

Fife companies set out their stalls

Market development programme helps showcase home-grown businesses

Fife companies have been showcasing their talents and expertise at one of the UK's most successful manufacturing conferences.

Five of Fife's leaders in the manufacturing and engineering industry took advantage of the exhibition stand organised by Fife Council at the Southern Manufacturing Exhibition, held in Farnborough recently – support that is vital to see businesses through the current economic climate.

With 5,000 visitors attending the show, FiFab, ATC, Bonspiel, PR2 Engineering and Coorstek had the opportunity to put their services and technical know-how in the spotlight.

Councillor Tony Martin, Chair of Fife Council's Environment, Enterprise and Transportation Committee, said: "Our market development programme supports businesses that otherwise might not be able to attend such high-profile, well-renowned industry events, and is very highly thought of."

"With Fife Council taking care of the organisation and administration for the event, this allows businesses to concentrate on attracting new customers, growing their business base and exploiting opportunities."

John Penman, sales and marketing director at Fife Fabrications, based in



■ Councillor Tony Martin, Archie Smith, Director, and John Penman, Sales and Marketing Director, FiFab.

Glenrothes, said: "Once, again, this was a very good show for us and generated a significant amount of new leads."

"Other organisations were conspicuous by their absence but the prominence of Fife at this year's event shows that, while the business climate is challenging, Fife Council continues to promote and believe in the excellence we have in the region."

The next set of conferences and exhibitions in Fife Council's sights are in the medical and energy sectors.

"We have a comprehensive schedule of exhibitions and

conferences that we'll be supporting this year," explained Councillor Martin. "MEDTEC in March will target the medical and healthcare industry. And, we'll have a significant presence at both the All Energy and Offshore Europe events in Aberdeen."

"Our market development programme demonstrates the confidence we have in our home-grown businesses and their abilities. I'm sure that with the right support we can help them target opportunities to weather the economic storm and create the right conditions for economic development."

Eco-friendly panels are in the spotlight

A Fife-based production company is in the spotlight after investing in eco-friendly lights.

Studio Scotland Ltd is now using state-of-the-art environmentally-friendly LED lighting panels in a bid to reduce its carbon footprint.

The film and video production company, which was founded more than 20 years ago, continues to grow in strength – filming in Europe, the Middle East and across the UK.

Both company directors have a long history in marketing and advertising and, when it comes to the economic downturn, they believe that helping businesses get to grips with video technology is very much a part of what makes



■ Studio Scotland Director Stewart Menelaws. Above: Voice Artist Jeremy Hitchen

them such an asset to their clients.

Head of Production Deborah Forrest added: "The businesses most likely to survive the recession are those that really use their websites properly

and are utilising video on web, mobile and DVD to draw in new customers.

"Our greatest thrill is hearing the delight of marketing directors when they see the results!"



■ Bill Ritchie, left, Fife Police Business Liaison officer, with other participants of the seminar.

E-crimes under the microscope

A seminar held at the Rothes Halls has made the business community more aware of identity theft and online fraud.

The event was launched jointly by the Scottish Business Crime Centre, Business Gateway Fife and Fife Police to raise awareness of the potential threat to local firms.

Thirty-seven businesses attended on the night, representing a wide cross section of Fife's economic base, including both large and small businesses.

The data compromise seminar, which was the first of its kind, gave a national crime trend overview, as well as an insight into policing challenges.

Alan Dobie, Executive Director of the Scottish Business Crime Centre, said: "Protecting personal details and applying sensible precautions in the workplace is a common-sense strategy that can help to safeguard and protect your business from the growing threat and costs of identity fraud."

Inspector Bill Ritchie, Business Liaison Officer for Fife Police, added: "This is a real coup for the Fife Business Community to be able to have such comprehensive input regarding this increasing crime trend. It shows how, through working in partnership, crime can be tackled in many different ways."

"It's hoped that Fife Police and its partners will be able to build on this success and ensure that effective solution-based training can be delivered in a more focused way."

A further seminar, focusing on the contact centre industry, is being held on June 9 at Carnegie Conference Centre, Dunfermline.

MORE INFO

To find out more, call Business Gateway on 01592 858315.