



Mr McCann
to note PA

19/6

Mr Kerr
PL PA

Mr McCabe
20/6/95

Ms Sweeney
for our "Washington"
file.

8/6/95

4 5015

cc Chairman

- Mr McCann
- Mr Gibson
- Mr Hewitt
- Mr Robinson
- Mr Crozier, T&EA
- Mr Buckland, LEDU
- Mr Henderson, NITB
- Mr McCannell, IRTU
- Mr Briant
- Mr Gray

5 June 1995

Copies Mrs Young + Mr [redacted]

To: Mr Loughran

From: S L Ross

This will be of interest - particularly on small company development - possible ISI inputs to this + of course to tourism - we should keep in "our agencies" + also place on Review meetings' agendas for LEDU, NITB +

FOLLOW UP TO WHITE HOUSE CONFERENCE FOR TRADE AND INVESTMENT IN IRELAND : 24-26 MAY 1995

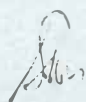
letter for IDB

9/6 cc Mr King

1. The Conference is over; the haphazard approach by the US administration to the arrangements is yesterday's story; and the overall event has been accepted as a great success. On the economic front there was little real business done at the actual Conference but this was never anticipated.
2. The purpose of this note is to take stock of DED's position and suggest how we might take the various interests forward.
3. Northern Ireland's business opportunity was endorsed by the President, Vice President, a Special Advisor (former Senator), and two US Secretaries of State. This endorsement is a major boost to our standing in the US business community in general. The link-up with the ROI Agencies has, probably for the first time, also given Northern Ireland a legitimacy in the minds of Irish American business people. There is now very considerable goodwill in the US towards Northern Ireland and this, together with a high level of enthusiasm, offers a genuine chance for long term investments.
4. The real work only begins now, however, in moving the Conference from being a political success to being an economic one. This can be achieved by drawing down the goodwill, following up the leads and relationships established, and leveraging additional interest in the USA.

5. From an overall DED perspective it is necessary to reflect on the list of "deliverables" which emerged in a press release in support of the President's speech to the Conference. This list is attached. David Gibson, G McConnell and I met briefly with C Meissner on 2 June and took the opportunity to touch on a number of these initiatives. While a separate note will issue on the outcome of the meeting it is becoming clear that there is a need to identify who takes responsibility for what and how DED's follow-up actions are to be co-ordinated.
6. I would suggest that perhaps I should retain responsibility only for co-ordinating the IDB-related activities. This would require overall co-ordination to be carried out by D Gibson/R Gamble, in a similar way to the arrangements for the Investment Forum.
7. The IDB related tasks for which I would retain an involvement, in varying degrees, are:-
 - (a) Working alongside B Robinson/A Hingston, LEDU, and the ROI Agencies on the shaping of arrangements for trade and business co-operation missions to NI and the 6 border counties, in liaison with Peter Hale, US DOC.
 - (b) Dovetailing with J Gray, the ROI Agencies and US DOC on arrangements for US led inward investment missions to NI and the 6 border counties.
 - (c) Working closely with J Gray on nurturing US companies (including their operations in Europe), whose senior executives were at the Conference or who have been encouraged to think more seriously about investment in NI.
 - (d) Supporting J Gray's inputs to group meetings in the USA of business people brought together by US DOC, IBB/FCO, Big 6 accountancy firms, and Irish American groups.
 - (e) Establishing business relationships with the proposed new full-time Foreign Commercial Service Assistant in the US (Consulate General in Belfast). This post will provide on-the-ground assistance to US firms considering establishing or expanding business relationships in NI and the 6 border counties; and will further develop the NI/Border County Business Information Centre (NIBC), for which an information database was introduced just prior to the Investment Forum in Belfast. The new appointee is also to be given responsibility for the pilot programme being led by the Small Business Administration (SBA) for the development of strategic alliances between NI and ROI firms.

- (f) Clarifying with US Consulate General in Belfast the proposals which have come out of research carried out by the US Trade and Development Agency on opportunities for US firms in the transportation and environment sectors in NI. A paper has apparently been published but the relevance to IDB/DED has yet to be determined.
8. The IDB database of potential inward investors and substantive contacts made at the Conference (my note to all DED attendees of 31 May refers) is being finetuned and brief reports on each breakout session are being collated. James Gray is reviewing his initial strategy to take account of these developments. This strategy will form the basis of the follow up activities of IDB, relative to inward investment.
9. There is also a need to undertake more work on trade and business co-operation related opportunities, to build on the matchmaking process undertaken during the Conference. A follow up exercise has already started with NI participants to gauge the level of business and contacts generated. We should have a better handle on this in a few weeks. In the short term IDB will be working with US DOC on planning industry-related missions to NI and the border counties (see para 7(a)). In the longer term, IDB and the ITB will be looking to develop matchmaker type programmes with specific US regional agencies eg in Boston, Atlanta, San Francisco, using the Conference and US DOC as leverage.
10. The initiatives on research and development, training, and tourism are already being followed up by G McConnell, I Walters and M Briant respectively.
11. The whole question of how we interface with the Councils, whose interests in inward investment have been considerably heightened by the Conference, is one ~~on~~ which I have not tried to address; perhaps it is for a wider debate.
12. This note charts a suggested forward path on the follow up to the White House Conference for DED related activities. I am happy to discuss.



S LESLIE ROSS
5 June 1995