

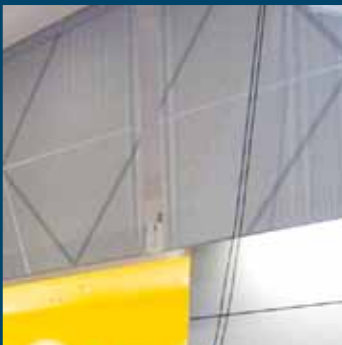
**INTERNATIONAL
FESTIVAL OF
BUSINESS
2014**



it's liverpool

WHAT IS THE INTERNATIONAL FESTIVAL OF BUSINESS?





The International Festival of Business is a global gathering of the world's most inspiring businesses; an arena where pivotal industries converge to trade ideas, products and contacts.

The festival will be a showcase for business with hundreds of world-class events from June to July 2014 in Liverpool. It will attract 250,000 visitors from across the globe, and bring £100 million worth of investment.



It is an urban festival of commerce, bringing together cities from the North to the South, East to the West in 61 days of events, exhibitions, showcases and celebrations.

It is about realising the potential of recovery. It is an imperative summed up by Martin Luther King as **the fierce urgency of now.**



**I WANT BRITAIN
TO BE THE PLACE
INTERNATIONAL
BUSINESSES GO TO...**

GEORGE OSBORNE

WHY BRITAIN?

Where else?

Britain is a top destination for inward investment in Europe and its economic strength makes it a gateway to international markets.

With 1,000 new jobs created each week, a rich and flexible labour market and a strong skills base, the British Isles offer an outstanding record of achievement and credentials from which to build this world-class event.

Great Britain: a home for international business.

WHY LIVERPOOL?

Liverpool is a city reborn. With approximately £6 billion of major investment since 2000, Liverpool's economy has grown faster than that of the UK.

Liverpool is, quite simply, Britain at its best. Not only is it the UK's third most popular tourist destination internationally, the city has established itself as a global brand recognised the world over.

What is more, Liverpool is no stranger to a spectacle. Over the last few years, the city has become renowned for hosting or participating in major world-class events.

- **European Capital of Culture 2008:** brought 15 million tourists to the city to marvel at its cultural offering – 25 per cent of whom were visiting the city for the first time.
- **World Expo in Shanghai, 2010:** the Liverpool pavilion attracted 770,000 visitors over six months and served to further cement Liverpool's strong and growing relationship with China.
- **Global Entrepreneurship Congress in March 2012:** brought 3,000 international delegates and a host of high-profile speakers to the city, in an inspiring festival of ambition that celebrated and unleashed the will to win.
- **The Sea Odyssey Giant Spectacular in April 2012:** using the city as a stage, this three-day, 27-mile long, unrivalled display of street theatre captured the imagination and hearts of those in Liverpool and beyond.

With its experience, aspirations and global reputation, Liverpool is the ideal venue for an International Festival of business.

Put simply, if there's one place to do business in 2014, it's Liverpool.

CREATING THE INTERNATIONAL FESTIVAL OF BUSINESS

The International Festival of Business will offer something for everyone, from those attending the wealth of business events, to those looking to benefit from the many cultural activities on offer.

It will be the must-attend event for:

- Multinational corporations
- High-growth firms
- Entrepreneurs
- Cities
- Policy makers
- Tourists
- Inward investors

THEMES OF THE INTERNATIONAL FESTIVAL OF BUSINESS

01 CITIES

Recognising the fundamental role of cities in stimulating innovation and driving economic growth, the International Festival of Business will be an urban celebration, with an urban feel.

02 SECTORS

Activity will be focused around three high-value core business sectors:

- **LOW CARBON:** One of the world's growth industries, valued in the UK alone at £112 billion and worth over £3.2 trillion globally.
- **GLOBAL COMMUNICATIONS:** A thriving and highly competitive sector and the backbone of international trade.
- **KNOWLEDGE ECONOMY:** The industries that are shaping our future, comprising the varied worlds of creative and digital, advanced manufacturing, life sciences and financial and professional services.

03 CULTURE

The International Festival of Business is not just a place to forge connections, make deals and learn. A vibrant cultural festival will add a distinctive and stimulating backdrop, providing inspiration of a different kind for those from the city region and abroad.

01 CITIES



02 SECTORS



03 CULTURE



THE EVENTS

The International Festival of Business will be built on:

- Events organised by Liverpool as a centrepiece for the Festival.
- Events brought to Liverpool under the impetus of the Festival.
- Events organised by local, regional and national groups using the banner of the Festival.



SIGNATURE EVENTS

The Festival will be underpinned by a series of signature events across Liverpool, the Wirral and the wider North West, including the Wirral International Trade Centre.

THE INTERNATIONAL TRADE HUB

- Signature installation running over one week in which UK and world cities, corporations and business organisations can showcase their assets.
- A strong seminar programme will underpin the event to ensure practical advice and inward investment opportunities for visitors.
- A celebration of the rich tapestry of national and international business and promote international inter-sectoral links.

ACCELERATE 2014

- Three-day festival focused on high-growth businesses – built around a national search for the top 250 businesses which are transforming the economic landscape.
- Emphasis on entrepreneurship – in celebrating the passion, performance and power of some of the countries greatest enterprise exhibits.
- Leaders of industry will offer their expertise and knowledge and visit some of the local celebrations taking place in the enterprise community.

MAYORS' SUMMIT

- Gathering of international mayors to debate urban best practice and the role of cities in driving national and international growth.
- Showcase of the world's finest cities, their unique business offers and their role in shaping the global economic future.

NATIONAL & INTERNATIONAL EVENTS

During the International Festival of Business we will be attracting a series of both national and international events to the city.

These will range from:

- High-profile opening and closing events
- CEO Summits
- Entrepreneur Festival
- Annual Conferences
- Exhibitions
- Award ceremonies
- Thought leadership seminars

GRASS ROOTS EVENTS

The International Festival of Business will be a springboard for a series of events spearheaded by business organisations, universities and individual operations.

These events will support the festival by offering major practical advice for businesses throughout the period.

They will include:

- Conferences
- Seminars
- Business breakfasts
- Workshops
- Panel discussions
- Hackathons
- Discussion groups
- Networking events
- Lectures

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THE CULTURAL FESTIVAL

The cultural festival will underpin the International Festival of Business, with a rich programme of cultural activities.

Liverpool will look to create a visual spectacle through:

- Dressing the city and Festival venues
- Food festivals
- Curated exhibitions
- Keystone exhibits
- Street theatre
- Projections



THE VISION



Liverpool's International Festival of Business will be:

A global gathering where international business minds can broaden their horizons, access new global markets and cultivate fresh ideas to inspire profitability.

The festival will act as a launch pad for commercial success by providing opportunities to engage with new networks and make global deals.

It will bring together innovators from key sectors, united by a will to win and an ambitious desire to gain competitive advantage.

This is an event that will open the doors to global opportunity.

If there's one place in the world to do business in 2014.

**It's Liverpool,
It's Britain.**

BE A PART OF IT.

STEPS TO 2014

In the coming months, the Festival team will pull together:

- A powerful group of patrons
- A high-profile launch at Downing Street
- National and regional event organiser briefings
- The brand and marketing collateral

HOW CAN YOU GET INVOLVED?

There are a number of ways to get involved in the Festival which include:

- Sponsorship
- Exhibitor
- Event organiser
- Promoter
- Speaker
- Patron
- Delegate or visitor

GET IN TOUCH

To find out further information on how you can get involved please contact Festival Director Ian McCarthy at Liverpool Vision:

phone 0151 600 2900

email imccarthy@liverpoolvision.co.uk

or write to

Liverpool Vision
10th Floor, The Capital
39 Old Hall Street,
Liverpool L3 9PP
United Kingdom



PARTNERS

Festival partners include:

- The Department for Business, Innovation and Skills
- Cabinet Office
- UKTI

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BUSINESS IN 2014,
IT'S BRITAIN,
IT'S LIVERPOOL.**

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