

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: INTERNATIONAL TRADE PROPOSED PROGRAMME FOR 2000/2001
From: DIRECTOR OF PLANNING & ENVIRONMENT		
Date: 27 January 2000	Ref: IL/REP/645	

1. Purpose of Report

- 1.1. To seek Committee approval, in principle, for the proposed programme of international Trade events for the financial year 2000/2001.

2. Sustainability

- 2.1 This programme meets the sustainable development policy adopted by the Council through Local Agenda 21 by addressing elements of Section 3 "Economy and Work" and Section 11 "Partnership and Funding". In particular the scheme addresses the following areas:

- increasing employment opportunities for local people
- helping local and community businesses to set up and grow
- working in partnership with other departments and agencies.

3. Background

- 3.1 As Committee is aware, as an active participant in the West of Scotland Trade Partnership (WSTP), North Lanarkshire Council has a key role in organising and managing a number of events on behalf of the partnership. The Council also plays an active part in the international events organised by the Lanarkshire Export Partnership (LEP).

4. West of Scotland Trade Partnership - Exhibitions and Missions Programme

A range of events (see appendix 1) have been identified which North Lanarkshire Council will lead on behalf of the WSTP. These events have been selected on the basis that they meet the needs of key sectors of the Lanarkshire economy. These events will target Lanarkshire companies and will be promoted by the Council as well as the WSTP, the LEP and the Enterprise Trust Network in Lanarkshire. In addition, partner authorities from the WSTP will support their local companies at these events, and will pay a management fee to the Council for each participating company.

An extension to ERDF funding for the WSTP International Trade Programme has been obtained, which secures funding until March 2001.

5. Lanarkshire Export Partnership

- 5.1 The LEP intends to fund a number of international events, which will target solely Lanarkshire companies. These events (still to be identified) will be jointly funded by all three partners, North and South Lanarkshire Councils and Lanarkshire Development Agency.

Events will be identified on the basis of key business sectors in the Lanarkshire area.

6. North Lanarkshire International Trade Programme - 2000/01

- 6.1 Due to the cyclical nature of the international exhibitions programme, many events which North Lanarkshire Council is considering targeting for the 2000/01 programme take place only once every two or three years. In order to guarantee that exhibition space can be secured, it is necessary to book space well in advance of the exhibition dates, sometimes as much as 18 months before an event is due to take place.
- 6.2 With this in mind, clearly it is necessary to plan future years' events well in advance, and it is for this reason that we seek Committee approval, in principle, for the attached proposal (see Appendix).
- 6.3. Due to restrictions on European funding (SEM 2000 Guidelines), it has been necessary for companies in the West of Scotland to give a commitment to the Council before the end of this year, in respect of any events they may wish to participate in, on the WSTP 2000/01 programme. This will ensure that ERDF will be available on the financial support given to companies, enabling the Council to maximise its European funding, and ensuring that companies will continue to benefit by receiving support to participate in the Council's International Trade programme.
- 6.4 To date, over 40 companies have registered an interest in participating in a whole range of international events on the WSTP 2000/01 programme, in the sectors of : food & drink; marine, oil & gas; healthcare; engineering/electronics; printing/packaging and multi-sector missions. This shows a continued increase in the number of North Lanarkshire companies interested to enter international markets and/or strengthen their position in overseas markets.
- 6.5 It should be borne in mind that the WSTP programme is merely a proposal at this stage, and may change due to budgetary restrictions and or other practical difficulties.

7. Recommendation

- 7.1 Committee is asked to approve, in principle, the proposed programme of activity annexed in Appendix 1.



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Director of Planning and Environment

For further information contact Isobel Long, Economic Development Officer - Tel 01236 616287

APPENDIX 1

NORTH LANARKSHIRE COUNCIL**PROPOSED INTERNATIONAL TRADE PROGRAMME : 2000-2001**

Analytica 2000 International exhibition : analysis, biotechnology and diagnostics	Munich, 11 - 14 April 2000	Exhibition Mission - Partnership with Scottish Trade Intern'l
Electronica 2000 International electronics trade fair	Munich, 21 - 24 Nov 2000	Trade Mission - Partnership with Scottish Trade Inter'l
Emballage 2000 International exhibition for packaging, packaging machinery and packaging related products	Paris, 20 - 24 Nov 2000	Exhibition - Partnership with Glasgow City Council
ISM 2001 International trade fair for confectionery industry	Cologne, 28 Jan - 1 Feb 2001	Exhibition - Partnership with Sth Lan'shire Council
ISH 2001 International exhibition for sanitation and heating technologies	Frankfurt, 27 - 31 March 2001	Trade Mission
National Manufacturing Week The major North American event for the display of industrial technology	Chicago, March 2000	Exhibition Partnership with Glasgow City Council

POSSIBLE EVENTS:

OTC 2001 International exhibition & conference for oil and gas industries	Houston, 1 - 4 May 2000	Exhibition - Partnership with Glasgow City Council
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LANARKSHIRE EXPORT PARTNERSHIP (LEP)

Up to two events may be organised by the LEP targeted at Lanarkshire companies.