

NORTH LANARKSHIRE COUNCIL

REPORT

To: Economic Development Committee	Subject: UFRA 1996	
From: Director of Planning & Development		
Date: 30 July 1996	Ref: GS/EM/REPORT.051	

UFRA 1996

EVENT DATES : 12 - 20 October 1996

EVENT LOCATION : Schweinfurt, Germany

Background

A twinning link has existed between the towns of Motherwell and Schweinfurt for some years, and this link has now passed to North Lanarkshire.

UFRA , the Unterfranken consumer exhibition, which takes place biennially in October, has traditionally enjoyed the participation of representatives of Schweinfurt's twin towns. This has generally involved the presence of a delegation consisting of members and officials. In 1994, the party numbered 2 members and 3 officials, together with three members of the local business community (see copy of previous Motherwell District Committee Report attached).

It is proposed for this year's event that councillors will participate in the civic events arranged to mark the occasion, and cement the twinning relationship. Officials will attend to the management of a stand within the exhibition, displaying and offering samples of Scottish companies' products, and generally publicising the local (North Lanarkshire) area.

Products were supplied in previous years by companies with a presence in the Motherwell area, such as William Grant International Ltd, Simmers and Allied Breweries; the opportunity to attend UFRA was also offered to companies, and in 1994, representatives of William Grant International Ltd did attend the event for part of the time.

In addition, in previous years, Motherwell District Council arranged for Scottish musicians to be present at UFRA to participate in the international entertainment programme .

It was originally the intention of the Schweinfurt organisers to step up the profile of UFRA 1996 to include a company matching exercise (Interprise Conference - refer Motherwell District Council General Purposes Committee Report dated 2 November 1995). However, this plan has now been abandoned by Stadt Schweinfurt, and it has been decided to revert to the format used in previous years.

It is proposed that this year, North Lanarkshire Council should again support UFRA, by taking a stand at the exhibition, where Scottish food and drink would be offered for sampling and for sale.

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It is proposed that , as in previous years, local food companies should be contacted regarding the provision of their products, at cost, for this purpose. It is not the intention to invite companies to attend the event in person, due to the long duration of the show, and the related expenses this would incur.

It is again proposed that North Lanarkshire Council should arrange for local musicians to attend UFRA to provide a Scottish element to the entertainment programme, but that , on the recommendation of Stadt Schweinfurt, this should be for only the first weekend of the exhibition.

It is recommended that the Provost and Convenor of the Economic Development Committee are in attendance to carry out civic duties and that an appropriate number of officers attend to ensure the North Lanarkshire stand is adequately manned.

Recommendation

Committee is asked to approve the participation in this event of North Lanarkshire Council , on the basis outlined above.



 Stanley C Cook, Director of Planning & Development

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

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MOTHERWELL DISTRICT COUNCIL

Source	ASSISTANT DIRECTOR OF ADMINISTRATION (INDUSTRIAL DEVELOPMENT & ESTATES)
Destination	CHIEF EXECUTIVE & DIRECTOR OF ADMINISTRATION
Subject	UFRA 1994
Committee Submission	ECONOMIC DEVELOPMENT COMMITTEE
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Introduction

Motherwell District Council participated in the UFRA 1994 (Lower Frankonian Trade and Consumer Exhibition) in Schweinfurt from the 8th to 16th October. This was the 5th UFRA Exhibition that the Council have participated in. The Exhibition attracted over 100,000 visitors and 350 exhibitors with Motherwell District Council's Exhibition Stand being one of the most popular.

Delegation

The Motherwell delegation included Provost Wilson, Councillor McGuigan, Chairman of the Economic Development Committee, Gordon Smith Assistant Director of Administration (Industrial Development & Estates), Caitriona McLaughlin, Business Development Officer and Helen Russell, Member Services Officer. Also visiting the Exhibition were three members of the local business community. Jim Hope, Chairman of the Motherwell Chamber of Commerce and Chief Executive of MEDCO, Carl Hasselbach, Area Sales Manager (Germany) and Douglas MacKay, Customer Relations Manager both from William Grant & Sons International Ltd. Another 3 food and drink companies participated in the exhibition by supplying a range of their products for free sampling and for sale on the exhibition stand.

Theme

The theme of the Motherwell exhibition stand was 'A Taste of Scotland'. William Grant & Sons did a special Glenfiddich free sampling promotion. The company had a merchandiser who encouraged the visitors to sample the product free of charge. This type of merchandising is the strongest promotion for brands with superior performance to competitors and generally has mass market appeal. Other products available for sale and sample on the stand included smoked salmon, traditional scottish biscuits, shortbread and cakes.

With the exception of a few bottles of Glenfiddich whisky all the products were sold out before the end of the exhibition and proved remarkably acceptable to the German consumers.

Beer brewed in Alloa was also available on the stand. In all, the 16 barrels sold proved the German interest in beer and the level of attendance at the Motherwell stand. Further deliveries of beer and whisky were both required.

Business Links

Following a visit to Motherwell by a group of Schweinfurt business people "Attraktives Schweinfurt" at the end of September, initial discussions were held with Sigrud Mettig, the Economic Development Officer for Schweinfurt Council. During their visit to Motherwell the business group were taken on a tour of the industrial estates followed by a presentation from representatives from the Lanarkshire Development Agency and Gordon Smith from the District Council. A follow up meeting was arranged in Schweinfurt with Frau Mettig and members of the Schweinfurt Chamber of Commerce, the Motherwell Chamber of Commerce, Gordon Smith and Caitriona McLaughlin. A meeting also took place with a group who wish to promote joint training initiatives with Motherwell. The Motherwell representatives were taken on a tour of the Schweinfurt industrial areas. Possibilities for further joint business projects were discussed and will be reported to Committee at a later date.

Publicity

Two local musicians from Scotland were hired directly by the UFRA organiser and proved to be a big attraction to the extent that they were invited to Bonn to take part in the post-election activities on Sunday 16 October by the German Minister of Foreign Affairs.

The event was covered extensively in the Bavarian newspapers, television and radio. Gordon Smith was interviewed on the television and the radio. Both musicians were also interviewed by the radio station. All representatives of the Motherwell delegation took part in interviews and activities on the centre stage of the exhibition.

Whilst in Schweinfurt, Provost Wilson was presented to Germany's Chancellor Helmut Kohl who was visiting the town in the lead up to the national elections. The Provost presented the Chancellor with a bottle of Glenfiddich whisky.

Press cuttings from the media coverage received as a result of the Motherwell District Council attending the exhibition are available.

Civic Reception

A civic reception was held in Schweinfurt on Monday the 10th of October. It was attended by Oberbürgermeisterin Grieser, Bürgermeister Müller and other representatives of the Schweinfurt Council and representatives of the Schweinfurt business community and press. Provost Wilson gave a recitation of the "Address to a Haggis".

Recommendation

That the Committee note the contents of the report.