HAMMARSKJOLD FOUNDATION MAKES GRANT TO GATT TRADE CENTRE FOR AFRICAN EXPORT PROMOTION COURSE

Dr. Stig Abelin, Executive Director of the Dag Hammarskjold Foundation, Stockholm, advised the GATT International Trade Centre, Geneva, on 1 February that the Foundation is making a major grant to the Centre to run a training course in export promotion for twenty English-speaking Africans. The co-operation between the Foundation and the Centre on this project was brought about through the good offices of the Swedish Government.

The course will start 15 September 1967 and will last for three months. The first six weeks will be spent studying international marketing at the Economic University of St. Gall, Switzerland. The next four will be spent in English-speaking export installations in the United Kingdom, Ireland, the Netherlands, or Switzerland, mostly in the export departments of firms, but in some cases in national export bureaux and/or marketing boards. For the final two weeks the trainees will return to the Centre at Geneva to work on market and distribution studies of products exported by their respective countries.

The Hammarskjold Foundation's grant covers round-trip transport and maintenance, as well as the cost of tuition. The GATT Centre is contributing the services of its training, market research and trade promotion staff.

Candidates will be recruited chiefly through the Centre's liaison agencies in Africa, which are normally Ministries of Trade. They will be selected principally from three categories: government export promotion officers; officials of trade associations such as chambers of commerce; and directors of export departments in private companies.

The GATT International Trade Centre was set up in 1964 to aid the developing countries in promoting their exports. Its activities include researching markets for them; publishing pamphlets on export techniques as
well as a magazine, the International Trade Forum; and sending Trade Promotion Advisors to developing countries to counsel on the strengthening of their export institutions; so far the Centre has served sixty-six developing countries. Up to now it has arranged export training for sixty-four export promotion functionaries from developing countries, in courses offered by France, Ireland, Italy, Netherlands, New Zealand and the United Kingdom, as well as trade study tours for thirteen export promotion officials from seven Latin American countries, the latter in co-operation with the Organization of American States.

This newly announced course, however, will be under the direct supervision of the Centre itself, with the counsel of the Hammarskjold Foundation.

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