

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: UFRA 2000
From: DIRECTOR OF PLANNING & ENVIRONMENT		
Date: 23 <sup>rd</sup> November 2000	Ref : DR/REP757	

## 1 Purpose of Report

- 1.1 This report provides feedback to Committee on the UFRA event in Schweinfurt, Germany.

## 2 Introduction

- 2.1 Members are aware that the Economic Development Unit agreed to provide support to the Schweinfurt Twinning Association in the organisation of the Associations attendance at the UFRA event. This support consisted of accessing Scottish Beer and confectionary which could be given away or sold from the North Lanarkshire stand within the exhibition area.
- 2.2 A selection of Scottish beer was sourced from Cumbernauld based Argyll Ecosse Exports Ltd which were very well received by the visitors to the exhibition. A Bavarian company are eager to distribute the product in Germany and have been passed Argyll's details in order to pursue negotiations further. Millionaire shortbread supplied by Grand Productions was given away to visitors at the stand. Again this product was very well received.
- 2.3 The North Lanarkshire stand was situated in the main exhibition area alongside the twin towns of Chateauxdun, France and Seinajoki, Finland. The stand was very popular attracting a significant number of people, many of whom had visited the North Lanarkshire area as part of twinning visits.
- 2.4 Among the visitors to the stand was a group of independent travel agents interested in arranging "themed" holidays to Scotland with a view to including destinations in North Lanarkshire within the itinerary. Contact details for this group have been passed by the Twinning Association to a colleague in the Community Services Department.
- 2.5 Members will recall an invitation was extended by Schweinfurt's Head of Economic Development to the Convenor of the Economic Development Committee to attend the UFRA. As the Convenor was unable to attend he was represented by Councillor Burns. Further the Twinning Association arranged for a number of meetings to take place during the UFRA which were attended by the Economic Development Manager. These included a meeting with Hans Schnabel, Head of Economic Development to discuss a range of topics including physical regeneration, European structural funds and social inclusion measures.
- 2.6 This meeting included a tour of the Maintal Industrial and Commercial Park which is closely modelled on North Lanarkshire Enterprise Zones. Hans Schnabel credits elements of the development and marketing of the Maintal on the experiences and knowledge he has gained in visiting North Lanarkshire in recent years.

2.7 Further a meeting was arranged with Mauri Hietala the Business Development Manager from Seinajoki to discuss the economic progress made in that area of Finland since the last time he met with the Economic Development Manager over 4 years ago.

2.8 There has also been provided a report on the Twinning Association's participation in the event. That report, which indicates the success of the event and the possibility of economic links with North Lanarkshire, had, together with the summary of expenditure, been deposited in the Members' Library.

### 3. Conclusion

3.1 Both Hans Schnabel and Mauri Hietala are interested in visiting North Lanarkshire to see the progress of the Lanarkshire Enterprise Zones and to hear about the regeneration of the Ravenscraig site. They are further interested in exploring the possibilities of transnational project.

### 4 Recommendation

4.1 It is recommended that the Committee note the contents of this report.



**David M Porch**  
**Director of Planning and Environment**

For further information please contact Maureen McConachie, Economic Development Manager, Tel: 01236 616266.

1 November 2000