

Welcome to the latest newsletter from Edinburgh Inspiring Capital.

Edinburgh to Feature Prominently at Major Property Conference

MIPIM is the world's largest property market place, the conference runs over 4 days and takes place in Cannes, the largest global conference venue. MIPIM 2008 runs from March 11-14, and provides a unique opportunity for industry decision-makers to meet, develop long-term relationships and showcase their latest development projects.

Edinburgh City Centre Development and Waterfront Edinburgh recognize the importance of publicising the many opportunities within the city for the above groups and have participated at MIPIM for a number of years. This year Edinburgh is joining Scottish Development International (SDI) on the Scotland stand to engage and demonstrate the benefits of investing in our thriving city region.



Artist's impressions of conference stand

There will be an emphasis on the city's focus on continuing its economic growth. Financial sector strength, projected escalation of tourism, population expansion, high profile in bio-technology, retail opportunities all contribute towards positive reasons for investing in the city region.

Edinburgh Inspiring Capital will be playing its part in promoting the city region; the stand will feature our award winning DVD. Other marketing collateral being used at the event will include our VIP brochure and web flyer which contains essential information on how to access all information on investing in Edinburgh via www.edinburgh-inspiringcapital.com.



Go the Extra Mile – Sunday 16 March 2008

Edinburgh's Princes Street will be the focus of where all the fun and frivolities on March 16 for the Run Mile Sport Relief challenge. Sign up to do the 1, 3 or 6 mile challenge at www.sportrelief.com/node/307.

You can encourage your family and friends to come and cheer you along the route, which takes place under the impressive gaze of Edinburgh Castle. For supporter and spectators there is the chance to try your hand at all kinds of sports including a climbing wall, or get inspired with BMX, athletics and other demonstrations from local clubs.

If that sounds far too energetic, there's always the great atmosphere provided by local musicians. To find out more about this great event go to www.sportrelief.com and be part of it!

Edinburgh Inspiring Capital

Newsletter, March 2008

EDINBURGH
INSPIRING CAPITAL



The 2008 IAAF World Cross Country Championships will be staged in Edinburgh on Sunday 30 March. There is great excitement and anticipation surrounding this dynamic event. The last time the World Cross Country Championships were last held in Scotland in 1978, so after a 30 year absence organisers are aiming to make this event, truly memorable.

The Championships will be staged at Holyrood Park and aims to emulate the success not only of the European cross country hosted at the same venue in 2003, but also reaffirm Scotland's capabilities for hosting world class athletics in the approach to the Commonwealth Games in 2014.

A rich and diverse array of accompanying activities awaits spectators and participants alike, on this sporting weekend. Parachute displays, face painters, a live concert, athletics, schools relay races, a 5k road race, and much more.

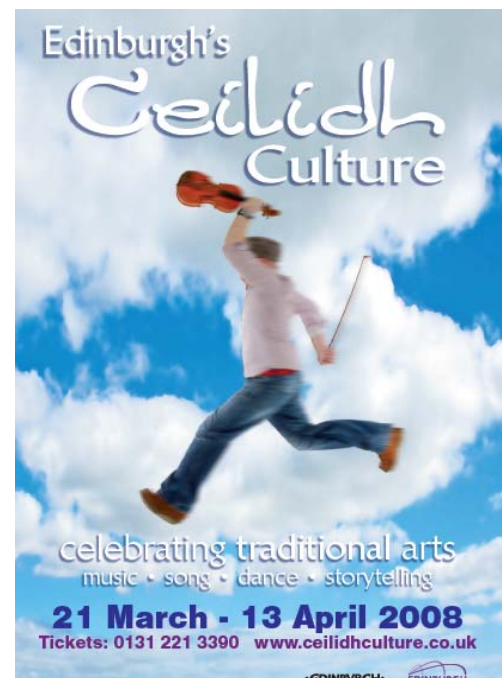
To find out further details please go to www.edinburgh2008.co.uk

CEILIDH CULTURE 21 March – 13 April 2008

Ceilidh Culture is Edinburgh's annual Spring showcase of traditional arts. This lively festival showcases the best of home-grown talent alongside acts from across the globe, with local performers as well as international stars from all sectors of the traditional arts.

The bringing together of Edinburgh's rich and diverse traditional arts organisations, promoters and venues – voluntary and professional - under the Ceilidh Culture banner provide a high quality programme celebrating Edinburgh's vibrant traditional arts scene.

To get further details and information on this event, go to www.ceilidhculture.co.uk and be truly inspired!



EDINBURGH
INTERNATIONAL
SCIENCE
FESTIVAL
2008
25 MARCH - 5 APRIL



BLOW THEIR MINDS

EDINBURGH INTERNATIONAL SCIENCE FESTIVAL 25 March – 5 April

2008 marks the 20th anniversary of the Science Festival. This year an action packed programme of science talks, walks, workshops, exhibitions, film screenings and events are taking place at venues throughout the city including the Royal Botanic Gardens, the National Museums of Scotland and Wonderama is scheduled to take place.

Edinburgh International Science Festival is an educational charity which aims to engage all of society in the wonder and value of science and technology, placing a particularly strong emphasis on giving children experiences of science that are both inspiring and confidence building. There is the desire to create “ah-ha” moments in the minds of visitors that illuminate for them the magic and mysteries of the world.

To find out more about the programme and how to take part of this magical event, go to www.sciencefestival.co.uk

FIND OUT WHAT'S ON IN THE EDINBURGH CITY REGION

The official launch of Social Enterprise in East Lothian 18 March 2008

Social Enterprise is a network of organisations doing business with a social purpose. The event will allow the opportunity to network with similar organisations and gather more information about this key sector and how your organisation might fit in.

Date – Tuesday 18 March

Time – 10.00am – 2.00pm

Venue - The Town House, Haddington

For more information contact Elaine Gale on 01620 826915 or 07828 285994

Edinburgh Chamber of Commerce Event - 3 Steps to Success - Make Networking Pay

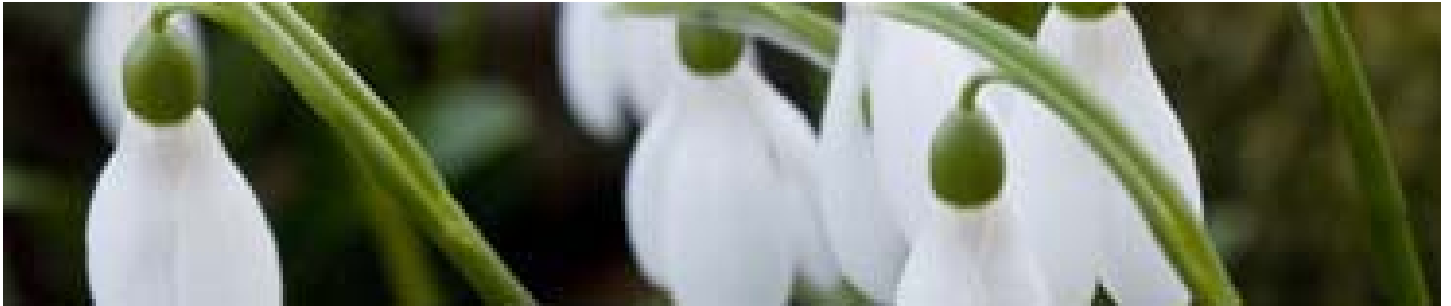
Chris Perkins, Account Director, Right Management will be presenting 3 interactive sessions designed to make networking easy, fun and a highly effective business development tool.

Date - Thursday 27 March

Time – 5.30pm – 7.30pm

Venue - Grosvenor Hotel, Grosvenor Street, Edinburgh

For further information and details on how to book this event please contact events@edinburghchamber.co.uk or to book over the telephone call the Events Team on 0131 221 2972.



SNOWDROP FESTIVAL CONTINUES UNTIL 16 March 2008

The Snowdrop Festival is still taking place in the city region with displays at various locations including the Royal Botanic Garden Edinburgh. Enjoy the walled one acre artist's garden at Shepherd House Garden, Inveresk, East Lothian or you could take a spring stroll through 150 acres of rolling parkland at Hopetoun House, South Queensferry, to enjoy the snowdrops! New for 2008!

For more information or to book your place, visit <http://white.visitscotland.com/snowdrop-festival/>

FEEL THE NEED TO READ!

As the world's only UNESCO City of Literature, Edinburgh is a city of readers and writers; past, present and future, it is only fitting that we highlight that 2008 is the National Year of Reading.

Thursday 06 March is World Book Day <http://www.worldbookday.com> and has become firmly established as the biggest annual event promoting the enjoyment of books and reading.

A main aim of World Book Day is to encourage children to explore the pleasures of books and reading by providing them with the opportunity to have a book of their own.

World Book Day is a partnership of publishers, booksellers and interested parties who work together to promote books and reading for the personal enrichment and enjoyment of all.

The World Book Day team is working with the National Year of Reading to make the most of both 2008 and 2009 activity.

To find out more about The National Year of Reading go to <http://www.yearofreading.org.uk>



Join with us

We hope that you have enjoyed reading this newsletter. What we need from you now is to join us and help strengthen the collective message of the city region. To help us achieve this please:

- Link to www.edinburgh-inspiringcapital.com
- Let us know how and where you have used the brand in your business/organisation.
- Volunteer to be the subject of a case study on how your organisation is using the Edinburgh Inspiring Capital Brand.
- Visit www.edinburghbrand.com and sign up to find out how to use and adopt the colours, values and messages of Edinburgh Inspiring Capital.
- If you want to feature in the events section of our newsletter, please let us know and we will endeavour to feature it.

Contact us directly to find out more about how the brand can assist your business/organisation. The team are:

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