

ANGUS COUNCIL**ECONOMIC DEVELOPMENT COMMITTEE THURSDAY 16 JANUARY 1997****SUBJECT: INTERNATIONAL FOOD AND DRINK EXHIBITION, EARLS COURT,
LONDON 9-13 FEBRUARY 1997****REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT****Abstract: This report outlines the proposal to send a representative to the International Food and Drink exhibition, Earls Court, London, 9-13 February 1997 at an estimated cost of £350****1 RECOMMENDATION**

It is recommended that the Committee agree to send a representative of the Department of Planning, Transport and Economic Development to the International Food and Drink Exhibition, Earls Court, London, 9 -13 February 1997, at an estimated cost of £350.

2 INTRODUCTION

The International Food and Drink Exhibition (IFE) is the largest of its type in the United Kingdom and one of the largest in the world. The show normally has approximately 32,000 visitors and approximately 1,333 exhibitors from around 56 countries. In 1995 Angus District Council attended IFE in co-operation with Tayside Region industrial office and Perth and Kinross District Council. The three Authorities shared a small space in the Scottish pavilion, acting as an information point and point of contact for local companies not actually exhibiting at the show. Two Angus companies did exhibit within the Scottish pavilion (Strathmore Mineral Water Company and Swankie's Food Products Ltd). Strathmore Foods Ltd of Forfar will be exhibiting in the Scottish pavilion. Swankie Food Products will probably participate by exhibiting in the freezer section. Also, Mackay's of Carnoustie have been considering attendance and other food companies with a presence in Angus will be exhibiting outwith the Scottish pavilion representing their companies whole profile rather than the Angus or Scottish element alone.

3 PROPOSAL

It is proposed that a representative of the Planning, Transport and Economic Development Department attend this show, visit the Angus exhibitors offering support, generate suitable press coverage for local exhibitors presence at IFE and highlight any successes achieved at the show. An opportunity would also be taken to approach potential relocating food companies and perhaps generate a mail shot from the exhibitors' catalogue

4 FINANCIAL IMPLICATIONS

- 4.1 The cost of sending a representative to IFE over a period of three days is estimated to be in the region of £350. These costs can be met from the Departmental Revenue Budget.

5 CONSULTATION

- 5.1 The Chief Executive, Director of Law and Administration and Director of Finance have been consulted on the preparation of this report and are in agreement with the recommendations.

6 CONCLUSION

The proposed attendance at IFE 1997 is intended to assist the local companies and raise the profile of Angus as a producer of food products and a potential relocation site for the food industry. The attendance of a representative of the Planning, Transport and Economic Development department would form a part of the Council's promotional programme to highlight the profile of Angus and increase prosperity and employment opportunities within the area.

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/DV/DR/LJP

Alex Anderson
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