

NORTH LANARKSHIRE COUNCIL

REPORT

To: Economic Development Committee	Subject: International Trade Update	
From: Director of Planning & Development		
Date: 28 May 1996	Ref: GS/EM/REPORT	

INTERPACK 1996

EVENT DATES : 9 - 15 May 1996

EVENT LOCATION : Dusseldorf, Germany

Background

This was the first international event to be led by **North Lanarkshire Council** on behalf of the West of Scotland Trade Partnership, the arrangement made between the twelve new authorities within the former Strathclyde region to manage local authority led international trade activity in the West of Scotland.

Following local government reorganisation, each of the twelve new authorities in the West of Scotland received disaggregated funding from the former Strathclyde, to be used to continue the International Trade activity previously undertaken by Strathclyde Business Development. Of the twelve new authorities, five chose to play an active role in trade development, by managing a number of the events within the West of Scotland programme. These five authorities are North Lanarkshire, South Lanarkshire, Glasgow, Renfrewshire and East Renfrewshire. The 1996/97 programme consists of some thirty events (exhibitions and trade missions), of which seven will be managed by North Lanarkshire Council. Companies from any of the twelve authorities in the West of Scotland may participate in any event in the programme, subsidised by their own local authority. The seven remaining authorities opted to take a more passive role, merely offering to subsidise companies from their areas wishing to participate in any of the West of Scotland Trade Partnership events. The 1996/97 West of Scotland Trade Partnership programme of events is the subject of an ERDF application, which will recoup a proportion of many of the costs involved in the management of these events.

Interpack 1996

Interpack is the major international trade event for the packaging industry, and takes place once every three years in Dusseldorf. The decision to participate in this important event was taken following previous successful participation by Strathclyde Business Development.

Profile of Exhibitors : Over 2200 companies exhibit at this event, mainly manufacturers, dealers, importers. Of these, approximately 1000 were German, the remaining 1220 from the rest of the world.

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Profile of Attendees : The 190,500 visitors to the event represent in the main the following industries - food and semi-luxury foodstuffs industry, sweets and candy industry, chemical industry, pharmaceutical and cosmetics industries, trade, services. Of these, some 90,500 were from Germany, with foreign trade visitors making up the remaining 100,000.

North Lanarkshire Council took a stand of 40 square metres within the British Pavilion in Hall 7, one of the busiest halls within the show, with two West of Scotland companies each having a separate section of the stand from which to promote their products (originally four companies were to exhibit, but two cancelled shortly before the show).

In addition, a further seven companies attended the exhibition on a short, two or three day trade mission . A full list of participating companies is attached (Appendix 1).

Evaluation

The exhibition was extremely well attended, with a very high standard of visitor. All of the participating companies, both exhibitors and trade mission participants, have indicated that attendance at this particular event is vital for anyone involved in the packaging industry.

Members will appreciate that it is impossible to estimate the resulting business from participation in such an event until some time afterwards, as companies continue discussions and negotiations. Normally, it takes a minimum of between six and twelve months for any definite outcomes to materialise from such a brief visit to a market, and , indeed, market presence is only one element of the mix required to be successful in international business. The standard procedure for monitoring the success of an event of this nature is therefore as follows -

- 1) initial post-event questionnaire to evaluate companies' initial impressions of the event.
- 2) six-month follow up questionnaire, with more detailed qualitative evaluation of the benefits to companies of participating in the event

Individual company comments on the success of the event will be collated following receipt of reports on the event from each participating company. Until these are received, a more detailed, qualitative evaluation of companies' opinions of the exhibition can not be provided.

A report containing detailed examination of tangible benefits to companies will be prepared some six months following the event, in order to provide a more accurate indication of the outcomes of participation in this event. This will cover questions such as orders received, business agreements reached, jobs retained or created, effect on company's stability, knock-on benefits etc.

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Forthcoming Events

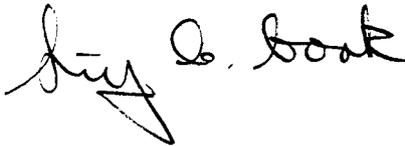
The next West of Scotland Trade Partnership event to be led by North Lanarkshire Council is a trade mission to the Brno International Engineering Fair, which will take place from 19 - 22 September 1996. The Brno Fair is one of THE major engineering exhibitions in the world, attracting around 3500 exhibitors supplying, or requiring, the very latest goods and services in electronics, building machinery, electro-engineering, agricultural engineering, medical technology etc.

North Lanarkshire Council, on behalf of the West of Scotland Trade Development Partnership, is offering companies the opportunity to visit the exhibition on a short trade mission. This will enable companies to investigate the market place, meet new and existing contacts, and undertake market research.

Recruitment of companies for this trade mission is currently ongoing.

Recommendation

Committee is asked to note the contents of this report.

A handwritten signature in black ink, appearing to read 'G. Smith', written in a cursive style.

For further information contact G Smith, Head of Business Development and Property

Exhibitors

Argosy Tyrrell Ltd, East Kilbride

Universal Pulp Packaging Ltd, Milton of Campsie

Trade Mission

JIT Industrial Products Ltd, Bellshill

Printech Scotland Ltd, East Kilbride

Vitafoam Ltd, Paisley

Orgapack Ltd, Irvine

International Packaging Corporation, Maybole

Courtaulds Aerospace, East Kilbride

Campbells Shortbread, Callander

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