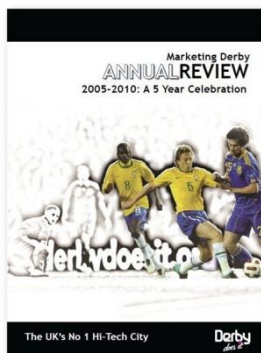




Annual Business Event 2011

Derby
does it

300 businesses meet to celebrate 5 years of Marketing Derby



Marketing Derby's Annual Business Event took place on Friday 21st January 2011 at the Showcase Cinema de Lux, Westfield Derby. The event was an opportunity to report achievements from 2010, celebrate our 5th Anniversary and outline future plans for 2011. It involved a vibrant mix of short films and presentations and was attended by over 280 business guests from all over the city and beyond.

With the presentations taking place in Screen 11, the audience were treated to seven films and seven speakers - all topped off by a world premiere song performed by Derby's own Diva Thomas Spencer-Wortley.

Films screened included a celebration of the art of Joseph Wright, the Quad's 2nd birthday and an outline of the 1 million square feet of offices ready to go in the city centre.

[All the films and a presentation can be seen here on Marketing Derby's website.](#)

City announces major investments



Leader and CEO of Derby City Council

Maintaining Derby's development momentum was the key message of the day. With over £1bn invested in the past 5 years the leader and CEO of Derby City Council highlighted their plans to continue this.

Derby City Council's, Chief Executive, Adam Wilkinson announced almost £100m of investments to be made in the next few years and Leader Cllr Harvey Jennings said that 800 jobs stood to be created over the next two years if all the current investment enquiries came to fruition.

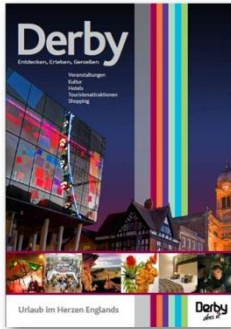
To learn more about the city's next wave of regeneration, [watch the Derby Ready to Go video here >](#)

Derby targets German counterparts

Derby is twinned with Osnabrück in Germany. The partnership treaty between the two cities was signed on 17 February 1976. Every year, Derby and Osnabrück each appoint an Envoy who spends twelve months in his or her twin city.

The Envoy from Osnabrück for 2011 is Katharina Thieken who presented at the Marketing Derby Annual Business Event. This envoy post has been relocated within Derby City Council and is now part of the Economic Regeneration division. This reflects Derby City Council's continuing commitment to developing the twinning relationship with Osnabrück and our ambition to see increased economic benefits from the twinning links.

With the support of Tourism and Economic Regeneration plus Marketing Derby Katharina is working on making the twinning more beneficial from a business point of view.



Entdecken, Erleben, Genießen

- Creating business links between the two cities
- And attracting visitors from Osnabrück to Derby

One of the ways that this has been done is by producing a German version of Derby's tourist guide, City Essentials. This translated version is now being distributed in Osnabrück, promoting Derby.

[To download or view a version of the German City Essentials, please click here >](#)

Annual Event ends with a bang



Bob Betts
Marketing Derby chairman

The final presentation at the event was from Marketing Derby's Chairman, Freeth Cartwright's Michael Copestake who announced he would be handing over the reign to Smith of Derby's Bob Betts. Michael will remain a member of the board of directors.

Michael Copestake commented:

"I've really enjoyed my time in the chair but I felt that, after 5 years, it was right to handover to Bob who has been a board director for over 2 years.

Bob represents exactly the type of wealth-creating, productive company that we are so proud of in Derby"

Bob Betts said of his new appointment:

"I'm really looking forward to taking on this exciting challenge. We are home to some of the best businesses in the world and investors are now waking up to opportunities here"

In addition to this announcement, news of a new Invest in Derby blog was released that can be found on the [Invest in Derby website](#).

Bob Betts finally introduced a film that was used to promote Global Entrepreneurship week. [Click here to view this fantastic film >](#)

Online Event Overview



If you missed the event, or would like to recap, visit our website to see the presentation, view the videos and find out where you can access the information in the packs.

[Click here to visit the Annual Business Event pages on our website>](#)

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