

## 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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