PRESS RELEASE

GATT TRADE CENTRE'S FIRST EXPORT PROMOTION COURSE
FOR AFRICANS STARTS

Since 14 August, twenty candidates have been participating in the first training course in export promotion organized by the GATT International Trade Centre. The programme consists of three parts: classwork and tuition; on-the-job experience; and individual student case work.

Made possible by the generosity of the Swedish Dag Hammarskjöld Foundation, this pilot course is designed to provide export promotion officers, officials of trade associations, and directors of export departments of private companies in mostly English-speaking African nations, with instruction on techniques of export promotion and international marketing.

The Hammarskjöld Foundation grant to the International Trade Centre covers round-trip transportation by air; residence expenses throughout the three months; tuition fees; and a daily living allowance. The International Trade Centre is contributing the services of its training, market research and trade promotion staffs.

Candidates have been recruited through the Centre's Liaison Agencies in African countries, mainly Ministries of Trade; through Mr. Robert K.A. Gardiner, Executive Secretary of the United Nations Economic Commission for Africa; the United Nations Development Programme Resident Representatives in Africa; and the African correspondents of the Export Council of Sweden. The following twelve African countries are represented on the course: Botswana, Ethiopia, Ghana, Kenya, Libya, Malawi, Morocco, Nigeria, Somalia, Tanzania, Uganda, United Arab Republic.

The opening phase of the course is being conducted at the Graduate School of Economics, Business and Public Administration at St. Gall, in Switzerland, from 14 August to 22 September. The programme has been prepared by the staff of

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the Swiss Research Institute of Marketing and Distribution at the St. Gall Graduate School, in cooperation with the staff of the Centre, and lecturers include, besides its professors, leading Swiss businessmen and export managers of major Swiss companies.

For the second phase of the course, from 25 September to 20 October, the students are assigned to export councils, export boards, and private companies in several European countries. The response of governments, semi-governmental bodies and of private firms to the Centre request for on-the-job placement of students was generous. The Centre's Liaison Agencies in Ireland, Belgium, Italy, the Netherlands and the United Kingdom have undertaken placement of students from Botswana, Ethiopia, Ghana, Malawi, Morocco, Nigeria, Somalia, Tanzania and the United Arab Republic. In Ireland and the United Kingdom, students will have the benefit of combined export council/chamber of commerce/private industry training. Also in the United Kingdom, the New Zealand Meat Producers Board has arranged joint Board/private firm training for students from Kenya and Uganda; and the London Office of the Italian Institute for External Commerce, for a student from the United Arab Republic. In Florence, Italy, three U.S. department store buying-offices have accepted into their export offices students from Ghana, Kenya and Nigeria. In Sweden the General Export Association has arranged training for a Libyan student with the Cooperative Wholesalers and Retailers Association.

The third phase of the course, from 23 October to 3 November, will be conducted at the Centre's headquarters in Geneva. There the students will carry out individual market research surveys on products of prime interest to their respective countries' export trade. They will be guided and assisted by the Centre's team of market researchers; and the studies made will subsequently be available to their home countries. In this way it is hoped not only to train the students in techniques and values of market research, but to provide the nominating country with useful data on export promotion of their own products.
ORGANIZATIONS COOPERATING IN THE PROVISION OF
IN-SERVICE TRAINING

In Belgium: Office Belge du Commerce Extérieur, Brussels.

In Ireland: Department of Foreign Affairs, Dublin;
Coras Trachtala (The Irish Export Board).

In Italy: Istituto Commercio Estero, Rome;
Associated merchandising Corporation, Florence;
Montgomery Ward & Co., Inc., Florence;

In Norway: Norwegian Agency for International Development, Oslo.

In Sweden: General Export Association of Sweden, Stockholm;
Cooperative Wholesalers and Retailers Association,
Stockholm.

In Switzerland: S.A. Capsugel N.V., Basle;
Finagrain S.A., Geneva;
Procter & Gamble A.G., Geneva;

In the United Kingdom: Board of Trade, London, and, through the Board,
private companies in various parts of the country:
London Chamber of Commerce;
New Zealand Meat Producers Board; and through the
Board, International Packers Ltd., and
Thos. Borthwick & Sons Ltd., London;
Italian Institute for Foreign Trade (U.K. Office), London.

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