

16th January 2008

Our ref: R00024

SEEDA Representation at MIPIM Conferences

Your request:

What was SEEDA's representation at the MIPIM Conferences in 2005, 2006 and 2007, and related costs, ie:

- 1) The total cost of SEEDA's participation in the MIPIM property exhibition in Cannes, France, over the past three years, including the cost of all flights, hotels, staffing, exhibitor and conference delegation registration, and the exhibitor costs for SEEDA to include stand hire, hospitality, consultant and contractor costs, event management costs and the cost of the yacht hire.
- 2) The names and positions of all SEEDA staff members, board members and directors who attended MIPIM on behalf of SEEDA or whose travel, accommodation or other costs were met by SEEDA on behalf of partner organisations. Further, that this information includes the cost of travel by the partners of those attendees/delegates where their travel costs were met by SEEDA.
- 3) How much inward investment was generated by SEEDA's participation at MIPIM and an explanation of how this investment was measured.

Response information detailed below:

1) The total cost of SEEDA's participation in MIPIM for 2005, 2006 & 2007

MIPIM is the largest property and investment convention in the world, attracting more than 21,000 key operators and investors in regeneration and economic development, as well as media from across the world and over 2,000 exhibitors. It provides the single most important opportunity for SEEDA and its partners to demonstrate the region's potential and to market development opportunities.

The South East of England is home to some of Europe's premier development and major redevelopment sites such as Chatham Maritime and Northfleet Embankment in the Thames Gateway, and Woolston Riverside in Southampton. To ensure SEEDA can effectively present and market these opportunities to a



global audience, the Agency reserves an exhibition space as well as hosting and co-hosting specific events. The yacht hired in 2005 and 2006 as a venue for meetings and events was paid for by partners.

Total costs to SEEDA, net of event partner sales was as follows:

MIPIM 2005:	£166,538.97 (a)
MIPIM 2006:	£191,554.39
MIPIM 2007:	£ 90,541.07 (b)

Notes:

- (a) SEEDA partnered with the South West Regional Development Agency (SWRDA) to showcase the opportunities, many coastal, in the South of England.
- (b) SEEDA saved approximately £70,000 by project managing the event in-house.

2) Details of SEEDA staff members attending MIPM

SEEDA representation at MIPIM 2005:

- James Brathwaite Chairman
- Pam Alexander Chief Executive
- Paul Hudson Executive Director, Development Infrastructure Div
- Duncan Straughen Executive Director, Resources
- Mike Gooch OBE International Business Director
- Stephen Sadler Projects Director, Growth Areas
- Peter Cusdin Projects Director, Development
- Ken Glendinning Head of Land and Property, West
- Chris Moore Head of Land and Property
- Nick Young Head of Thames Gateway, Growth Areas
- Martin Barrow Head of Ashford Growth Areas
- Lisa Hayward Head of Communications
- Debbie Catt Director, Corporate Relations
- Jeff Ward Marketing and Events Manager
- Jenni Williamson PR Manager

SEEDA representation at MIPIM 2006:

- James Brathwaite Chairman
- Pam Alexander Chief Executive
- Paul Hudson Executive Director, Development and Infrastructure
- Stephen Sadler Projects Director, Growth Areas
- Peter Cusdin Projects Director, Development
- Ken Glendinning Head of Land and Property, West
- Chris Moore Head of Land and Property
- Nick Young Head of Thames Gateway, Growth Areas

- Martin Barrow Head of Ashford Growth Areas
- Lisa Hayward Head of Communications
- Debbie Catt Director, Corporate Relations
- Jeff Ward Marketing and Events Manager
- Jayne Ramsbottom PR Manager
- Sam Philpott Deputy Head of Communications
- Jonathan Sadler Projects Director, Chatham
- Lewis Scott Inward Investment Director
- Neil Impiazzi Inward Investment Manager
- Martin Barrow Head of Ashford Growth Areas

SEEDA representation at MIPIM 2007:

- Pam Alexander Chief Executive
- Duncan Straughen Executive Director, Resources
- Lee Amor Executive Director, Development & Infrastructure
- Peter Cusdin Project Director, Development
- Detlef Golletz Head of Transport & Infrastructure
- Stephen Sadler Project Director, Growth Areas
- Chris Moore Head of Land & Property East / Brownfield Land
- Martin Barrow Senior Development Executive, Ashford
- Nick Young Senior Development Executive
- Egon Walesch Transport Team
- Celine Chambron Transport Team
- Pat Tempany Head of Housing
- Lewis Scott Inward Investment Director

Further support was provided by the seven person in-house event and media management team.

3) Inward investment generated by SEEDA's participation at MIPIM

SEEDA works closely with UK Trade and Investment to demonstrate the greatest success in inward investment in England outside London. 165 mainly high value companies have been attracted to the South East since April 2004, creating and safeguarding over 4000 jobs. Each employee in a foreign-owned firm produces around £63,900 of GVA per annum, which means that a GVA estimate for the 165 companies totals around £262 million.

Like many inward investment programmes, MIPIM outcomes are long-term and indirect. Calculating the direct and immediate return on investment from SEEDA's representation and marketing at specific events, such as MIPIM, is not possible as it is only a part of the overall marketing of major regeneration programmes which take place over many years.

Ultimately the success of SEEDA's presence at MIPIM will be measured by the extent to which it secures investment and attracts major high quality national and

international developers to the South East. This has been demonstrated by the interest in and new names attracted to recent development tenders for South East projects, such as the shortlisted developers for Rochester Riverside, a £500m development, who have not worked in the South East previously. Two key projects from the region, Ashford and Northfleet Embankment, which were profiled at MIPIM in 2007, have a combined development value of approximately £250 million.

At MIPIM 2007, SEEDA and the project developer accepted and promoted a prestigious award won by the Oxford Castle Heritage Project achieving international publicity. Also in 2007, SEEDA launched, with the preferred development partner, the detailed proposals for the Woolston Riverside project in Southampton with a total development value of £500 million. In promoting successful developments being carried out with local authority and other partners, such as Locate in Kent, SEEDA aims to increase confidence and values in priority regeneration areas such as the Thames Gateway and Urban South Hampshire and to build relationships for the future.