Dear Sir,

Within the general directives of the Trade Centre is the "preparation in collaboration with national trade promotion services of a manual on the operation of efficient promotion services".

While this was not foreseen necessarily as a priority project among the Centre's services, we have already had requests for such an operational manual from some less-developed countries. We are, therefore, anxious to complete the preparation of the manual as early as possible in 1965.

As will be apparent from paragraph 1 above, it has been envisaged that the co-operation of national trade promotion services will be necessary to enable the Centre to undertake and complete their task. I am wondering therefore, if you would be good enough to send to me as soon as possible any manuals, booklets, brochures, memoranda or other material describing your country's trade promotion services which, in your judgment, would assist the Centre in the preparation of its own manual.

I am addressing a similar enquiry to other liaison agencies of other industrialized countries.

Thanking you for your co-operation in this matter.

Yours sincerely,

H.L. Jacobson
Head, International Trade Centre

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