

REVIEW OF EXECUTIVE VISIT TO THE US

**Report to the Executive on
Thursday 26 July 2007**

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1. OVERVIEW

The purpose of the visit was to demonstrate to US political and business leaders that the new Executive was a sustainable administration, focused on addressing our socio and economic priorities.

The Executive team was comprised of

- deputy First Minister Martin McGuinness MP MLA,
- Finance Minister Rt Hon Peter Robinson MP MLA,
- Economy Minister Nigel Dodds, MP MLA, who led a trade mission and tourism promotion programme,
- Social Development Minister Margaret Ritchie MLA , who focused on regeneration initiatives,
- Culture, Arts and Leisure Minister Edwin Poots MLA,
- Employment and Learning Minister, Sir Reg Empey, MLA, who focused on developing training and skills links.

Prior to the Executive visit, the Agriculture Minister, Michelle Gildernew MP MLA, visited Washington in May to promote the food and drinks industry.

The team which represented all the parties on the Executive, provided a clear message that devolution was up and running and took part in more than 100 meetings and events covering a very wide agenda. This included political engagement, investment opportunities, economic and social regeneration, tourism, the arts and culture, education and training, citizen contact solutions, business networking and trade support.

The Smithsonian Folklife Festival provided a major public diplomacy tool, offering a backdrop for Ministers to demonstrate a positive image of a confident, creative, outward looking region. Although much of the media attention at home was focused on the Smithsonian festival, it was part of

a much wider economic agenda focused on the message that we were open for business.

Dr Alan Gillespie, Chairman of the Ulster Bank said:

“The Rediscover Northern Ireland Programme and the Smithsonian Folklife Festival from March - July 2007 in Washington DC have given Northern Ireland a very timely opportunity to establish a new image at the heart of the United States. Over 1 million Americans have now experienced Northern Ireland's culture, friendliness and openness through the incredible efforts of all our participants. This must surely benefit us over the coming years in terms of tourism, cultural and educational exchange, trade and investment. In all my experiences promoting Northern Ireland over the years, I have never participated in anything which has provided such a worthwhile marketing platform for our region.”

The success of the overall ministerial visit is clearly evident in the comment received from George Moore, CEO of Targusinfo and owner of Belleek. ***“This was the first visit to the US in 30 years where all of the Ministers were united together in a common message – ‘Northern Ireland is open for business’. This was a critical message that the US business community wanted and needed to hear and the Ministers delivered it exceptionally well. Now, the hard work begins to leverage the goodwill that the Ministers created into tangible business and economic opportunities”.***

2. ECONOMIC MESSAGE

US Special Envoy

The most important meeting outside of the Smithsonian festival was with the US Special Envoy, Paula Dobriansky and seven Chief Executive Officers and business representatives from the United States.

Reflecting on the importance of the visit, Paula Dobriansky said:

“I met with the Northern Ireland ministers during their recent trip to the United States. Their strong message on the importance of economic development is a welcome one. Business opportunities abound in Northern Ireland and we want to help spread that message. We will work actively with the ministers and other members of the Northern Ireland Assembly as well as business leaders to fulfill their clearly stated goal of creating real jobs and concrete opportunities for the people of Northern Ireland.”

As a result of the meeting, Paula Dobriansky agreed three key deliverables to assist the NI Executive:

- Formation of a Business Advisory group to help open doors and make connections for the Investment Conference proposed next spring.
- To organise three trade missions in support of the planned Investment Conference in Spring 2008.
- US participation in the Investment Conference.

New York business leaders

Ministers also travelled to New York to meet with business representatives from major organisations such as Mutual of America and to discuss possible invest funds with New York City leaders.

The deputy First Minister and Finance Minister addressed a reception for 170 key business leaders. There was unanimous support for the

ministerial visit with the New York business community confident about possible investment and future business relationships.

Tom Moran, Chief Executive of Liberty Mutual stated that it was important for ministers to visit New York to be able to convince the business community that they would be dealing with an effective government where all parties agreed on the priorities.

New York investment fund opportunities

The deputy First Minister and Finance Minister led the ministerial team in discussions with Elliot Spitzer, New York State Governor and with William Thompson, New York State Comptroller, Christine Quinn, Speaker of New York City Council and trustees of their investment funds, currently in excess of a trillion dollars. Ministers again provided briefings on government's priorities and discussed in detail aspects of future economic and infrastructure developments, potential return on investment and assured the audience that we offer an attractive business proposition.

Trustees are very interested in establishing a fund and will be discussing this in more detail with ministers following 'due diligence' reports by their management teams.

Business contacts

These meetings were backed up by a series of meetings in Boston and New York where the Economy Minister met with senior executives from a number of major US corporations who already have significant investments in Northern Ireland and with others who are actively seeking a European location. Minister Dodds also led a trade mission to Washington and spoke at a reception in Fairfax County to further promote the trans-atlantic business network.

A positive economic message was also given through a series of media interviews. In particular the Nigel Dodds interview on the Lou Dobbs Tonight CNN programme, provided a valuable opportunity to communicate with key influencers across the US.

Minister Dodds' trade mission received extensive coverage in the US press and across the web. These included the Boston Herald, in advance of his arrival in the city, the Boston Haitian Report and 'mefeedia' – a podcast of a radio interview he did in Boston. DMN Newswire, TMCnet.com, Dbusiness News and the Sun Gazette all covered his visit to Fairfax, while Highbeam Encyclopedia, Room Eight (New York Politics website), The Irish Echo and The Irish Voice all covered his visit to New York.

The Department for Employment and Learning (DEL) Minister Sir Reg Empey also had a number of important engagements in North Carolina, Washington and New York. The Minister's visit and the contacts made will be important in promoting the skills agenda at the forthcoming Investment Conference.

The Minister for Social Development Margaret Ritchie also visited a number of innovative urban renewal projects in both Baltimore and deprived parts of Washington DC and had discussions with key contacts in the fields of housing and regeneration, on how these approaches and funding models could be used to deliver housing and regeneration projects.

The launch of the Titanic exhibition in Union Station by Minister Poots provided an important opportunity to promote the Titanic Quarter project. The follow up tourism lunch hosted by Nigel Dodds was a useful opportunity to target high level influencers in the tourism and business sectors, with significant interest from the US market.

Minister Poots led a team to visit a new sports stadium which is currently under construction in Washington. This was an ideal opportunity to witness first hand the various aspects of this important programme and to build useful contacts and take some key learning from the team in DC.

Technology

Following the recent flooding the Executive is committed to introducing a single number for accessing public services. In New York the Finance Minister visited the City's 311 service, which is a call handling centre for non-emergency government information and support services. The service began in March 2003 and in June 2007 dealt with the 50 millionth call. DFP is considering the introduction of a similar service in Northern Ireland.

3. POLITICAL CONTEXT

The US political establishment wanted ministers to visit soon after the restoration of devolution. Chairman Congressman Neal and Vice Chair Congressman Walsh organised a reception and meeting on Capitol Hill with 12 senior Congressional members of the Friends of Ireland Caucus who were also on the Appropriations and Economic committees.

Members of Congress congratulated ministers on the formation of government and asked for a briefing on the Executive's priorities. The deputy First Minister and Finance Minister set out the Executive's priorities for government. Members of Congress responded that this was the message they needed to hear and they now wanted to get down to practical business with the new Executive and particularly with future economic co-operation.

Members of Congress also discussed some of the areas of achievements in Northern Ireland and, in particular, the successful

conflict resolution experiences and asked the Executive to look at international links and promoting this expertise to other countries and regions.

The ministerial team was also welcomed to Washington DC by senior Senators including Hilary Clinton, Edward Kennedy and James Webb who congratulated ministers and assure them that this visit was important to reassure political and business sectors in the US that this was a government of all parties.

4. **SMITHSONIAN FESTIVAL**

DCAL is planning a further more formal evaluation of the festival and the wider Rediscover Northern Ireland Programme.

Interim results from the Smithsonian Institution have demonstrated that this was one of the most successful festivals to date with the Northern Ireland programme playing a significant part in that success.

Commenting on the Northern Ireland programme Richard Kurin, Director of the Folklife Centre at the Smithsonian Institute said:

“The Northern Ireland programme in the 2007 Smithsonian Folklife Festival has exceeded our already high hopes and expectations. Not only do the hard facts demonstrate the success of the programme but there was a genuinely warm response from Washington and the more than 1 million visitors who attended the Festival. I can say that the US has successfully Rediscovered NI.”

Headline results from their initial research highlight the impact of the programme:

- As a result of visiting the Festival, 68% of those sampled indicated they would visit Northern Ireland, with 24% saying they would consider it.
- 75% of those sampled said they learned something, or a lot, about Northern Ireland from the festival.
- 1,006,195 people attended the 10 day festival.
- There were 33,236,357 hits on the web site, with 3,155,642 page views, and 1,086,916 visits. The average time spent on the website was 10 min. 43 sec. These are the largest figures in the history of the Festival.
- 97% of visitors rated the festival good, excellent or superior among best festival results in history, and on a par with the best Smithsonian Museums.

More interim detail is attached at Annex A.

Senator Jim Webb also responded positively about the programme: **"I enjoyed meeting with the Minister of Culture and am proud that Northern Ireland was represented at the Smithsonian's Folk Life Festival this year. Northern Ireland's rich culture and history have strongly contributed to America's melting pot of diversity."**

The festival was about the participants and the 160 participants acted as 'ambassadors' in Washington to showcase the world class quality of our talent. The programme demonstrated to more than 1 million people our potential for business opportunities and as a place to visit, to invest, to study, to experience and to enjoy.

Participants have overwhelmingly enjoyed and appreciated the opportunity to represent Northern Ireland at such a prestigious event. Most significantly, participants have made new contacts and opportunities in the US.

Minister Poots also met with Congresswoman Slaughter, Chairman of the Congressional Arts Caucus. During the meeting the Congresswoman gave a commitment to examine how best to encourage and deliver philanthropic funding of the Arts. The Congresswoman also gave a commitment to put a Northern Irish play at the Buffalo Theatre, New York in September 2008. This will be followed up by DCAL supported by the NI Arts Council.

The Minister met with senior staff from Senator Dole's office (North Carolina) and Senator Alexander's (Tennessee) office. Senator Alexander's office expressed a particular interest in Ulster Scots and the development of linkages with the Ulster Scots community in Northern Ireland and agreed to assist in developing this opportunity with Tennessee. Senator Alexander's office expressed a desire for the Senator to visit Northern Ireland as did Senator Webb (Virginia) who is extremely keen to develop links with Virginia and Northern Ireland.

DARD's involvement in the Rediscover NI programme in May has also produced positive results. **US Agriculture Secretary, Mike Johanns, greeted Agriculture Minister Michelle Gildernew and spoke of his delight with political developments. He expressed his commitment to work together with NI to help support the agriculture and rural development agenda.**

NI Food and Drink Association Chairman, David Malseed, stated "**Both events were outstanding in their own way and will do Northern Ireland image no end of good – both the country and the food produced therein**".

2007 FESTIVAL STATISTICS – INITIAL RESULTS

VISITOR NUMBERS*:

The official count for the 10 days of the 2007 Festival is **1,006,195**

The biggest day overall was July 4th with 221,118

Next biggest day was Sunday, July 1 with 172,145

Overall Festival attendance would have been considerably higher had not it been so hot and humid the first two Festival days and on the final day.

* These are for the overall Festival.

PROGRAM QUALITY:

Visitors to the Northern Ireland Programme

Before coming to the Festival, how much did you know about the peoples and cultures of Northern Ireland?

8% Nothing
28% Little
46% Something
17% A Lot

As a result of attending the Festival, how much MORE do you think you know about the peoples and cultures of Northern Ireland?

0% Nothing
20% Little
55% Something
25% A Lot

Did visitors indeed "rediscover" Northern Ireland as a result of visiting the Festival?

a. Visitors who knew nothing or little of Northern Ireland before the Festival said they learned:

0% Nothing
26% Little
61% Something

14% A lot

b. Visitors who knew something or a lot about Northern Ireland

before the Festival said they learned:

0% Nothing

17% Little

51% Something

32% A lot

As a result attending the Festival, do you think you might want to visit Northern Ireland?

68% Yes 323

24% Maybe 114

7% No 35

Visitors to the overall festival programme

71% from the mid-Atlantic states,

24% from other U.S. states (largest of which were New York, California , Texas, Florida, Illinois)

and 5% international.

There was a much stronger presence of Asian Americans as visitors than in previous Festivals.

The Northern Ireland program drew large numbers and proportions of visitors who reported some Irish ancestry (29%) and some Scots-Irish/Ulster-Scots ancestry (21%). [Understanding that many visitors reported “both,” as well as other combinations—for example “Irish, Scots-Irish, English, and Virginian Native American”]

In rating the Festival overall, the Festival uses the same scale and question as used in the Smithsonian museums, asking visitors to rate the overall quality of their experience. The results:

0% poor

3% fair

24% good

51% excellent

22% superior

This is an extremely good result, on par with the best museum exhibitions, and among the best results in Festival history.

When visitors were asked to rate the 2007 Festival in comparison to other Smithsonian Folklife Festivals they reported as follows:

27% better

68% about the same

5% worse

SMITHSONIAN WEBSITE TRAFFIC www.folklife.si.edu

Website:

On the Smithsonian's website for the Festival period (which includes schedules, photographs, features, webcasts, featured recordings, artists' biographies and other festival information—including the Festival program book in digital format):

33,236,357 Hits

3,155,642 Page Views

1,086,916 Visits

Average time spent on the website is 10 min. 43 sec., which is a long time viewing a website. These figures are the largest in the history of the Festival.

This does not include the web traffic through two major media sponsors--washingtonpost.com (newspaper website) and wamu-fm (radio website) which carried ample coverage.

Total sales for the Marketplace and the Food Concessions were each the third highest in the history of the festival. Festival Programme books sold out for only the second time in Festival history.

Annex B

THE PARTICIPANTS SAID:

PLAYBOARD

Playboard were delighted to be invited to the Smithsonian Folklife Festival – We have been overwhelmed by the level of hospitality we have been afforded by our hosts and the American people. Additionally, the sharing of stories, experiences and resources within the Northern Ireland delegates has been extraordinary.

From an organisational perspective we have been enthused by the level of interest in our work and expertise in play and playwork.

Over the two weeks we have had numerous opportunities to compare and contrast cultural differences and similarities. We have made lots of contacts local and international and hope to foster these relationships in the future.

HARLAND AND WOLFF

To come to Washington to represent our company, Harland and Wolff, and our country, Northern Ireland at the Smithsonian Folklife Festival 2007 is an immense honour and a privilege.

Taking part in the festival has been a fabulous opportunity to get to know the people of the USA and also learn about their history too. The people have been very hospitable, polite and also their generosity has been endless.

The years may come and go but when someone mentions the year 2007 we and lots more others will always remember the Smithsonian with great memories and a lot of affection.

John and Ian (H & W)

BUSHMILLS

We were completely thrilled and honoured to be invited to the Smithsonian Festival to help illustrate the cultural way of life in Northern Ireland.

We have been overwhelmed by the interest of the American people to understand the art of Irish Whiskey making. Every visitor has been extremely friendly and our team have engaged in a diverse range of discussions.

The pace of activities has been hectic with a steady flow of visitors keen to hear our wonderful story.

In conclusion, this has been an excellent opportunity to promote Bushmills, North Antrim and Northern Ireland in general.

NORAH BROWN

To be at Smithsonian was a rare and special occasion.

I considered it to be a great honour to be asked to represent Northern Ireland in my cooking capacity along with my colleagues. I hope we have done this to the best of our ability – “The Tastes of Ulster” kitchen attracted a great deal of interest and huge attendances at each session.

To be here for the 4th of July celebrations was just so special for in the normal course of events we would have read about it in the papers or seen it on TV. To be standing on Key Bridge watching the fireworks go off, the atmosphere was electric and exciting to be part of such celebrations.

We did have extremes of weather to cope with and were ushered off site twice.

One of the nice things that was overwhelming we didn't get a barrage of questions about the past problems in Northern Ireland – I hope some of that came from the positive message we sent out. We really got a great welcome and felt very much at home at the Smithsonian Folklife festival.

I think that we had so much on offer the Americans were mesmerised.

For me the highlight of my trip was being asked to do a TV show on American television and Jennifer Devlin also made it possible by taking me to her home to prepare my 4th July Celebration White Chocolate Cheese Cake with Raspberries, Blueberries Soaked In Bushmills 10 Year Old Malt Whiskey.

Meeting and cooking with my colleagues was another new experience and a good one at that.

All in all it has been the experience of a lifetime and nothing but good should be ahead for Northern Ireland.

WILLIAM MAGOWAN

To be asked to come to Washington to take part in the Festival was a great honour. To come and show the American people our tradition through my work was a good experience. It was good talking to people

and telling them about banners; why we have them; that every banner tells a story – because Northern Ireland has such a great history.

It was a well organized festival and I would do it again.

I had a great time, met some good people and will be sad to leave.

Many thanks
William Magowan
Banner Painter

PRONI (VALERIE ADAMS)

It has been a wonderful opportunity to take part in such a long established cultural Festival to promote Northern Ireland and to meet and help so many people from all parts of the USA and Canada who are so keen to establish their Irish roots. Visitors are not only requesting information about their Irish ancestors out of curiosity but also for very practical reasons, e.g. to get an Irish passport.

There has been a huge interest in question and answer sessions on various aspects of connecting between Ireland (North and South) and America.

It has also been a great experience to meet the people from the other participating cultures.

We would like to thank all the Smithsonian staff for the huge amount of effort in working with us to make the Northern Ireland part of the Festival such a success.

DECLAN P HURL

My lasting impressions of the Smithsonian Folklife festival?

Faces crowding around – faces of all ages, races, hues – with a variety of expressions – concentrating, smiling frowning, surprised.

Questions being asked – some regularly, others unique – all genuine enquiries.

The extended hands of gratitude and welcome, the genuine pleasure for dialogue and small token gifts.

The opportunity for discovery during off-duty moments – the dances and songs of distant peoples which strike a familiar chord, the crafts and arts displaying a dexterity and a love of their subject or function.

Was it hard work? At times, yes very. Was it worth it? Undoubtedly.

Will I remember the experience? Are you joking?!

LEE LAWSON AND MARK WILSON

Participation in the Smithsonian Folklife Festival presented us with the opportunity to display our skills, music and culture. To both the new audiences in the United States and also, until now, unknown friends from home. It also gave us a chance to record a DVD for Smithsonian Folkways Recording – a first of its kind.

Playing at the Smithsonian has already led to further invites for us to take part in other festivals, both in the United States and back home in Ulster.

We have made new friendships with people who live three or four miles 'down the road' from us and also folks from three or four thousand miles across the Atlantic Ocean.

We have been overwhelmed by the welcome friendliness and generosity of the American people. It has provided us with lifelong memories of international architecture and landmarks such as the White House, Capitol Building and Washington Monument but, more importantly, great memories of new, and not so new, friends which will, hopefully, last a lifetime. It's been an honour to take part and a privilege to meet each and every person involved – thanks for the memories.

BILLY STIRLING

I felt so proud to be chosen to represent Northern Ireland at the festival. It was an occasion I will never forget.

I learned so much about Northern Ireland people and how they can work together to promote N.I. and I learned about other cultures.

I hope I have left some of my knowledge in the US. I hope I have made a contribution to such a positive reaction from US people.

EARLY OUTCOMES

While at the Festival some of the participants were able to report some initial indicators of tangible outcomes and future linkages.

Playboard met people from Australia who are trying to promote a similar ethos there and were provisionally invited to consider exhibiting at a cultural festival in Australia.

Gavin Duffy, Hurling Stick maker was approached by the promoters of the Milwaukee Irish Fest to exhibit at this year's festival. He was pleased to be invited, and if he receives a written invite will agree to do the Irish Fest in 2008 as he needs to return to his business this summer.

The Gaelic Athletic Association conducted a coaching programme with Washington clubs and schools and certified 15 new coaches by the end of the Festival. They left equipment behind in Washington to help a new club get off the ground. They played matches on the Mall with teams of young people brought in from Pittsburgh.

William Magowan, Banner Painter received a lot of interest from organisations in the US that use banners in parades, such as the Fire Service. He painted a banner specially for the Festival featuring President Andrew Jackson which was accepted into the Smithsonian's collection.

Brian Gardiner, 2 Wheeled motor sports received an enquiry from three US motor cycle racers who wished to register to compete in the NW 200 and Tandragee. Brian had never previously visited the US before and stated that it had overturned his own preconceptions about Americans.

The Low Country Boys, an amateur bluegrass, gospel group had, at one point, the highest sales of NI CDs in the Marketplace shop outstripping better known bands and the Smithsonian's own Folkways recordings.

Trevor Erskine, Irish Football Association, made a significant number of contacts in Washington for the promotion of soccer and was very satisfied with this.

Billy Stirling, National Trust had a couple of visitors make firm bookings to visit Northern Ireland after talking to him at his exhibit.

Hugh Browne, Lecturer in Hospitality and Tourism, Newry Institute felt positive that he had managed to promote Northern Ireland's food as a cultural tourist opportunity through his cooking demonstrations, sales of his cookery book and through his descriptions of the Mourne. He was

delighted that the festival afforded a training development opportunity to eight catering students who worked as catering interns during the duration of the festival both at the food sales concession and in the demonstration kitchen.

Eamon Maguire, bodhran maker received commissions at the festival which he will make on his return home to Belfast. One of this bodhrans from the festival was sought as a formal gift for a Congressman.

Nigel Spiers, Fergusons' Irish Linen was informed by his MD in Banbridge that during the first week of the Festival the hits to their website from the US had risen significantly. During the first week they received a 3,000 (Stg.) order through the website. There were other enquiries materialising during the second week.

Ulster Carpets, manufacture carpet for the commercial sector in the US, particularly hotels. However, they received feedback from the visitors to their exhibit that there is nothing similar in the US to their range of domestic carpeting and there was considerable interest. This piece of information will be reflected back to the sales and marketing team in Portadown for further consideration.

Roisin White, who is a collector and singer of traditional songs, was given access to the collections in the Library of Congress and will now be able to add new songs to her repertoire.

Tommy Sands, singer, broadcaster and a veteran of music festivals observed that this was a very different festival because it was all about people and incorporated a much broader picture of life in Northern Ireland. He particularly liked the incorporation of crafts and occupational and sporting traditions.

Joe McDonald of the Ulster Farmers Union, representing agriculture and family farming was able to have meetings with officials in the US Department of Agriculture to discuss issues of mutual interest.

Alistair McCracken, sustainable agriculture and renewable technologies exhibit reported that their consortium which included John Gilliland, had met with a Deputy Secretary from USDA and had received numerous visits from officials in USDA and the US Dept of Energy.

Belleek Pottery sold well in the Marketplace shop and some styles sold out completely.

Diageo

Diageo and our team at Bushmills have been delighted to be active participants and sponsors of this initiative to bring Northern Ireland to the heart of Washington. This has been an inspiring project from the outset, integrating the needs and aspirations of both the private and public sector in the shared goal to promote a newly energised and modern NI to the rest of the world.

Culminating in a hectic few weeks of consumer engagement on the National Mall, the 4-month programme gave us at Diageo the opportunity to build lasting relationships with business and political leaders from both NI and the US. A productive, worthwhile and enjoyable experience.

Allison Offor, Head of Corporate Relations at Diageo NI.

Grafton

I had a absolutely fabulous time in Washington. With recent changes in the Political climate here there certainly was a real buzz around Washington. It was great that the festival received the backing of our

new devolved government. Ryan and the team from DCAL could not have been more helpful - briefing us on times, dress code, ensuring we were introduced to appropriate Ministers and Permanent Secretaries.

The festival itself was fabulous. I really felt pride that our wee country was being highlighted in the political capital of the world. I certainly 're-discovered' Northern Ireland during my week in Washington. It was a long way off from the bad press we have become accustomed to over my whole life time. Exciting times ahead and hopefully more festivals to come.

ANNEX C

EXECUTIVE VISIT TO US – deputy First Minister/Junior Minister Gerry Kelly

Date of meeting	Meeting with	Subject of meeting	Location of meeting
Tuesday 26 th June 2007	Friends of Ireland Caucus on Capitol Hill. Chaired by Ritchie Neal.	Meeting to set out the Executive's priorities for government	Capitol Hill
	Media Interviews	Interviews with BBC/UTV/Washington media on purpose of visit	Capitol Hill
	Sir David Manning	Speech at reception for Smithsonian participants	British Ambassador's Residence
	Irish Embassy, followed by reception for Ambassador, Noel Fahy	Speech at reception for Smithsonian participants	
Wednesday 27 th June 2007	Senator Edward Kennedy	Discussions on work of new Executive	The Cubby Hole Russell Buildings
	Media Interview x 3	Opening Ceremony media interviews	The Mall
	Smithsonian Folklife Festival	Speech at opening ceremony	The Mall
	Photocalls and Media Interviews	Opening ceremony media interviews	
	Tour of NI Festival Area	Opportunity to meet local participants	
	Lunch for Smithsonian participants	Opportunity to support the work of local participants	Smithsonian Castle

	Senator Hilary Clinton	Meeting to discuss priorities of the Executive	Russell Buildings
	Congressman Chris Smith	Meeting to discuss issues of co-operation	Capitol Hill
Thursday 28 th June 2007	US Special Envoy Paula Dobriansky and US Business Representatives	Breakfast meeting to discuss economic issues and the US Investment Conference	State Department
	Irish American Business Community in New York, Tom Moran and Bill Flynn	Speech to 170 key business leaders	Mutual of America 320 Park Avenue Between 48 th and 49 th Street
Friday 29 th June 2007	Governor Elliott Spitzer	Discussion on economic and investment issues	633 3 rd Avenue, NY
	Radio Interview	Priorities for the new Executive	Adrian Flannelly Radio Show
	Christine Quinn, New York City Speaker	Discussion with business representatives on investment opportunities	University Club
	NIB Lunch – UK Consul General, Sir Alan Collins, Irish Consul General, Niall Burgess, Christine Quinn, Speaker of New York City Council, Civic and Business Leaders	Discussion on investment opportunities	University Club
	William Thompson – City Comptroller and board of trustees	Discussion on investment opportunities	1 Centre Street, Chamber Street

**EDWIN POOTS VISIT TO US
(DCAL)**

Date of meeting	Meeting with	Subject of meeting	Location of meeting
25 June 2007	Sam Anthony	Visit to US National Archives	National Archives
	Joe Kelly Craft NI	Visit to MINI Craft Exhibition	Visit to MINI Craft Exhibition at S Dillon Ripley Centre
	Arjun Mody	Scots/Irish Cultural development in US and NI	Office of Senator Dole
	Senator Alexander Staff	Scots/Irish Cultural development in US and NI	Office of Senator Alexander
	Congresswoman Louise Slaughter	Arts – outcome – to produce a NI play in Buffalo Theatre New York in September 2008	Congresswoman Louise Slaughter Room 2469, Rayburn Building, Independence Ave and S C Capitol Street
	Congressman Brad Miller	Develop links with Scots/Irish Caucus in Congress	Longworth House Office Building, Independence Ave and New Jersey Ave

	Photo opportunity	Re: Titanic Exhibition to be used in local media	Union Station
	Media interview	Interview with Paul Clarke, UTV re: Titanic Exhibition and the Smithsonian	Union Station
	Media interview	Interview with Maggie Taggart, BBC re: Titanic Exhibition and the Smithsonian	Union Station
	Media interview	Interview with Kevin Sharkey, BBC re: Titanic Exhibition and Smithsonian	Union Station
	US Cultural Partners Reception	Reception for DCAL Us Partners for Re-discover NI.	Cosmos Club
26 June 2007	Opening of Titanic Exhibition	Speech at the opening of the Titanic Exhibition	Union Station
	Media interview	Interview with Associated Press re: Titanic Exhibition and politics	Union Station
	Media interviews	Interviews with various US based media re: Titanic Exhibition	Union Station
	Tourism and Travel Writers Lunch	Highlight arts/cultural issues to high level influencers	Union Station
	Friends of Ireland Caucus	Meeting to set out the Executive's priorities for	Capitol Hill

		government	
	UK Ambassadors Reception	Reception for Smithsonian participants	British Embassy
	Titanic Quarter Reception and Dinner	The Minister attended the dinner to support TQL representatives and to promote the project to potential American investors	Union Station
27 June 2007	Opening ceremony of Smithsonian Folklife Festival		National Mall
	Media interview	Interview with Associated Press re: Smithsonian	National Mall
	Media interview	Live interview for Evening Extra with Kevin Sharkey re: Smithsonian	National Mall
	Senator Kennedy	Discussion on work of new Executive	Capitol Hill
	Mark Tuohey DC Stadium	Opportunity to see and learn from this important development programme	Stadium
28 June 2007	Photo opportunity	Tour of Smithsonian Festival site/photo opportunity with participants	National Mall

**NIGEL DODDS VISIT TO US
(DETI/INVEST NI)**

Date of meeting	Meeting with	Subject of meeting	Location of meeting
Monday 25 June	David Chun, HM Deputy Consul General to Boston	Trade and investment trends between the US and the UK/NI. Sectors receiving highest levels of investment and the sectors where FDI is coming to the UK. UKTI's investment strategy etc.	Consulate General, <u>Boston</u>
	Tom Gagen, Business Editor, Boston Globe	Discussion about the minister's plans for job creation in Northern Ireland. Also investment opportunities in NI and tax issues (CT) were discussed. The Minister briefed on political climate at Stormont and Westminster.	Boston Globe Offices, <u>Boston</u>

	John Cullinane, the Cullinane Group Inc	Discussion on the investment opportunities available in Northern Ireland the sector being aimed at. Advice to the Minister on companies that can be targeted and people with influence who should be targeted.	<u>Boston</u>
	Lunch with a number of senior executives from companies in the financial services sector	Investment opportunities in NI and the sectors that might best be targeted. Political update re Stormont and Westminster	<u>Boston</u>
	Ted Kelly, CEO & President of Liberty Mutual Group	Discussion about Liberty's series of investments in NI and further opportunities for investment. Advice for the Minister re companies and sectors that should be targeted for investment.	<u>Boston</u>

	Robin Young, National Public Radio, 'Here and Now' show (WBUR)	Ms Young asked the minister about the success of the trade mission he led and the opportunities that the Smithsonian Folklife Festival might yield for NI. She asked a number of questions regarding the political climate at Stormont and Westminster and the Minister updated her.	<u>Boston</u>
	Susan Garrity, Irish Echo (NY Based and sold across the US)	The minister answered questions on the trade mission he led and the opportunities presented by the Smithsonian Folklife Festival and the Minister updated her on developments at Stormont.	<u>Boston</u>
Tuesday 26 June	Tim Losty, NI Bureau	Briefing on the NIB's role and the work that it can do for NI companies in connection with UKTI and the links and co-operation that exist with Invest NI.	<u>Washington</u>

	Tourism Ireland luncheon, Hosted by the Minister	The Minister hosted a lunch to promote tourism to NI from the US, following the opening of the Titanic exhibition in Union Station. The lunch was attended by high level influencers involved in the tourism and business sectors.	<u>Washington</u>
	Titanic Quarter representatives hosted a dinner	The Minister attended the dinner to support the TQL representatives and to promote the project to potential American investors.	<u>Washington</u>
Wednesday 27 June	Dr Gerald Gordon, President and CEO of Fairfax County Economic Development Authority Trade Force Group from Kent and Essex County Partnership (Part of the Minister's trade mission programme)	The Minister made a speech at the reception hosted by Fairfax County EDA about the trade relationships between NI and Virginia and transatlantic business networking. The Minister met a number of potential US investors and raised the profile of the trade mission participants.	<u>Washington</u>

Thursday 28 June	Paula Dobriansky, Presidential Special Envoy to NI and business leaders	The Minister led discussions on NI's economic objectives and moving on the US Investment Conference. Leslie Morrison (Invest NI) led discussion on NI's targeted sectors.	<u>Washington</u>
	Elliot Spitzer, Governor of New York State	The Minister led discussion on economic and trade issues and investment opportunities in NI.	<u>New York</u>
	Key influencer in the New York financial services sector	The Minister sought to raise the profile of NI in the NY financial services market and took advice on investment banking for SMEs.	<u>New York</u>
	Christine Romans, 'Lou Dobbs Tonight Show', CNN	Ms Romans asked the Minister about his hope for the trade mission he was leading and what NI can offer US businesses. He gave her an update on the	<u>New York</u>

		NI economic and political climate.	
	'Out of Ireland', PBS Media (US TV Show)	The Minister talked about tourism opportunities in NI and the hopes he has for the trade mission that he was leading.	<u>New York</u>
Friday 29 June	Senior Executives of Citi	Discussion of investments already made in NI and the opportunities for further investment. Update on the NI economic and political climate.	<u>New York</u>
	Senior executives of a highly successful financial services company who went on to the Collins/Burgess Reception with the Minister	Discussion about investment possibilities in NI.	<u>New York</u>
	Reception hosted by Sir Allan Collins (UK CG) and Niall Burgess (Rol CG) and a number of business influencers	The Minister outlined the economic climate in NI and the investment opportunities available to the guests.	<u>New York</u>

	<p>William Thompson, New York State Comptroller and Board of trustees</p>	<p>The Minister led discussion on investment and trade opportunities between the US and NI.</p>	<p><u>New York</u></p>
	<p>Press Conference with the Irish Echo, Irish Voice and Irish Examiner</p>	<p>The Minister led on questions regarding economic and trade issues and discussion about competition with the Irish Republic and the Corporation Tax issue. He also talked about his hopes for the trade mission which he led.</p>	<p><u>New York</u></p>

**PETER ROBINSON - VISIT TO US
(DFP)**

Date of meeting	Meeting with	Subject of meeting	Location of meeting
Tuesday 26 th June 2007	Friends of Ireland Caucus on Capitol Hill. Chaired by Ritchie Neal.	Meeting to set out the Executive's priorities for government	Capitol Hill
	Media Interviews	Interviews with BBC/UTV/ Washington media on purpose of visit	Capitol Hill
	Reception for Smithsonian participants (Sir David Manning)	Speech at reception for Smithsonian participants	British Ambassador's Residence
	Titanic Quarter Dinner	The Minister attended the dinner to support the TQL representatives and to promote the project to potential US investors	The Capitol Wine Room, Union Station
Wednesday 27 th June 2007	Noel Fahey (Irish Ambassador)	Breakfast for NI Ministers	Irish Ambassador's Residence
	Senator Edward Kennedy	Discussion on work of new Executive	The Cubby Hole Russell Buildings
	Smithsonian Folklife Festival	Speech at opening ceremony	The Mall
	Senator Hilary Clinton	Meeting to discuss priorities of the Executive	Russell Buildings
	Photocalls and media interviews	Opening ceremony media interviews	The Mall
Thursday 28 th June 2007	Congressman Chris Smith	Meeting to discuss issues of co-operation	Capitol Hill

	US Special Envoy Paula Dobriansky and US Business Representatives	Breakfast meeting to discuss economic issues and the US Investment Conference	State Department
	Bill Flynn and Tom Moran	Discussion on investment opportunities	21 Club , 21 West 52 nd Street
	Irish American Business Community in New York, Tom Moran and Bill Flynn	Speech to 170 key business leaders	Mutual of America 320 Park Avenue Between 48 th and 49 th Street
Friday 29 th June 2007	Breakfast with New York State Governer Eliot Spitzer	Discussion on economic and investment issues	The Four Seasons Hotel
	Visit to 311 Call Handling Centre	Opportunity to learn from the New York 311 service	59 Maiden Lane
	Interview	Priorities for the new Executive	Adrian Flannelly Radio Show
	Christine Quinn, New York City Speaker	Discussion and Lunch with Business Representatives	University Club 1 West 54 th Street
	William Thompson – City Comptroller and board of trustees	Discussion on investment opportunities	1 Centre Street, Chamber Street
	Press Conference (Irish Echo, Irish Voice, Irish Examiner)	Priorities for the new Executive	1 Centre Street, Chamber Street

**Minister Ritchie, DSD - Washington
EXECUTIVE VISIT TO US**

Date of meeting	Meeting with	Subject of meeting	Location of meeting
Tuesday 26 th June 2007	Friends of Ireland Caucus	Meeting to set out the Executive's priorities for government	Capitol Hill
	British Ambassador's Reception	Reception for Smithsonian and Trade Mission participants	British Embassy
	Irish Embassy Reception	Reception for Smithsonian participants	Irish Embassy
	Titanic Quarter Dinner	Minister attended the dinner to support and promote the regeneration of Belfast	Union station
Wednesday 27 th June 2007	Irish Ambassador's Breakfast meeting	Breakfast meeting with Irish Ambassador, NI Bureau and attending Ministers	Irish Embassy
	Meeting with Senator Edward Kennedy	Discussion on work of new Executive	National Mall
	Opening Ceremony – Smithsonian Festival	Smithsonian Festival	Smithsonian Castle/Mall
	VIP lunch for attending Ministers and organisers' tour of Smithsonian Festival	Opportunity to support local participants	National Mall
	Meeting with Hilary Clinton	Meeting to discuss priorities of new Executive	Capitol Hill
	Congressman Chris Smith	Meeting to discuss issues of co-operation	Capitol Hill
	Reception hosted by Senator Kennedy		

Thursday 28 th June 2007	Breakfast meeting with Paula Dobriansky	Discussion on economic issues and US Investment Conference	US State Department
	Meeting with Steve Coyle – CEO of AFL-CIO Housing Investment Trust	Financing of Social Housing	AFL-CIO-HQ
	Visit to Baltimore Inner Harbour and meeting with Martin Milspaugh	Inner City Regeneration	Baltimore City Hall
	National Museums NI and Washington DC Chamber of Commerce Networking Event		Union Station
	Meeting with Trina Vargo US-Ireland Alliance	Peace Lines	Union Station
29 th June 2007	Breakfast meeting with Sammy Douglas, Liam Maskey	Conflict Resolution	Jury's Hotel
	Meeting with Congressman Jim Walsh	Social Housing and Urban Regeneration	Capitol Hill
	Cristina Amorouosa, Barracks Row Main Street Regeneration Project	Urban Regeneration	Barracks Row
	Meeting with Rev David Bowers, Director of Enterprise Community Partners	Social Housing	Jury's Hotel

**SIR REG EMPEY - VISIT TO US
(DEL)**

Date of meeting	Meeting with	Subject of meeting	Location of meeting
28 th June 2007	Erskine Bowles, President of the University of North Carolina	Higher Education Policy	Raleigh, North Carolina
	Martin Lancaster, President of the North Carolina Community College System	Further Education and Workforce Development	Raleigh, North Carolina
	Vance-Granville Community Collete	Further Education	Granville, North Carolina
29 th June 2007	Elaine Marshall, Secretary of State for North Carolina and Rodney Maddox, Deputy Secretary of State	Workforce Development and economic regeneration	Raleigh, North Carolina
	Eugene Byrd, Director of Business Retention and Expansion at the North Carolina Department of Commerce	Further Education's role in attracting inward investment	Raleigh, North Carolina
	Harry Payne Jnr (Chairman) and David Clegg (Deputy Chairman) North Carolina Employment Securities Commission	Labour Market Systems	Raleigh, North Carolina

30 th June 2007	Alex Ross, CEO of One Economy	Essential Skills and Widening Participation in FE	Washington DC
	Smithsonian Folklife Festival	Opportunity to support local participants	Washington DC
2 nd July 2007	Ray Uhalde and Gerri Fiala of the National Centre on Education and the Economy	Further and Higher Education Policy	Washington DC
	Emily DeRocco, Assistant Secretary at the US Department of Labor	Training and Employment Policy	Washington DC
3 rd July 2007	Adam Barshak, Chief Operating Officer of Wildcat Service Corporation	Employment Service Policy	New York, NY
	Tom Moran, President and CEO of Mutual of America	Skills and Workforce Development	New York, NY

**MICHELLE GILDERNEW VISIT TO US
(DARD)**

Date of meeting	Meeting with	Subject of meeting	Location of meeting
21 st May 2007	Irish Ambassador, Noel Fahey	Meeting on background to visit	Irish Embassy, Washington
	Bob Stallman, President, Amercian Farm Bureau	Discuss areas of common interest, esp engagement with stakeholders	AFB Headquarters, Washington
	Appalachian Regional Commission	Rural development, issues faced by rural communities	ARC Headquarters, Washington
	Agricultural Reps from UK, ROI, EU. Clarke Black, UFU	Lunch engagement to discuss common issues	La Tomate, Washington
	British Ambassador, Sir David Manning	Meeting on background to visit	British Embassy, Washington
	60+ guests from food and drink, tourism, political and other sectors	Tala Masterclass dinner to showcase NI food and drink	Restaurant Eve, Washington
23 rd May 2007	Paula Dobriansky	Political developments in NI	Capitol Hill, Washington
	Mike Johanns, Secretary of Agriculture	Discuss areas of common interest and secure USDA's co-operation for NI trade access	Capitol Hill, Washington