

Corporate Policy and Strategy Committee

10.00am, Tuesday 24 January 2017

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 Frank Ross</p> 	<p>Councillors: Burns (Convener), Ross (Vice Convener), Aldridge, Barrie, Burgess, Child, Day, Ricky Henderson, Hinds, Lewis, Main, Mowat, Rankin, Rose, Rust</p>	<p>Kirsty-Louise Campbell Interim Head of Strategy and Insight Tel: 0131 529 3654</p>

Recent news	Background
<p><u>Conference / Civic Visit</u></p> <p>The Lord Provost attended various events during a Cultural and Trade mission to the United Arab Emirates during 15-20 November 2016:</p> <ul style="list-style-type: none"> • Abu Dhabi Science Festival • Joint Universities Edinburgh event <p>Purpose of attendance: Edinburgh’s connections with the Gulf States have grown since my first visit as Lord Provost in 2012. To build on these links I travelled to the UAE at the invitation of the Edinburgh International Science Festival to attend the opening of the Abu Dhabi Science Festival and to</p>	<p>Contact: charlotte.kedsle@edinburgh.gov.uk</p>

meet with senior figures in education and culture there.

Key areas that were particularly useful: I opened the Abu Dhabi Science Festival alongside Shaikh Nahyan Bin Zayed Al Nahyan – Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. This was extremely high profile and I was able to promote the EISF's partnership role in the Abu Dhabi Science Festival. The Director of the Edinburgh International Science Festival, Dr Simon Gage, was present as President of the EISF and was in a position to discuss potential future collaboration with the new delivery partners in Abu Dhabi which would further strengthen Edinburgh/UAE links.

I visited the Heriot-Watt University Dubai campus and met with the Provost, Prof. Ammar Kaka. There I hosted an event in support of Edinburgh's four universities – Heriot Watt, Edinburgh Napier, Queen Margaret and the University of Edinburgh. The Gulf is an important source of potential students for Edinburgh's universities as well as a destination for many alumni. The Investment and International Relations team has previously supported joint representation by Edinburgh's universities at recruitment events in Abu Dhabi which is a demonstration of valuable international collaboration across the city for this specific market. This was a valuable opportunity for me to sell the city to a large audience of potential students.

I was also hosted at the British Embassy in Abu Dhabi for a meeting with the UK Ambassador to the UAE Philip Parham, the Director of British Council UAE office Gavin Anderson and the Defence Attaché Colonel Tim Kingsberry from the UK Ministry of Defence. This discussion was interesting and covered a range of important areas including the British Council UAE 2017 season and potential future activity by the Royal Edinburgh Military Tattoo (REMT) in the region. I used the meeting as an opportunity to secure Edinburgh's profile within the work being done by the British Council's UAE Season in 2017. I acted in my capacity as Chair of the REMT in supporting the key messaging regarding the organisation's potential future activity in the UAE and the wider region. This was a very fruitful meeting.

I met with Global Scot and Director of Edinburgh firm Thomas and Adamson, Les Banks. It was great to hear about the company's successes and latest projects in the region and to

be updated on the current interest in the region by Scottish companies. Thomas and Adamson is an Edinburgh company of over 70 years standing and has been doing very well in the UAE.

I was additionally invited to a high-level lunch with Sheikh Nahyan bin Mubarak Al Nahyan who is the UAE Minister for Culture and Knowledge Development. This was a very prestigious meeting at the Sheikh's private residence and was a result of good ongoing relations with the Sheikh since I first met him some years ago.

The visit helped to reinforce the relationship between Edinburgh and the UAE which is exceptional and very valuable. The relationship started in 2012 and this visit re-established and deepened the connections between the UAE's capital Abu Dhabi.

Benefits of attendance for the Council, including relevance to key Council priorities and Pledges: The visit to the UAE provided an opportunity to bring together several strands of activity to enhance Edinburgh's profile. With financial contribution from the Edinburgh International Science Festival the visit was good value for money for the City of Edinburgh Council.

Benefits of attendance included raising Edinburgh's profile in the UAE and promoting Edinburgh as an investment and academic location and an international Festival city.

Coalition pledges:

P15 - Work with public organisations, the private sector and social enterprise to promote Edinburgh to investors.

Council Priorities

CP5 – Business growth and investment

CP6 – A creative, cultural capital

Single Outcome Agreement

SO1 - Edinburgh's economy delivers increased investment, jobs and opportunities for all.

Overall this visit was an opportunity to significantly boost Edinburgh's profile in the UAE, raise further awareness of the

direct air link and the opportunities for cultural, economic and academic connections. It is important that previous connections are built upon and refreshed to strengthen and develop mutually beneficial opportunities

Additional comments:

Selling the city at home and abroad is one of the primary functions of the Lord Provost. It is my duty to take up these opportunities when they present themselves. As a result the relationship between Abu Dhabi, the capital of the UAE, and Scotland's capital city is enviable. The benefits are economic, cultural and academic.

Forthcoming activities:
