

ANGUS COUNCIL

POLICY & RESOURCES COMMITTEE

27 JANUARY 1998

SUBJECT: OVERSEAS TRADE PROMOTION SCHEDULE FOR 1998/9

REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT

Abstract: This report seeks approval for the Overseas Trade Promotion Schedule for 1998/9.

1 RECOMMENDATION

- 1.1 It is recommended that the Committee approve the overseas Trade Promotion Schedule for 1998/9 as outlined in this report subject to implementation being dependent on the outcome of the budget negotiations currently under consideration and subject to detailed approval being sought for participation in each of the activities included.

2 INTRODUCTION

- 2.1 The Committee is referred to Article 4 of the minute of the Economic Development Committee meeting on 27 February 1997 which refers to a programme for Overseas Trade Promotion for 1997/8.
- 2.2 The Council is required to submit proposals for trade promotion on an annual basis to Scottish Trade International (STI) seeking the Secretary of State's approval for its programme. STI are pressing for an early indication of the programme for 1998/9. Once approved, the new schedule for 1998/9 will be submitted formally to STI for approval.

3 TRADE PROMOTION SCHEDULE

- 3.1 The schedule outlined in Appendix 1 represents an increase in Council participation in overseas trade promotion events reflecting the Council's recent approval to appoint a Trade Development Officer (Article 3 of the minute of the Economic Development Committee meeting of 9 October 1997 refers). It is proposed to promote these events to local companies and, where appropriate, to offer subvention to companies as an incentive for them to become involved in exporting activities.
- 3.2 The schedule also reflects the Oil and Gas sector activity carried out in conjunction with the Dundee & Angus Oil Venture Group on behalf of local engineering companies.
- 3.3 The schedule includes the proposed trade mission to China (Report 92/98 refers) and other trade events being organised under the aegis of the Economic Co-operation Agreement between the Council and its partners in France, Spain and Italy (Report 80/98 refers).

- 3.4 The Committee should note that the Secretary of State's approval for the trade promotion schedule is likely to be conditional on confirmation of support from the Tayside Export Partnership. It is extremely unlikely that this support will be withheld, however in the spirit of the partnership it will be necessary to open up appropriate events, to some Tayside companies.

4 FINANCIAL IMPLICATIONS

- 4.1 The programme of overseas trade development outlined in Appendix 1 is estimated at £26,500. This will be met from the Economic Development Revenue Budget for 1998/9 .

5 CONSULTATION

- 5.1 The Chief Executive and the Directors of Finance and Law & Administration have been consulted in the preparation of this report.

6 CONCLUSION

- 6.1 The proposed schedule of Overseas Trade Promotion for 1998/9 will contribute significantly to the realisation of the Council's Economic Development Strategy in terms of helping existing firms and promoting Inward Investment. The submission of the proposed schedule is a legal requirement and, while it will be possible to amend the Schedule at a later date, it must be submitted now for approval by STI or The Council will be unable to participate in any overseas activities in 1998/9.

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/NP/MR

23 December 1997

Alex Anderson
Director of Planning, Transport & Economic Development

APPENDIX 1

OVERSEAS TRADE DEVELOPMENT SCHEDULE FOR 1998/9

EVENT	DATE	INDICATIVE COST	COMMENTS
Outward Trade Mission to Beijing, Yantai and Shen Zhen	April or September 1998	£8,000 (assumes four member/officer representatives plus other associated costs)	Aim to establish trade ties with Yantai in China accompanied by Angus and Tayside companies and organised in conjunction with China Britain Trade Group.
Trade Fair, Modena, Italy	April 1998	£1,200 (assumes one officer representative)	Event linked with development of a transnational partnership with Angouleme in France, Modena in Italy and Alava in Spain.
Offshore Technology Conference, Houston, USA	4-7 May 1998	£1,600 (assumes one officer representative)	Premier Oil and Gas exhibition in the world. Annual event. Well attended by Angus Companies in previous years in conjunction with Dundee & Angus Oil Venture Group.
Offshore Northern Seas, Stavanger, Norway	25-28 August 1998	£1,400 (assumes one officer representative)	Alternates every second year with Offshore Europe in Aberdeen. The Dundee and Angus Oil Venture Group with Locate in Scotland support are strongly marketing the Scandanavian sector this year.
Gastronomie 98 (Angouleme France) and Futurallia (Poitiers)	November 1998	£3,000 (assumes one officer representative) plus group membership for Futurallia	Proposal to accompany student Chefs from Angus College (cooking demonstration using Angus Products). Futurallia should follow on from Gastronomie - event is like a mini Europartenariat enabling local firms to meet key international contacts.
Offshore South East Asia Singapore	1-4 December 1998	£1,600 (assumes one officer)	Event well attended by Angus companies in 1996 in conjunction with Dundee & Angus Oil Venture Group. Major oil and gas event in South East Asia.
International Food and Drink Exhibition, London	7-11 February 1999	£5,700 (assumes two officers plus contribution to exhibition stand costs)	Research is ongoing with Angus food companies to establish whether there would be interest in exhibiting from an Angus stand at the event. Participation will depend on there being a sufficient interest from companies to defray the majority of the stand cost.
Latvia - Scottish Trade Exhibition	Summer 1998	£4,000 (assumes two officers plus contribution to exhibition stand costs)	This is an exploratory participation to build on existing links.
TOTAL COSTS		£26,500	