

Committee(s): Public Relations and Economic Development Sub-Committee	Date(s): 21 November	Item no.
Subject: The Industry Briefing Course for UKTI officers and FCO Prosperity Champions	Public	
Report of: Director of Economic Development	For Information	
<p style="text-align: center;"><u>Summary</u></p> <p>This paper provides an update about the recent Industry Briefing Course (IBC).</p> <p>The purpose of the course is to give delegates (mainly UKTI officers and FCO diplomats) an insight into the UK-based financial and professional business services industry, to familiarise them with the work of the City Corporation, and provide them with a core of knowledge and the confidence to tie promotion of the sector to the promotion of visible trade, project expertise and intellectual property.</p> <p>Feedback from both delegates and industry speakers indicates satisfaction with the recent course.</p> <p style="text-align: center;">Recommendations</p> <ul style="list-style-type: none"> • That the Sub-Committee note the update on the recent course 		

Main Report

Background

1. The Industry Briefing Course is run by the City of London to promote the broader interests of the City, London and the UK-based financial and professional business services industry and to familiarise UKTI and FCO delegates with the work of the City Corporation. The aim is not to turn diplomats and civil servants into City practitioners but to give them an overview of the City financial (in its broadest sense, regardless of location within the UK), to introduce them to useful contacts and to give them a core of knowledge and the confidence to tie promotion of the sector to the promotion of visible trade, project expertise and intellectual property.
2. The IBC also provides us with an opportunity to host an informal networking event where the delegates have an opportunity to meet with key City stakeholders and other colleagues from across Whitehall.

3. The IBC has two identifiable stakeholder groups who potentially benefit; colleagues from government, and those business stakeholders who deliver the lectures and presentations, meet government officers in the margins of the training and at the associated reception and follow up contact afterwards.

This year's IBC

4. The latest City of London Industry Briefing Course (IBC) was held at Guildhall, timed to precede London International Shipping Week on 5th and 6th September. The IBC was attended by UK Trade and Investment officers as well as a number of FCO "Prosperity Champions", collectively representing a mixture of overseas posts and key markets of national economic interest.
5. A varied programme of sessions covering the City's role as a global financial and professional business services centre were presented by both internal and external speakers, representing practitioner firms, trade bodies and other key stakeholders.
6. This year's networking event was held at Innholders' Hall and was hosted by Alderman Alan Yarrow.
7. Feedback from both groups indicates satisfaction with the September course, several expressing how it continues to provide benefits to them individually or corporately. A number of our delegates and speakers were happy to measure the value they derived from the course on film; we will be using their comments to further promote the course to potential future delegates, speakers and other City stakeholders via our website in due course:
 - Delegates: <http://www.youtube.com/watch?v=P1hQzMrkJ1E>
 - Speakers: <http://www.youtube.com/watch?v=m09IoGQIE74>

Financial implications

8. The costs of the IBC are met locally from the Economic Development Office budget and no additional funding is required.

Conclusions

9. We plan to hold the next IBC in April 2014 immediately prior to or after "City Week".

Contact:

peter.cunnane@cityoflondon.gov.uk / 020 7332 3613