

A photograph of David Cameron, the Prime Minister of the United Kingdom, speaking at a podium. He is wearing a dark suit, a white shirt, and a purple tie. He is gesturing with his right hand. The background is a blue wall with the words "INTERNATIONAL FOR BUSINESS" visible in large, light blue letters. The overall image has a dark blue background with abstract light blue geometric shapes in the top left corner.

**INTERNATIONAL
FESTIVAL FOR
BUSINESS
2014**

“ THIS IS GOING TO
BE AN EVENT ON
AN UNPRECEDENTED
SCALE AND A SHOP WINDOW
LIKE NO OTHER. MAKE SURE
YOU'RE THERE TO MAKE THE
MOST OF IT

PRIME MINISTER RT HON DAVID CAMERON MP

MEET YOUR GLOBAL NETWORK

100+ EVENTS : JUNE-JULY 2014, LIVERPOOL UK

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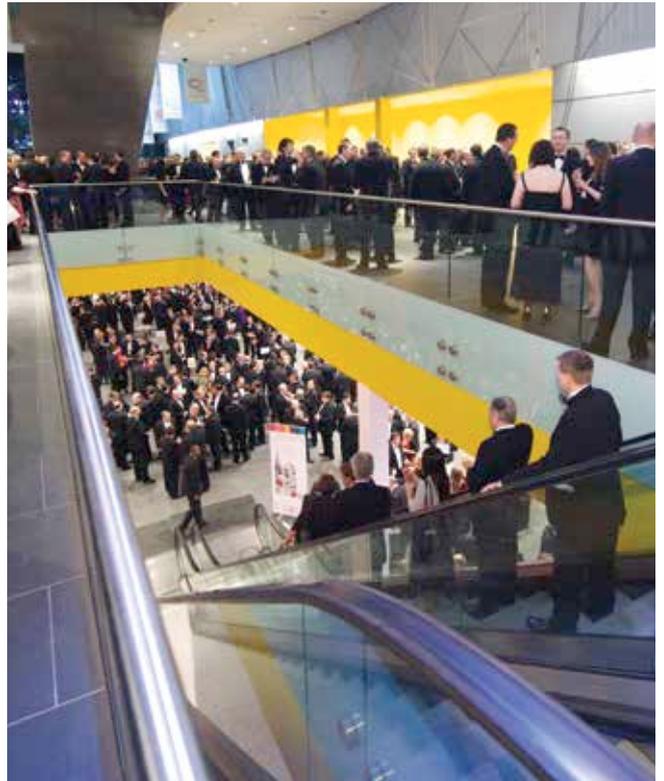
GLOBAL CITY LEADERS' SUMMIT

During Cities, Enterprise and Urban Business Week Liverpool will become the World Capital for Local Government and Urban Business Leaders' events when one of the highlights of the festival will be the Global City Leaders' Summit.

The Global City Leaders' Summit will be a cornerstones of IFB 2014 and a significant event in its own right. More than two hundred city leaders from around the world will come together in Liverpool on 18 June to examine their common challenge: how to generate sustainable economic growth in an age of austerity.

The city leaders will share their ideas and experiences on a range of topics, such as: the role of culture in driving growth; communications technology; city branding; the economic relationships between cities and their regions; creating effective relationships between the public and private sectors; attracting investment to non-capital cities and the importance of key sectors. This signature event will feature a keynote address from an internationally renowned authority on city leadership, supported by a first class line up of speakers including the UK Government Minister for Cities, the Rt. Hon Greg Clark MP and the Mayor of Liverpool, Joe Anderson. The day will be structured to enable wide participation and open debate, through a range of fringe events focused on specific topics. The leaders will be encouraged to frame their conclusions into a 'manifesto for growth', to be unveiled in the final session of the day.

The Summit is aligned with another major international event, running from 17 to 19 June. Liverpool is proud to welcome the Executive Bureau of United Cities and Local Government. Members of the Executive Bureau will be taking a full part in the Global City Leaders' Summit, bringing the benefit of their wide experience across the full scope of the event agenda.



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LIVERPOOL INTERNATIONAL HOST CITY

Liverpool. The very name conjures up images of a glorious maritime history, world-beating musical heritage, two of the Premiership's biggest football teams, three universities and not one, but two majestically different Cathedrals. The Liverpool City Region also houses globally significant businesses, including Jaguar Land Rover, Sci-Tech Daresbury, School of Tropical Medicine, Unilever, and Pilkington's.

When the business of the day is over, delegates are spoilt for choice for evening entertainment. There is an impressive range of performance venues, including the 11,000 seat Echo Arena, Liverpool Philharmonic Hall, home of the world famous Liverpool Philharmonic Orchestra, and the Cavern Club on Mathew Street where delegates can twist on down to the sounds of The Beatles. Liverpool's legendary

nightlife will certainly impress you with a wealth of bars and restaurants across the city ensuring that visitors find just the right place to suit their mood. Liverpool City Region has unrivalled sporting heritage, which spans football, golf, horse racing and rugby league. For more ideas on things to see and do visitliverpool.com



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