



Corporate Policy and Strategy Committee

10.00am, Tuesday 4 August 2015

Dean of Guild Courtroom, City Chambers, High Street, Edinburgh

Corporate Policy and Strategy Committee

Convener:	Members:	Contact:
<p>Councillor Andrew Burns</p>  <p>Vice Convener: Councillor Sandy Howat</p> 	<p>Councillor Burns (Convener) Councillor Howat (Vice Convener)</p> <p>Councillor Burgess Councillor Chapman Councillor Child Councillor Edie Councillor Godzik Councillor Ricky Henderson Councillor Hinds Councillor Lewis Councillor Mowat Councillor Rankin Councillor Rose Councillor Ross Councillor Rust</p>	<p>Kirsty-Louise Campbell Governance Manager Tel: 0131 529 3654</p>

Recent news	Background
<p>Civic Visit Feedback – 50th Anniversary Twinning Celebration with Florence, 22-25 June</p> <p>Background</p> <p>The Lord Provost travelled to Florence in June 2015 to formally commemorate and support the twinning agreement; forming part of a twinning anniversary programme for the year which will establish new links in both cities and support ongoing cooperation between them.</p>	<p>Contact Norma Cuthbertson</p> <p>Executive Assistant to the Lord Provost</p> <p>Tel: 0131 469 3816</p>

Beginning in 1965, Florence and Edinburgh have co-operated as twin cities along a broad range of areas. 2015 is the 50th anniversary year of the twinning relationship. As reported to the Economy Committee on 19 November 2013 and 6 March 2014, Florence was identified as a city for focus for 2015, with a number of project proposals being considered through the Partner Cities Anniversary Working Group.

Benefits of attending

Establishing good relations with the Mayor of Florence as well as the Deputy Mayor and other members of his cabinet with responsibility for various areas of interest.

Forming professional networks between those involved in both the Chef Swap and Literature/Arts projects in the city, which will continue to be built upon over the rest of the year and in future years.

Learning about Florence's experience in areas such as tourism and culture, using this information for building up future projects.

Raising the profile of the twinning relationship between Edinburgh and Florence through local and national news (print and television) as well as social media in Florence and through various channels in Edinburgh in order to maximise impact of the projects being delivered. Highlighting the similarities between the two cities in Florence and encouraging tourism, cultural tourism and food tourism among the Italian audience.

7th Ajman International Urban Planning Conference - Ajman, United Arab Emirates (2-4 March 2015). Civic Visit Feedback from Cllr Donald Wilson, Lord Provost

Purpose of attending

To deliver a keynote address at the conference and meet with senior United Arab Emirates (UAE) figures in order to promote Edinburgh.

The UAE Emirate of Ajman is in the process of developing a strategy to attract more visitors and businesses.

Contact [Norma Cuthbertson](#)

Executive Assistant to the Lord Provost

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They are interested in promoting Ajman as a venue for events and they want to learn from other cities. In addition to Edinburgh they invited the Mayors of Perth (Australia) and Bilbao (Spain) to share their experiences.

Key areas which you found particularly useful

It was particularly useful to meet with very senior UAE figures including a one to one meeting with the Ruler of Ajman HH Sheikh Humaid Bin Rashid Al Nuaim, a member of the UAE Supreme Council. I also had a meeting with Sheikh Rashid bin Humaid Al Nuaimi, Chairman of Ajman Municipality and Planning with the role of overseeing the ambition to become an 'Event City'. It was also interesting to meet with the Head of the Ajman Chamber of Commerce who explained more about their economic strategy.

During my visit I was also able to meet with successful Scottish business people who are based in Dubai. It was interesting hearing about their experiences in the region and to get their thoughts on how Edinburgh can increase its profile in the UAE.

Benefits of attendance for the Council, including relevance to key Council priorities and pledges

The visit to Ajman provided a good opportunity to meet with senior UAE figures. This helped to further raise Edinburgh's profile within the UAE and will help to attract additional visitors and investment. An officer from Economic Development also joined the visit in order to help transform the new civic connection into economic benefits.

The UAE is an important source of investment into the UK. Raising Edinburgh's profile will attract additional investment, which in turn will create jobs in the city

Forthcoming activities:
