Subject: Names of leading importers for FORUM distribution

Hitherto the International Trade FORUM has been circulated primarily to governmental organs, and to private commercial bodies such as Chambers of Commerce and trade associations.

We intend in future to include a number of articles on exporting techniques that will serve to guide and instruct exporters in less-developed countries. To this end we asked our liaison agencies in these countries to send us the names of their countries' leading exporters. This request has had a good response.

Since the FORUM also often features articles on products that the developing countries offer for sale, including concrete offers of sale in the "trade opportunity notes", we believe that the FORUM would increase its usefulness as a direct trade promotion instrument if it were received also by leading importers in developed countries.

To choose such a list may appear difficult. However we know that in many countries certain leading manufacturers and traders account for quite a large proportion of imports, and if we could enlist your help in identifying these we should be extremely grateful.

As a rough guide and for budgetary reasons we suggest that the list be limited to not more than fifty names per country at this stage.

We should appreciate your collaboration in this matter.

Yours faithfully,

H.L. Jacobson
Director of the Centre