MR. HERBERT L. JACOBSON APPOINTED HEAD OF THE GATT INTERNATIONAL TRADE CENTRE

The Executive Secretary announces the appointment of Mr. Herbert L. Jacobson as head of the GATT International Trade Centre. Mr. Jacobson took up his post on 1 October 1964. He is a United States citizen.

Mr. Jacobson has had long experience in United States Government service and with private and para-governmental organizations in the fields of information, public relations, and trade promotion. For the past five years he has been Southern European Regional Director of the Cotton Council International.

The basic objective of the GATT International Trade Centre, which opened on 1 May 1964, is to assist the less-developed countries in their efforts to expand their export trade, through providing Trade Information and Trade Promotion Advisory Services. This task is being carried out, during the initial stage, through the establishment of a documents centre and a clearing house for trade information. The first issue of a comprehensive trade news bulletin will be published in the near future. The compilation of a register of sources of trade information is also to be undertaken, in a form designed to meet the special needs of less-developed countries. As an essential part of its services for these countries the Centre will arrange for and will provide training facilities in export promotion.

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