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Councillor Douglas Lumsden  
Co-leader Aberdeen City Council

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28 May 2019

Dear Douglas,

I wanted to take this opportunity to personally write to you and fellow council leaders following the excellent joint presence at MIPIM 2019 in Cannes. I would like to extend my thanks to you and your team in working hard to make this successful, seamless event happen. I know from both public and private sector feedback that our approach this year has been impactful, and I see this as the start of cementing and growing our presence at MIPIM as Team Scotland in the years to come.

The feedback we have received from Scottish industry delegates has been without exception positive, in particular about the Team Scotland approach. I want to see this continue and, to support this, I have already agreed that Scottish Government take the same site in Cannes next year and have seen the contract signed. I have also committed to MIPIM UK later this year to support a stronger build-up in the run up to the event in Cannes. I am inviting you to continue this commitment with me, showcasing the fantastic investment opportunities in your city and across Scotland over the coming year.

I understand you will need to follow budget procedures and may only be able to commit in principle. That is why I am also willing to extend the guarantor arrangement by Scottish government, and agree to fund any shortfall against sponsorship targets and budget.

I also want to make clear that I and my team are listening to the feedback you have given us. In agreement with the private sector, you have asked for thematic and shorter programming, international speaker and audience acquisition, improved set design, joint-branded on and off-site presence, and better advance marketing. These improvements should see Team Scotland attain additional private sector sponsorship.

As increased private sector sponsorship cannot be guaranteed I am proposing to keep the overall budget for the full event at the same level as 2019 - £400,000. In addition I am also proposing to reduce the contribution for the senior partners to £36,000 (excluding VAT).

The overarching main objective for our presence at MIPIM continues to be building a long term major brand presence for Scotland and leading Scottish Cities, and demonstrating the positive pro-business environment in Scotland. This was done and done well, and we should keep the things that worked. This was particularly the joint political and senior representation at the event and the collaborative working between all Scottish organisations involved. On those terms, I hope and look forward to working with you on MIPIM 2020 and beyond.

A handwritten signature in black ink, reading "Derek Mackay", is enclosed within a thin, light-colored rectangular border. The signature is written in a cursive style.

**DEREK MACKAY**

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