

**REPORT TO:** Executive Board

**DATE:** 24 September 2009

**REPORTING OFFICER:** Chief Executive

**SUBJECT:** World EXPO Shanghai - 2010

**WARD(S):** Boroughwide

## **1.0 PURPOSE OF THE REPORT:**

- 1.1 The World Expo in Shanghai runs between May 1 and October 31 and will attract around 70 million visitors. It is regarded as a once-in-a-generation opportunity to consolidate existing and forge new relationships in the world's emerging markets and is predicted to deliver up to £50m in benefits to Liverpool and the North West over the next decade.
- 1.2 Liverpool is the only UK city except London to have a dedicated Pavilion at the event. Its presence is being led by Liverpool Vision in partnership with Liverpool City Council, the Liverpool-Shanghai Partnership and the Northwest Regional Development Agency (NWDA).
- 1.3 A number of themes will be addressed by Liverpool's Pavilion during the Expo. They are:
- Urban regeneration, energy, sustainability and the environment
  - Advanced technology and science
  - Culture, health and sport
  - The Knowledge Sector
  - Professional services
  - Liverpool: the gateway to the North West (ports, airports and property development)
- 1.4 Pavilion sponsorship opportunities, which start at £6,000 for individual organisations, include a package of professional business support that includes:
- meetings with Shanghai government officials
  - identification of and introduction to business prospects
  - translation services
  - the processing of visa applications
  - provision of meeting venues
  - targeted publicity
  - complete Shanghai side care package

- 1.5 Peel Holdings is to be the lead sponsor of the Liverpool Pavilion at the Expo. Peel is investing more than £100,000 in the deal to be the headline sponsor for the Pavilion during the six-month event and more sponsors are expected to be announced in coming weeks
- 1.6 The Liverpool City Region authorities have been invited to take a Platinum sponsorship package – costing £18,000 – so they can be involved in the event.
- 1.7 St Helens, Wirral, Sefton and Knowsley are all committed to a Platinum Sponsorship Package
- 1.8 Members are invited to consider whether Halton wishes to commit to a Platinum Sponsorship Package

## **2.0 RECOMMENDATION: That Halton commit to a Platinum Sponsorship Package**

### **3.0 SUPPORTING INFORMATION:**

- 3.1 DVD Presentation to be made to the meeting

### **4.0 POLICY IMPLICATIONS**

- 4.1 None identified at this stage.

### **5.0 OTHER IMPLICATIONS**

- 5.1 One – off cost implication of £18000

### **6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

- 6.1 Committing to the Shanghai EXPO will support the Councils economic regeneration policies and enhance opportunities for inward investment creating jobs and employment within the Borough and for Borough residents.

### **7.0 RISK ANALYSIS**

- 7.1 Failure to realise the increased inward investment and additional jobs associated with the spend commitment
- 7.2 Failure to support the Shanghai EXPO may leave Halton isolated from its Liverpool City Region colleagues who are all supporting Liverpool in this venture, this may result in future consequences for partnership working

## **8.0 EQUALITY AND DIVERSITY ISSUES**

8.1 Committing to the Shanghai EXPO will support the Councils equalities agenda

## **9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

9.1 N/A