Dear Sir,

We have pleasure in informing you that the International Trade Centre has just completed a major market study on

- The European Market for Citrus Juices.

This survey, which we are sending you under separate cover, comprises a detailed investigation of the citrus juice marketing structure in ten Western European markets, and a summary of the possibilities for exporting these juices to the Soviet Union and Eastern Europe.

It supersedes and updates information given in an earlier three-country survey on citrus juices prepared by the Centre. In particular, the new expanded study will permit the exporter or trader to:

- determine where he stands in relation to his principal competitors in the European markets;

- orientate his production and individualize his sales strategy according to the preferences of the market which he wants or is able to enter;

- make a preliminary estimate as to whether or not his prices are competitive;

- evaluate the advantages or disadvantages for him, in relation to his competitors, of customs regulations (duties, charges, etc.) in the European markets;

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- establish direct contact with the agents, importers or trade associations named in the report, either to conclude business transactions or to determine the position of his own products on these markets;

- obtain a detailed picture of the distribution channels, products and packaging preferences in each one of the markets under review.

The study comprises 235 pages, which includes the statistical material. Single copies are available, free of charge, in English, French or Spanish. We should like to distribute these to various enterprises dealing with citrus juices in your country, such as government trade bodies, trading associations, individual firms etc. Those interested should write directly to the International Trade Centre at the above address.

Could you please publish this invitation in your commercial bulletin and otherwise make it public to the trade?

Thank you for your co-operation.

Yours truly,

H.L. Jacobson
Director of the Centre