

# INTERNATIONAL FESTIVAL OF BUSINESS - NORTH



it's liverpool

Liverpool, its city region and the North have been transformed over recent years, again becoming global leaders in international business. Our companies are forging new relationships, trade partnerships and opportunities for shared expertise with UK global brands in the vanguard of an export-led recovery.

The challenge now lies in ensuring that many more businesses are inspired to export; to grow; to innovate; and for our partners across the world to recognise the investment opportunities here in the North of England and to secure the commercial partnerships we need to propel us into future decades of growth.

## >> The International Festival of Business - North is part of the UK's action plan to rebalance the economy

It is a priority of Government to rebalance the economy of the UK; to promote strong, sustainable and balanced growth fostering prosperity in all parts of the country including the North of England. This festival is designed to make this happen.

The International Festival of Business - North proposal was conceived as a key component of the Lord Heseltine / Sir Terry Leahy review: 'Re-balancing Britain - Policy or slogan'. It is a key component of the Liverpool City - City Deal.

Liverpool is a city founded on international trade, maritime and related services. The transformation of the city over the last decade, and the scale of improvement in the business environment has fueled our confidence to once again put the city on the international stage.

This festival provides the opportunity to promote our vision that the Mersey once again becomes a key global trading centre. It will showcase the Enterprise Zones in the city region and inspire businesses in the North to connect to global growth markets and get exporting.



The Liverpool waterfront



The British Open Golf Championship

Few cities are better placed to host the first multi-million pound 'International festival of Business – North' than Liverpool



North Wirral Coastal Park

Liverpool City Region has emerged as one of the UK's most dynamic economic locations. Jobs lost during the final decades of the 20th century in traditional port-related and manufacturing industries have been replaced by growth in professional services, knowledge, creative, retail and hospitality.

Recently host to Europe's first Global Entrepreneurship Congress, enterprise and business growth is again at the heart of Liverpool City Region and the aspirations of its people.

Taking place during June 2014, the festival will include themed weeks showcasing the North's most vibrant growth sectors and will present international visitors of note.

## >> Promoting trade, education, securing investment and attracting tourists

A cultural programme will run alongside the festival with major events to attract tourists and to showcase the North of England's compelling visitor offer.

The festival provides the opportunity to promote our vision for the Mersey to become a key global trading centre showcasing the Enterprise Zones in the City Region and supporting the connection of the City to global growth markets, notably:

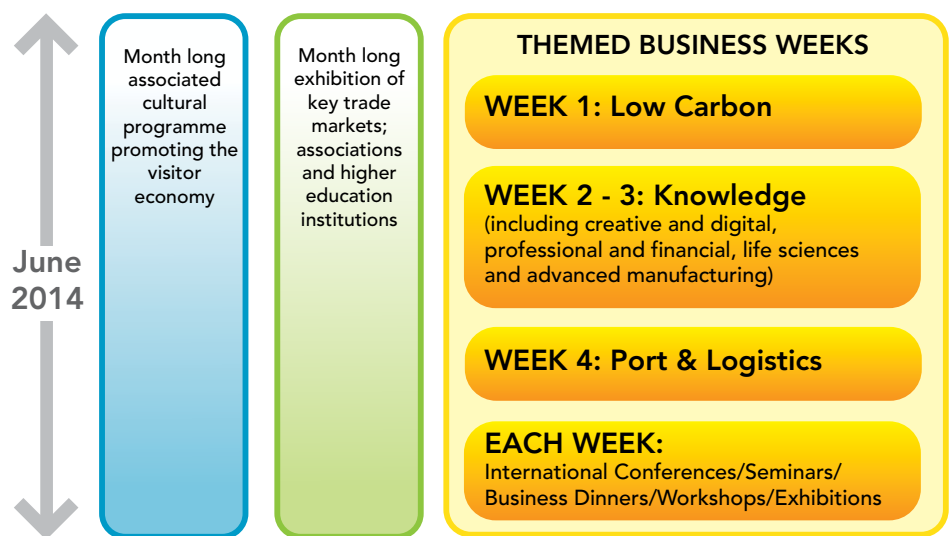
- USA
- China
- India
- Europe
- South America



North America



Shanghai



Merged Liverpool - Shanghai skyline

## >> The International Festival of Business - North is part of the UK's action plan to double UK exports by 2020

The festival will straddle the River Mersey across three key venues with high speed connections between each site

### Arena and Convention Centre Liverpool

The 10,000 seat Arena and Convention Centre Liverpool is a spectacular state-of-the-art destination complex, hosting conferences, conventions, exhibitions, concerts and popular events. Set in a stunning waterside location with unsurpassed views of the River Mersey, ACC Liverpool is the architectural centrepiece of a major waterfront development, which includes new hotels, apartments, car parking and public performance space at a new urban quarter at Kings Dock.

### North Liverpool Investment Tower – 'The Look Out'

The North Liverpool festival site will have an eye catching permanent building of the highest design providing a unique venue for investment events and meetings. The legacy of the 'Look Out' will be a destination to showcase the long term redevelopment of North Liverpool and Sefton as well as the multi million pound Liverpool and Wirral Waters developments.



Wirral Waters

### Wirral International Trade Centre (ITC) opening 2014

West Float set within Wirral Waters is a site of approximately 50 acres owned by The Peel Group which forms part of the greater Wirral Waters project and home of the planned International Trade Centre. The Peel ITC was granted planning permission in September 2011 and will be the first of its kind in the UK and the largest and most sustainable Trade Centre in Europe.

It will sell an unlimited variety of goods to the wholesale market. It will serve as a trading 'gateway' into the UK and the whole of Europe. The vision is a building in excess of 230,000 square metres (2.5 million square feet) that will accommodate as many as 1,000 separate companies from China, India, South Korea or other emerging economies, to exhibit, sell, assemble and distribute their goods into the UK, Irish and European markets.



## OUR TRACK RECORD AND PARTNERS

The delivery of the International Festival of Business - North will be led by Liverpool Vision, the city's economic development company.

The Liverpool City Region is a regular host to World Class Sport Events, notably the Grand National, the Open Golf Championship, Premier League/ European Football, Super League Rugby, International Tennis and Liverpool Marathon.

### International Garden Festival 1984:

Championed by Lord Heseltine, recognised by the International Association of Horticultural producers (RIAH) and the Bureau of International Exhibitions, the hugely popular festival was the first such event held in the UK, attracting 3.3m visitors.

### European Capital of Culture 2008

Liverpool hosted "the most successful European Capital of Culture ever" (Jose Manuel Barroso, (2009) President of the European Commission.

More than £800m economic benefit, total audience of 18 million people, more than 7,000 activities.

### World Expo 2010 Shanghai

The only UK city to have a dedicated presence. Welcomed more than 770,000 people; won four awards and Liverpool Vision subsequently won the 'Greater China Achievement in International Trade' award from UK Trade and Investment in recognition of its work in developing trade relations and delivering the Liverpool Pavilion at World Expo 2010.

### Global Entrepreneurship Congress (GEC) 2012

Europe's first Global Entrepreneurship Congress. More than 3,000 national and international delegates, including visitors from 125 countries. High-profile cast of speakers including Virgin founder Sir Richard Branson, former Deputy Prime Minister Lord Heseltine and Sir Terry Leahy, former Tesco CEO, complemented by a week-long Festival of Entrepreneurship featuring 80 events across the city.

### Sea Odyssey / Titanic – April 2012

As many as 1m visitors flocked to see Liverpool's biggest ever outdoor event and one of Europe's largest pieces of live street theatre.

#### PARTNERS:

- UKTI (UK Trade & Investment)
- Cabinet Office
- Foreign Office
- BIS (Business Innovation & Skills)
- Peel Group
- British Chamber of Commerce
- Wirral MBC
- Liverpool City Region LEP
- Liverpool Vision
- Liverpool City Council
- UK Core Cities



The Global Entrepreneur Congress 2012



Shanghai Expo 2010



Sea Odyssey Giant Spectacular - April 2012



La Machine - part of the European Capital of Culture celebrations 2008

