# GENERAL AGREEMENT ON TARIFFS AND TRADE

**Expert Group on Trade Information and Advisory Services (International Trade Centre)**

**GATT INTERNATIONAL TRADE CENTRE**

**Note by the Secretariat**

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INTRODUCTION

In response to requests from a number of developing countries for assistance in the field of export promotion, GATT member governments undertook, in March 1964, to provide trade information and trade promotion advisory services, including the training of personnel required to operate such services. The International Trade Centre was established in May 1964 to operate these services, which it was decided should be extended to all developing countries irrespective of whether they are members of the GATT.

In establishing the Trade Centre, the CONTRACTING PARTIES also endorsed certain proposals in regard to the detailed activities of the Centre in the initial phase of its existence that had been formulated by the Advisory Group at its first meeting on 3-5 February 1964. At its second meeting, which was held from 15-18 February 1965, the Advisory Group reviewed the Centre's activities as these had developed on the basis of the guidelines established by the Group and subsequently endorsed by Committee III and the CONTRACTING PARTIES. The report of the meeting was circulated in document L/2362. The recommendations contained in the report were adopted by the Committee on Trade and Development and were approved by the CONTRACTING PARTIES at their twenty-second session in March 1965. The activities of the Centre during 1965 closely followed the recommendations made by the Expert Group in February 1965.

Of the "77" developing nations, 40 (of whom 11 are non-GATT) are already using the Centre's services. The Market Information Service has investigated markets for 22 of them (of whom 4 non-GATT). Twenty-eight (of whom 8 non-GATT) have used the Centre's Publications Service; and 13 (of whom 5 non-GATT) are using its training course arrangements with national promotion bureaux.

The Trade Centre seeks to make an integrated approach to the provision of marketing and technical assistance to the export promotion administrations of developing countries. The Centre's aim in particular is to render assistance in those areas of trade promotion that the less-developed countries are not yet able to undertake themselves but which it is to be hoped, in part because of the activities of the Centre itself, they will increasingly be able to undertake in the future, and it is this principle that underlies the selection of the Centre's activities.
SUMMARY

The present activities of the Trade Centre and the further activities that it is proposed the Centre should also undertake in the future are briefly summarized below.

The Centre has built up a liaison network in both developed and less-developed countries, that embraces government agencies, trade associations and chambers, and major companies engaged in the infrastructural foreign trade services. It has also established liaison arrangements with practically all intergovernmental and international bodies concerned with international trade. The Centre uses this network to the greatest extent possible to meet its needs for information. Its own staff undertakes market surveys directly, through a combination of documentary and field research, in order to obtain data that the liaison network is unable to supply. The Centre intends to expand its efforts to make the liaison arrangements even more effective.

The Centre operates a Market Information Service to provide answers to enquiries made by developing countries. By the end of 1965 some twenty-two governments on the three developing continents, several of them not members of the GATT, had made enquiries about markets for a variety of their products, ranging from primary commodities and processed products to manufactured goods. Enquiries cover such facets of trade as: market potential in importing countries; commercial policy measures affecting trade; marketing channels and techniques; price ranges; and names of potential importers. Increasing attention needs to be given to the question of markets for the exports of developing countries in other developing countries.

Insofar as enquiries have confirmed that certain products are of importance for the present or potential export trade of many developing countries, the Centre has undertaken more extensive market surveys on such commodities. During 1965 studies were completed on plywood and veneer, and citrus juices. In the first instance similar studies will be undertaken in 1966 on oilcakes, tanned leather and on canned and frozen shrimps.

The Centre brings out two regular trade promotion publications, which are the quarterly International Trade FORUM and its quarterly Supplement, which appears between each issue of the former. They are produced in separate English, French and Spanish editions and are circulated to over 13,000 trade officials, traders and trade organizations. The FORUM features articles on the export potential of developing countries; import opportunities for them in developed countries; export promotion techniques; the training of government personnel; commercial policy changes; etc. The Supplement additionally lists trade opportunity notes for developing countries. Until now, the FORUM has featured nearly a score of articles on the export potential and promotional problems of different developing countries from persons in these countries dealing with these problems at the highest policy level.
In addition to its quarterly publications, the Centre also brings out pamphlets designed to further the export promotion efforts of developing countries by providing specific information in regard to sources of trade information, e.g., names of trading associations; marketing techniques for export products of developing countries, etc.

Inasmuch as many developing countries are handicapped by the lack of personnel trained in export promotion, the Centre, in collaboration with national governments in developed countries, has arranged for the provision of vacancies in training courses organized by these countries, for the benefit of trade officials from the developing areas. Arrangements have so far been made with the following national government agencies for the inclusion of twenty-eight officials from developing countries in courses, most of which have been specially designed for, or adapted to their needs:

Office Belge du Commerce Extérieur; Irish Export Promotion Board, Italian Institute for Industrial Reconstruction (IRI); Netherlands Economic Information Service; New Zealand Department of Industries and Commerce, and Department of Agriculture; and the United Kingdom Board of Trade. As other governments have made tentative offers to make available additional training facilities, it is expected that in 1966 the number of trainees from developing countries will be more than doubled. The Centre will continue its efforts to expand the number of vacancies available.

The question of the Centre running courses itself in Geneva has been raised. This question is referred to later in this paper.

The succeeding pages of this paper give:

(i) In respect of each of the activities under the heads mentioned above, an indication of the broad guidelines followed by the Centre on the basis of the recommendations made by the Advisory Group.

(ii) A detailed account of 1965 activities, plans for the 1966 programme, and proposals for their future development and orientation.

(iii) The outline of a proposal, based on requests received from governments, for an extension of the Centre's activities to cover counselling on the setting up of export promotion services in developing countries.

(iv) A review of the functioning of the Centre's liaison arrangements with a view to making them more adequate to the tasks mentioned in (i), (ii), and (iii) of this paragraph.

(v) A description of the existing staff resources and an assessment of requirements in the light of the 1966 work programme and the further development of the Centre's activities.
During 1965, forty-one requests covering over 150 products were received from twenty-three countries (of whom five were non-GATT countries) for detailed information on sales and marketing prospects that could be assembled only through special studies and market investigations. The scope of the questions submitted to the Centre varies enormously: the commodities about which questions have been asked range from traditional primary products to processed and manufactured goods; the information requested in respect of these products covers the entire gamut from commercial policy measures, sanitary regulations and other government measures in the importing countries, up to market data such as prices, grades, shipment terms, and the competition. The following are some examples:

- an African country asked for assistance in investigating European markets for papain, certain oilseeds and haricot beans - they wished especially to have information relating to trade patterns, grading specifications, quality standards and prices;

- a joint citrus promotion board of three North African countries requested a survey of the market for citrus fruit and juice in selected West European markets;

- a Latin American country requested assistance in finding export markets outside the South American continent for semi-tanned leathers and for plywood and veneer;

- an Asian country wanted information relating to tariffs, import restrictions and other commercial policy measures applicable to forty light industry products in six African countries;

- an Asian export promotion council requested commercial information in respect of woollen textiles in Western European countries;

- a country in the Middle East desired to be put in touch with importers in European and African countries who would be interested in sheep and goat-skins, figs, hazel nuts and fish oil;

- an Asian exporter requested market information in respect of European and African markets on cutting tools for use in light engineering; and wanted to be put in touch with importers.

A summary of the inquiries received is given in Annex A to this note. At the end of 1965 there were thirteen outstanding inquiries to which it had not been possible to furnish answers, and some others to which only incomplete answers could be given as yet.
The rôle of the Market Information Service and its future operation

The proposals for the creation of the Trade Centre gave a central place to the development of a market intelligence service. In proposing the establishment of this service both the developing countries and the experts appear to have been guided by the following considerations:

(a) many countries do not have qualified personnel to conduct market research of their own;
(b) while attention would need to be given to the training of personnel in export promotion, the immediate needs of these countries for market research in respect of their exports would have to be met;
(c) the needs for special marketing and trade promotional information are likely to increase as the capacity of developing countries to produce and supply processed and manufactured products grows;
(d) because of acute shortage of foreign exchange, the developing countries cannot entrust most of these requirements to costly private market research institutions;
(e) an international agency like the Trade Centre could be expected to have greater access to sources of trade information, both in the government and private sectors, than export promotion institutions in individual developing countries, even where these exist;
(f) the results of a market survey conducted by an international agency like the Trade Centre could be shared between all developing countries interested in the export of the particular product;
(g) a saving in real costs as well as some in the disposal of certain types of inquiries could be secured from the fact that the Trade Centre could make use of the statistical and other services of the GATT and of the liaison arrangements with governmental and semi-governmental institutions in importing countries.

In the actual operation of this service the secretariat has been guided by the principle that the Market Information Service should serve such needs as the developing countries cannot, with the facilities and resources available to them at the present time, meet by themselves. Thus particular attention has been given to requests received from those developing countries who do not at present possess the necessary facilities for investigating markets for their products and to commodities for which marketing possibilities need to be investigated in relation to export availabilities in more than one developing country. However
it is not possible to operate this principle according to a hard and fast rule. Thus it is possible that a country otherwise meagrely equipped for market research may not need such assistance for commodities moving through established trading channels but may do so for by-products or derivatives that have not yet found established markets. It has also been observed that some developing countries who already operate export promotion services abroad nevertheless do not always find it easy to use those services for investigating the market prospects for the more sophisticated products they are now beginning to export. In other instances, the markets to be investigated are those in which such promotional services are not functioning.

Policy

In the light of the foregoing considerations and policy approach, there appear to be four major policy issues relating to the operation of the Market Information Service and its future development, to which the experts need to give their attention. These are: (i) development of the present programme to cover a wider range of inquiries from both governmental and private sources; (ii) the strengthening of possibilities for surveys of markets in developing countries; (iii) the carrying out of commodity surveys of interest to several developing countries; (iv) ad hoc programmes for marketing assistance to individual developing countries.

(i) The Centre has followed the advice of the Advisory Group in giving priority first to government inquiries; secondly to recognized trade associations; and only then to private firms. This has been possible because, until now, the Centre has refrained from giving any publicity to the Market Information Service beyond making known to governments in a formal way that such a service is being operated when inviting them to appoint liaison agents. A number of governments have, nevertheless, given publicity to the Service in their respective countries by making it known to trade associations, export promotion councils and the like. Consequently, the Centre has been receiving inquiries from trade councils and private firms who state that they are requesting assistance on the basis of advice given by their governments. It has, therefore, not always been possible to discriminate between government inquiries and other inquiries that are virtually government-sponsored. Furthermore, experience has also shown that in most instances inquiries from private firms are more calculated to elicit the specific details on which business can be concluded, whereas trade inquiries from governments often tend to be too general in character to permit the collection of data that would be of practical value to exporters. The Centre is, therefore, finding it increasingly necessary to adopt a pragmatic approach to the establishment of priorities between inquiries emanating from different sources.
The comparative lack of publicity for the Market Information Service has helped to restrict the number of inquiries from both trade associations and private firms. This limitation of publicity could however inhibit those countries who need the service most, from benefiting from it as much as they could. Publicity could be expected to involve at least a two-fold increase in the volume of inquiries during the current year - even if the guidelines mentioned earlier were carefully applied.

(ii) An aspect of the inquiries received by the Centre that deserves particular note is that a significant proportion of these relate to markets for products of developing countries in other developing countries. It is difficult for the Centre to secure information in response to these inquiries by correspondence with governments and private agencies in these other developing countries, as they are fully occupied with their own export promotion problems. In most cases, therefore, such inquiries involve a considerable amount of ad hoc research.

While the effort and the expense involved in conducting such research in developing countries is considerable, the Centre's experience suggests that for the same reason it is precisely in this field that needs for assistance are felt most acutely. Broadly, however, it seems possible to make a distinction between two types of such inquiries: firstly inquiries from developing countries in respect of markets in other developing countries that are contiguous or in the same region; and, secondly, inquiries made by developing countries in respect of markets in distant developing regions. Developing countries may be able to handle many inquiries of the first type through their own efforts or with the assistance of regional bodies. But in the absence of marketing and business links they find it much more difficult to secure information pertaining to the second type of inquiry. The Centre's present possibilities for dealing with the growing demands for assistance in this field would clearly need to be strengthened.

(iii) A reference was made in the introduction to detailed market studies on commodities of interest to a number of developing countries. Such studies have already been undertaken in respect of three representative types of products, each of which had been the subject of inquiry from several developing countries. These products are oilcakes, a primary product; citrus juices, a processed product; and plywood and veneer, manufactured products. Copies of the studies on citrus juices and plywood and veneer will be circulated to the Advisory Group to enable them to assess the usefulness of this approach. In view of the wide interest evinced by developing countries in such studies, it is proposed in the current year
to undertake in the first instance similar studies in respect of tanned leather and canned and frozen shrimps. The secretariat is of the view that such studies are not only of general assistance to the export promotion effort of a number of developing countries, but also have the specific merit of giving these countries the detailed information on the basis of which they can adapt their production and marketing techniques to the needs and requirements of particular markets. In this respect they provide a useful link with the programme of development plan studies on which the CONTRACTING PARTIES are currently also engaged. Further, because they examine market prospects for particular commodities, these studies are expected to be of assistance to developing countries in co-ordinating their efforts in the field of research, joint marketing, and programmes of collaboration with the trade in developed countries. Indeed, in certain instances, it might be useful for the Centre to arrange consultations between interested countries in order that these possibilities might be fully explored. The Advisory Group would, therefore, need to treat the preparation of these studies as one of the Trade Centre’s continuing activities.

(iv) The GATT Expert Group on trade and aid studies that examined the development plans of Uganda and Nigeria and their trade implications came to the conclusion inter alia that these countries needed special assistance in promoting certain traditional exports as well as new exports. One aspect of this assistance relates to product promotion and the other to building up of export promotion organs. The needs under the latter provide the prototype of a new line of activity for the Trade Centre and are dealt with separately later in this note. The needs under the former could be fitted into the present market survey and market inquiry activities, but would require a further enlargement of existing facilities.

A brief description of procedures for handling inquiries and their implications in terms of time and manpower is given below to help the experts to judge the net expansion in the Centre’s resources that would be required during the current year to carry out the programme already in hand and to expand the scope of the activities enumerated above.

Operations

Experience has shown that no documentation unit in the world can provide complete answers to the type of questions that are addressed to the Centre. The answer to every question has, so to speak, to be tailor-made. First, since a large part of the questions are inadequately framed, the Centre has to correspond
with the inquiring party in order that the question can be reframed in a meaningful way and its scope more sharply defined. The Centre then endeavours to collect as much of the information as possible from various sources in Geneva, both international and private. The information that the Centre can collect from private trading institutions in Geneva is limited, and in most instances correspondence with the Centre's liaison offices in governments and with its contacts in the private sector proves necessary. A few of our liaison contacts, especially in Europe, have been most helpful to us by putting us in touch with the right trading parties, even if they themselves were unable to furnish the required information. But the majority are still not in a position to furnish information to the Centre on imports into their respective countries - most of them, quite naturally, have as their principal function the promotion of their countries' exports, and their organization is oriented to deal with this function. Thus, in many cases, the Centre has been obliged to send out its market research officers to various European countries in order to collect information on the spot by interviewing government officials and traders. Such on-the-spot surveys are of course particularly unavoidable for the more detailed market studies referred to earlier.

It has been the general experience of the Centre that it takes some two or three months to give a complete answer to an inquiry involving information on commercial data such as trade channels, prices, quality standards, etc. Inquiries regarding commercial policy measures and other government regulations usually take a shorter time. The general market studies on products of interest to several countries however take about six to eight months to complete.

On an average a market research officer can deal during one year with a maximum of one major study and ad hoc trade inquiries on about twelve products in developed country markets or about eight products in developing country markets.

The Centre has asked its liaison agents in the developed countries to consider preparing studies on import opportunities in their respective areas for products of export interest to developing countries. To this end it has (a) sketched out desiderata; (b) distributed a short list of items of interest to developing countries, and (c) suggested the type of information that would be particularly useful (illustrative examples on this are articles appearing in the FORUM from Sweden, Japan, and Austria). A more adequate response to this approach would give valuable support to the Centre's activities in the field of market information.

The Centre, however, will, in any case, need to expand its own resources. The additional requirements of staff and resources are dealt with in the concluding part of the paper.
Along the general line of activity defined by the Advisory Group, the publications programme of the Centre has been designed: (a) to provide developing countries with effective media for publicizing their trade potential and the goods they are offering on world markets; (b) to provide know-how on marketing organization and export promotion techniques as well as information on trading channels and institutions in various countries.

The two main instruments for this activity are: (i) the International Trade FORUM; (ii) the Pamphlets Programme.

The FORUM is designed to serve the trade promotional needs of developing countries by:

(i) publicizing the export potential of developing countries;

(ii) analyzing opportunities for them to export to both developed and other developing countries;

(iii) discussing export marketing and promotional techniques;

(iv) discussing infra-structural export services, e.g. shipping;

(v) advertising the availability of training courses in export marketing and promotion, both arranged by the Centre and others;

(vi) listing changes in countries' commercial policies;

(vii) listing offers to buy or sell specific products of special interest to less-developed countries.

1965 operations

(i) Developing countries' export potential

In the course of five issues, the FORUM has already carried highly authoritative exposés of the general or sectoral aspects of the trade potential of twenty-five countries, among them, for example, the United Arab Republic and Nigeria; India and Pakistan; Colombia, Peru and Nicaragua; and Yugoslavia. A special effort has been made to provide a trade publicity medium for small countries such as the Central African Republic, Trinidad and Tobago, Jamaica and Paraguay, who do not have extensive publicity media of their own.
(ii) Import opportunities in developed and developing countries

The magazine carries analyses of export opportunities for developing countries in developed and/or centrally-planned country markets such as Sweden, Poland, Czechoslovakia, Canada, Japan and Austria, and tries to identify sales possibilities between developing countries (vide: "Expanding African Sales to Asia", FORUM Vol. I, No. 2).

(iii) Export marketing and promotional techniques

This covers marketing advice from buyers in developed countries based on their experience in merchandising the products of developing countries (e.g. the General Manager of Italy's Rinascente chain). An attempt is also made to project specific promotional techniques employed by governments and industries in both developed and developing countries that lend themselves to application in other developing countries.

(iv) Infra-structural export services

"Advice by example" on certain infra-structural export services such as shipping (the Netherlands); market research (Great Britain); sources of trade information (Belgium); and on merchandising matters such as quality control (Turkey); packaging (France); designing (Denmark); and name-branding (Argentina) is provided by contributions from both developed and developing countries.

(v) Courses in export marketing and promotion

The FORUM serves as a vehicle to publicize courses in export promotion in developed countries for officials from developing ones, arranged by or through the Centre in Great Britain, the Netherlands, Belgium, Italy, New Zealand and Ireland. It also assists in publicizing similar courses to which direct application can be made in the United States, Czechoslovakia, and through the International Chamber of Commerce.

(vi) Commercial policies

Every six weeks, alternately in the FORUM and its Supplement, news is given in the Commercial Policy Chronicle of changes in tariffs, import quotas, and currency control measures, affecting particularly the exports of the developing countries.

(vii) Trading opportunities

The Supplement of the FORUM also carries trade opportunity notes furnished by exporters from developing countries. Advance lists of trade fairs are also published.
I. EDITORIAL POLICY FOR 1966 AND 1967

Inasmuch as the FORUM, in its present form, seems to be satisfying a wide set of trade promotional needs, only one new departure from present policy, an addition, is anticipated, that is to publish abstracts of market surveys carried out by the Centre's own market research staff, as described in the section dealing with the Market Information Service.

II. OPERATIONS AND STAFF REQUIREMENTS

The editing and publication of the FORUM and its Supplement involves the following tasks:

(a) Editorial

First there is the editorial role of conceiving subjects for useful articles and soliciting them from authorities often thousands of miles away. A major problem is specialized personnel: it is a technical magazine that can only be edited by people who combine among them the varied skills of economists and linguists as well as journalists.

(b) Production

Articles must be checked for the accuracy of their statements, statistical charts, etc., through all the numerous production steps from the manuscripts, through to the final printed text in each of the three languages. On the graphic side it is not one magazine, but three, inasmuch as the different lengths of the same article in English, French and Spanish change the make-up of every page.

Pamphlets

Policy

The Pamphlets Programme supplements the FORUM in equipping national export promotion bureaux and exporters with basic trade and commodity data as well as information on trading institutions, channels, and techniques that most developing countries may have difficulty in securing through other sources. In 1965 productions under this heading covered the following:

1965 operations

As scheduled, four pamphlets of the first type (basic trade data) have been prepared since the last meeting of the Expert Group:
1. **Manual of Export Promotion Techniques**

This contains descriptions of export promotion techniques used by twenty-seven countries, of which nineteen developed and eight less-developed, in a form that will lend itself to comparative analysis and to use in development of informed trade promotional services and facilities by developing countries. There are separate English, French and Spanish editions.

2. **Manufacturing and Trading Associations and Product Promotion Organizations**

Twenty-eight countries (twenty-one developed and seven less-developed) are covered in this small directory, which makes available to export promotion bodies and exporters in developing countries lists of the key organizations dealing with their products, the organizations being manufacturing and sales associations or product promotion bodies from whom lists of traders and other information about the market for the product can be obtained. The edition is trilingual, i.e. key words indicating the activity of the different bodies appear in English, French and Spanish.

3. **Selected Bibliography for Export Promotion Centre Libraries in Less-Developed Countries**

This bibliography contains the names of some 700 books, directories and trade periodicals considered to be of key importance in the field of trade and marketing. It is divided into a functional section dealing with different aspects of trade and marketing and a geographical section dealing with different regions and countries.

4. **Trading Organizations of Countries with Centrally-Planned Economies**

Both exporting and importing bodies are listed. The products handled by each are shown in trilingual versions. For the moment, the lists are limited to GATT member or associated countries, but draft lists of trading organizations in other, non-GATT governments in this category are being cleared with them for publication. The object is to make available in a single volume, the lists of organizations in centrally-planned economy countries that are the purchasers or potential purchasers of developing countries' products.

**1966 operations**

It is intended that as the Centre's Market Information Service increases its output of surveys of world markets for products of export interest to many countries, the Centre's Pamphlets Programme will publish versions of international utility for general distribution. For example, a study of the market for
wood products, initially undertaken at the request of a single Latin American
country, was subsequently amplified and orientated for use by any wood-producing
country, in Asia, Africa or Latin America. The same is being done for citrus
products in a study based originally on an inquiry from a group of three African
countries; and for oilcakes as an animal feeding stuff. Other products of
multi-national interest will gradually be added, as the Market Information Service
is strengthened.

The Centre plans to continue its publication of pamphlets of special utility
to supporting export services, for example, censuses of market research and
training facilities especially suitable for developing countries; etc. In this
infra-structural field the advice particularly of developing countries will be
sought for a selection of a few among the following possible subjects, for
pamphlets.

(1) Market and marketing research organizations
(2) Training of government officials in export promotion
(3) Training in export marketing for industrialists and entrepreneurs
(4) Trade fairs
(5) Trade missions
(6) The role of private sector organizations in export promotion

(A detailed description of these pamphlets appears as Annex B.)

Pamphlets on the above subjects could be envisaged as working tools for
government export promotion services; export promotion services of the private
sector; and exporters themselves. This programme will be further developed in
1967.

Procedure

In most cases the pamphlets already produced involved considerable
preliminary compilation by the Centre's staff. The material was then checked
by the Centre's official liaison agencies, and finally edited by the Centre in a
form suitable for final publication.

TRAINING

Policy

The aim of the Centre's training programme is to give personnel actually or
potentially involved in export promotion in the developing countries the
opportunity to improve their knowledge and skills by participating in formal
courses or by receiving in-service training with export promotion bodies in
developed countries. This should, over the long term, reduce needs for
international assistance in the fields of market analysis, promotional techniques,
etc. arising from the lack of sufficiently trained personnel.
1965 operations

The Centre's training programme to date was summarized by the Director-General of the GATT in the last issue of the FORUM as follows:

"Arrangements have been made with the following national government agencies for the inclusion of 28 officials from developing countries in their respective national training courses, most of which have been specially designed for, or adapted to, the needs of trainees from developing countries: Office Belge du Commerce Extérieur; Irish Export Promotion Board; Italian Institute for Industrial Reconstruction; Netherlands Economic Information Service; New Zealand Department of Industries and Commerce, and Department of Agriculture; United Kingdom Board of Trade; and the United States Department of State in conjunction with the Agency for International Development. Candidates from the following countries have been placed in the training courses for the current year: Brazil, Ceylon, Colombia, Congo (Leopoldville), Ethiopia, Ghana, Indonesia, Iran, Kenya, Nigeria, Rwanda, Sierra Leone."

It will be seen that this training programme is an ad hoc one. Vacancies for study in national export promotion bureaux are sought by the Centre for candidates from developing countries and then advertised by circular to its liaison agencies and in the FORUM. An effort is then made to procure and fit candidates into the courses they desire, a complex operation administratively, but one which has been reasonably successful so far.

Up to now these courses have been chiefly of the nature of apprenticeships in the national export promotion bureau of the host country, although a couple (in the United States and the United Kingdom) have involved more formal training, which includes lectures and seminars as well as visits to commercial bodies.

They have differed also in the degree of financial subsidy for transport and maintenance they provide students.

1966 operations

For 1966 the United Nations Bureau of Technical Assistance Operations has generously agreed, experimentally, to provide students complete coverage for these expenses for a course in the Irish Republic. But this covers only four vacancies, and requires four-cornered, international paperwork to procure.

It is expected that in 1966 additional courses will be made available through the Centre by other countries for an even larger number of students.
It would, however, considerably facilitate the Centre's efforts to secure a larger number of training courses if a block allocation of funds for expenses of transport and maintenance could be secured.

The Advisory Group may also wish to recommend to the CONTRACTING PARTIES that GATT member governments endeavour to enlarge facilities that their official and semi-official trade promotion agencies can offer for such courses. Developed countries who have not yet provided such courses may be urged to do so. If such courses could also cover in each case transport and subsistence costs of candidates, more developing countries could benefit from them.

Centre-OAS study tour

The Organization of American States has asked the Trade Centre to arrange two study tours for eighteen trade promotion officials from Colombia, Ecuador and Mexico; one in Europe and one in the Pacific area. The Centre has taken up the proposal with its official liaison agencies in developed countries where there is at present no regular Centre-arranged course in trade promotion for officials from less-developed countries. Positive replies have so far been received from the Governments of Sweden, Finland, Japan, Belgium\(^1\), Switzerland and Norway.

**TRADE PROMOTION ADVISORY SCHEME**

1. The Centre has received requests for the provision of expert advice in two related fields: assistance in the establishment of export promotion services at the Government level and assistance in the solving of marketing problems at the trade level. At the present time specific requests have been received from four countries. There are, however, indications that a number of other countries have held back from making such requests because the Centre's programme does not provide for this service.

2. The nature of the assistance sought and that could be provided is described below in more detail.

**Assistance in the establishment of export promotion services at the government level**

Some developing countries already have the rudiments of an export promotion service; but many are only now seriously investigating what such services are required to do, and how they should set about it.

The Field Advisers sent out on mission to give counsel in this field would be senior counsellors recruited from national export promotion services with whom the Centre is in liaison.

\(^1\)Which however also took two ad hoc trainees from a less-developed country in 1965.
The field of their counselling will include:

- setting up or improvement of a trade intelligence service
- defining the export promotion activities of diplomatic and commercial representatives abroad
- a publications programme, e.g. trade opportunities listings
- the organization of trade missions (of both the survey and selling type)
- participation in trade fairs for maximum sales
- organizing facilities for training in export marketing and export promotion
- creation of ancillary export services where they are lacking (covering credit, freight handling, packaging, design, market research, publicity, etc.)

Assistance with marketing problems

Some developing countries are faced with problems of disposing of products at present produced or shortly to be produced as a result of development projects. They have an immediate marketing problem. Alternatively, if they could increase their marketing offtake, they could raise production.

The Field Advisers in this sector should have a trade rather than a government export promotion background. Acceptable experience would be: direct marketing activity, or marketing consultancy or market research work.

These Field Advisers would for particular products examine existing distribution channels and their improvement, market diversification, publicity methods, quality control, grading, standardization, design, packaging, market research, transportation methods, methods of preserving and storing produce, etc. The aim would be to solve short-term marketing problems, as well as lay the foundations for sound future marketing programmes.

This is an activity asked for by developing countries that would be clearly additional to the trade information and advisory services at present provided by the Centre. If it is to be undertaken, additional funds will need to be provided for the purpose.
1966 PROGRAMME

It would be necessary to envisage, for 1966, recruitment of an organizational cadre consisting of Trade Promotion Adviser (P4) and a bilingual secretary (G4). The Trade Promotion Adviser's main initial task would be to select and co-ordinate the field activities of four Field Advisers: two to work on establishing of services and two on marketing problems. Each of the Field Advisers would be recruited for a mission of three months' duration, involving a total of twelve man-months of field activity in all.

In view of the relatively high costs involved in sending out experts for fairly lengthy stays, total cost would be in the realm of $30,000 including staff, fees of contractors, travel and maintenance.

1967 PROGRAMME

For 1967, the Trade Promotion Adviser would be responsible for drawing up and implementing a field advisory service that can progressively be run by officers recruited to the GATT staff. This can be expected to involve a total cost (including travelling expenses) of $50,000 annually.

Trade Centre marketing course

So far the Trade Centre has been making arrangements to provide junior to middle-level officials with training in export promotion. The training facilities have been provided by various national agencies. The suggestion has been made that the Centre itself should in addition, run a study-cum-lecture course in marketing for senior government trade officials from developing countries.

In the present stage one four week lecture cum seminar could be envisaged. Some fifteen officials could be accommodated for such a course. The seminar director and lecturers could be requested from world-famous business schools and institutes such as: Harvard Business School, the Copenhagen Foreign Trade Institute, and the Vienna Hochschule für Welthandel.

The emphasis of the seminar would need to be placed on the adoption by developing countries of adequate export marketing methods and techniques. This would necessitate an examination and discussion of such matters as: marketing research and marketing action; prospecting new markets in hitherto unexploited geographical areas; the improvement of trade channels; the appropriateness of different forms of publicity (e.g. blanket consumer advertising, or selective trade advertising); all questions related to the improvement of a product's saleability (design, packaging, quality control, standardization); and all problems related to preserving, storing, and transporting products to export markets.
Operating such a course, even with the addition of outside discussion leaders, would, however, substantially change the nature of the Centre's operations. It may therefore be advisable for the Centre to consolidate its present functions and, for the new functions to be added beginning with the Trade Promotion Advisory Service; and assuming the additional task of a training course at a later stage.

**LIAISON ARRANGEMENTS**

**Policy**

A brief description of the Centre's liaison services and the rôle they are designed to serve was given in the introductory section of this paper.

**1965 operations**

In response to the Centre's invitation, the governments of all GATT countries and nineteen non-GATT countries, have nominated official liaison agents to the Centre. In addition to official liaison agents, the Centre has in certain countries contacts with the private sector - chambers of commerce, trade associations, marketing boards and the like. In the international and regional sphere it has liaison arrangements with almost all inter-governmental organizations operating in the trade field, as well as with non-governmental organs such as the International Chamber of Commerce. It also has working relationships with private organizations in the market research field. The Centre's liaison network includes a number of large firms and international trading companies in the developed countries who deal in products exported from developing countries, as well as international banks, shipping and insurance companies.

During 1965 the Centre has been able to strengthen its liaison with national governments in certain European countries. Two European governments are building up within their export promotion departments small units capable of supplying information on imports into their respective countries in response to requests from the Centre, which are almost continuous. Three other Western European governments have made officers available to the Centre at their own total expense for periods of six to twenty-four months in order to help deal with the backlog of market information cases. A number of the Centre's European liaison agents have given important assistance in dealing with Market Information Service cases. The positive response the Centre has had from a number of European countries in regard to training courses in export promotion constitutes the backbone of its training programme up to now.
1966 operations and requirements

The Centre intends to continue and to expand its efforts to make the liaison arrangements serve adequately the principal services offered by it to developing countries.

In particular, it would be important for further consideration to be given by the CONTRACTING PARTIES to the encouraging of national import research units, on the model of those being set up by two European governments, that would be devoted to researching import opportunities for developing countries' products. These units could act both in co-operation with the Centre and directly as a part of bilateral aid programmes. They could also be considered a service to the countries' own importers.

In some instances the studies on import opportunities to which a reference has also been made in the section on the Market Information Service could also be carried out on an ad hoc basis through business, universities and research institutes. The Advisory Group could endorse the helpfulness of this type of effort.
Because its staff is part of the secretariat of the CONTRACTING PARTIES and can make use of the material available in the various units of the secretariat, such as the Intelligence, Trade Policy, and Development Divisions, the Trade Centre has been run with a considerably smaller expenditure on staff and supporting resources than would normally be required for an operation of this magnitude. The Centre has also been able to utilize the general administration and translation services of the GATT. This represents a major saving on infrastructure facilities.

At their last meeting the Advisory Group recommended for 1965 a staff of sixteen persons for the Centre; half of these were to be professional staff and the other half general service staff. In the light of the rapid increase in the 1965 work-load, however, this staff proved to be insufficient in number, and supplementary ad hoc assistance was necessary. This assistance has been provided in three ways:

(i) through the secondment of three officers for periods of six months and upwards from national governments (Austria, France, Italy);

(ii) by the temporary secondment of one official and one secretary from another department of the GATT secretariat;

(iii) by the hiring of one officer on contract on a temporary basis.

Set out in the table below are the estimated staff requirements for 1966 and 1967, together with an estimate of the costs involved. These requirements are based both on a rationalization of the staff structure established to meet the actual 1965 needs, which contained a large element of improvisation, and on a realistic provision for the additional needs created by the demands on the Centre's activities identified in the earlier sections of this paper. Treated separately in Section III below is the question of the Centre giving assistance in the establishment of trade promotion services, and the estimated costs thereof.
<table>
<thead>
<tr>
<th>Staff at 28 February 1966</th>
<th>Additional Staff Required 1966</th>
<th>Additional Staff Required 1967</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Director</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deputy Director</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative Clerk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secretary on loan from the secretariat</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Market Information Service</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Officers</td>
<td>2 Market researchers</td>
<td></td>
</tr>
<tr>
<td>3 Officers on loan (national)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Officer on contract</td>
<td>1 Statistical clerk</td>
<td>1 Statistical clerk</td>
</tr>
<tr>
<td>2 Documentalists</td>
<td>1 Secretary</td>
<td>1 Secretary</td>
</tr>
<tr>
<td>1 Secretary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Statistical clerk on loan</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Publications Service</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Officers (of which 2 on half time)</td>
<td>1 Editor</td>
<td>1 Editor</td>
</tr>
<tr>
<td>1 Graphics assistant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Trilingual secretary</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Circulation clerk</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Training Programme</strong></td>
<td></td>
<td>1 Training Officer</td>
</tr>
<tr>
<td>1 Officer on temporary loan from the secretariat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Secretary</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Translation and General Services</strong></td>
<td>2 Translators</td>
<td>1 Translator</td>
</tr>
<tr>
<td></td>
<td>2 Stenographers</td>
<td>2 Stenographers</td>
</tr>
<tr>
<td></td>
<td>1 Clerk</td>
<td></td>
</tr>
</tbody>
</table>
I. Requirements - 1966

A. Staff

Market Information Service

As has already been explained, a market research officer can, on an average, deal in a period of a year with one major study on a product and other enquiries covering from five to twelve products, depending on how many of these relate to markets in developed and how many to markets in developing countries respectively. On a minimum assessment based on the 1965 programme, the Market Information Service should be prepared to deal with requests for market data on between 100 and 150 products. Over the same period, the Centre expects to undertake about five major product studies. These tasks require a total of ten officers, of which three are already on the permanent staff of the Centre. It is pre-supposed that the Market Information Service would continue to retain the three market research officers and one statistical clerk on loan and that arrangements for their replacement would be made whenever this became due. Further reference is made in Section IV below to the question of the secondment of additional staff to the Centre from national governments.

The Publications Service

Another editor is required to permit, (a) a further development of the FORUM's present coverage, in particular all aspects of market and trade promotion problems; and (b) the more effective organization of the pamphlets programme as described in the earlier sections of this note.

Training Programme

The work under this head involves placing candidates from developing countries on training courses in developed countries made available or specifically arranged at the request of the Centre; and includes correspondence and advice both to the host governments and governments of developing countries sponsoring candidates. The number of vacancies on such courses is likely to double in 1966. At present this work is being done by an officer seconded from the GATT secretariat staff, and there would be need to make the services of an officer available to the Centre on a continuing basis.

Translation and General Services

The translation work of the Centre is handled by the translation staff of the secretariat. With the increase in the number of market enquiries and of the publications work, however, the need for supplementing the existing translation and general services has made itself felt, and temporary personnel has had to be hired on many occasions.
Travel

The operations of the Market Information Service also entail expenditure on travel in connexion with on-the-spot market research, for which no separate provision has been made until now but for which a specific allotment will become necessary in the future.

B. Costs

On the basis of the details furnished above, additional cost of staff increases on the Market Information Service, the Publications Programme and the Training Programme, with supporting costs relating to printing, distribution, staff travel, etc., would be approximately $85,000 in 1966.

II. Requirements - 1967

A. Staff

The following is a tentative estimate of the additional staff proposed for 1967 over the requirements for 1966.

Market Information Service

1 Statistical clerk
1 Secretary

Publications Service

1 Editor

Training

1 Training Officer (to replace the one at present on secondment)

Translation and General Services

1 Translator and 2 Stenographers
1 Clerk

B. Costs

The estimated costs of the 1967 proposals would be $123,500 over the figure for 1966.
III. Assistance in establishing a Trade Promotion Service

This would represent a new activity for which no staff or other provision exist at present and would need to be organized on the basis of:

(i) ad hoc visits for varying periods by the Centre's own staff;

(ii) ad hoc recruitment of experts for specific assignments.

The staff of the unit could be built up gradually in the light of requests received from governments. In the initial stages, the Centre could, with a two-man cadre, concentrate on the recruitment of experts to meet this operation on the basis of a lump-sum provision for expenditure on the salaries of staff and consultants, and transport and maintenance on missions. The 1966 budget for such an operation, predicated on one staff officer, one bilingual secretary and contract consultants for a total of twelve man-months would be about $30,000. In due course, however, more and more such experts would need to be attached on a continuing basis to the staff of the Centre. The 1967 budget for this operation would be of the magnitude of $50,000.

IV. Budget Implications

If the above proposals are adopted there is a definite limit to what can be provided from normal GATT resources in 1966; there have already been considerable drawings on the Working Capital Fund. Likewise, adoption of the proposals for 1966 and the additional proposals for 1967 would involve a fairly substantial increase in the budget, unless alternative methods of financing can be found. This is why, in the above proposals, stress has been put on the secondment to the Centre of staff from national governments.

It is suggested that individual governments could render important assistance and relieve the strain on the normal budget in one or in both of the following ways: (a) by financial contributions on a unilateral basis; (b) through the secondment from national services of trade promotion officials to serve with the GATT Trade Centre for a period of at least six months; in this connexion the need for reasonable continuity has to be stressed. Mention should also be made of the valuable assistance rendered through scholarships for training courses in developed countries for candidates from developing countries. Whenever possible, an extension of this form of assistance to cover other developed countries would be particularly welcome. This would, moreover, diminish the need for consideration to be given to the question of the Centre running training courses of its own, which would be a complex and expensive exercise.
On the question of procedure it is suggested that the Advisory Group consider making recommendations to the CONTRACTING PARTIES as to the scope and nature of the activities which the Centre should undertake, having regard to the financial implications. It can be envisaged that, as was the case in 1965, the recommendations of the Advisory Group would, after consideration and approval by the Committee on Trade and Development, be considered first by the Budget Committee and then by the CONTRACTING PARTIES at their forthcoming session.

As far as the proposals for 1967 are concerned, it would be hoped that the recommendations of the Advisory Group would be endorsed in principle by the CONTRACTING PARTIES at their forthcoming session and that the financial implications would be considered by the Budget Committee when it meets in September, by which time the secretariat would hope to have a clearer picture of what resources would be forthcoming on a unilateral basis from governments, and what could reasonably be suggested for inclusion in the GATT Budget.
## ANNEX A

**Market Information Service Inquiries Received in 1965**

### AFRICA

<table>
<thead>
<tr>
<th>Country</th>
<th>Source</th>
<th>Products/Subject</th>
<th>Information Requested</th>
<th>Which Markets</th>
<th>Action Taken</th>
</tr>
</thead>
</table>
| A       | Government | (a) Sunflower seed  
(b) groundnuts  
(c) castor seed  
(d) papain  
(e) haricot beans | Trade pattern, grading specifications, and quality standards, prices over a period, importers | Western Europe | Information supplied |
<p>| B       | Government | Citrus fruits and juices | Complete market and marketing study | Western Europe and Canada | Work completed for part of Western Europe. Canada not commenced |
| C       | Sponsored | Fruit and vegetables both fresh and preserved especially citrus, apricots, tomatoes, asparagus, artichokes and haricot beans | Commercial policy measures, market data such as can sizes, quality, packing requirements, price and trade channels | West Germany, United Kingdom, Scandinavian and Switzerland | Work in progress |
| D       | Government | Woollen carpets - mohair type, five varieties | Market opportunities, competition, prices | Centre to select markets | Work in progress |
| E       | Government | Goods imported into a European country - a variety of products at present exported or having export potential for inquiring country | Statistical and commercial policy information to country enable a decision regarding participation in a trade fair in 1966 | One European | Information supplied |</p>
<table>
<thead>
<tr>
<th>Country</th>
<th>Source</th>
<th>Products/Subject</th>
<th>Information Requested</th>
<th>Which Markets</th>
<th>Action Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>G</td>
<td>Private trader</td>
<td>Tropical products, especially piassava, sea-shells, scrap iron, pepper, African craft products</td>
<td>Methods of financing exports, contacts with importers in industrialized countries</td>
<td>To be selected by Centre</td>
<td>Information supplied</td>
</tr>
<tr>
<td>H</td>
<td>Private firm</td>
<td>Cottage industry products e.g., wood carvings, skin shields and masks</td>
<td>To be put in touch with importers</td>
<td>European countries</td>
<td>Work not yet commenced</td>
</tr>
<tr>
<td>Country</td>
<td>Source</td>
<td>Products/Subject</td>
<td>Information Requested</td>
<td>Which Markets</td>
<td>Action Taken</td>
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</tr>
<tr>
<td>A</td>
<td>Government</td>
<td>Forty light industry products</td>
<td>Trade pattern and trends, tariffs, import restrictions and other trade policy measures, including measures to protect infant industries</td>
<td>Six countries in Southern and Eastern Africa</td>
<td>Information supplied</td>
</tr>
<tr>
<td>B</td>
<td>Government-sponsored export council</td>
<td>Wool and woollen textiles</td>
<td>Market potential generally to help decide in which markets sales effort should be made</td>
<td>To be selected by Centre</td>
<td>Work not commenced as inquiry is too general; to be discussed with export council in order to limit scope</td>
</tr>
<tr>
<td>B</td>
<td>Private firm</td>
<td>Twist drills and threading taps</td>
<td>Quantities imported, main supplying countries, names of principal importers</td>
<td>Selected Western</td>
<td>Information supplied</td>
</tr>
<tr>
<td>B</td>
<td>Government-sponsored export corporation</td>
<td>Seven varieties of silk and cotton textiles</td>
<td>Marketing possibilities, price, quality and colour requirements, etc.</td>
<td>Switzerland</td>
<td>Information supplied</td>
</tr>
<tr>
<td>B</td>
<td>Private firm</td>
<td>Hardboard, egg-trays</td>
<td>General market prospects to enable firm to decide on which of the products it should concentrate its production effort for export</td>
<td>General</td>
<td>Part of information supplied</td>
</tr>
<tr>
<td>Country</td>
<td>Source</td>
<td>Products/Subject</td>
<td>Information Requested</td>
<td>Which Market</td>
<td>Action Taken</td>
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</tr>
<tr>
<td>C</td>
<td>Private firm</td>
<td>Sheep and goat-skin, goat-hair, beeswax, figs, hazelnuts, fish oil</td>
<td>Contacts with importers</td>
<td>Twenty-two countries in Europe, Africa and Asia</td>
<td>Information supplied</td>
</tr>
<tr>
<td>C</td>
<td>Government</td>
<td>A range of cotton finished goods</td>
<td>Prices</td>
<td>Representative main markets to be selected by Centre</td>
<td>Some information given, with addresses of parties whom inquirer could contact directly</td>
</tr>
<tr>
<td>C</td>
<td>Government</td>
<td>Perishable fruit and vegetables (in particular fresh figs, grapes, apricots, peaches)</td>
<td>Special measures designed to provide some guarantee or insurance to exporters or producers; types of insurance contract; methods of financing; experience of such operations in other exporting countries</td>
<td>World and especially Argentina, Australia, France, Italy, Netherlands, Spain</td>
<td>Information supplied</td>
</tr>
<tr>
<td>D</td>
<td>Government</td>
<td>180 export products, the majority of them manufactures</td>
<td>Customs tariffs, import restrictions and other trade policy measures</td>
<td>Italy (EEC), Austria, Switzerland</td>
<td>Information supplied</td>
</tr>
<tr>
<td>E</td>
<td>Private firm</td>
<td>Spices, mica, mica scrap, medicinal herbs</td>
<td>Countries where exports could be developed and names of importers</td>
<td>To be selected by Centre</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>E</td>
<td>Private firm</td>
<td>Papain, coconut shell charcoal</td>
<td>Names of leading direct users; also importers interested in agency arrangements</td>
<td>Western Europe</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>Country</td>
<td>Source</td>
<td>Products/Subject</td>
<td>Information Requested</td>
<td>Which Market</td>
<td>Action Taken</td>
</tr>
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</tr>
<tr>
<td>E</td>
<td>Private firm</td>
<td>Canned diced papaw and papaw juice</td>
<td>Market prospects - names of interested importers or direct users</td>
<td>Western Europe countries to be selected by Centre</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>E</td>
<td>Private firm</td>
<td>Sole crepe rubber, foam rubber, foam rubber mattresses and upholstery materials; fresh coconut, desiccated coconut, coconut fibre products, e.g. rope, rugs and matting</td>
<td>Names of importers</td>
<td>EFTA countries</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>F</td>
<td>Government</td>
<td>Canned curried meat</td>
<td>Import statistics, commercial policy measures and general appraisal of market prospects in anticipation of sending out a trade mission</td>
<td>Nigeria, Ghana, Ivory Coast, Guinea, Congo (Leopoldville), Congo (Brazzaville), Kenya, Uganda and Tanzania</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>F</td>
<td>Government</td>
<td>Large range of products</td>
<td>Import statistics, import controls and procedures, and names of import organizations</td>
<td>One European country</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>F</td>
<td>Government</td>
<td></td>
<td>Consolidated customs duties, import regulations and lists of official and private bodies responsible for trade questions - this information is requested in preparation for a trade mission</td>
<td>Eight African countries</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>Country</td>
<td>Source</td>
<td>Products/Subject</td>
<td>Information Requested</td>
<td>Which Markets</td>
<td>Action Taken</td>
</tr>
<tr>
<td>---------</td>
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<td>-------------------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td>---------------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>A</td>
<td>Government</td>
<td>Fruit juices</td>
<td>All commercial data - market trends, prices, trade channels, names of importers, etc.</td>
<td>Belgium, Denmark, France, Germany, and supplied in respect of the United Kingdom, Germany, and the Netherlands</td>
<td>Work completed</td>
</tr>
<tr>
<td>A</td>
<td>Government</td>
<td>Cotton yarn - a specific type</td>
<td>Imports during past five years, import duties and regulations, State trading, current prices, future prospects for imports</td>
<td>Principal markets - to be selected by Centre</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>B</td>
<td>Government</td>
<td>Rayon staple fibre of given specifications</td>
<td>Prices</td>
<td>Principal Western European markets</td>
<td>Part of information supplied markets</td>
</tr>
<tr>
<td>B</td>
<td>Government</td>
<td>Strings and ropes of henequen (for baler twine); certain tropical fruit juices; canned pineapple; certain other preserved fruits and vegetables</td>
<td>All commercial and market data</td>
<td>Principal Western European markets</td>
<td>Initial inquiries made. Action suspended until receipt of further particulars and specifications from inquiring party</td>
</tr>
<tr>
<td>C</td>
<td>Government</td>
<td>High quality cigars</td>
<td>Names of suitable importers with whom sole agency arrangements could be negotiated</td>
<td>One Western European country</td>
<td>Information dispatched</td>
</tr>
</tbody>
</table>

**LATIN AMERICA (including Caribbean)**
<table>
<thead>
<tr>
<th>Country</th>
<th>Source</th>
<th>Products/Subject</th>
<th>Information Requested</th>
<th>Which Markets</th>
<th>Action Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>Government</td>
<td>Bananas</td>
<td>Trade policy measures, import and consumption pattern and market data, e.g. distribution channels, future market potential, prices, importers, etc.</td>
<td>One Western European country</td>
<td>Information dispatched</td>
</tr>
<tr>
<td>D</td>
<td>Semi-Government, Trade Promotion Committee</td>
<td>Various species of wood, castor seed, semi-tanned leathers, hardboard and chipboard</td>
<td>Assistance in export promotion generally, advice on which markets might be exploited, names of importers, etc.</td>
<td>To be selected by Centre</td>
<td>Work suspended until receipt of further information from inquiring party</td>
</tr>
<tr>
<td>D</td>
<td>Private firm</td>
<td>Hosiery items, stretch yarn, fabrics of nylon and acetate knit</td>
<td>To be put in touch with importers</td>
<td>Nigeria and Rhodesia</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>E</td>
<td>Government</td>
<td>Meat and livestock</td>
<td>Current (revised) veterinary regulations in France; harmonization of legislation within EEC</td>
<td>France, EEC</td>
<td>Information dispatched</td>
</tr>
<tr>
<td>E</td>
<td>Government</td>
<td>New industrial products - several</td>
<td>Commercial policy measures and trade and marketing data to enable exporters to begin exploiting the most promising markets</td>
<td>Western European countries to be selected by Centre</td>
<td>As this inquiry is extensive, the Centre is discussing with the Government concerned to determine most effective way to assist this trade promotion effort on broad front</td>
</tr>
<tr>
<td>Country</td>
<td>Source</td>
<td>Products/Subject</td>
<td>Information Requested</td>
<td>Which Market</td>
<td>Action Taken</td>
</tr>
<tr>
<td>---------</td>
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<td>-----------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>E</td>
<td>Government</td>
<td>Fruit juices</td>
<td>Commercial policy measures and other government regulations and all trade market data</td>
<td>Western European countries</td>
<td>Work completed and supplied in respect of three markets; United Kingdom, Germany, the Netherlands</td>
</tr>
<tr>
<td>E</td>
<td>Private firm</td>
<td>Fish products, especially frozen fillet of whiting</td>
<td>Market potential, trade channels and marketing problems</td>
<td>Western Europe</td>
<td>Work not commenced</td>
</tr>
<tr>
<td>F</td>
<td>Government</td>
<td>Asphalt, cotton and rayon textiles, soluble coffee</td>
<td>General market information to enable selection of markets where promotion effort may be launched</td>
<td>To be selected by Centre</td>
<td>Information supplied on soluble coffee. Work on the rest not commenced</td>
</tr>
<tr>
<td>G</td>
<td>Private firm</td>
<td>Plywood and veneer</td>
<td>Names of importers, tariffs and import regulations, prices, present supplying countries, quantities consumed</td>
<td>Western Europe</td>
<td>Information supplied</td>
</tr>
</tbody>
</table>
### EUROPE

<table>
<thead>
<tr>
<th>Country</th>
<th>Source</th>
<th>Products/Subject</th>
<th>Information Requested</th>
<th>Which Markets</th>
<th>Action Taken</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Government</td>
<td>Fibreglass boats, speedboats, dingies, canoes</td>
<td>Market information and names of importers</td>
<td>Western European countries - to be selected by the Centre</td>
<td>Supplied by the Centre</td>
</tr>
<tr>
<td>A</td>
<td>Private firm</td>
<td>Copper and stainless steel costume, jewellery</td>
<td>Tariffs and importers</td>
<td>Western European countries - particularly EFTA</td>
<td>Supplied by the Centre</td>
</tr>
<tr>
<td>B</td>
<td>State factory</td>
<td>Furniture</td>
<td>Commercial policy measures, Middle East, market information, names of importers</td>
<td>Information supplied</td>
<td></td>
</tr>
</tbody>
</table>

### UNITED STATES

A firm which makes small wooden objects wished to have addresses of wood fabricators and exporters in developing countries who could supply objects made in native woods to specifications given by the American firm. Information supplied
ANNEX B

Proposed Pamphlets

1. Market and Marketing Research Organizations

There is an existing American directory strong on United States marketing research organizations but rather incomplete for the rest of the world. Some of our liaison agencies have sent us lists that could be used as a basis for a more complete directory covering all countries outside the United States. In each case the name, address, staff strength, staff qualifications, and research specialization would be sought. These details could be obtained by circularizing the organizations themselves.

2. Training of Government Officials in Export Promotion

This would be an inventory of methods used by different governments to train export promotion officials, either for service abroad or to man the home export promotion services.

It would be based on answers received to a questionnaire to be sent to our official liaison agencies in developed and developing countries.

3. Training in Export Marketing for Industrialists and Entrepreneurs

Export Marketing is a branch of the management sciences, and it is not always possible to separate it from the body of these sciences. However, for most countries it should be possible to list institutions giving education and training in marketing with special reference to the exporting aspect. Such institutions are Business Schools, Export Institutes, Marketing Institutes, Foreign Trade Institutes, Polytechnics and Universities with marketing as a branch of studies, etc.

Our official liaison agencies should be able to furnish us with these lists, giving for each institution its specialized field of instruction, the length of the course and the type of diploma or degree obtained.

4. Trade Fairs

Although trade fairs have been touched on briefly in the export promotion techniques pamphlet, this pamphlet would go into the whole question more thoroughly. It would consist of:
(a) The policy of governmental export promotion services with respect to fairs, i.e. whether there will be national participation, subvention of participation by private firms, etc., and the criteria for making such decisions.

(b) Lists of private bodies concerned with organizing fairs or fair participations, or publicizing information about fairs.

(c) A bibliography of books or directories dealing with fairs.

This pamphlet would involve both obtaining information from our official liaison agencies, and from such bodies as the ICC and the Union Internationale des Foires.

5. Trade Missions

This again is a subject dealt with to a degree in the export promotion techniques pamphlets, but is also an extensive subject worthy of deeper analysis in itself.

The different types of mission would be analysed, and the ground-rules for organizing them could be outlined.

The pamphlet would be based on the experience of different countries as described to us at our request by our liaison agencies in the national trade promotion organizations.

6. The Role of Private Sector Organizations in Export Promotion

Chambers of Commerce, Manufacturers' and Trading Associations, Export Councils, and organizations specializing in the study of or relations with different parts of the world, may be involved in export promotion to a greater or lesser extent. This pamphlet would describe the kind of export promotion work being done by these organizations in various countries, thus indicating the potential for similar activity in less-developed countries.

Our official liaison agencies should be able to help with basic material; and they could also put us into direct touch with some of the more important of their private sector organizations working in this field, from whom we could obtain additional material.