

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: INTERNATIONAL TRADE UPDATE INTERHOSPITAL 1997
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 24 July 1997	Ref: EM/REP/ 248	

**INTERHOSPITAL 1997****EVENT DATES** 3 - 7 June 1997**EVENT LOCATION** Hannover, Germany1. Interhospital

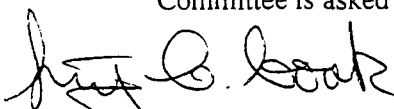
A group of companies from the healthcare industry in Scotland participated on the West of Scotland Trade Partnership trade mission to Interhospital, the world's largest and most comprehensive exhibition for hospitals, nursing homes and the rehabilitation market. Interhospital takes place every two years in the Hannover Fairgrounds, attracting around 2000 exhibitors and 100,000 visitors from around the world. From next year, the event will take place annually, in May.

2. Amongst the participants in the trade mission were four North Lanarkshire companies. These were Mobility UK Ltd, NMT Group plc and Careline Sales Ltd, all from Bellshill, and Spor-tel Ltd from Coatbridge. Gary McGrotty of NMT Group found his visit to the exhibition to be of great value, so much so that he has already indicated his intention to return to the show next year, if it is in our programme. During the trade mission, he commenced discussions regarding several joint venture opportunities, which are still at a very early stage at present. Jim Ferguson of Spor-tel Ltd reports that he established 11 new sales contacts in France and Germany during the course of the show. Initial feedback is still awaited from the other participants.

3. More detailed, qualitative evaluations of the benefits to participating companies will be reported following completion of the monitoring procedure, which will be carried out six months after the event, at which time it will be possible to identify more concrete outcomes resulting from the event.

4. Recommendation

Committee is asked to note the contents of this report



Stanley C Cook

**Director of Planning and Development**