Ref: GITC/P/9

Subject: Export Publicity Guide for Developing Countries

Dear Sir,

This Centre is preparing a guide on export publicity for the developing countries. For this purpose we are gathering material on the methods used by a selected list of both developed and developing countries.

We should be pleased if you could send us a full description of the export publicity methods used by your country. The emphasis is on publicity measures at the governmental or para-governmental levels, rather than at the level of firms. Included are publicity techniques aimed at stimulating:

a) home producers to export; and
b) foreign buyers to purchase one's country's products.

The guide will thus constitute a treatment in depth of one of the numerous techniques described cursorily for 27 countries in the Centre's publication: Manual of Export Promotion Techniques.

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We hope that the attached questionnaire will assist you to prepare your reply. However, we do not wish to impose a rigid pattern on the form the replies take. It is much more useful for us to have a full description of your export publicity activities written in your own style than cut-and-dried yes or no answers to a rigid questionnaire. Particularly useful to us would be descriptions of experiences of export publicity campaigns, together with an opinion on their effects. In this respect the experiences of failure i.e. too much effort for too little result, are as valuable as the success stories, for we do not want to recommend measures to developing countries that are inappropriate from the start.

We are grateful once again for your valuable cooperation and look forward to hearing from you.

A copy of this letter is being sent to your permanent mission in Geneva.

Yours truly,

H.L. Jacobson
Director of the Centre