

## NORTH LANARKSHIRE COUNCIL

## REPORT

To:	Economic Development Committee	Subject:	International Trade
From:	Director of Planning & Development		
Date:	December 1996	Ref:	GS/EM/ REPORT 102

**AMENDMENT TO TRADE DEVELOPMENT PROGRAMME 1997/98****Background**

A proposal for the 1997/98 Trade Development Programme for North Lanarkshire Council (copy attached) was recently passed to Committee for approval.

Since that date, it has emerged that the Lanarkshire Development Agency have an interest in one of the proposed events, IFFCS in New York. The LDA have previously participated at this exhibition, and wish to continue their involvement in the show, in the context of the STI-led Scottish Pavilion at the event.

**Proposal**

In the interests of continued harmony within the Lanarkshire Export Partnership, it is proposed that the LDA should lead this event on behalf of Lanarkshire companies.

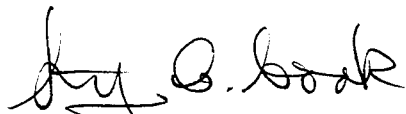
It is recommended that the budget originally set against this event within the North Lanarkshire Council programme should instead be used to fund a different event, namely Arab Health in Cairo in December 1998. This would be a joint venture with South Lanarkshire Council, who have already established a presence at this show by their forthcoming involvement in the 1997 event, held in Dubai. Arab Health is the leading healthcare exhibition in the Arab world, covering all aspects of the medical profession. South Lanarkshire Council's approach to North Lanarkshire comes with the knowledge that several North Lanarkshire companies will be attending the trade mission to this year's Arab Health, and the presence of the Medi-park in Bellshill would be likely to guarantee a similarly healthy uptake by North Lanarkshire companies in 1998.

**AMENDMENT TO TRADE DEVELOPMENT PROGRAMME 1996/97**

It is proposed that the budget set aside by North Lanarkshire Council this year for the trade mission to Expoanalytica Barcelona event, which was cancelled due to terrorist activity in the Barcelona area, should instead be used to fund participation at the National Manufacturing Week exhibition in Chicago in March 1997. This would be a joint venture with South Lanarkshire and Glasgow City Councils each contributing a budget. This is an event which appeared in the Strathclyde Business Development international programme on a regular basis, and which was well attended by companies from the North Lanarkshire area.

Recommendation

Committee is asked to approve the contents of this report, and approve the transfer of budget as outlined.

A handwritten signature in black ink, appearing to read "Stanley C. Cook". The signature is written in a cursive style with a large, sweeping 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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**Proposed Trade Development Programme 1997/98**

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