

To: ECONOMIC DEVELOPMENT COMMITTEE	Subject: INTERNATIONAL TRADE UPDATE IRELAND TRADE MISSION 1997	
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 24 July 1997	Ref: EM/REP/ 249	

IRELAND TRADE MISSION**EVENT DATES** 9 - 13 June 1997**EVENT LOCATION** Dublin/Cork1. Cork/Dublin

A group of companies from a variety of industries in Scotland participated on the West of Scotland Trade Partnership trade mission to Cork and Dublin. The trade mission was one in a series of visits to this market, which is arguably one of the easiest and most obvious markets for new exporters from the UK to target. Over the years, a relationship has been developed with the Cork Chamber of Commerce, and with the help of their expertise and local knowledge, individually tailored appointments schedules were arranged for participating companies, based on their own specific requirements.

2. Amongst the participants in the trade mission were two North Lanarkshire companies. These were **Charles McNeil Engineers Ltd** of Motherwell, and **PCA Ltd** from Tannochside. Doug Bayley of Charles McNeil Engineers' initial comments following the mission are very positive, and he expects to achieve a 25% increase in business over the next twelve months as a direct result from the mission. It is his intention to visit the market again within the next six months to follow up the contacts made.

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