Dear Sir(s),

The GATT International Trade Centre was set up in 1964 to assist the developing countries in their efforts to promote exports. Two attached documents give a brief outline of our activities and list our publications. All our work for developing countries is done free of charge as a contribution to their economic progress.

We are writing to you in connexion with two matters.

1. **Market and marketing research courses**

   We should like to be able to respond to requests from developing countries for information on the existence of market and marketing research courses to which they could send trade promotion officials, marketing board executives, etc. Could we therefore kindly ask you to keep us informed of the existence or setting up of such courses in your country or region? Details concerning location, duration, cost and type of instruction given (e.g. industrial or consumer market research, marketing research, sampling techniques, interview techniques, etc.) would be useful.

2. **Availability of marketing research personnel for Trade Centre assignments**

   In addition to marketing research personnel permanently on the Trade Centre staff, we sometimes need to recruit such personnel for temporary assignments, e.g. for six months to one year.

   

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Usually, the demands arise fairly quickly, and we should like to constitute an index of qualified marketing analysts who could be called upon at fairly short notice. We should emphasise that it is an index of individuals, not agencies, that we need.

Possibly you would have a way, through a bulletin or newsletter sent to your members, of making our needs known, and we should be grateful for any help you can give us.

A similar letter has been sent to the Market Research Societies and Associations figuring in the attached list.

Yours sincerely,

H.L. Jacobson
Director of the Centre
A similar letter has been sent to the following addresses:

Mr. A. Graeme Cranch,  
President,  
International Marketing Federation,  
c/o Ogilvy and Mather Ltd.,  
Brettenham House,  
Lancaster Place,  
London W.C. 2.

World Association for Public Opinion Research,  
c/o Mr. Richard Maisel,  
570 Lexington Avenue,  
New York, N.Y.

European Society for Opinion Surveys and  
Market Research,  
17 rue Berckmans,  
Brussels 6.

European Association for Industrial  
Marketing Research,  
Att.: Mr. D.W. Newill,  
President,  
Dunlop House,  
Chester Road,  
Birmingham 24.

Asociación Argentina de Marketing,  
Av. Belgrano 1670, 5° Piso,  
Buenos Aires.

Verband der Marktforscher Oesterreichs,  
c/o Institut für Verbraucherbefragung,  
Schottenfeldgasse 1,  
1070 Wien.

Market Research Society of Australia,  
Secretariat,  
Victorian Division,  
Box 582 D, G.P.O.,  
Melbourne.
Marketing Executives Association of Belgium, 54 St. Katelijnvest, Antwerp.

Professional Marketing Research Society, c/o Mr. P.R. Stevens, 49 Wellington Street, Toronto 1, Ontario.

Danish Marketing Research Association, Møntergade 1, Copenhagen K.

Finnish Marketing Association, c/o Taucher Advertising, Salomonkatu 17, Helsinki.

Association pour le développement des techniques du marketing, 34 rue de Penthièvre, Paris VIII.

Arbeitskreis Deutscher Marktforschungs-Institute e.V., z. H.d. Dr. Wolfgang Hanstein, Sekretär, Simrockstr. 6, 53 Bonn.

Bundesverband Deutscher Marktforscher e.V., P.O. Box 224, 2000 Hamburg 32.

Greek Management Association, Marketing Division, 6 Fillelinon Street, Athens 118.

Indian Marketing Association, Att. Mr. Shivaran Nair, President, Room 41, 4th Floor, Tardeo Airconditioned Market, Tardeo - Bombay 34.
Marketing Research Society of Ireland,
c/o Hon. Secretary,
Mr. L.F. Colling,
24 Ely Place,
St. Stephen's Green,
Dublin 2.

Associazione Italiana per gli Studi di Mercato,
Via Piemonte 26,
Rome.

The Japan Marketing Association,
Ginza Studio Building No. 13,
2-Chome, Ginza-Higashi, Chuo-ku,
Tokyo.

Asociación Mexicana de Mercadotecnia,
Paseo de la Reforma 330, 26 Piso,
Mexico 6, D.F.

Netherlands Society of Market Researchers,
Attn.: Mr. C.C. Th. van Andel,
Keizersgracht 586,
Amsterdam C.

Market Research Society of New Zealand,
P.O. Box 2147,
Wellington.

Philippine Marketing Association,
P.O. Box 4313,
Manila.

South African Market Research Association,
c/o The Secretary,
P.O. Box 392,
Pretoria.

Asociación Española de Marketing,
Calle Antonio Acuna 19,
Madrid.

Swedish M-Group,
c/o Mrs. Gerd Forsell,
Trappvagen 1 A,
Stocksund.
Groupement Romand pour l'Etude du Marché,
18 rue Bellefontaine,
1000 Lausanne.

Schweizerische Gesellschaft für Marktforschung,
Dorfstrasse 29,
8037 Zurich.

Association of Market Survey Organizations,
c/o Mr. L.R. England,
52-66 Mortimer Street,
London W. 1.

Industrial Marketing Research Association,
c/o Mr. I. Maclean,
Air Products Ltd.,
Waverley House,
Noel Street,
London W. 1.

Market Research Society,
39 Hertford Street,
London W. 1.

American Marketing Association
230 North Michigan Avenue,
Chicago, Ill. 60601.

The Market Research Association,
Society of Economists,
Berislaviceva ul. 6,
Zagreb.