

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: INTERNATIONAL TRADE UPDATE 1999/2000
From: DIRECTOR OF PLANNING & ENVIRONMENT		
Date: 24 August 2000	Ref: IL/REP/714	

1. **Purpose of Report**

- 1.1. To inform the Committee of the uptake by North Lanarkshire companies of the West of Scotland Trade Partnership International Trade Programme for the year 1999/2000.

2. **Sustainability**

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. During the financial year 1999/2000 33 awards were made to North Lanarkshire companies to help them to participate in events within the *West of Scotland Trade Partnership* (WSTP) and *Lanarkshire Export Partnership* (LEP) programmes (see attached list at Appendix 1).
- 3.2. Compared with 98/99, when 38 companies were supported, this shows a slight decrease in the number of companies supported at international trade events. However, this must be seen in context, i.e.: many of the events which companies attend only take place every two or three years, and did not take place during this year; many companies only attend events on a biennial basis; sectors covered by organising councils may vary from year to year.
- 3.3. There is still an increase in the number of companies interested in entering the export market, which is borne out by the steady increase in companies approaching the *LEP* for advice and information on a range of export related matters, including exhibitions and missions, export training and market information.
- 3.4. The longer term benefits to participating companies are evaluated more fully during the standard monitoring procedure. As Committee is aware, the independent evaluation of the programme for the period April 1997 – December 1998 was the subject of a report to Committee in April 2000.

4. **Conclusion**

As part of the ongoing process of marketing and promotion, North Lanarkshire Council in conjunction with its partners *West of Scotland Trade Partnership* (WSTP) and *Lanarkshire Export Partnership* (LEP) have launched the International Trade Event Programme. This programme and copies of Lanarkshire Export Partnership Newsround magazine have been attached for Committee's reference. These publications will raise awareness of the programme and have a positive impact on the number of companies coming forward for assistance and guidance on exporting, strategy, export training and market penetration.

5. **Recommendation**

It is recommended that the committee note the contents of this report.



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Date of Report:

19 July 2000

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APPENDIX 1

NORTH LANARKSHIRE COMPANIES SUPPORTED AT *West of Scotland Trade Partnership / Lanarkshire Export Partnership* EVENTS – 1999/2000**Year 1999/2000****1st Quarter**

EVENT	SECTOR	DATE	COMPANY
Interpack 99	Packaging	May 1999	- PCA International Ltd, Uddingston
Ireland Trade Mission	Multi	June 1999	- CPA Ltd, Shotts, - Scott Grant, Motherwell - Morton Machines, Newhouse
Intermed 99 *	Healthcare	June 1999	- Adam Hart Healthcare, Airdrie

2nd Quarter

EVENT	SECTOR	DATE	COMPANY
Offshore Europe 99 **	Oil & Gas	Sept 1999	- Al Internat. Laminates Ltd, Cumbn'd - Fluidic Ltd, Motherwell - KRG Precision Ltd, Coatbridge - Rynex Engineering Ltd, Uddingston - Scotkleen Ltd, Newmains

3rd Quarter

EVENT	SECTOR	DATE	COMPANY
Biotechnica 99, Hannover *	Biotechnology	Oct 1999	- Link Technologies, Cumbernauld - Thistle Scientific Ltd, Coatbridge
Anuga 99, Cologne	Food & Drink	Oct 1999	- Grand Productions Ltd, Coatbridge - Beauchamp Bakeries Ltd, Coatbridge - Golden Cross Snacks, Bellshill
Trade Mission - Portugal	Multi	Oct 1999	- Traditional Weatherwear Ltd, Cumbn'd
REHA/A & A 99 *	Healthcare/Health & Safety	Nov 1999	- Adam Hart Healthcare Ltd, Airdrie - The Alpha Project, Cumbernauld - Sterling Healthcare Ltd, Coatbridge - Physicare Ltd, Coatbridge
Europort 99, Amsterdam	Marine	Nov 1999	- Metal Disintegration Services, Harthill
Medica 99, Dusseldorf	Alba Critical Care	Nov 1999	- Alba Critical Care, Bellshill - Waste Reduction Tech Ltd, Coatbridge

4th Quarter

EVENT	SECTOR	DATE	COMPANY
ISM 2000, Cologne *	Confectionery	Jan 2000	- Duncans of Scotland, Bellshill - Grand Productions Ltd, Coatbridge

			- Beauchamp Bakeries Ltd, Coatbridge - Lees of Scotland
Greece Trade Mission	Food & Drink Exhib. + Multi	Feb 2000	- Moorhead & McGavin, Motherwell
Alimentaria, Barcelona **	Food & Drink	Mar 2000	- John G Russell Transport Ltd, Bellshill - Caledon C & E Ltd, Coatbridge
National Manufacturing Week, Chicago **	Manufacturing/Design	Mar 2000	- MacCohon Stamp & Die Ltd, Cal'cruix
Hanover Fair, Hanover	Manufacturing/Technology/ Automation	Mar 2000	- Air Channel, Airdrie - Marsten Precision Engineering

• Organised by NLC

** Organised by LEP