

CONFERENCE REPORT

Committee: Economic Development

Subject: "Inward Investment" Seminar

Conference Organiser: Federation of Economic Development Authorities

Venue: Stoke-on-Trent

Date(s): 4 July 1996

Recommendation: 1 Member and 1 Official

Federation of Economic Development Authorities

D. App...
J. Walker

SECRETARY: Mrs B Bradbury MBE
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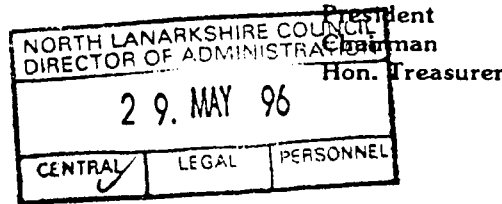


Your reference

Our reference

Date 21st May 1996

Dear Chief Executive



Lord Williams of Elvel CBE
Councillor **Jack Dimmock JP**
J. A. Walker

Federation One-day Seminar

Date: Thursday 4th July 1996

Venue: Maypole Room, Moat House Hotel, Festival Park, Stoke on Trent

Subject: "Inward Investment"

Timing: Seminar registration 8.45 - 9.15am Dispersal Approx 2.25pm

From the recent very effective, but from a local authority point of view, very expensive Conference in London on "Securing Inward Investment, Reinvestment and Relocation" the Federation has secured two of the Keynote Speakers for our Seminar on "Inward Investment", at a delegate rate of £110.00.

In addition we have three case histories of successful inward investment from America, Germany, and Korea, each including the local authority view.

The Seminar should be of interest to all local authorities. The UK appears to be a favoured area for inward investment which is now being shared more widely among the regions. Local Authorities will want to know how and why contacts are made, the areas short listed and if there is anything more local authorities can do to get onto those short lists.

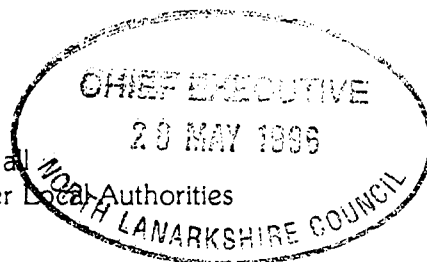
The IBB will be telling us how effective they are with their networking overseas and through the regional development agencies. You will have the opportunity to stress the importance of the local input. The professional view will come from David Rees of Ernst & Young Management Consultants, with his long experience of advising companies throughout Europe on relocation.

If you book for the Seminar and require hotel accommodation we can recommend the hotels shown on the Booking Form and, if you wish, book for you. The special rate at the Moat House is, unfortunately £78.00 for a single room. We have negotiated the lower rates shown on the Booking Form at the Stakis which is about half a mile from the Moat House and at the George Hotel and the Comfort Friendly Inn both of which are an easy five minute car ride on main roads.

If you are not able to send anyone to the Seminar, do you want our Information Pack?
Please complete the appropriate part of the Booking Form

Yours sincerely

FEDA Secretary



To: Chief Executives of all
Non FEDA member Local Authorities

Vice Presidents

Lord Northfield of Telford
Richard Alexander MP
Michael Bates MP
Anthony Blair MP
Malcolm E. Bruce MP
Robert Hicks MP

Barry Jones MP
Sir David Knox MP
Jacqui Lait MP
Peter Mandelson MP
Austin Mitchell MP
Elliot Morley MP

Allan Rogers MP
George Stevenson MP
Paul Tyler MP
Gareth Wardell MP
Dafydd Wigley MP

Peter Crampton MEP
Tony Cunningham MEP
Angela Billingham MEP
Stephen Hughes MEP
Robin Teverson MEP

Federation of Economic Development Authorities

FEDA SEMINAR

4th JULY 1996

"INWARD INVESTMENT"



SPEAKERS

David Rees is the Partner in charge of Ernst & Young's Economic Development and European Location Advisory Services. In recent years he and his team have advised over 200 companies on their location decision. In addition, they have advised numerous national, regional and local bodies on their inward investment strategy and on economic development issues more generally. Before becoming a consultant, David was the Senior Economic Adviser at the Department of Trade and Industry responsible for regional policy and inward investment appraisals.

Hugh Chater is a Senior Vice President of MBNA International Bank Limited. He joined MBNA International ... 1993 and is currently responsible for all Administrative activities in the company. These encompass all Personnel activities, recruitment, compensation, education, facilities management and quality assurance. He was previously a Personnel Manager with KPMG Peat Marwick.

After graduating from London University, he began his career at the BBC where he had four broad based personnel roles working in all the key operational areas of the Corporation. He is a member, by examination, of the Institute of Personnel Management.

Barbara Mothershaw has worked for Chester City Council for 8 years establishing the Council's first Economic Development Unit. She has been Head of the Economic & Tourism Development Unit since January 1993. This unit deals with a range of issues covering European and External Funding, Economic Development issues, Tourism Promotion and Management of the Tourist Information Centre.

Barbara has lived and worked in West Germany for 7 years, was an Industrial Researcher for Manchester University and has been working in Local Government in the Economic & Tourism Development fields for the last 14 years.

Christopher Nigel Sanders BSc was born in South Staffordshire and completed his education locally before reading Chemical Engineering at Birmingham University. He betrayed his profession by moving initially to Germany to the automotive component supplier Kostal GmbH and Co Kg. Having spent 1 year in their Industrial Engineering Department, he was responsible for establishing a factory for them in the Republic of Ireland in 1981. The following year, at the age of 25, he became Marketing Director of this company. The company expanded and a further subsidiary was created in Goldthorpe, South Yorkshire in 1990. Chris Sanders remained Managing Director of both subsidiaries employing over 1400 people up to 1995, when he took over the Group Board Level responsibility for all subsidiary companies, 10 in all.

Phil Asquith is enjoying his fifteenth year in economic development, having previously worked in the private sector. He has been the Head of Economic Development for Barnsley MBC since July 1995. Prior to joining Barnsley MBC he was Head of Economic Development at Mansfield District Council. Both these regions suffered heavy job losses with the demise of the coal industry. As a result Phil has spoken at two National Coalfield Communities Campaign Conferences. In addition he has undertaken numerous public speaking engagements and presentations, regionally, nationally and internationally over a period of 20 years.

Phil travels extensively in order to promote the area and secure inward investment which is one of the key areas of his responsibilities. He is an Associate Member of the International Development Research Council for both the US and Europe.

Peter McDermott MBA is the Marketing Director for the Invest in Britain Bureau, Department of Trade and Industry. After a successful marketing career in the private sector, Peter joined the civil service in 1973 as one of the service's first ever dedicated marketing professionals. A succession of posts in Government Departments including the Treasury, Central Office of Information and Home Office followed, leading to his present appointment as Director of Marketing for the Invest in Britain Bureau.

Federation of Economic Development Authorities

ONE-DAY SEMINAR THURSDAY 4th July 1996 "INWARD INVESTMENT"

Maypole Room, Stoke on Trent Moat House Hotel,
Festival Park, Etruria, Stoke on Trent



PROGRAMME FOR THE DAY

8.45 - 9.15	Registration and Coffee	Maypole Room
9.15 - 9.20	Chairman's Introduction	Cllr JACK DIMMOCK JP FEDA Chairman
9.20 - 10.00	The Competitive Position of the UK within the Inward Investment Market Place - How Local Authorities can Maximise their Potential.	DAVID REES Partner Euro. Location Advisory Services Ernst & Young Management Consultants
10.00 - 10.40	Case History - Joint Presentation MBNA INTERNATIONAL BANK, Chester CHESTER CITY COUNCIL	HUGH CHATER Director of Admin. BARBARA MOTHERSHAW Head Econ.Dev/Tourism
10.40 - 10.55	COFFEE	
10.55 - 11.35	Case History - Joint Presentation KOSTAL UK LTD, Goldthorpe, Barnsley BARNSELY METROPOLITAN BOROUGH COUNCIL	CHRIS SANDERS BSc Managing Director PHIL ASQUITH Head of Econ.Dev.
11.35 - 12.15	PARTNERSHIP IN ATTRACTING INWARD INVESTMENT	PETER McDERMOTT MBA Marketing Director Invest In Britain Bureau
12.15 - 12.30	PAY BAR	
12.30 - 13.30	LUNCH	ELIZABETHAN ROOM
13.40 - 14.20	Case History - Joint Presentation SAMSUNG ELECTRONIC MFG UK LTD HARTLEPOOL BOROUGH COUNCIL	DANIEL J O'BRIEN Managing Director BARRY KEEL Director, Envir. & Dev.
14.20 - 14.25	CLOSING REMARKS	Cllr LES WOOD JP FEDA Vice Chairman

The Seminar will be chaired jointly by the FEDA Chairman, **Cllr JACK DIMMOCK JP** of Stoke on Trent City Council and the FEDA Vice Chairman, **Cllr LES WOOD JP** of Crewe & Nantwich BC.