Subject: GATT Trade Centre Export Promotion Course for English-speaking Africans

The Swedish Dag Hammarskjold Foundation has made a grant to the GATT International Trade Centre to operate a training course for English-speaking Africans engaged in export promotion. The course will last three months beginning 15 September and be in three parts: six weeks study of international marketing at the Economic University of St. Gall, Switzerland; four weeks in private firms or export marketing institutions in the United Kingdom, Ireland, the Netherlands or Switzerland; and two weeks in the Centre itself working on export promotion problems of their respective countries.

Twenty trainees will be accommodated in the course. They will be selected from among: government export promotion officials; functionaries of export trade associations; and directors of export departments of private firms. Application forms for candidates will be forwarded to you within a week. The essential element is that the candidate must be directly involved in export promotion for your country.

H.L. Jacobson
Director of the Centre