Introduction

1. The present report reviews briefly the manner in which the work of the Trade Centre has been carried forward on the basis of the recommendations made by the last meeting of the Group of Experts (L/2574), and draws attention to developments during the past year that need to be considered by the Advisory Group for the purpose of making an appraisal of the future work programme of the Centre. It also makes suggestions with respect to the direction of future action, indicating the budgetary implications. The discussions on the work of the Centre at the meeting of the Trade and Development Committee held in Punta del Este in January of this year are particularly relevant since: "The Committee recommended that the various suggestions concerning the Centre's activities made in the course of the discussions should be carefully examined by the Group of Experts on Trade Information and Trade Promotion Advisory Services".

2. The organization and operational structure of the Centre are set out in Annex A. This pattern has evolved under the guidance of the Advisory Group and in response to specific requests for trade promotion assistance from the developing countries. The Centre's main tasks as defined at the first Advisory Group meeting in 1964 are to provide developing countries with information on export markets and marketing and to help them both to develop their export promotion services and to train the personnel required for these services. The original pattern has never been significantly deviated from, although certain changes of emphasis have proved necessary in the light of the demands made upon the Centre's services and in order to introduce a meaningful order of priorities. These changes have been made by the Centre in consultation with the Advisory Group as and when the need for them became evident. In all, a total of seventy developing countries - both contracting parties and non-contracting parties - have used the Centre's services.
3. In its initial years, the Centre has paid particular attention to the provision of information that would be of immediate value to the developing countries in their export promotion efforts. The Market Information Service and the Publications Programme have provided these services.

4. Experience has, however, shown both to the Centre and to the many developing countries who have used the Centre's Information Services that provision of information by itself would have a limited impact on export promotion unless there was the necessary organization with trained personnel in the developing countries capable of organizing export promotion on the basis of such information. This realization has been reflected during the past year in the significant interest in training in export promotion and in the number of requests for assistance in setting up export promotion services. This concern was echoed at the Punta del Este meeting of the Trade and Development Committee; and there was general consensus among developing and developed countries that the Centre should pay increasing attention in the future to the establishment in the developing countries of institutions and services for export promotion as well as to the training of the necessary personnel.

5. In the light of these considerations it is therefore apparent that the forthcoming period should see far greater emphasis given by the Centre to the Trade Promotion Advisory Service and to the Centre's Training Programme. For the Market Information Service and the Publications Programme, on the other hand, the period should be one of consolidation.

Trade Promotion Advisory Service

6. The Trade Promotion Advisory Service was launched immediately after the last meeting of the Advisory Group and has already undertaken five missions: to Algeria, Brazil, Indonesia, Uganda and Zambia. These on-the-spot missions, normally of three-months' duration, vary in scope from assisting to establish or improve a country's general export promotion organs, to counselling on setting up specific export marketing bodies and services. They have been accomplished partly by the Centre's own staff; partly by experts furnished by the Centre's national liaison agencies in Australia, France and the Netherlands, at their own expense, with the Centre occasionally covering the cost of intercontinental transport; and, finally, by paid experts recruited by the Centre.

7. Basically all requests for such assistance can be classified into two groups:

(a) assistance in organizing export promotion bodies and services at the governmental or quasi-governmental level; or ancillary export services such as export credit insurance, etc.; and

(b) assistance in dealing with export marketing problems of specific products.
Requests in the first group need advisers with a wide range of experience in the formulation of government export policies and the organization of national export promotion services at home and abroad, together with some specialists with a detailed knowledge of such fields as export publicity, fiscal and financial export incentives and quality control schemes. The requests in the second category generally require specialists with expertise in particular marketing and trade fields, e.g. agricultural marketing boards, merchandising techniques, etc.

8. If, as urged at the Punta del Este meeting of the Trade and Development Committee, the Trade Promotion Advisory Service is to be given the desired added emphasis, means will have to be found of coping with the increasing demands on this service without detriment to the other established services of the Centre. It should be remembered that, as emphasized by the Trade and Development Committee, the establishment of export promotion services in the developing countries would, in the long run, enable these countries to deal with their export promotion and marketing problems with a minimum of assistance from outside agencies.

9. The advisers needed by the Trade Promotion Advisory Service are of the senior executive or specialist category. Moreover, their on-the-spot counselling in developing countries involves considerable expenditure on intercontinental travel. These facts are relevant to the question of the resources required to enable the Centre to increase its activity in this field.

10. The Centre's own staff for this Service at present consists of one Trade Promotion Adviser. On the basis of: the five missions already accomplished; nine pending requests; and additional requests that will probably arrive in the balance of 1967 and in the course of 1968, a conservative estimate is that the Centre will have fifteen requests for this service in 1968. Even on the assumption that developed countries will unilaterally assume the burden of staffing some such missions, if the Trade Promotion Advisory Service is to be equipped to meet these anticipated demands, it is necessary to have on the regular staff of the Centre a cadre of three officers (i.e. two in addition to the present one) with a wide range of experience in the formulation of government export policies and the organization of national export promotion services. A consideration to be borne in mind is that the Centre should have a group of officers competent among them in the three official languages, in order to service requests from English, French and Spanish speaking countries. In addition there should be temporary assistance funds to cover at least three missions of the specialized nature above-mentioned, for which the Centre would have to pay the fees of experts recruited and briefed by it, as well as travel and maintenance for them.
11. The cost of the two additional staff advisors would be of the order of $30,000. Allowance should also be made for intercontinental travel and maintenance for Centre personnel on nine missions; and of fees and travel of hired or seconded personnel respectively for three more. The total increase proposed for the Trade Promotion Advisory Service would therefore amount to $69,100.

Training

12. Up to now, because of lack of budgetary resources for operations in the training field, the Centre has been totally dependent on the generosity of its liaison agencies for the provision of training in export promotion in their respective countries for candidates from developing countries nominated by the Centre. Normally, these facilities are made available by the foreign trade departments of the governments concerned: many countries have provided in-service training facilities and/or formal courses; while others have received group trade-study tours.

13. During 1966, forty-four trainees from twenty-three developing countries were placed in courses offered by Belgium, France, Ireland, Italy, the Netherlands, New Zealand and the United Kingdom. Arrangements were also made for group study tours for thirteen trade promotion officials from seven Latin American countries. The host countries were Australia, Belgium, Canada, Denmark, Israel, Japan, New Zealand, Norway, Sweden and Switzerland; and the cost of international travel was borne by the Organization of American States. A second such tour is being negotiated for the end of 1967. Italy and Germany programmed individual trade tours for Centre nominees.

It is estimated that during 1967 over one hundred candidates from developing countries will have been placed by the Centre in co-operative courses and its own.

14. In 1967 the Centre will provide a course leader for an international seminar in export promotion for thirty senior French-speaking African officials to be held in the Federal Republic of Germany and Geneva in co-operation with the German Foundation for Developing Countries. The Centre will also co-sponsor, in conjunction with the Industrial Marketing Research Association, a seminar in marketing research techniques for the commercial attachés of developing countries in London.

15. In accordance with the Advisory Group’s recommendations at its last meeting, the Centre has prepared a study of a Centre-based training course together with the budgetary implications. Briefly, the course would consist of (a) six weeks basic and theoretical training in a higher business institute; followed by (b) four weeks in-service training and/or observation in governmental and private export promotion organizations; followed by
(c) two weeks intensive project work by the trainees on the trade promotion problems of their countries, at the Trade Centre itself. The Centre would furnish supervisory personnel for the period at the business institute, make the necessary logistic arrangements for the external in-service training, and furnish staff to conduct the in-Centre assignments. In preparing this study the Centre has taken into particular account the views expressed by the forty delegates from developing and developed countries at its Symposium on Training in Export Promotion in May 1966.

16. Thanks to the generosity of the Swedish Dag Hammarskjöld Foundation, the Centre will this year be able to put into operation the course scheme outlined above. The contribution of the Foundation covers the costs of the course, including travel and stipends of candidates. The Centre is absorbing the cost of its own personnel in its own overhead, not without strain inasmuch as a Centre course had not originally been planned for 1967.

17. As stated above (paragraph 5) it is considered that the Centre's Training Programme should, together with the Trade Promotion Advisory Service, be given added emphasis. It is essential that the invaluable co-operative courses made possible through the generous collaboration of national governments should be continued and, wherever possible, extended. It is also considered that efforts should be made to establish a Centre-based course as a regular feature of the Centre's overall services to developing countries. At the Punta del Este meeting of the Trade and Development Committee, there was general support for the organization, under the direct supervision of the Centre, of a training course orientated to the special needs of the developing countries.

18. The cost of such a course is in the realm of $75,000, including intercontinental and intra-European travel and students' stipends. It is to be hoped that, as is the case for 1967, the necessary unilateral assistance will be forthcoming to finance a Centre-based course in 1968. Similarly, it would be hoped that such unilateral assistance might be forthcoming in years subsequent to 1968 but, if this proved not to be possible, the inclusion of the necessary provision in the Centre's own budget would have to be envisaged.

19. Under consideration for 1968 is a series of quarterly three-day seminars on different aspects of export promotion to be given in Geneva primarily for commercial counsellors of developing countries located in Europe, with the collaboration of experts from developed countries obtained from and/or through the Centre's liaison agencies in these countries.
Market Information Service

20. The Centre has been able to keep up with the enquiries its Market Information Service is called upon to handle by adhering more rigorously than in the past to the criterion of according priority to enquiries from governments and trade associations. This Service has also received invaluable help from the governments of developed countries through the secondment of officers, generally for the period of a year. During 1966 officers were seconded by Austria, France, Italy, Norway and Switzerland (some representing renewals from past years); one each has been promised by the United States and Sweden for September 1967, and two others are likely to be made available within the year. Up to the end of April 1967 thirty-two developing countries had used the Market Information Service and over sixty ad hoc market reports had been supplied to them.

21. Among the bigger projects, three extensive market surveys covering selected European countries were published on oilcakes, rice and shrimp and prawns, all of which are products of export interest to a large number of developing countries. The provisional study on citrus juices, done in 1965, was thoroughly revised in 1966 and its coverage of countries was expanded. In response to a request from the Food and Agriculture Organization, the Centre also prepared a study of the organization of the primary market for tea, which was submitted by the FAO as a conference document at the Second Ad Hoc Consultation of Tea Producers and Consumers held in London in February of this year.

22. Among the Centre's published market surveys is a preliminary assessment of markets for twenty-seven selected export products of Uruguay in forty-four African and Asian countries. This survey was carried out at the request of the Government of Uruguay. It will be recalled that the last meeting of the Advisory Group recommended that the Centre should pay special attention to the possibilities of promoting trade between developing countries. The same point received considerable emphasis at the Punta del Este meeting of the Trade and Development Committee. While the Centre has been giving increasing attention to such studies it needs to be recognised that, because of the lack of readily available data, the demand that they make on the Centre's Services is quite considerable.

23. During the current year major product market surveys have been started on sawn timber; canned meat; leather and cottonseed oil, all of them in response to requests from various developing countries. In order that the Centre may be able to respond more effectively than in the past to several diverse enquiries in the field of processed foods, a general study of the marketing and promotion of processed foods in Western Europe is being made. The results of this study should provide basic data for dealing with individual inquiries. A request from two countries separately for a major market survey on certain aspects of trade in jute products is being examined.
24. For 1968, six market surveys on items that come within the following product
groups are currently being considered: machine tools, electrical equipment,
processed foods and rubber and plastic goods. If any additional major product
surveys were to be undertaken in 1968, this could be done only through the
donation of more research personnel from institutions in the developed countries
than presently anticipated.

25. It must be emphasized that the market research done by the Centre is different
from the research on trade matters carried out in most international
organizations: the Centre's market research work aims at providing market
information and trade data that is of immediate utility to exporters in developing
countries. This type of information in most cases can be collected only through
on-the-spot investigations and interviews with traders and trade associations in
the markets selected for study. It is not unusual for Centre researchers to
visit as many as ten countries and to interview as many as ten traders per
country, often in different cities. Such investigations of markets in both
developed and developing countries need travel funds that may seem comparatively
heavy, but this is unavoidable if the character of the Centre's market surveys
is to be maintained and improved. Indeed the favourable observations from
developing countries on the value of the Centre's market studies result from the
practical utility of these studies to their exporters. A conservative estimate
of the total cost of travel for the Market Information Service would be in the
region of $15,500. This would permit a more intensive and extensive coverage
of major markets for less-developed countries' products, particularly in Europe.
It would also make possible a type of investigation that the Centre has not yet
been able to undertake, but for which it is being increasingly called upon to do
by developing countries, namely to look into markets in other developing areas.
But the basic justification for field research remains the fact that no amount
of documentation study at a desk can give as accurate, up-to-date and useful a
picture of the actual market situation as talking to traders and obtaining data
from them on their home grounds.

26. Given the present and anticipated level of unilateral contributions of
market researchers to the Centre by developed countries, additional permanent
professional staff are not being requested for this service in the budget. But
partly to help service the additional professional researchers being donated it
will be necessary to add two research assistants and a filing clerk, at General
Service level. This will involve an additional cost of approximately $19,500.
It is also necessary to make allowance for the engagement of certain staff on a
temporary basis for important ad hoc projects where some specialized knowledge
is needed. It is estimated that a provision for $17,500 would be adequate for
this purpose.
27. Several requests have been received by the Centre for tariff and other commercial policy information that is not always readily available within the GATT secretariat. As the volume of such enquiries appears to be growing, and as the utility to governments and traders generally of such a service is becoming increasingly apparent, the Trade Centre, together with other divisions of the GATT secretariat, is carrying out a study of the possibility of setting up a central tariff and commercial policy information pool that would store data as complete and up to date as possible.

Publications programme

28. Periodicals: In its early days the Centre's magazine, the International Trade FORUM, laid considerable emphasis on describing what developing countries could offer for sale. More recently greater stress has been laid on articles that would be informative to trade officials in developing countries on techniques and measures to promote exports, as well as on techniques of export marketing. The series describing import opportunities in developed countries for products of developing countries have also been continued.

29. The quarterly FORUM and its quarterly Supplement are now generally recognized to be performing a key function in disseminating information that is of practical value to developing countries. The addition of a full-time editor to the staff in April 1967 should relieve some of the pressure on Centre specialists in other sections, who have up till now kept it going at the expense of their main work.

30. Pamphlets: The Centre distributes, in runs of about 3,000 copies, those of its commodity surveys of utility to large areas of the developing world. In addition, it is engaged in a long-term programme of producing informative and instructional pamphlets on export infra-structural services of value to all developing countries. These are, in part, directories such as "Manufacturing and Trading Associations in Twenty-Eight Countries", or compendia of sources of trade statistics and of commodity prices and trends; or a bibliography of market studies, by countries and commodities, of specific export interest to less-developed countries. Other pamphlets, such as the "Manual of Export Promotion Techniques", and the pamphlet on marketing research methods as applied to developing countries, have a more specifically instructive rôle.

31. The Centre is planning for 1968 four pamphlets:

1. Organization and operation of government export promotion bureaux (including relations with private sector institutions);
2. Joint international councils for product promotion;
3. Fiscal, financial and other export incentives;
4. Planning and execution of trade missions.
32. The pamphlets programme has been bedevilled by the Centre's general shortage of personnel, with the result that the pamphlets editors have had to help edit and produce the FORUM, undertake market research, and assist with the Centre's training programme. The small overall increase in other sections of the Centre that is recommended in this paper, should relieve this pressure so that the pamphlets' editors will be able to give their full time to pamphlet production in 1968.

33. Due to the increasing demands for copies of the FORUM a larger number will have to be produced. There are also requests from developing countries for more pamphlet titles and publication of more market surveys. It would be preferable if some of the Centre's roneoed pamphlets and market reports were reproduced by a superior process short of typesetting. This would make the reports more readable and would bring the Centre into line with the normal practice of the United Nations and of professional marketing research agencies.

34. To take account of all of the above factors it is estimated that the provision for printing and reproduction of the FORUM, the market surveys and the trade promotion pamphlets should be increased by approximately $18,700. Moreover, the Centre's technical trade promotion pamphlets involve a certain amount of travelling for consultation with organizations specializing in the field of activities dealt with. In future this should be separately provided for and would involve an additional $2,500.

Liaison Agency arrangements

35. Both the Centre's structure and operations are based to a considerable degree on its relations with its Liaison Agency network, which consists usually of the Export Promotion Departments or Bureaux of the Ministries of Trade of some 107 countries.

36. Although government export offices are usually not equipped to provide rapid information about their country's import potentials, they make up for it generously in their relations with the Centre by forwarding enquiries to the appropriate national trading associations, and arranging interviews for Centre field researchers with actual importers, especially in the major trading nations of Europe. Furthermore, they themselves work up information for the Centre on various governmental measures affecting these imports. In a few cases in developed countries, these activities actually constitute a separate unit within the Export Promotion Services, e.g. in the United Kingdom and the Netherlands. It is to be hoped that other countries will follow this example, so that such units will gradually be built up into the kind of Import Opportunities Offices which the Advisory Group on more than one occasion has recommended that all developed countries organize.
37. The Centre's Liaison Agencies, of course, do much more than provide import information. Through them significant resources in men and material are provided to the Centre, on occasion with the financial backing of their country's technical assistance agencies. Reference has been made above to the personnel seconded in this way to work in the Centre (paragraph 20) or made available to go on overseas Centre missions (paragraph 6).

38. Further, it is through the Liaison Agencies, that the co-operative courses and the routing of trade tour groups through governmental and private export facilities, etc., are conducted and arranged. Reference has been made to this in paragraph 13 above.

39. Another form of assistance was the publishing and distribution to all FORUM readers, in the form of a valuable book of 216 pages, by the Canadian Ministry of Trade and Commerce, of a series of articles on "How to Win World Markets".

40. Maintaining liaison to procure assistance in these various forms is a major activity of the Centre's senior staff, and one with very concrete benefits for the Centre's work programme for the developing countries. A clear need is for the Director and Deputy Director of the Centre to be able to devote more time and attention to strengthening and making even more effective the Centre's collaboration with its official Liaison Agencies, and other operational contacts. For this purpose they need to be able to attend international export promotion meetings, lecture at co-operative training courses, visit Liaison Agencies, etc. This would require provision for travel of the order of $5,000.

Budgetary implications of the Centre's future programme

41. Under each of the Centre's services described above the budgetary implications of envisaged extensions to Centre activities were indicated. In Annex B these indications are presented in tabular form. The total estimated budgetary increase necessary to permit this expansion of the Centre's services to developing countries amounts to $137,000.

42. This estimate is made on the assumption that the Centre will not only continue to benefit from the unilateral support of its Liaison Agencies, mostly in the developed countries, but that such support will gradually be increased, both in the form of secondment of market researchers for a year and trade promotion advisers for tours of three months.
43. In this connexion attention is drawn to paragraph 21 of the Summary and Conclusions of the Punta del Este meeting of the Trade and Development Committee (COM.TD/39) which states:

"The Committee recognized that a strengthening of the resources available to the Centre would enable it to fulfil more adequately the functions entrusted to it. The Committee agreed that urgent consideration should be given to this question, taking into account the advice of the Group of Experts. Several delegations of developed countries indicated their government's intention to advance the work of the Centre by contributing additional resources. In assessing the budgetary needs of the Centre, account should be taken of this direct assistance to the Centre by certain developed countries. It was also urged that the CONTRACTING PARTIES should endeavour to seek collaboration with the various technical assistance agencies of the United Nations so as to secure their financial support."

44. As regards collaboration with the technical assistance agencies of the United Nations, the Director-General of the GATT has made it clear to the United Nations Administrative Committee on Co-ordination that the GATT is prepared to co-ordinate the activities of the Trade Centre with any export promotion programmes of United Nations agencies. Present indications are that the Trade Centre cannot expect, at least for 1968, financial support from United Nations Technical Assistance funds for any of its activities.
ANNEX A
INTERNATIONAL TRADE CENTRE
General Management and Liaison
- Operative liaison with 107 government trade departments in developed and developing countries, for input of resources and output of information and counsel.

Market Information Service

Product Market Surveys
- e.g. Citrus Juices, Plywood and Veneer, Tea, Oilcans, Shrimp and Prawns, Rice, Spin, timber

Country Export Potential Studies
- e.g. for 77 processed and semi-processed Uruguayan products in 44 Asian and African countries

Ad Hoc Reports
- In reply to country requests for trade information

Documentation Unit
- Serves all sections of the Centre but principally the Market Information Service

Publication Service

Pamphlets
- Country and Commodity Surveys (e.g. on manufacturing and trading associations, export bibliographies, trade statistics, commodity trends)

Periodicals
- "Supplement" Quarterly, 24 pp. technique articles; summaries of Centre market studies

Trade Promotion Advice Service
(Oversseas Missions)

Organization of Export Promotion Bureaus
- Brazil, Indonesia, Peru (July-Sept.67)

Organization of Export Infrastructure Services
- Zambia (wholesaling)

Organization of Product Marketing Structures
- Algeria (fruit)
- Uganda (agricultural products)

Organization of Export Merchandising Services
- Latin America (packaging standardization)

Training Programme

Total vacancies: 110

Co-operative Programmes
- National courses, averaging three months, in Australia, Belgium, France, Ireland, Italy, Netherlands, New Zealand, United Kingdom (66 vacancies in 1967)

Trade Tours
- (1) In collaboration with OAS: averaging three months in 1966 - 13 officials from Latin America - to Australia, Belgium, Canada, Denmark, Israel, Japan, New Zealand, Norway, Sweden, Switzerland. To be repeated in 1967.
- (11) National for individuals the Federal Republic of Germany and Italy.

GATT Centre/International Trade Foundation Courses
- For 20 English-speaking Africans:
  - 6 weeks at St. Gall University
  - 4 weeks in export units in Ireland, Netherlands, Norway, Sweden, United Kingdom and the United States and New Zealand Europe-based export units
- 2 weeks at Centre on own country case-work.

Seminars
- 1. Held at Centre by experts from developed countries for less-developed countries, European attaches, et al., e.g. export training, export credit insurance; etc.
- 2. In collaboration with the Federal Republic of Germany, for 30 French-speaking Africans.
### ANNEX B

Increases in Centre Budget for 1968

<table>
<thead>
<tr>
<th>1. Personnel</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Promotion Advisors (P4) 1 English-Lang. 15,000</td>
<td>15,000</td>
</tr>
<tr>
<td>1 Spanish-Lang. 15,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Research Assistants (2) at 7,500 (G6) 15,000</td>
<td>15,000</td>
</tr>
<tr>
<td>File Clerk (G2) 4,500</td>
<td>4,500</td>
</tr>
<tr>
<td><strong>1. Temporary Assistance</strong></td>
<td><strong>49,500</strong></td>
</tr>
<tr>
<td>Market Information Service</td>
<td></td>
</tr>
<tr>
<td>Short-term consultants</td>
<td>17,500</td>
</tr>
<tr>
<td><strong>in 1967</strong> - 8,000</td>
<td>9,500</td>
</tr>
<tr>
<td>Trade Promotion Advisory Service</td>
<td></td>
</tr>
<tr>
<td>Fees for 3 Specialist Advisors for 3 months each</td>
<td>12,900</td>
</tr>
<tr>
<td><strong>in 1967</strong> - 8,000</td>
<td>4,900</td>
</tr>
<tr>
<td><strong>3. Travel (and Maintenance)</strong></td>
<td><strong>14,400</strong></td>
</tr>
<tr>
<td>a. Trade Promotion Advisory Service</td>
<td></td>
</tr>
<tr>
<td>for 9 staff Trade Advisory Missions</td>
<td>34,200</td>
</tr>
<tr>
<td>for 3 non-staff Trade Advisory Missions</td>
<td>11,400</td>
</tr>
<tr>
<td><strong>in 1967</strong> - 11,400</td>
<td>34,200</td>
</tr>
<tr>
<td>b. Market Information Service</td>
<td></td>
</tr>
<tr>
<td>Field investigations</td>
<td>15,500</td>
</tr>
<tr>
<td><strong>in 1967</strong> - 6,400</td>
<td>9,100</td>
</tr>
<tr>
<td>c. Pamphlets (getting information for)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2,500</td>
</tr>
<tr>
<td>d. Liaison</td>
<td></td>
</tr>
<tr>
<td>Operational visits to Centre Liaison Agencies, and international export promotion meetings, etc.</td>
<td>5,200</td>
</tr>
<tr>
<td></td>
<td><strong>51,000</strong></td>
</tr>
<tr>
<td>4. Printing</td>
<td></td>
</tr>
<tr>
<td>Magazine (FORUM &amp; SUPPLEMENTS) printed in 20,000 copies; 1 in 3 separate language editions every 6 weeks</td>
<td>46,500</td>
</tr>
<tr>
<td>Pamphlets (offset)</td>
<td></td>
</tr>
<tr>
<td>a. 6 market surveys, total of 3,000 copies</td>
<td>13,200</td>
</tr>
<tr>
<td>b. 4 export techniques pamphlets (same)</td>
<td>8,800</td>
</tr>
<tr>
<td><strong>in 1967</strong> - 49,800</td>
<td>18,700</td>
</tr>
<tr>
<td>5. Office Equipment</td>
<td></td>
</tr>
<tr>
<td>Furniture for new personnel, staff and seconded, and for expanded documents collection</td>
<td>3,500</td>
</tr>
<tr>
<td></td>
<td><strong>137,100</strong></td>
</tr>
</tbody>
</table>