

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: INTERNATIONAL TRADE UPDATE MEDICA 1997
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: March 1998	Ref: EM/REP/370	

MEDICA

EVENT DATES 18 - 22 November 1997

EVENT LOCATION Dusseldorf

1 Purpose of Report

1.1 To inform the Committee of the initial outcomes of the above event.

2 MEDICA

- 2.1 A group of companies from the healthcare and related industries in Scotland participated in the West of Scotland Trade Partnership trade mission to the MEDICA exhibition in Dusseldorf.
- 2.2 Medica is the world's leading medical and biotechnology exhibition, playing host annually to 2300 exhibiting companies from around the world, and 111,000 visitors.
- 2.3 Sister companies Careline Sales Ltd and Mobility UK Ltd, both of Bellshill, and Spor-tel Ltd of Coatbridge, were amongst the Scottish healthcare companies who took part in the trade mission, along with Immutech of Bellshill and Nucleon Biosciences of Coatbridge. Each of the companies reported several new sales contacts as a result of their attendance at the show. Nucleon Biosciences are currently progressing six contacts made at the event, which they fully expect to lead to important future collaborations. As yet, the companies are unable to estimate the value of the business achieved as a result of their attendance at Medica. 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.

3 **Recommendation**

3.1 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

9 February 1998