**Media Release**

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**For immediate release**

**BUSINESS LEAD NEW DRIVE TO EXPAND INTERNATIONAL TRADE THROUGH STAGING OF GLASGOW 2018 EUROPEAN CHAMPIONSHIPS**

Business will lead a new drive to win opportunities for overseas trade and investment from Glasgow’s staging of the 2018 European Championships.

In partnership with Glasgow City Council and the Scottish Government, Glasgow Chamber of Commerce will chair the new Glasgow 2018 Trade and Investment Group to promote local and national businesses across the core markets of Europe through the staging of the new multi-sport event.

In an exciting sporting partnership, Glasgow and Berlin are joint Host Cities for the inaugural European Championships between August 1 and 12, which will be broadcast to a potential television audience of more than 1 billion people.

Glasgow and its delivery partners across Scotland will host the existing European Championships of Aquatics, Cycling, Rowing, Triathlon and Gymnastics, which are coming together for the first time in their history, while a new Golf Team Championships event will be staged at Gleneagles. Berlin will host the European Athletics Championships at the same time.

There will also be direct procurement opportunities arising from the staging of the Championships and a free engagement event will be held in partnership with the Supplier Development Programme in Glasgow on May 12 to highlight these as well as the wider potential benefits.

Procurement opportunities will exist for a variety of goods and services with a range of contracts values. Tenders will be issued from summer 2016 onwards with the highest volume anticipated in 2017.

Goods and services include will include technology, telecoms, power, event services, overlay, ground transport and communications.

There will also be sponsorship opportunities available which will give businesses the right to associate with the event and receive a rights and benefits package

Stuart Patrick, chief executive of the Glasgow Chamber of Commerce, and Chair of the Trade and Investment Group, said: “Following on from the success of the Commonwealth Games for the city in 2014, the European Championships will provide us with a fresh

opportunity to showcase Glasgow and Scotland to a wider European audience which includes Germany, the Netherlands, Italy and France. The fact we are hosting theChampionships jointly with Berlin also demonstrates the level at which Glasgow is now operating in the world sporting market.

“The event will bring more than 3000 athletes to the city as well as a huge variety of new business and trading networks. It is important that businesses across Glasgow and Scotland capitalise on the potential of this major event to ensure our key sectors continue to grow and thrive within these valuable European markets.”

Richard Brown, Executive Director of Development and Regeneration Services for Glasgow City Council, said: “The Glasgow 2018 European Championships provide an exceptional opportunity to build on the success of the Commonwealth Games and contribute to the enhancement of international trade. The Chamber of Commerce, Glasgow City Council and the Scottish Government have a shared ambition to make sure we drive as much benefit as we can from this exciting new event.

“Major events are a vital part of our economy with thousands of jobs supported across the sport, creative and tourism sectors. The European Championships allows us to continue to build on these areas and also reach out to increase the trade and investment our businesses can benefit from across our core European markets.”

A spokesperson for the Supplier Development Programme said: “The Supplier Development Programme are delighted to be supporting Glasgow the 2018 team to deliver this exciting event. The Championships will create a host of opportunities for local businesses, and we will be working closely with suppliers to assist them get ‘tender ready’ and have the best possible chance of winning contracts.”

[**www.europeanchampionships.com**](http://www.europeanchampionships.com)

[**https://www.sdpscotland.co.uk**](https://www.sdpscotland.co.uk)

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**BACKGROUND INFORMATION:**

1. The European Aquatic Championships will take place at Glasgow's Tollcross International Swimming Centre, with diving and synchronised swimming taking place at Edinburgh's Royal Commonwealth Pool and open water swimming being staged at Loch Lomond.
2. Four European Cycling Championships will be staged in Glasgow. Track, Road, Mountain Bike and BMX will attract 650 of Europe’s top names to the Sir Chris Hoy Velodrome, the Cathkin Braes Mountain Bike Trails, the streets of Glasgow and a new world championship and Olympic standard BMX track to be built in the Knightswood area of the city.
3. The European Golf Team Championships will take place at the Gleneagles PGA Centenary Course.
4. The European Artistic Gymnastics Men’s and Women’s Championships will be staged at The SSE Hydro, the venue for the 2015 FIG World Gymnastics Championships.
5. The European Championships for both Rowing and Triathlon will both be staged at Strathclyde Country Park in North Lanarkshire.
6. Berlin's Olympic Stadium will be the venue for the European Athletics Championships with the road races and race walking events held throughout the city.
7. The Glasgow 2018 event will be held between 1st and 12th August and the European Athletics Championships will be between 7th and 12th August in Berlin.
8. The European Championships will be staged by the European Federations and the Host Cities of Glasgow and Berlin.
9. The European Broadcast Union (EBU), the umbrella body for Europe free-to-air channels, will be the broadcast partner for the Championships. The event is expected to generate a television audience of approx. 1.03 billion viewers and 2700 hours of free-to-air programming with many more viewers across multiple digital platforms.
10. Around 3025 athletes will travel to Scotland as part of a total delegation of around 8500 including officials, media and others. A further 1500 athletes will compete in Berlin.
11. Home athletes will represent Great Britain in all the events.
12. There will not be an athletes village in Glasgow. As would be the case for an individual European Championships, the athletes and officials will stay in hotels and student accommodation.
13. 2018 is Scotland’s Year of Young People. Opportunities for youth involvement around the European Championships will be created.

**ECONOMIC BENEFIT:**

Sport in Glasgow contributes approx. £367.91 millionGross Value Added to the economy. In 2010 an estimated 9,770 people were employed in the sport sector.

Across Scotland, the Commonwealth Games helped to secure 37 high-profile national and international events, with an estimated economic impact of £14m. Business across Scotland won £623m worth of contracts through the Games.

Glasgow has the greatest concentration of creative industries in Scotland, with more than 5,000 people employed in the cultural sector directly and more than 25,000 employed in the arts and creative industries more widely.

In 2014, the city of Glasgow attracted 2.7m visitors, generating £687m for the local economy.

Almost 30,000 people are employed in tourism related activities in Glasgow, representing 14.5 per cent of the total tourism-related workforce in Scotland.

Between 2012 and 2013, Scottish tourism created 29,000 jobs. Scotland’s visitor economy is worth £11bn. Hosting the 2018 European Championships aligns with and builds upon Scotland’s national events strategy, Scotland the Perfect Stage.

**THE SUPPLIER DEVELOPMENT PROGRAMME**

The Supplier Development Programme (SDP) is a business support initiative using training and information to improve the competitiveness of local businesses.

SDP is a partnership of local authorities and Scot Gov (third sector) working together to provide business support in all aspects of tendering. By assisting businesses to become tender ready for public procurement it aims to improve all-round efficiency, sustainability and market potential.