Dear Sir,

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

- The Market for Oilcake in Western Europe.

This survey, which we are sending you under separate cover, comprises a detailed investigation of the oilcake marketing structure in the seven western European countries that are the seven largest import markets in the world for oilcake.

In particular the study will enable oilseed crushing firms or exporters to:

- locate the main flows of world trade;
- know the import structure of the principal markets, according to the type of oilcake, and trends therein;
- evaluate present consumption of oilcake in those markets and consumption forecasts;
- have at hand a list of the principal undertakings engaged in imports, domestic production and consumption;
- establish direct contacts with intermediaries, trade associations, or major consumers, in order to conclude business transactions or perfect their knowledge of imports;
- orientate their export promotion campaigns towards the countries offering the best outlets for their products;
- evaluate the advantages or disadvantages for them, in relation to their competitors, of customs regulations in European markets.

Let/282
The study comprises approximately 170 pages, including the statistical material. Single copies are available, free of charge*, in English, French or Spanish. We should like to distribute these to various undertakings in your country which produce oilcake or conduct trade in this product, 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 faithfully,

H.L. Jacobson
Director of the Centre

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*To less-developed countries' officials and traders only; to others, for $5 or Sw F 21.