You are probably acquainted with a series titled How to Win World Markets that was run in the Canadian magazine Foreign Trade, published by their Department of Trade and Commerce, over the past two years. If so, you will probably agree that it is one of the best things done so far - in English certainly - in the way of instructing exporters.

At the recent meeting of the Advisory Group on this Centre, on 1-2 March, there were a number of requests for more work of this kind from the Centre itself. What we should now like to do is to imitate this series, but with the specific interests and possibilities of the less-developed countries as a starting point.

The object of this letter is to seek your collaboration in this project. We thought that the best first step would be to suggest an appropriate subject and to send you

What we would hope is that you would then be prepared to assist us by trying to find, within your Government or in the private export trade of your country, an authority who would write an article on the assigned subject in a similar style, but bearing in mind as he writes it, the outlook and problems of developing countries, rather than a developed one such as your own. What would be essential is that, inter alia, the basic technique be clearly laid out as for someone who needs a first introduction to it. Our intention would be to run the article in the Centre's quarterly publication, the International Trade FORUM.

The subject we hope you might be able to deal with in this way is: Let/216
We are writing in similar terms to our liaison agencies in other countries and we hope that the response will be such that we shall have a series of articles that we can run over, say, a period of two years.

Would you please let me know whether or not you will be able to undertake this task for us. If you think it can be done, would you please also let us know as soon as possible when we may expect to receive the article, either from you or direct from the author; it would be useful for our planning purposes if we could have the text by the end of September next.

Thank you for your consideration and cooperation.

Yours

H.L. Jacobson
Director of the Centre