Subject: Training in Export Promotion Efforts by the Government of New Zealand

Dear Sirs,

The Government of New Zealand is prepared to accept in the near future one more trainee from one of the Colombo Plan or SCAAP countries. This training, it is felt, should be of particular value for candidates from countries wishing to develop their agricultural exports, because of the successful experience New Zealand has in this field and also due to the specially designed training they would provide.

The trainee would be acquainted mainly in the way New Zealand promotes the sale overseas of its primary and manufactured products, and how quality control is exercised over exports. This training is concentrated on agricultural products and goods made from them, as can be seen from the following list of offices and organizations that will participate in the programme.

(a) Trade Promotion section of the Department of Industries and Commerce

- This Office will introduce the trainee, during the time he stays with it, about two weeks, to questions related to the organization of trade missions; participation in trade fairs; the handling of trade enquiries; the preparation of promotional publications; and the use of statistics.
(b) Producer Boards

- The trainee would spend another fortnight studying promotional and marketing activities of these Boards.

(c) Department of Agriculture

- The remaining time, approximately one or two weeks, the trainee will be given a chance to observe the inspection and grading procedures administered by this Department.

A candidate interested in participating in this training should fulfil the following requirements:

(a) Be a relatively senior officer in a post that requires a university or equivalent education, with several years of experience.

(b) Be conversant with import licensing, customs procedures, export documentation, insurance and shipping questions. He should be able to prepare trade surveys, missions and publicity, and to deal with all types of practical problems associated with the export of primary products.

The candidate would have to apply through you to this Centre. His application should contain the data usually required in such a case:

Name
Birth date
Nationality
Age and family status
Office and home addresses
Education
Working languages (proficiency certificate in English required)
Career.

The government office presenting the candidate should indicate both his present position and his probable position on returning from the course that would justify attending it.

The New Zealand Government will grant assistance to the successful candidate including subsistence allowance and transport costs from his home country and return.
They would appreciate if the accepted candidate were to prepare himself for the course by trying to obtain a certain amount of background knowledge about New Zealand agriculture before arrival.

It should be stressed that in the first instance applications must be made by the governments of applicants through the International Trade Centre in Geneva.

Yours faithfully,

H.L. Jacobson
Director, International Trade Centre