Dear Sir,

I have pleasure in sending you the following publications:

Exporting to the Federal Republic of Germany Information for Exhibitors of the 5th Import-Exhibition "Partners for Progress" Berlin 1965

and Selling in the Federal Republic of Germany Excerpt from the Introduction Seminar for Exhibitors of the Import-Exhibition "Partners for Progress" Berlin 1965

that were prepared by the ADB Ausstellungs-Dienst Berlin, and which they have kindly agreed to make available to the Trade Centre correspondents.

Though these publications are specifically aimed at helping exporters from developing countries sell to the Federal Republic, we feel that the general conclusions are also valid for selling on the markets of other highly developed countries. We trust they will be useful in developing your country's marketing strategy.

We should be pleased to receive any comments you may have on the utility of these publications and others we send you from time to time.

Yours faithfully,

H.L. Jacobsen

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