

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: INTERNATIONAL TRADE UPDATE ISM 1998
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: March 1998	Ref: EM/REP/371	

**ISM**

EVENT DATES 1 - 5 February 1998

EVENT LOCATION Cologne

**1 Purpose of Report**

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

**2 ISM**

2.1 A group of companies from the confectionery industry in Scotland participated in the West of Scotland Trade Partnership trade mission to the ISM exhibition in Cologne. ISM, held annually at the Cologne Exhibition Centre, is by far the largest and most important trade event of its kind in the world, attracting major buyers from confectionery and grocery wholesalers, multiples, cash and carry outlets and supermarkets.

2.2 Bellshill-based Duncans of Scotland participated on the West of Scotland stand, promoting their range of products, including the latest additions to their portfolio. As yet, the companies are unable to estimate the value of the business achieved as a result of their attendance at ISM. 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