Reference: GITC/T

Dear Sir,

I have pleasure in advising you that the International Trade Centre of the GATT has established an Export Promotion Course for English-speaking African nationals.

This has been made possible by the generosity of the Swedish Dag Hammarskjöld Foundation, which has made funds available for this purpose.

The course will last three months (from 14 August to 3 November 1967) and will be composed of 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 the participants' respective countries.

The Hammarskjöld Foundation's grant covers round-trip transport and maintenance, as well as the cost of tuition for each participant.

There are twenty vacancies. To be eligible for selection a candidate must be actively involved in foreign trade in such a manner that his gaining additional expertise will be of material benefit to his country's export promotion efforts. Thus he may be a government or para-statal foreign trade official; a functionary of a trade or commercial association; indeed, he might be an executive of a private enterprise deemed to make a significant contribution to the country's export trade.

As the course will be conducted in English on a business-technical level, an essential prerequisite for candidature is an excellent working knowledge of English.

I should appreciate your co-operation in making this invitation known to your members.
For this purpose, I have attached five personnel application forms. Others may be obtained by writing directly to the Centre.

However candidates must send their applications through ................ (your country's official liaison with the Centre) who will then pass it on to us with its official approval. Applications must reach the Centre not later than 15 May.

Thank you for your co-operation. I look forward to hearing from you.

Yours faithfully,

H.L. Jacobson,
Director of the Centre