

NORTH LANARKSHIRE COUNCIL

REPORT

To:	Economic Development Committee	Subject:	International Trade Update
From:	Director of Planning & Development		
Date:	December 1996	Ref:	GS/EM/ REPORT 103

ELECTRONICA 1996

EVENT DATES : 12 - 15 November 1996

EVENT LOCATION : Munich, Germany

Background

This was the third event in North Lanarkshire Council's International Trade Programme, and was jointly managed by North Lanarkshire and Renfrewshire Councils on behalf of the West of Scotland Trade Partnership..

Electronica 1996

Electronica , the biennial exhibition for the electronics industry, is the most important trade fair of its kind anywhere in the world. Attracting some 2,500 exhibitors and 85,000 visitors from throughout the globe, electronica presents the full international range of modern components, from microchip products and discrete semiconductors to electro-mechanical devices.

The West of Scotland Trade Partnership stand was located within the FEI (federation of the Electronics Industry) pavilion in Hall 6. Two West of Scotland companies each had a separate section of the small (18 sqm) stand from which to promote their products, and the stand was also used as a base by the trade mission companies. A total of eight companies from the West of Scotland participated in the event , including one from North Lanarkshire, namely Sportel Ltd, from Coatbridge. A full list of participating companies is attached.

Evaluation

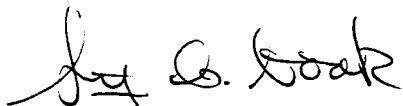
The exhibition, as expected, was extremely well attended, with a high standard of visitor. All of the participating companies reported that the show came up to their expectations in terms of quality of product on show, and in the calibre of visitors . Electronica is a key exhibition in the electronics sector, and it is vital for any company involved in this highly competitive industry to have a presence at the show.

More detailed, qualitative evaluations of the benefits to participating companies will be reported when the standard monitoring procedure has been carried out., following receipt of six month follow-up questionnaires, at which time it will be possible to identify more definite outcomes resulting from the event.

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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' and 'C'.

Stanley C Cook, Director of Planning & Development

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

/emcg

Participating Companies

Courtaulds Aerospace

18 Langlands Place
Kelvin South
East Kilbride
Tel: 01355 225442
Fax: 01355 236936
Contact: David Dalziel

Dispensing and packaging
systems for resin handling

Lamar UK Ltd

Olympic Complex
Drybridge Road
Dundonald
Tel: 01563 851155
Fax: 01563 851188
Contact: Alastair McLean

Supply of copper clad laminates
& other ancillary products to the printed
board industry

Phoenix Electronics Distribution Ltd

Bothwell Road
Castlehill Industrial Estate
Carluke
Tel: 01555 751572
Fax: 01555 750028
Contact: Douglas Gardner

Electronic component distributors, agents
and cable product manufacturer

Sportel

5 Main Street
Coatbridge
Tel: 01236 425 554
Fax: 01236 449394
Contact: James Ferguson

Manufacturer of exercise equipment

Prestwick Circuits Limited

Mosshill Industrial Estate
Ayr
KA6 6BE
Tel: 01292 615 614
Fax: 01292 615 609
Contact: Alastair McKie

Manufacturer of printed circuit boards

Enterprise Innovative Products Ltd

7 Dunrobin Court
Clydebank Business Park
Clydebank
Tel: 0141 951 1941
Fax: 0141 951 1942
Contact: Jim Hossack

Design, development, manufacturing
and distribution of electronic filters.

Calman Technology

9 Arkwright Way
Irvine
Tel: 01294 222 888
Fax: 01294 2211 55
Contact: Murdo MacDonald

Design and manufacture of membrane
switch panels fascias & self-adhesive
labels.

Enterprise Circuits

18 Beardmore Way
Clydebank
Tel: 0141 941 1388
Fax: 0141 951 2084
Contact: Mark Briscoe

Manufacture & assemble of pcbs &
electronic assemblies