

## NORTH LANARKSHIRE COUNCIL

## REPORT

|       |                                    |          |                                       |
|-------|------------------------------------|----------|---------------------------------------|
| To:   | Economic Development Committee     | Subject: | International Trade Programme 1997/98 |
| From: | Director of Planning & Development |          |                                       |
| Date: | 27 August 1996                     | Ref:     | GS/EM/REPORT.                         |

Background

This report relates to the accompanying Report regarding an ERDF application covering International trade events up to end December 1998.

Approval is requested to commence buying forward an agreed programme of international trade events for 1997/98 and beyond. The proposed programme of events for financial year 1997/98 is attached, together with anticipated budget figures.

The programme consists of double the number of events that were offered by the 1996/97 International Trade programme, thereby offering opportunities to a larger number and wider spectrum of North Lanarkshire companies.. It is a wide-ranging programme, covering a variety of industrial sectors and geographic markets. This reflects the general nature of the spread of industries in the North Lanarkshire area, but with the accent on the emerging sectors such as Healthcare, Electronic Engineering, and Food & Drink.

This programme forms part of a larger programme of events being managed jointly by the West of Scotland Trade Partnership (WSTP), consisting of representatives of all of the Local Export Partnerships in the area. This wider programme allows companies from any area in the West of Scotland to participate in any event, thereby offering increased market opportunities to all companies. Through this system, North Lanarkshire Council will generate income towards international trade activity from logistics fees payable by other Councils in the West of Scotland towards the costs of their local companies' participation in any North Lanarkshire led events. Similarly, North Lanarkshire Council will support its local companies' participation in events led by other members of the WSTP.

It should be noted that the Budgets detailed on the Appendix take into account the expected ERDF funding which will be generated through this programme; that is, the above budgets represent only North Lanarkshire Council's contribution (ie around 60% of the actual costs) , which will be supplemented by ERDF funding which will be paid retrospectively at quarterly intervals. The real costs of the above programme are likely to be around 40% greater than the total figure quoted above.

Buying Forward

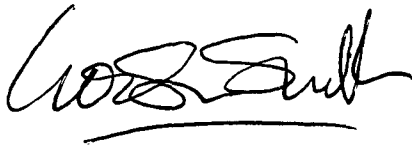
The nature of international exhibitions is such that it is necessary to book space well in advance of the actual dates of the event taking place. This is particularly true of major European exhibitions which often take place on a three or four year cycle, with stand space being booked years in advance. In order to ensure a presence at key events, it is necessary to book and pay in advance.

This also often applies to hotel accommodation, particularly in Germany, where the huge scale of the exhibitions means that decent hotel accommodation is often difficult to come by, unless reservations have been made well in advance.

The total budgetary contribution required from North Lanarkshire Council for the 1997/98 event programme is £59,500. In order to be assured of stand space etc at key exhibitions, it will be necessary to buy forward to the sum of around £12,000. This could come from ERDF funds and exhibitions logistics fees generated through the existing 1996/97 International Trade Programme.

Recommendation

Committee is asked to approve the attached programme of events, and to approve buy forward from existing budget of key elements such as stand space, as 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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Enc Proposed Trade Development Programme 1997/98

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|    |   | <b><u>BUDGET</u></b> |
|----|---|----------------------|
| 1. | <p><b><u>Hannover Fair</u></b>                      <b><u>International Engineering Exhibition</u></b><br/> <b><u>Hannover, 14 - 19 April 1997</u></b><br/>           The Hannover Fair is the world's largest exhibition, covering all areas of engineering.</p> <p>No of exhibitors : 7200                      Annual</p>  | £ 5,000              |
| 2. | <p><b><u>Plast, Milan 5 - 10 May 1997</u></b>    <b><u>International Plastics and Rubber Exhibition</u></b><br/>           The international plastics and rubber exhibition, Plast is a renowned exhibition in the industry.</p> <p>No of exhibitors : 1000                      Triennial</p>  | £ 1,000              |
| 3. | <p><b><u>Interhospital</u></b>                              <b><u>International Exhibition for Healthcare</u></b><br/> <b><u>Hannover, 3-6 June 1997</u></b>              <b><u>and Hospital Supplies</u></b><br/>           Interhospital, the major world exhibition for the hospital sector.</p> <p>No of exhibitors : 1900                              Biennial</p>  | £ 6,000              |
| 4. | <p><b><u>Achema</u></b>                                      <b><u>Chemical Engineering, Environmental</u></b><br/> <b><u>Frankfurt , 9 - 14 June 1997</u></b>        <b><u>Protection and Biotechnology Exhibition</u></b><br/>           The international exhibition for chemical engineering, environmental protection and biotechnology.</p> <p>No of exhibitors : 2800                              Triennial</p> | £ 2,000              |
| 5. | <p><b><u>IFFCS</u></b>    <b><u>International Fancy Food &amp; Confection Show</u></b><br/> <b><u>New York 20 - 22 June 1997</u></b><br/>           The USA's largest and most comprehensive speciality food market place for purveyors of gourmet and speciality foods, beverages and confections.</p> <p>No of exhibitors : 900                              Annual</p>     | £ 4,500              |
| 6. | <p><b><u>Brno Engineering Fair</u></b><br/> <b><u>Czech Rep, Sept 1997</u></b><br/>           This annual exhibition represents the full engineering spectrum - this is THE major exhibition in Central Europe.</p> <p>No of exhibitors : 3500                              Annual</p>  | £ 5,500              |
| 7. | <p><b><u>Print</u></b>    <b><u>International Printing Trade Fair</u></b><br/> <b><u>Chicago 3 - 10 Sept 1997</u></b><br/>           Print, the international Print Trade Fair, takes place every five years in Chicago</p> <p>No of exhibitors : 850                              Every 5/6 years</p>  | £ 3,000              |

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**BUDGET**

8. **Solutronic**  
**Paris, 30 Sept - 2 Oct 1997**      **Electrical, Electronic and Computer Solution**  
 This annual event presents to the trade the following products - electric and electronic parts and all ancillary products
- No of exhibitors : 700                                  Annual                                  £ 2,000
9. **Medtrade**                                  **National Home Health Care Exposition**  
**New Orleans, 8 - 11 Oct 1997**  
 International healthcare exhibition, covering home medical equipment, respiratory, rehabilitation, long term care, sports medicine, transportation, mobility
- No of exhibitors : 900                                  Annual (alternate years in Atlanta)                                  £ 4,000
10. **Medica**                                  **International Healthcare Exhibition**  
**Dusseldorf, 19 - 22 Nov 1997**  
 Medica is the most important European Trade Fair for the Healthcare and Biotechnology sectors.
- No of exhibitors : 1400                                  Annual                                  £ 3,500
11. **Productronica**  
**Munich, 11 - 14 Nov 1997**      **International Trade Fair for Electronics**  
 Biennial trade fair for the electronics industry
- No of exhibitors : 1600                                  Biennial                                  £ 5,000
12. **ISM**  
**Cologne, 27 - 31 Jan 1998**      **International Sweets and Biscuit Fair**  
 Annual international Sweets and Biscuits Fair.
- No of exhibitors : 1100                                  Annual                                  £ 6,000
13. **Alimentaria**  
**Barcelona, March 1998**      **International Food and Drink Exhibition**  
 Alimentaria is the single most important trade fair in Spain. It houses all food and drink sectors and subsector.
- No of exhibitors: 800                                  Annual                                  £ 2,000
14. **National Manufacturing Week**  
**Chicago, 10 - 13 March 1998**  
 The pre-eminent North American event for the display of industrial technology.
- No of exhibitors : 2100                                  Annual                                  £ 4,000

**SUPPORT FOR NORTH LANARKSHIRE COMPANIES PARTICIPATING  
 IN EVENTS LED BY OTHER WEST OF SCOTLAND LOCAL AUTHORITIES**      £ 6,000

**BUDGET TOTAL**      **£59,500**