KENYA GOVERNMENT OFFICIAL IN UNITED STATES SPONSORED TRAINING PROGRAMME AS PART OF GATT EXPORT PROMOTION ADVISORY SERVICE

On 1 May 1964 the GATT announced that, in a further extension of its activities for the benefit of the less-developed countries, a new Trade Information Centre and Trade Promotion Advisory Service had been established and had come into operation. The new Centre is situated at the GATT secretariat, Geneva. The primary objective of the Centre is to assist the less-developed countries in their efforts to expand their export trade.

One of the specific functions of the Centre is to arrange for and to provide training facilities in export promotion for officials of less-developed countries. This training will be provided in three possible ways: (i) within the framework of the Service itself; (ii) in the context of the established GATT in-service training programme for officials from less-developed countries; (iii) through facilities to be provided by national governments, trade promotion agencies and private institutions.

The United States Government has now initiated this latter aspect of the training scheme by awarding to an official of the Kenya Government, Mr. L.V.D. De Sousa, a grant permitting him to spend several months in the United States. Mr. De Sousa, who took part in the GATT in-service training programme in the first part of 1964, has just started an intensive course of studies at the International Marketing Institute, at the Harvard Graduate School of Business Administration. This will be followed by eight weeks of travel throughout the United States in which a group, including Mr. De Sousa, will visit a wide variety of types of American businesses.

The Institute, directed by Mr. James Hagler, is also providing a scholarship for an officer of the GATT secretariat. This officer is also being given a series of briefings by United States Government officials dealing with trade promotion and commercial intelligence.

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