

PRESS RELEASE

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11 November 2016

Prestigious Award for Cork from Chinese Government

Cork City received a major prestigious award from the Chinese Government today at the *China International Friendship Cities Conference 2016* in Chongqing, China. The Lord Mayor of Cork, Cllr. Des Cahill, travelled to Chongqing to participate in the Conference at the invitation of the Shanghai Municipal People's Government and he also received the *Friendship City Award for Exchanges and Cooperation with China*, from Mr. Qing Boming, Secretary General of China International Friendship Cities Association on behalf of the people of Cork.

The Lord Mayor said:

"This prestigious honour is particularly satisfying as Cork was one of only three cities from the Shanghai's 85 Sister Cities to be nominated for an award. Coming after the very successful 10th Anniversary celebration of the Sister City relationship in 2015, it has strengthened the bonds between Cork and one of the great World Cities, Shanghai."

The Lord Mayor was accompanied by Mr. John Hayes from the Corporate and External Affairs Directorate of Cork City Council and Ms. Aoife Fleming, Second Secretary, Embassy of Ireland, Beijing. The Cork delegation was also joined by Mr. Yu Qiang and Ms. Shao Yihe of the European and African Division of Shanghai's Municipal Foreign Affairs Office.

The Lord Mayor further noted:

"It is wonderful to be in Chongqing to receive this award, which recognises the partnership between Shanghai and its Sister City, Cork, over the past 14 years. This is testament to the many organisations and individuals that have made this relationship work for the benefit of the citizens in both cities. I have been told that Shanghai nominated Cork for this major award because Shanghai and Cork City is the first pairing of Sister Cities between China and Ireland and, since the conclusion of the Agreement between the two cities, there have been more and more bilateral visits, deepening the understanding between each other and leading to valuable exchanges in the areas of

economy and trade, education, culture, local government and training, which, in turn, has contributed remarkably to the social and economic development of both cities.”

The Lord Mayor also delivered an address to the conference on City Cultural Branding in the context of China’s continuing “*Opening up*”. The speech was very well received by the conference delegates. While in Chongqing, the Lord Mayor also met delegations from the cities of Hangzhou and Shenzhen, both of whom have concluded Memoranda of Understanding regarding cooperation with Cork.

The Lord Mayor returns home on Saturday, 11 November 2016.

Ends

For further information please contact:

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Note for Editors:

Cork City Council has been developing ties with China since 2002. In 2005, it signed a Sister City Agreement with the Shanghai Municipal People’s Government and, in 2011, it signed further Memoranda of Understanding with the Hangzhou Municipal People’s Government and the Wuxi Municipal People’s Government. In 2013, Cork concluded a Memorandum of Understanding with the Shenzhen Municipal People’s Government. There are five Chinese companies currently located in Cork.

The “*China International Friendship Cities Conference*”, is one of the most influential platforms for China’s local governments to carry out international exchanges. It has convened every two years, since 2008, and has been successfully held previously in Beijing, Shanghai, Chengdu and Guangzhou. Since its inception, the conference has been working to formulate strategies for future development and deepen practical co-operation, thus winning extensive recognition from local governments in China and in the rest of the world.

The 2016 Conference, themed as “*Innovation for Development and Co-operation for Sharing*”, aims to promote the sustainable development of the friendship cities’ work and to encourage different countries and cities to achieve win-win outcomes.

The cities nominated for the “*Friendship City Award for Exchanges and Co-operation with China*” are:

- Adelaide/Australia

- Aktall/Kazakhstan
- Antwerp/Belgium
- Aquitaine/France
- Ashikaga/Japan
- Auckland/New Zealand
- Berdsk/Russia
- Berlin/Germany
- Boulder/United States
- Brasov/Romania
- Canton of Solothurn/Switzerland
- Chiang Mai/Thailand
- Chita/Russia
- Chongju/Korea(R.O)
- Choybalsan/Mongolia
- Chungchong – Bukdo/Korea(R.O)
- Cincinnati/United States
- **Cork/Ireland**
- Darwin/Australia

Address by the Lord Mayor of Cork, Cllr. Des Cahill

to the

2016 International Conference on Chinese Friendship Cities

hosted by

The Chinese People's Association for Friendship with Foreign Countries

and

Chongqing Municipal People's Government

in

Chongqing, November 2016

“Building City Brand under the Opening up Policy”

10 November 2016

I would like to thank The Chinese People's Association for Friendship with Foreign Countries and the Chongqing Municipal People's Government for organising this wonderful conference. Of course, Cork would not have the opportunity to attend this marvellous event if it had not received a nomination for the Friendship City Award for Exchanges and Co-operation with China Award, from our Sister City, Shanghai, through the Shanghai Municipal People's Government. Again, I would like to thank Shanghai for this nomination.

I have been asked to address the topic “**Building City Brand under the Opening up Policy**” and I will do so in the context of Cork experiences. To put things in context, Ireland experienced its own “opening up” period between 1958 and 1973, culminating in joining the then European Economic Community (EEC), now the European Union. Since 1973, the Irish economy has become one of the most open economies in the world, which places Ireland and the cities in it, at the sharp end of competition.

We know that competition for investment, talented people and visitors across Europe and the world's city regions is intensifying. We in Cork City Council, together with our partners in Cork County Council and other local stakeholders, understand that if Cork is to compete effectively it needs to be both joined up and **coherent** in its domestic and, especially, its international marketing. We also understand that while there was national organization engaged in these

activities for Ireland as a whole, it was necessary for local organizations to take responsibility for managing the Cork brand.

Our aim is:

- To raise awareness of Cork nationally and internationally
- To ensure Cork is seen as a credible second tier European city region – a complement to Dublin that adds depth to Ireland’s offer
- To think and act more strategically in terms of branding and marketing
- To assist economic recovery after a severe economic recession

We sought to do this by establishing a core set of messages about Cork – to deliver with greater consistency, coherence and strength in the messaging by the many organisations that promote Cork. The overall aim was to enable Cork to attract and retain:

- Inward investors - foreign direct investment (FDI) and Irish
- Entrepreneurs plus small and medium sized businesses
- Talented people
- Students
- Business and leisure visitors

The key partners are:

- Local government - Cork City Council and Cork County Council
- Higher education providers (University College Cork and the Cork Institute of Technology);
- International transport infrastructure operators - Cork Airport and the Port of Cork;
- The private sector (Cork Chamber)
- Ireland’s tourism promotion body (Failte Ireland).

The four key pillars of the brand are:

1. economic development
2. quality of life (talented people)
3. education and
4. visitors

and the identification of key messages in all four sectors.

In developing the Cork brand, we were very conscious that:

- The Cork brand has to be honest and authentic

- The need to provide “proof points” – these can be statistics, key infrastructure, case studies or testimonials – which verify every claim we make about the Cork proposition
- The need to regularly review and update the brand so that it responds to changes in the proposition, reflecting new developments

Consultation and engagement with stakeholders was a key part of the process, as was market testing the Brand Proposition.

CORK BRAND BOOK

The outcome of this process was a “proofed” brand proposition for Cork. The essence of the proposition is that Cork has the right mix of offers for people and business to make a success of their careers and their firm’s development, based on four brand pillars – an extensive economic support menu, a great quality of life, a great learning environment and a significant cultural, heritage, leisure and entertainment offer.

The first version of the Cork Brand Book was finalised in late 2014 and sought to explain the Cork proposition to those who would be individually and collectively responsible for marketing and promoting Cork. A copy can be downloaded at www.corkbrand.ie

The Brand Book clarified the Cork experience, offer and desired reputation – its strategic place brand. It describes the four pillars of the Cork Brand (Economic, Quality Of Life, Education and Visitor) and sets out their value propositions, key messages, proof points and target audiences.

Three briefing sessions were organised for marketing practitioners across a range of public and private sector bodies. These workshops focused on practical ways in which the Cork messages can support marketing activities.

WHAT DOES THE BRAND SAY ABOUT CORK

The core brand values that characterise the Cork brand are:

Local and Global - Cork values and delivers local and global business success

Welcoming - Cork people and organisations give new arrivals and visitors a strong welcome.

Easy - Cork makes it easy for you to succeed. It is an easy place to deal with, an easy place to get your head around in terms of its size & its offer; an easy place to do business.

Innovation - Cork supports and practices innovation.

Connectivity - Cork connects people, is well connected in the region, nationally and locally and has significant global reach.

Networking - Cork has strong networks in business that work at local, regional and international scales.

Collaboration - Cork supports and values partnering between businesses and organisations.

Spirit - Cork has energy and vibrancy established over many years that has created a unique Cork spirit – an independent spirit of mind.

Conserving - Cork values its heritage, its culture, its environment and the quality of life to be had in the region.

FURTHER DEVELOPMENT

This is just the first version of the Cork Brand Book. It will be developed as an online resource and should adapt over time to reflect user feedback and new developments. The first update of the site will be completed shortly and will incorporate videos, testimonials and interactive access to data concerning the proof points.

In 2016 a new Cork Brand Management Steering Group was established. The role of this group is to oversee the further development, implementation and management of an overarching Cork Brand. In particular, the tasks will involve:

- Development of a brand communications architecture and supporting material for Cork as a Place Brand which clearly communicates the unique offering of the Cork brand across the four workstreams: Investment, Visitor, Education and Living; and
- Development of a place marketing strategy to promote Cork as a location for investment.

Thank you, now I am happy to take some questions.

由科克市长 Des Cahill 先生为
2016 年中国友好城市国际会议致辞

主办单位

中国人民对外友好协会，及

重庆市人民政府

重庆，2016 年 11 月

“城市与运输”

2016 年 11 月 10 日

很感谢中国人民对外友好协会和重庆市人民政府组织召开这次盛会。上海是科克市的姐妹城市。科克市若不是获得了上海市人民政府提名的……奖，就无缘这次盛会了。在此，我要再次感谢上海的提名。

会议希望我做有关“城市开放与品牌化”的演讲，下面我将以科克市的经验为例展开。从国情看，爱尔兰的“开放”期是在 1958 到 1973 年，且以加入欧洲经济共同体——即现在的欧盟而告终。1973 年以来，爱尔兰经济成为世界上最开放的经济之一，这使爱尔兰及其城市立于竞争的风口浪尖。

大家知道整个欧洲甚至全世界城市对投资、人才和游客的竞争正在加剧。因此，科克市政府、郡政府和其他当地的利益相关者一致认为科克市如果想在竞争处于有利地位，即要参与和融合于国内市场，又要重点投身国际市场。同时我们明白，虽然有全国性组织以爱尔兰为整体参与国际活动，但管理好科克市品牌的地方组织也是必不可少的。

我们的目标是：

- 提高科克市在国内和国际的知名度
- 确保科克市成为有信誉的欧洲二线城市——与都柏林互补，以增加爱尔兰的投资深度
- 更有策略性地思考和实施品牌推广和市场营销
- 帮助严重经济衰退后的经济复苏

为实现目的，我们建立了科克市核心信息组——城市各组织的信息发布保持高度一致性、一贯性及强度。总体目标是提高科克市吸引力，保持城市资源，包括：

- 内部投资人-外国直接投资（FDI）和爱尔兰企业家、
- 中小型企业
- 人才
- 学生
- 商务和旅游访客

主要合伙人包括：

- 当地政府—科克市政府、郡政府
- 高等教育提供者（科克大学及科克理工学院）；
- 国际交通基础设施运营商—科克机场及科克港口；
- 私营企业（科克商会）
- 爱尔兰国家旅游局

四大支柱品牌包括：

1. 经济发展
2. 生活质量（人才）
3. 教育和
4. 访客

以及四大板块对核心信息的认知。

为打造科克市品牌，我们十分注重以下几点：

- 科克市品牌必须诚实可信
- 科克市每一项议题的声明都要提出“证明点”——可以是数据、关键基础设施、案例研究或感言的证明
- 我们需要定期回顾和更新城市品牌，使其与城市变化相协调，且反应城市新发展

正如市场是城市品牌的试金石，利益相关者的磋商和参与是实现过程的重要环节。

科克市品牌书

这些活动最终使科克市形成了“经得起考验”的城市品牌。科克市议题的关键是为市民和企业提供合理环境，以帮助他们取得事业成功和公司发展，且立足四大品牌支柱这一巨大经济支撑，为人们提供高质量生活、学习环境、文化遗产及休闲娱乐条件。

科克市品牌书第一版于 2014 年末定稿，旨在向负责科克市市场及推广的个人与团体解释科克市议题。可以在 www.corkbrand.ie 网站下载。

该品牌书阐述了科克市的经验、可提供的资源和要实现的愿景—战略区域品牌。其解释了科克市品牌的四大支柱（经济、生活质量、教育和游客），设定了价值主张、核心信息、证明点和目标受众。

我们为广大公私部门机构的市场从业员召开了三次说明会。这些研讨会会注重实践方式，让科克市信息有利于市场活动。

科克市品牌是怎样的

描绘科克市品牌的核心品牌价值为：

地区化与国际化—科克市重视并传递地区与国际业务的成功

好客—科克市人民和科克市组织热烈欢迎新来者和游客。

简约—科克市让你更容易成功。这里宾至如归，你能轻松了解它的大小和提供的机会；可以轻松开展业务。

创新—科克市支持创新和实践创新。

连通性—科克市与人民连通彼此，实现区域沟通、全国沟通与国际沟通，具有良好国际影响力。

网络—科克市拥有当地、地区和国际层面的强大业务网络。

合作—科克市支持和重视企业和组织间的合作。

精神—科克市具有多年形成的激情活力，并产生了独特的科克市精神—思维独立。

保护—科克市重视其遗产、文化、环境和当地生活质量。

进一步发展

这只是科克市品牌书的第一版。它将发展为网络资源，并不断更新，以反映用户反馈和新发展。近期，网站将完成第一次更新，且将加入视频、感言和证明点数据的交互访问。

在2016年，成立了新的科克市品牌管理指导小组。该小组将监督科克市品牌总体的进一步发展、执行和管理。详细任务将包括：

- 建立科克市品牌的沟通架构和支持材料，使其作为区域品牌，以清晰传达科克市品牌在四大领域所能提供的独特优势，即：投资、游客、教育和民生；及
- 开发区域市场策略，以提高科克市引资水平。

谢谢大家，我很乐意回答大家的问题。