Northfleet Embankment, Kent. Approximately 90 delegates visited the SEEDA stand to attend the reception including many private investors and developers.
- Greater South East Brunch Event, held in partnership with the LDA and EEDA, focusing on the development opportunities across the Thames Gateway. Approximately 180 delegates attended.
- The official unveiling of the new Woolston Riverside development in Southampton. The unveiling attracted approximately 70 delegates to the SEEDA stand.

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- A reception for the Reading Diamond was attended by approximately 50 guests.
- A South East Developer Luncheon targeted on key international development and property professionals.
- A showcase for Crest Nicholson including the Woolston Riverside development which attracted over 100 delegates.
- SEEDA's South East Property Dinner, another targeted event attended by key property specialists.

The total cost of the above plus other events part-supported by SEEDA including refreshments was £24,229.05.

Stand partners in 2007 included, from Kent:

- Locate in Kent
- Kent Thameside
- Swale Forward
- Ashford Borough Council
- Medway Renaissance

and from other parts of the South East:

- London Development Agency
- East of England Development Agency
- UKTI
- Tipner Regeneration Company
- Trevor Osborne Property Group
- Reading Borough Council
- Academy of Urbanism
- Evata
- Regeneration & Renewal Magazine (Media Partner)
- South Coast Metropole
- Peter Brett Associates
- Offsite Manufacturing Homes
- Crest Nicholson
- Quadrant Estates

Press coverage achieved included MIPIM News and Regeneration & Renewal magazine.



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Just four and a half months after MIPIM took place, it is impossible to provide quantified outcomes. Just two key projects from the region, Ashford and Northfleet Embankment have a development value of approximately £250 million. Ultimately the success of SEEDA's presence at MIPIM will be measured by the extent to which we secure investment from major national and international developers to enable these exciting and important projects to proceed.

SEEDA also unveiled the detailed proposals for the Woolston Riverside project with our preferred development partner. The Woolston project has a total development value of £500 million, and it is intended that, by promoting this success, further interest from will be stimulated in other SEEDA projects among major developers.

During the four days of MIPIM, the SEEDA Team held numerous meetings with private developers to highlight the projects within the area and gain funding, support and interest.

In summary, the key reasons for SEEDA's presence at MIPIM are:

- The property industry is crucial to the development of the South East.
- SEEDA is the region's main catalyst for companies moving into the region.
- SEEDA showcases its land for development in the South East.
- Continued presence at MIPIM since 2000 helps maintain contacts in a competitive and fast-moving international property development market.
- MIPIM is the international rendezvous for more than 21,000 professionals in the real estate industry at an international level.
- MIPIM attracts all the UK's major development projects and operations and is a unique showcase for new trends and strategies.
- MIPIM has been running for more than 16 years and has become the prime reference event of the real estate sector. There is no other equivalent event that SEEDA could utilise to achieve its objectives.
- It is a unique meeting place for exchanges and contracts between decision-makers.
- MIPIM consists of five levels of exhibition, comprising more than 2,000 exhibiting companies.