

## ANGUS COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE

27 FEBRUARY 1997

SUBJECT: OUTLINE OVERSEAS TRADE PROMOTION SCHEDULE 1997/98

REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT

**Abstract: This report outlines a proposed Overseas Trade Promotion Schedule for 1997/98.**

### 1 RECOMMENDATION

The Committee is recommended to:-

- Authorise officials to submit the outline schedule for the approval of Scottish Trade International.
- Approve the Council's representation on the Dundee and Angus Oil Venture Group stand at the Offshore Technology Conference in Houston, Texas and
- Instruct officials to report on the outcome of investigations into the level of local food company interest and the cost of participating in Gastronomades and the value of marketing 'Golf in Carnoustie Country' at a major Golf Exhibition in America.

### 2 INTRODUCTION

- 2.1 The Committee is referred to Article 3 of the minute of the Economic Development Committee meeting on 17th January 1996 which considered and agreed a programme for Overseas Trade Promotion for 1996/97 and to reports outlining the results of attendance at these exhibitions (Article 10 of Economic Development Committee on 30th May 1996 and Articles 5(a) and 5(b) of the Economic Development meeting on 10th October 1996. The Committee is also referred to Article 5 of the Economic Development Committee meeting on 21st November which refers to the outcomes of a Trade Development Visit to Angouleme in France.

The Overseas Trade Promotion Schedule outlined in this report will require the approval of Scottish Trade International.

### 3 EXHIBITIONS AND EVENTS

- 3.1 Exhibitions and events which are expected to provide fruitful opportunities for the promotion of Angus and its indigenous businesses have been selected with the most prominent Angus business sectors in mind - Offshore Oil and Gas, Engineering, Food Production and Processing and Tourism. The overseas exhibitions which it is proposed to attend are:-

### **3.2 Offshore technology conference, Houston, Texas - 5 -8 May 1997**

The Offshore Technology Conference 1996 was attended by representatives of the Economic Development Unit. They reported that they had made many useful contacts within the Hydro-Carbon Extraction Industry, with Angus businesses which were also exhibiting at the show and with senior personnel in the Diplomatic Service and Locate in Scotland. Attendance at this years Offshore Technology Conference will enable these relationships to be developed and new contacts established. Once again a stand has been taken at this exhibition by the Dundee and Angus Oil Venture Group and it is proposed that an Officer nominated by the Director of Planning, Transport and Economic Development assist the Group Manager in manning the stand. It is understood that four Angus Based companies will be either exhibiting at or operating from the DAOVG stand.

### **3.3 Gastronomades, Angouleme**

The Gastronomades Food Promotion Event is held in Angouleme the major town in Angus' twin region within France, Charente. It is considered this would be a useful event for the Angus Food Industry and that the Council's participation could form part of the broader Pan European Co-operation agreements referred to in Report No 173/97 to the Policy and Resources Committee meeting on 4th February 1997. It is therefore proposed to ascertain the level of interest in attending from Angus Food Companies on the basis of taking part, or operating from, an Angus Council stand and to prepare a further report to Committee detailing this interest and the costs involved in participation.

### **3.4 "Carnoustie Country" - Tourism Promotion**

Under the banner of "Carnoustie Country" it is proposed to participate in appropriate tourism related exhibiting opportunities. See Report No 256/97 on the Scottish Travel Fair.

3.5 Opportunities for the promotion of "Carnoustie Country" will be identified when the overall marketing plan is complete. These are expected to include exhibitions both within the United Kingdom and abroad, particularly in the United States which is the premiere golf market and hosts a number of well established golf related exhibitions. The value of participation in these exhibitions will be investigated and reported to Committee in due course.

#### 4 FINANCIAL IMPLICATIONS

- 4.1 The estimated costs associated with participation in the Overseas Trade Promotion Schedule outlined above are as follows:-

	<u>Flights Accommodations and Expenses</u>	<u>Stand Space</u>
OTC Houston	£1,600	N/A
Gastronomades, Angoulême	£2,500*	Not yet known
Golf Marketing in USA	£3,200*	Not yet known
	-----	
	£7,300	
	=====	

\* Assumes attendance by two officers

The costs of stand space will be investigated and reported to Committee along with firmer flight and accommodation costs in relation to Gastonomades and Golf marketing. The estimated cost associated with OTC is based on one officer attending and operating from the DAOVG stand.

The costs of attendance at the exhibitions identified can be met from the Economic Development Revenue budget for 1997/98. It is anticipated that the costs of stand space can also be borne within this budget.

#### 5 CONSULTATION

- 5.1 Chief Executive, Director of Law and Administration and the Director of Finance have been consulted in the preparation of this report.

#### 6 CONCLUSION

Participation in major sectoral exhibitions overseas increases the profile of Angus internationally within those sectors targeted. The sectors targeted within the outline programme above i.e. Oil and Gas, Food and Golf related tourism, are all very important to the Angus economy and hold significant prospects of expansion. This programme will be submitted to Scottish Trade International for approval.

**NOTE**

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

AA/DR/DV/LJP

Alex Anderson  
Director of Planning, Transport & Economic Development

10 February 1997