

NORTH LANARKSHIRE COUNCIL

REPORT

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

TRADE MISSION TO THE BRNO INTERNATIONAL ENGINEERING FAIR 1996

EVENT DATES : 16 - 21 September 1996

EVENT LOCATION : Brno, Czech Republic

Background

This was the second event to be led by North Lanarkshire Council on behalf of the West of Scotland Trade Partnership.

Brno Engineering Fair 1996

Established almost forty years ago, the Brno Fair is probably the most renowned trade fair in Central Europe. Traditionally a key international trade forum for the Central European countries, this exhibition has always attracted companies from all sectors of the engineering industry from throughout the world. Covering product areas as diverse as mining equipment, broadcasting technology and pneumatics, items from nuts and bolts to locomotives are to be found at this vast show, which attracts 3,500 exhibitors and 175,000 visitors.

North Lanarkshire Council led this trade mission on behalf of the West of Scotland Trade Partnership. Four companies participated, including three from North Lanarkshire.

To coincide with the visit to the exhibition, companies participating in the trade mission were also offered a customised appointments schedule with Czech companies outwith the exhibition, which was organised on their behalf by the Brno Chamber of Commerce, with which North Lanarkshire Council's International Trade section enjoys a close relationship.

Rynex Engineering of Bellshill, Tannoy Ltd of Coatbridge and Strathclyde Industrial Services of Motherwell all participated in the three day trade mission. Steve McCallion of Rynex commenced discussions with the bottling equipment division of Czech giant Skoda, to distribute their bottling equipment in the UK, which would lead to increased turnover and additional jobs for Rynex. He hopes to return to the Czech Republic within the next few weeks to conclude the business negotiations commenced during the trade mission. Strathclyde Industrial Services are confident that the visit has resulted in their finding an agent to market their products on the Czech market, and also sourced a new supplier of raw materials.

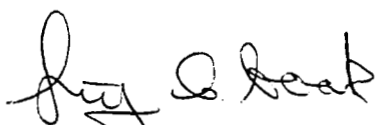
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Tannoy Ltd reported that they were pleased with the quality of the exhibition, and with the appointments made on their behalf by the Chamber of Commerce, and that negotiations are continuing with several Czech firms.

More detailed , qualitative evaluations of the benefits to participating companies will be reported following receipt of six month follow-up questionnaires, at which time it will be possible to identify more definite outcomes resulting from the meetings and negotiations.

Recommendation

Committee is asked to note the contents of this report

A handwritten signature in black ink, appearing to read "Stanley C Cook". The signature is written in a cursive style with a large initial 'S'.

Stanley C Cook, Director of Planning & Development

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

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NORTH LANARKSHIRE COUNCIL**TRADE MISSION****INTERNATIONAL ENGINEERING FAIR
BRNO, CZECH REPUBLIC**

16 - 21 September 1996

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