

AGENDA ITEM No. 15.

NORTH LANARKSHIRE COUNCIL

REPORT

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| To: ECONOMIC DEVELOPMENT COMMITTEE | Subject: International Trade Update | |
| From : Director of Planning & Development | | |
| Date: 24 July 1997 | Ref: EMcG/REP250 | |

WEST OF SCOTLAND INTERNATIONAL TRADE PROGRAMME

Uptake by North Lanarkshire Companies - First Quarter 1997/98

North Lanarkshire Council is an active participant in the West of Scotland Trade Partnership Programme, managing a number of overseas exhibitions and trade missions on behalf of the Partnership.

During the first quarter of financial year 1997/98, a total of ten (10) companies from North Lanarkshire have received support to help enable them to participate in events within the West of Scotland Trade Partnership Programme (see attached list).

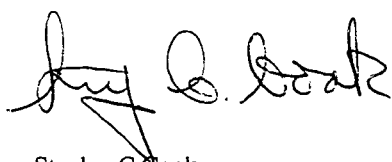
This is a positive beginning to the year, comparing favourably with the total number of 27 companies assisted during the previous financial year.

Evaluation

Qualitative evaluations of the longer term benefits to participating companies will be reported when the standard monitoring procedure has been carried out, at six months and twelve months after the events (see Report 184 April 1997). A formal system of independent evaluation is currently being agreed, which will allow the effectiveness of the Trade Development Programme to be properly evaluated.

Recommendation

Committee is asked to note the contents of this report.



Stanley C Cook

Director of Planning and Development

For further information contact Evelyn McGow, Economic Development Officer - Tel: 01236 616268

North Lanarkshire Companies Supported at West of Scotland Trade Partnership Events (Financial year 1997/98)

| <u>Event</u> | <u>Date</u> | <u>Company</u> |
|---------------------------|-------------|---|
| Hanover Fair, Hanover | April 1997 | Dewramet, Wishaw |
| Interhospital, Hanover | June 1997 | NMT Group plc, Bellshill Spor-tel, Coatbridge Careline Sales Ltd, Bellshill Mobility UK, Bellshill |
| Achema, Frankfurt | June 1997 | Pumps & Process Systems Ltd, Coatbridge Premier Airflow Systems Ltd, Cumbernauld Woodside Pneumatics Ltd, Airdrie |
| Cork/Dublin Trade Mission | June 1997 | PCA International, Tannochside Charles McNeil Engineers, Motherwell |