

Agenda Item 4: UKREiiF 2026 (19th May 2026 – 21st May 2026)

Date: January 2026

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Purpose

To update the Board on preparations for UKREiiF 2026 (**The UK's Real Estate Investment and Infrastructure Forum**) and to outline the strategic opportunities for business engagement and inward investment.

The board is invited to:

- Provide review and challenge to the proposals.
- Provide support to attend the event.

Executive Summary

UKREiiF 2026 represents a significant platform to showcase our region's economic strengths and attract investment.

Preparations are on track, with a draft agenda, marketing activity in planning, and sponsorship negotiations progressing. Current spend is within expected parameters, and next steps focus on finalising pavilion design and securing partner commitments.

Norfolk and Suffolk local government partners have already agreed to fund attendance at UKREiiF.

Whilst good progress has been made on preparations for the event, the intended headline was planned to be the launch of the Norfolk and Suffolk Mayor. With the election of the Mayor having been delayed by government until 2028, additional work is needed to secure appropriate senior speakers and panellists to ensure the Norfolk and Suffolk Pavilion remains attractive to visitors and investors. The Norfolk and Suffolk Business Boards are asked to support this process.

Key Progress

A Norfolk and Suffolk 'Pavilion' has been booked for the 3-day event. It is intended there will be 5-7 sessions over the course of the event, which will be a mix of panel sessions, breakfast/drinks networking events, and keynote speaker events.

The following sessions are in the current long list. Local partners are currently holding sessions to scope out the sessions and potential speakers:

Topic	Potential Working Title	Potential panellists, speakers and exhibitors
Transport & Infrastructure	<i>The UK's centre of national infrastructure projects – opportunities for investors and contractors.</i>	LAs: North Norfolk, West Suffolk, Businesses: Perenco, HPUK, Chambers Infrastructure Group, Greater Anglia Guests: Julia Pyke, Andrew Summers

Cultural-led Regeneration	<i>Culture and visitor economy investment opportunities in the East</i>	LAs: Norwich, Gt Yarmouth, Lowestoft, King's Lynn, North Norfolk Business: ITFC, NCFC, Brighten the Corners, First Light Festival
Brownfield & Town Centre Regeneration	<i>How Norfolk and Suffolk will deliver their share of 1.5m new homes this parliament</i>	LAs: Norwich CC, Ipswich BC Business: Lovell, Taylor Wimpey Guests: Andrew Lansley (Chair of emerging Norfolk & Suffolk Development Forum), Louise Hillier (Chair of NASHP), Homes England
Digital & AI Infrastructure	<i>Rapidly Accelerating planning and delivery of AI infrastructure</i>	Business: BT, NRP, HALO, Innovation Labs, Akcela, Epos Now
Coastal Communities	<i>The Clean Energy opportunity in the East of England</i>	LAs: East Suffolk, North Norfolk, King's Lynn and West Norfolk, Gt Yarmouth Political: Jess Assato Business: APB, Sizewell C
Life Sciences & Innovation	<i>Extending the Ox-Cam Growth Corridor: opportunities in East Anglia</i>	LAs: West Suffolk, South Norfolk and Broadland, Business: NRP, EpiCenter, Hethel Engineering Out of Area: Cambridge
The Norfolk and Suffolk Local Growth Plans (panel plus networking drinks)	<i>Norfolk & Suffolk's role in delivering the UK industrial strategy and key clusters</i>	Business: Business Board Chairs, senior local Business Leader Political: TBC Guests: TBC Out of Area: TBC

These sessions provide opportunities for businesses to demonstrate expertise in the region, highlight commercial opportunities for investors and developers, and showcase the unique opportunities that make our region ripe for investment.

Marketing Development

This will drive visibility for participating businesses and regional assets.

Pavilion Design

The Norfolk and Suffolk Pavilion will serve as a central hub for networking and showcasing business capabilities.

Sponsorship

Engagement and negotiations are actively progressing. Sponsorship offers branding, thought leadership, and direct access to attendees.

Strategic Impact for Suffolk

- **Visibility:** UKREiiF attracts national and international investors, offering businesses and regions a platform to showcase innovation and capability.
- **Networking:** Direct engagement with decision-makers, developers, and public sector leaders.

- **Collaboration:** Sessions designed to foster partnerships in infrastructure, regeneration, and emerging technologies.
- **Investment Pipeline:** Aligns with regional economic strategy to drive inward investment and growth.

Next Steps for the Invest Norfolk and Suffolk Team

- Finalise Pavilion design.
- Develop marketing campaign to maximise exposure.
- Prepare session content and speaker briefs.
- Coordinate logistics for participating businesses.
- Develop a focus session for Norfolk and Suffolk.

Recommendation

The Board is asked to:

1. **Note** progress to date and strategic opportunities.
2. **Endorse** continued engagement with businesses to maximise regional representation.
3. **Support** sponsorship outreach to strengthen our investment proposition.
4. **Participate** in UKREiiF to actively position Suffolk as a leading destination for investment and economic growth, and identify other senior business leaders to be involved.
5. **Develop** a focus session alongside Norfolk Business Board with support from the Invest Norfolk and Suffolk team.