Dear Sirs,

Several developed countries that are considering the establishment of training courses in export promotion for officials from developing lands have asked the Centre for a model syllabus.

While we feel that each country has the right to build its course around its own organization, be it export promotion bureau or whatever; and we recognize that this usually leads to an operational tour rather than to a formal course; to comply with these requests for a model, we have had the attached syllabus worked up. The author is M. Jean Royer, the GATT's Special Consultant on training.

We particularly recommend to the attention of course planners the preliminary considerations about fitting the course to the special needs of people from less-developed countries. To this we would only add that it would be helpful if the orientation of a course took into account, at some stage, the problems of marketing, in developed countries, the particular set of products, primary, processed, or semi-processed of the student's country.

Yours faithfully,

H.L. Jacobson
Head, International Trade Centre

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