Subject: Training in export promotion

Dear Sirs,

The purpose of this circular letter is to bring you up to date on the vacancies existing in the various courses in export promotion arranged through or publicized by the Trade Centre.

Vacancies still need to be filled in four courses: those of the Irish, New Zealand and Netherlands Governments, and that of the IRI in Italy. Since the Irish courses start in January 1966, and the New Zealand course in March 1966, it is important that the Trade Centre receive nominations for them as soon as possible. We warmly recommend both these courses for officials from developing countries for the reason that these countries represent basically agricultural economies that have, in recent years, made successful efforts to diversify their export patterns, both geographically and with respect to products, i.e. towards the increased manufacture and export of industrial products. They therefore have valuable experience to pass on to the less-developed countries.

Details of the courses being offered are given below.

(1) Government of Ireland

The Government of Ireland is prepared to take four nominees per year for courses in export promotion. The courses, starting in January 1966, will last from two to four months and will include instruction in export documentation and customs clearance; tariff systems and commodity classifications; dumping and countervailing duties; export pricing and fair market value; food and drug

Let/131
regulations, marketing and labelling requirements; export packing, product and package design; export insurance and finance; co-operative exporting; shipping and forwarding; market information and research; and press relations and publicity. The courses will be organized by Córas Tráchtála, the Irish Export Board. While in training, the nominees will be treated as if they were members of the staff of this body. They will be actively engaged in the normal work of its various departments, and will understudy a particular officer in each department. In this way, they will be brought into direct contact with the realities of export promotion. The training period will be divided between the Dublin and London offices of the Board, approximately half the time being spent in each place. The courses will be confined to government officials; officials of State-sponsored bodies dealing with export promotion; and officials of national industrial associations, or exporters' associations. The training would be provided free of charge.

With respect to transport and subsistence costs the Trade Centre has agreed with the United Nations Bureau of Technical Assistance Operations a procedure whereby governments of candidates for these courses can apply separately to BTAO for assistance to cover such costs, once the host country has accepted the candidate through the Centre.

(2) Government of New Zealand

The New Zealand Government is offering a five-week course for two officials from countries benefiting from the Colombo Plan or the Special Commonwealth African Assistance Plan. The following organizations are co-operating to make the course possible: the Department of Industries and Commerce, the Department of Agriculture, the New Zealand Apple and Pear Marketing Board, the New Zealand Meat Producers Board and the New Zealand Dairy Production and Marketing Board. The course is due to start in March 1966. Transport and subsistence costs will be paid.

The course will have the following content:

(a) The trainees will be assigned to the Trade Promotion Section of the Department of Industries and Commerce for about two weeks. During this period they will study the organization of trade missions, participation in trade fairs, the promotion of trade enquiries, the preparation of trade promotion publications, and the use of statistics.

(b) During the third and fourth weeks the trainees will be attached to the Producer Boards. During this period they will observe the trade promotion and marketing activities of these Boards.
In the fifth and final week the trainees will be attached to the Department of Agriculture where they will observe the inspection and grading procedures administered by that Department.

(3) Government of the Netherlands

The Netherlands Government has selected candidates from Asia and Africa for its 1966 course, and is now inviting applications to fill four vacancies for its 1967 course. This time the candidates will be selected from nominees coming from developing countries in Latin America and Europe. Nominees should be government officials. The course will last for four months; is awarded under the Netherlands Fellowship Programme for Technical Co-operation; and is under the guidance and supervision of the Economic Information Service of the Ministry of Economic Affairs. The cost of the course, the stay in the Netherlands, and the journey to and from the Netherlands, is borne by the Dutch Government. Nominees are required to have a good knowledge of English, since the course is conducted in English, and they should have university or equivalent education. They must be in possession of a statement from their government to the effect that it approves their candidature for a traineeship in the Netherlands. Arrangements in the Netherlands include training periods at the Economic Information Service and other institutions, as well as visits to commercial and industrial organizations.

(4) IRI (Italy)

IRI - L'Istituto per la Ricostruzione Industriale (Institute for Industrial Reconstruction), Rome, is a financial organization under the Italian public authorities that controls more than 100 firms producing goods and services, with an annual turnover of $2.5 billion, an investment capacity of $900 million per year, and about 300,000 employees.

IRI accepted six candidates from developing countries for training in export promotion in its fourth course starting October 1965. It is now inviting applications for a similar number of vacancies for its fifth course starting October 1966. The course lasts eight months and consists of in-service export promotion experience in IRI banks and commercial undertakings. Instruction is in Italian, but an intensive course in the language precedes technical instruction. The cost of travel and subsistence, as well as the course itself, is entirely covered by IRI.

* * *

* * *

*
For the above four courses applications should be made in the first instance to the GATT International Trade Centre. Candidates must be nominated officially by their respective Ministries of Trade or other appropriate official bodies.

The essential information that the Trade Centre itself requires concerning candidates is as follows:

1. Full name, office and home addresses and telephone numbers;
2. Age and family status;
3. Education;
4. Working languages;
5. Career;
6. Present position qualifying the candidate to attend the course.

Availabilities for developing nations' candidates in the British Board of Trade courses will, in all likelihood, continue in 1966, and will be the subject of a further announcement. Applications for United States Government financed training in export promotion should continue to be made direct to local United States AID Missions or Embassies. Applications for export promotion training in Czechoslovakia should also be made direct to Polytechnia, Foreign Trade Corporation, Václavské náměstí 8, Prague 1, or to the University of 17 November, M. Gorkého 26, Prague 1. Similarly, applications for traineeships offered by the International Bureau of Chambers of Commerce should continue to be made direct to the BICC headquarters at 38, cours Albert ler, Paris 8e.

Yours faithfully,

H.L. Jacobson
Head, International Trade Centre
British Board of Trade Courses

Since the above was written advice has been received from the United Kingdom Board of Trade to the effect that during 1966 it will again make six places available for officials from developing countries on its training courses, on the same basis as for 1965. The dates on which the courses commence are:

3 January; 28 February; 18 April; 6 June; 12 September; 31 October,

The courses, which are under the general supervision of the Board of Trade, last for two months. Half of this time is spent at the City of London College, where instruction is given in commercial law and practice, banking, insurance, customs procedure, and international trade relations. The practical side of this aspect of the course includes visits to banks, the Stock Exchange, Lloyds and other city institutions, and also to an export merchant house.

The second part of the course is occupied with visits to trade organizations interested in exporting, and to individual firms, to give an insight into export promotion methods.

Opportunities exist for discussions with the Board of Trade, the Export Credits Guarantee Department, and other governmental agencies concerned with aspects of export promotional services.

The British Government is ready to bear the cost of the actual course together with maintenance, if asked to do so by a government to which it extends technical assistance.

Travelling expenses to and from Britain would be the responsibility of the government nominating the candidate.

Applications should be made in the first instance to the International Trade Centre.