Dear Sir,

**Training in Export Promotion - NEW ZEALAND**

You will recall that in 1966 the New Zealand Government, as part of its total effort in the provision of training and educational facilities for students from the developing countries, held a five-week course in export promotion under the sponsorship of the Centre.

This circular is to announce that they are repeating this offer for 1967. Training facilities in export promotion will again be provided in a five-week course that will be held in New Zealand from 11 September to 13 October 1967. Eligible candidates will be officials from countries benefiting from the Colombo Plan or the Special Commonwealth African Assistance Plan (SCAAP).

Arrangements will be as last year. Transport and subsistence costs will also be covered by New Zealand.

The following organisations in New Zealand are cooperating in the implementation of this course: the Department of Industries and Commerce, the Department of Agriculture, the New Zealand Apple and Pear Marketing Board, the New Zealand Meat Producers Board and the New Zealand Dairy Production and Marketing Board.

The course, in main outline, will consist of the following elements:

(a) The trainees will be assigned to the Trade Promotion Section of the Department of Industries and Commerce for about two weeks. During this period they will
study the organization of trade missions, participation in trade fairs, the promotion of trade enquiries, the preparation of trade promotion publications, and the use of statistics.

(b) During the third and fourth weeks the trainees will be attached to the Producer and Marketing Boards for Fruit, Meat and Dairy Products, where they will observe their trade promotion and marketing activities.

(c) In the fifth and final week the trainees will be attached to the Department of Agriculture, where they will observe the inspection and grading procedures administered by that Department.

The course content can, however, be tailored to meet particular requirements of trainees once final selection is made. To facilitate full use being made of this generous offer the earliest possible selection of candidates will be necessary.

Applications are hereby invited for this course. As last year, only two candidates can be accepted. All applications should be addressed in the first instance to the International Trade Centre, and should be despatched so as to arrive at the Centre before the end of June 1967.

Applications should preferably be made on the attached application form.

Yours faithfully,

K.L. Jacobson
Director of the Centre