



## Agreement for Establishing a Friendship City Relationship

On behalf of the citizens of Austin, Texas, USA and the London Borough of Hackney, United Kingdom, the home of Tech City, the Mayors of both municipalities hereby enter into a Friendship City Agreement. This agreement will strengthen the bond between the cities through an official partnership.

The City of Austin and the Borough of Hackney will make every effort to enhance their current friendship through exchange and cooperation in the areas of high-tech and digital media, the creative industries, economic development, sustainability, and any other sectors that present mutually beneficial opportunities.

As Friendship Cities, Austin and Hackney will conduct all activities on a foundation of mutual trust and equality. Five specific outcomes are anticipated through this Friendship City agreement:

- Promoting the high-tech and digital media sectors in both cities, building on the recent cooperative relationship established between Tech City and the Austin Technology Incubator.
- Working together as the Live Music Capital of the World and the Creative Heart of London to promote the creative industries in both cities through exchange and collaboration.
- Raising awareness of business opportunities available to companies in both cities, including opportunities related to the 2012 Olympic Games and 2012 Formula1 Race.
- Exchanging knowledge and sharing best practices in efforts to ensure that as our cities experience growth and economic prosperity, our low-income communities share in this success.
- Exchanging knowledge and sharing best practices in sustainability.
- To collaborate on and support both the Digital Shoreditch Festival and the South by Southwest Interactive Festival, further ensuring the world-class offers represented by Hackney and Austin tech businesses by enabling growth and attracting investment.

In witness thereof, this document is signed this 25<sup>th</sup> of January, 2012, by the Mayors of Austin, Texas, USA and the London Borough of Hackney, UK.

The Honorable Lee Leffingwell  
Mayor, City of Austin, Texas, USA

The Honorable Jules Pipe  
Mayor, London Borough of Hackney, UK