COURSE IN THE MANAGEMENT OF EXPORT MARKETING TO BE CONDUCTED BY THE INTERNATIONAL LABOUR ORGANIZATION'S INTERNATIONAL CENTRE FOR ADVANCED TECHNICAL AND VOCATIONAL TRAINING IN CONJUNCTION WITH THE INTERNATIONAL TRADE CENTRE UNCTAD/GATT

The International Labour Organization's International Centre for Advanced Technical and Vocational Training in Turin, and the International Trade Centre UNCTAD/GATT, Geneva, are collaborating in a training-course on export marketing and promotion for marketing executives and trade promotion officials of the developing countries. The Course, which accommodates twenty-four participants, runs from 22 April to 12 July 1968.

The Course programme and syllabus are under the joint management of the International Trade Centre and the Turin Centre. The Course will be staffed jointly by lecturers from both Centres, supplemented by visiting lecturers from the private sector.

The purpose of the Course is to improve export marketing skills by study of the best modern practices. This will enable participants better to evaluate export potentialities, as well as to plan, implement, control and assess export marketing programmes. The Course is also designed to increase participants' awareness of the private and of the government support available to them in their exporting efforts. The official course languages are English, French and Spanish.

The Course will cover the major techniques and policies that facilitate the successful export marketing of agricultural and manufactured products, whether by private firms, marketing boards or State-owned industries. It will also cover the activities of bodies that supply services to exporting organizations, e.g. banks, insurance companies, freight forwarding agencies, packaging and design institutes, advertising and market research agencies, and the broad support activities of trade associations, chambers of commerce, export councils and governmental trade promotion services.
The Course will include a three-week study tour in Europe to examine practical problems and procedures related to export marketing. Visits will also be paid to enterprises in the Turin area, one of the major European industrial and commercial centres.

The International Centre Turin provides advanced technical and vocational training in a wide variety of sectors to developing country fellows. The training programmes carried out at the Turin Centre, concurrently with the export management course, range from executive development, training methodology, management of maintenance, to mechanical and automobile engineering and other technical subjects, also in co-operation with other international organizations.

The International Trade Centre is jointly operated by the United Nations Conference on Trade and Development (UNCTAD), and the General Agreement on Tariffs and Trade (GATT). It assists the developing countries in the promotion of their exports by providing them with information on export markets and marketing, and helping them both to develop their export promotion services and to train the personnel required for these services.