Dear Sir,

United Kingdom Export Promotion Courses in 1968 for Candidates from Developing Countries

This circular announces the opening for recruitment of one, and possibly two, United Kingdom courses in export promotion for developing country candidates.

The United Kingdom Government has informed the Trade Centre that, following the 1967 pilot export promotion training course conducted by the Board of Trade, arrangements have now been made with the City of London College for similar training provision in 1968.

One course will be held in the spring of 1968. Dependent upon the number of nominations received, a second course may be held in the autumn of the same year. Up to twenty-two places will be available on either course. The courses will last thirteen weeks, and the syllabus will be essentially as for the pilot course conducted at the City of London College from April to July this year, in which twenty-one candidates participated, including ten recruited through the Centre from non-Commonwealth countries.

Nominees for either of these courses should be officials of developing countries who have spent some time in export promotion work or will be spending some time in such work after training in the United Kingdom. Candidates must be sponsored by the relevant government department (Foreign Commerce and Industry, Development Planning, Agricultural Marketing or agencies). Preferably they should be between twenty-two and forty-five years of age; but nominees up to fifty years will be considered provided it is evident that they merit special consideration. A high standard of written and spoken English is required. However, it may be possible to arrange tuition in English prior to the course, for nominees whose English is not considered adequate for them to obtain full benefit from the course, if they are otherwise clearly worthy of special consideration.

./.

Let/394
In the case of candidates nominated by governments of countries to which the United Kingdom grants technical assistance, the British Government will be prepared to consider meeting costs of participation, i.e. the City of London College fee; subsistence allowance at standard rate; travel within the United Kingdom; and return passage of nominees travelling from their own country for the course.

Except for nominees of Commonwealth countries, whose governments may apply through the usual channels to the Ministry of Overseas Development in London, all other nominations should be submitted to the GATT International Trade Centre.* Applications should be made on the standard United Kingdom Ministry of Overseas Development Technical Assistance form. In non-Commonwealth countries, this form should be obtained from British Embassies. Completed forms should be submitted in three copies to the Trade Centre, with a further copy to the relevant British Embassy at the same time.

The closing date for receipt of applications at the Centre for the first course is mid-December, 1967. The course will begin on 22 April and run through 26 July. The closing date for applications for the second course is mid-May 1968. Subject to demand, this course will begin in September 1968. Applications should state clearly which of the two courses the nominee wishes to attend, or whether he can attend either.

The syllabus of these courses will be as follows:

The first weeks will be spent at the City of London College studying international trade, the finance of foreign trade, international trade law, restrictions to trade, market analysis, sales promotion and export practice... Visits will be made to banks and other City of London institutions directly concerned with the promotion of exports... Each student will, by means of "syndicate", i.e. group work, commence a project related to exporting from his own country.

The instruction at the College will then move on to market analysis and market research, applied statistics and marketing overseas. The study of the finance of foreign trade will continue...

During the latter part of the course two separate weeks will be organized by the Board of Trade. One week will consist mainly of visits to Government Departments and officially recognized organizations concerned with exporting. The other week will concentrate mainly on visits to prominent exporters.

In the final week, at the College, the students will present their projects to the class as a whole for discussion...

Yours faithfully

H.L. Jacobsen
Director of the Centre

*Address: Training Officer (administrative)
GATT International Trade Centre
Villa Le Bocage
Palais des Nations
1211 Geneva 10.