

MIPIM 2016 – GREATER BIRMINGHAM EVENTS PROGRAMME

Below is an overview of the Greater Birmingham events programme, which will focus on the following key themes:

- **Today** - Liveability, housing, retail, entertainment, combined with social successes (industry rankings)
- **Tomorrow** - Infrastructure, transport and e-connectivity
- **Beyond** - Future proofing via skills, sector growth links (i.e. universities, advanced manufacturing)

Tuesday 15th March 2016				
Time	Location	Event	Synopsis	Speaker(s)
1030 – 1045	Stand: R7.B12	Transforming perceptions	By 2033, an ambitious vision for growth will mean that the Black Country will have increased the number of local jobs to 545,000 and strengthened the business base by creating an additional 1,500 new businesses each year. Acceleration of the housing market to support economic growth is a key priority for the Black Country, and the Black Country Garden City Prospectus outlines a major opportunity to build over 45,000 homes across key development sites.	<ul style="list-style-type: none"> ▪ Dr Christopher Handy OBE, Black Country Local Enterprise Partnership
1100 – 1145	Stand: R7.B12	The Midlands HS2 Growth Strategy - how to trigger growth in Curzon	<p>The creation of two high-speed rail stations in Greater Birmingham places the region at the heart of the UK's new HS2 rail network.</p> <p>The arrival of HS2 will trigger a major period of economic activity throughout the region – unlocking sites, generating new jobs and attracting significant investment.</p> <p>The area around Birmingham Curzon's HS2 station will see significant development, with ambitious plans to create a world-</p>	<p>Presentations:</p> <ul style="list-style-type: none"> ▪ James Raven, Goodman ▪ Cliff Allan, Birmingham City University <p>Panel:</p> <ul style="list-style-type: none"> ▪ Andy Street, Greater Birmingham and Solihull Local Enterprise Partnership ▪ Waheed Nazir, Birmingham

MIPIM 2016 – GREATER BIRMINGHAM EVENTS PROGRAMME

			<p>class knowledge hub and realise major commercial schemes. It is set to create over 14,000 jobs, 600,000 sq metres of new employment floorspace and 2,000 new homes.</p> <p>A panel will debate the growth potential of HS2, and how local action can maximise this once-in-a-generation opportunity.</p>	<p>City Council</p> <ul style="list-style-type: none"> ▪ Liz Peace, Curzon Urban Regeneration Company ▪ Cliff Allan, Birmingham City University
1200 – 1245	Stand: R7.B12	The Midland HS2 Growth Strategy – the Interchange at UK Central	<p>UK Central is one of the most compelling investment locations in the UK, bringing together global businesses and strategic economic assets.</p> <p>Located in Solihull, UK Central will be home to the HS2 Interchange station, cutting journey times to London to just 38 minutes. It links HS2 to national economic assets including Birmingham Airport, the National Exhibition Centre, Birmingham Business Park and Jaguar Land Rover.</p> <p>Learn more about how UK Central is set to attract further investment through the launch of its Urban Growth Company and plans for the Interchange site. You will also find out about the scale and potential of the opportunities available at this unique site at the heart of the UK.</p>	<p>Presentations:</p> <ul style="list-style-type: none"> ▪ Cllr Ian Courts, Solihull Metropolitan Borough Council ▪ Ben Gray, Interchange Land Owners Consortium <p>Panel:</p> <ul style="list-style-type: none"> ▪ Andy Street, Greater Birmingham and Solihull Local Enterprise Partnership ▪ Cllr Ian Courts, Solihull Metropolitan Borough Council ▪ Ben Gray, Interchange Land Owners Consortium
1430 – 1515	Stand: R7.B12	Leveraging public assets to drive growth	<p>At a time when local authorities are expected to deliver high-quality services, it is critical to ensure that their assets are used to their full potential – to deliver a strong return on investment for local residents.</p> <p>Europe’s largest local authority, Birmingham City Council, has</p>	<p>Presentations:</p> <ul style="list-style-type: none"> ▪ Cllr John Clancy, Birmingham City Council <p>Panel:</p> <ul style="list-style-type: none"> ▪ Cllr John Clancy,

MIPIM 2016 – GREATER BIRMINGHAM EVENTS PROGRAMME

			<p>explored how to maximise its assets to attract and generate investment.</p> <p>The presentation will set out the Leader of Birmingham City Council's vision for powering economic growth through an innovative use of financial instruments and public sector assets.</p>	<p>Birmingham City Council</p> <ul style="list-style-type: none"> ▪ Mark Rogers, Birmingham City Council ▪ Liz Peace, Curzon Urban Regeneration Company ▪ Neil Rami, Marketing Birmingham
1530 – 1615	Palais des Festivals Audi K – Level 4	The launch of the UK Midlands Engine Pitchbook	<p>The Midlands Engine is unrivalled in the UK for its scale and diverse range of investment opportunities. It has the potential to generate £34 billion of productivity and growth by 2030.</p> <p>The Midlands Engine Pitchbook is critical to securing more international investment into the region – which will boost its increasingly strong economic performance and cement its position as one of the best business locations in the world.</p> <p>This panel discussion will also address how the Midlands Engine can realise its full potential:</p> <ul style="list-style-type: none"> • Will the Midlands Engine help to attract further investment into this major economic hub? • Does the creation of the Midlands Engine impact on land usage and availability across the region? • How will the Midlands Engine help to develop major infrastructure schemes and transport networks? 	<p>Presentations:</p> <ul style="list-style-type: none"> ▪ Tony Danaher, Sir Michael Bear UKTI ▪ Andy Street, Greater Birmingham and Solihull Local Enterprise Partnership ▪ Dr Colin J Clinton, UKTI RIO
1630 – 1700	Stand: R7.B12	The future of retail	<p>The UK's retail industry is facing a significant transformation in how it operates, with e-commerce in particular causing a revolution in how consumers want to engage with brands.</p> <p>Changes to the retail sector can cause a ripple effect across the</p>	<p>Panel:</p> <ul style="list-style-type: none"> ▪ Andy Street, John Lewis ▪ Steve Yewman, Westfield ▪ Robin Dobson, Hammersons

MIPIM 2016 – GREATER BIRMINGHAM EVENTS PROGRAMME

			<p>UK's economic and property landscapes. The UK was home to more than 280,000 retail outlets in 2013. The industry is responsible for 5% of UK GDP, and employs some 3 million people.</p> <p>How will the emergence of online retail affect a retailer's demand for space – and will this impact on the investment opportunities in shopping locations in city centres and surrounding areas?</p> <p>A panel debate with national industry experts will discuss the challenges and opportunities that this industry presents to investors.</p>	
1700 – 1830 (stand)	Stand: R7.B12	Greater Birmingham welcome reception	<p>Join Greater Birmingham's delegation and reception sponsor The Birmingham Post as MIPIM 2016 gets underway.</p> <p>With 38 partners taking part in this year's delegation, and 20 events planned during the show, Greater Birmingham is set to surpass the success of last year's event.</p> <p>Key schemes to be showcased during MIPIM will range from mixed-use developments such as Paradise, Birmingham Smithfield and Arena Central, to the Enterprise Zones in the Black Country and Birmingham city centre. Transport infrastructure – including Birmingham Airport and the opportunities surrounding the region's two HS2 stations at Birmingham Curzon and UK Central in Solihull – will also be presented to the thousands of investors attending the event.</p> <p>Greater Birmingham will once again be catching the attention of the global investment community at MIPIM 2016.</p>	<p>Welcome speech:</p> <ul style="list-style-type: none"> ▪ Andy Street, Greater Birmingham and Solihull Local Enterprise Partnership

MIPIM 2016 – GREATER BIRMINGHAM EVENTS PROGRAMME

Wednesday 16 th March 2016				
Time	Location	Event	Synopsis	Speaker(s)
0930 – 1015	Stand: R7.B12	Best in class: the impact of higher education on urban regeneration	<p>Investors are always on the hunt for locations with world-class higher education provision, which can deliver highly-skilled staff, cutting-edge facilities and vast R&D opportunities.</p> <p>What's more, higher education institutions are also securing investment. Their growth is stimulating the creation of major schemes – from new campus sites to research institutions and student accommodation.</p> <p>This discussion will debate the importance of Higher Education and the innovation sectors in promoting urban regeneration – and how the knowledge economy is driving investor decision-making.</p>	<p>Panel:</p> <ul style="list-style-type: none"> ▪ Cliff Allan, Birmingham City University ▪ Jackie Dunne, The University of Wolverhampton ▪ Glenn Howells, Glenn Howells Architects
1030 – 1115	Stand: R7.B12	The launch of Birmingham's Smithfield Masterplan	<p>Birmingham Smithfield is a once in a generation opportunity to deliver a unique destination for the city. The launch of the Masterplan marks the next stage in this exciting scheme that will transform the city's visitor economy with vibrant retail markets, family orientated leisure and entertainment, exemplar residential neighbourhoods and new public spaces all in the heart of the city centre. The plans will see this 14 hectare prime city centre site redeveloped with 300,000 sq metres of leisure, retail and cultural floorspace and over 1,000 new homes.</p>	<p>Presentations:</p> <ul style="list-style-type: none"> ▪ Mark Rogers, Birmingham City Council ▪ Waheed Nazir, Birmingham City Council
1130 – 1200	Stand: R7.B12	Harnessing future growth through connectivity	<p>National government is backing Greater Birmingham's ambitions for HS2 – committing £4.4 billion to maximising the opportunities around Birmingham's Curzon station and</p>	<p>Panel:</p> <ul style="list-style-type: none"> ▪ Robert Eaton, Birmingham Airport

MIPIM 2016 – GREATER BIRMINGHAM EVENTS PROGRAMME

			<p>extending the city's Metro link to the area.</p> <p>Developing closer links to UK Central in Solihull, which will be home to Greater Birmingham's other HS2 station, will be a significant catalyst for growth – particularly through the Eastern corridor of Birmingham.</p> <p>This panel debate will look at how investment in infrastructure and connectivity will have a transformative effect on the property market and development activity.</p>	<ul style="list-style-type: none"> ▪ Cllr Ian Courts, Solihull Metropolitan Borough Council ▪ Waheed Nazir, Birmingham City Council
1215 – 1230	Stand: R7.B12	Transforming cities: making it happen in Wolverhampton	<p>Wolverhampton City Centre - Investment progress and future investment opportunities outlining a half a billion pound development plan</p>	<p>Presentations:</p> <ul style="list-style-type: none"> ▪ Tim Johnson, City of Wolverhampton Council
1430 – 1500	Stand: R7.B12	Transforming landscapes: how devolution is driving growth	<p>The West Midlands Combined Authority (WMCA) recently secured the UK's biggest devolution deal, securing £1 billion of Government funding towards key growth areas including transport and skills.</p> <p>The establishment of the WMCA will help to push forward the development of new infrastructure; the promotion of a highly-skilled workforce; and delivering a more integrated approach to attracting inward investment. Ultimately, it will ensure that local partners are coordinating their work to fully realise the region's potential as an investment destination.</p> <p>This panel discussion, featuring representatives from the WMCA, will explore how changes to regional governance will affect the commercial property market.</p>	<p>Panel:</p> <ul style="list-style-type: none"> ▪ Mark Rogers, Birmingham City Council ▪ Martin Reeves, Coventry City Council ▪ Nick Page, Solihull Metropolitan Borough Council ▪ Tim Johnson, City of Wolverhampton Council

MIPIM 2016 – GREATER BIRMINGHAM EVENTS PROGRAMME

1515 – 1545	Stand: R7.B12	Building cities for the future	<p>The demand for city living is only set to increase. The world’s urban population in 2014 accounted for 54% of the total global population, up from 34% in 1960, and continues to grow.</p> <p>This panel discussion will explore how cities must take new approaches to housing, transport and infrastructure density to address continued demand.</p>	<p>Panel:</p> <ul style="list-style-type: none"> ▪ Waheed Nazir, Birmingham City Council ▪ Tim Johnson, City of Wolverhampton Council ▪ Liz Peace, Curzon Urban Regeneration Company ▪ Greg Clark (Panel Chair)
1600 – 1630	Stand: R7.B12	The science behind development schemes	<p>How will the emergence of the life sciences sector affect new development opportunities – and what does this fast-growth industry require from a location?</p> <p>From a highly-skilled talent pool of leading academics and clinicians, to cutting-edge medical facilities and a diverse and settled local population, life sciences in particular has a unique set of demands.</p> <p>Greater Birmingham is home to over 550 medical technology companies, more than any other UK region. Expect a lively discussion from life sciences and property experts across Greater Birmingham, who will be considering how to attract new investment from this exciting industry – and how a location must adapt to meet demand.</p>	<p>Panel:</p> <ul style="list-style-type: none"> ▪ Mark Lee, Calthorpe Estates ▪ Cliff Allan, Birmingham City University ▪ Glenn Howells, Glenn Howells Architects ▪ Jackie Dunne, The University of Wolverhampton
1700 – 1800hrs (stand)	Stand: R7.B12	Greater Birmingham drinks reception	<p>Join Greater Birmingham’s delegation for drinks and canapés, where you can meet the 38 private and public sector partners attending at MIPIM 2016.</p>	

MIPIM 2016 – GREATER BIRMINGHAM EVENTS PROGRAMME

			With Greater Birmingham continuing to attract the attention of investors worldwide, now is the time to explore how you can engage with this growing, dynamic and innovative region.		
Thursday 17th March 2016					
Time	Location	Event	Synopsis	Speaker(s)	Location
0915– 1000	Stand: R7.B12	Driving commercial development through inward investment	<p>Birmingham’s Enterprise Zone has made a tangible impact on the city since launching in 2011, by helping to kickstart major regeneration schemes such as Birmingham Curzon and Paradise.</p> <p>By targeting the digital, creative and Business, Professional and Financial Services (BPFS) sectors, its sites are now welcoming investors ranging from HSBC to a wave of tech start-ups. Funding allocated to the EZ has also helped to create 60,000 sqm of new floorspace.</p> <p>The next phase of this scheme will focus on developing growth alongside attracting talent.</p> <p>Find out how this UK city is tackling the dynamic of people and place, and hear a panel debate about how the BPFS sector is influencing urban regeneration.</p>		<p>Presentations:</p> <ul style="list-style-type: none"> ▪ Neil Rami, Marketing Birmingham ▪ Jonathan Wallis, Arena Central <p>Panel:</p> <ul style="list-style-type: none"> ▪ Jonathan Wallis, Arena Central ▪ Dan J Wright, HSBC ▪ Rob Groves, Paradise ▪ Charles Toogood, Bilfinger GVA
1030– 1045	Stand: R7.B12	Industrialised evolution: once the birthplace of the industrial revolution, now the UK’s flagship	<p>Launch of the Black Country’s High Value Manufacturing City digital asset.</p>		<p>Presentation:</p> <ul style="list-style-type: none"> ▪ Tom Westley, Black Country Local Enterprise Partnership

MIPIM 2016 – GREATER BIRMINGHAM EVENTS PROGRAMME

		High Value Manufacturing City		
1100– 1130	Stand: R7.B12	Supplying future growth	<p>Industry supply chains are critical factors in attracting companies to a location, providing the necessary networks, expertise and connectivity for businesses to thrive.</p> <p>How can locations ensure that their supply chains reach their full potential in the future? And to what extent do supply chains directly influence the development of new schemes and facilities?</p> <p>This event will look at two highly valuable industries in Greater Birmingham – life sciences and advanced manufacturing. A cross-sector panel will be exploring the relationship between local supply chains and the development community.</p>	<p>Panel:</p> <ul style="list-style-type: none"> ▪ Stephen Hollowood, Bilfinger GVA ▪ Mark Lee, Catthorpe Estates ▪ Tom Westley, Black Country Local Enterprise Partnership ▪ James Raven, Goodman