Dear Sirs,

The need to train a new generation of traders and business and industrial managers in the skills and techniques of export marketing is a self-evident need of the developing countries.

A considerable number of developing countries have already set up institutions and schemes for giving training in this field, and we should like to give publicity to these efforts in our quarterly magazine the International Trade FORUM.

Could we therefore ask you to prepare a short description (say 500-1000 words) of the measures that have been taken in your country to introduce this type of training? On the basis of these descriptions, we should then edit an article synthesising the total effort being made by developing countries in this field.

Thank you for your co-operation in this matter.

Yours sincerely,

H.L. Jacobson
Director of the Centre