Dear Sir,

The Centre is currently working on a rather urgent request made to us by several developing countries, such as yours, to produce in published form a study of the techniques of sales promotion that may be employed in foreign markets to expand their exports. Inasmuch as high priority is attached to this project, we should appreciate very much your prompt collaboration as below.

The project involves, among other steps, appraising the existing sales promotion facilities available to exporters in the developing as well as developed countries, most particularly in connexion with any export marketing groups (i.e. marketing boards, exporters' associations, etc.) currently working in this field. Information in this regard will be extremely important to the subsequent research steps.

In the attached annex we have set down the information that we need from you at this moment. It goes without saying that you should feel free to supply this in point form or in the manner that is most convenient to you. Any new facts that you might be able to elicit from local sources in this regard will be most welcome.

May we add that, in view of the short time at our disposal, if you cannot send a complete reply soon, we should nevertheless appreciate your forwarding any part of this information in instalments, as you find it convenient.

Please accept in advance our thanks for your valuable assistance.

Yours sincerely,

H.L. Jacobson
Director of the Centre
I. INFORMATION RELATED TO JOINT EXPORT SALES PROMOTION GROUPS IN YOUR COUNTRY

1. Please list the export marketing boards, exporters' associations or consortia, government bureaux, export promotion councils, and other collective bodies currently providing sales promotion services to local exporters; include their addresses and, if known, the particular persons who should be contacted, as we shall establish correspondence with them immediately on receiving this information from you.

2. What products are each of these agencies promoting?

3. If these organizations are not numerous, could you kindly contact a few, and yourselves briefly inform us on

(a) the sales promotion techniques that they are most widely using (publicity campaigns, pilot programmes to develop new uses of sales outlets, promoting sales tours abroad, participation in trade fairs and exhibitions, producing sales literature, etc.)

(b) what is the relative importance (preferably in terms of their budgets) of the sales promotion departments within these organizations?

(c) how are each of these organizations established: governmental, private, mixed?

(d) how long have they been in operation, and for how long have they operated export sales promotion facilities?

(e) in what foreign markets are the sales promotion campaigns being carried out? Any indications of results?

II. INFORMATION ON PRIVATE COMMERCIAL AGENCIES DOING SALES PROMOTION FOR LOCAL EXPORTERS (advertising agencies, sales groups)

1. Kindly supply us with the addresses and persons to contact, of the three most important agencies.

2. What is, in your judgment, the relative importance of these agencies' services within the overall export promotion framework of your country?

III. INFORMATION ON LOCAL EXPORTERS WHO MIGHT USE SALES PROMOTION ADVICE

1. Kindly submit us a short list of a few products that might deserve high priority in terms of the export promotion framework of your government.

2. List the addresses of some of the major exporters of these items.
3. In case some of these exporters can more easily be reached by you directly can you supply us a few data on:

(a) Foreign markets where they would be interested in carrying out sales promotion campaigns;

(b) what type of sales promotion they would need?

(c) in the past, who was in charge of carrying out sales promotion across: the exporter himself, the foreign distributor or wholesaler?

Note: Most of the specific information that we are asking from you in this questionnaire is not intended to oblige you to undertake full field research of your own. Although it is important that this information be collected on an international basis as a service to yourselves and to other developing countries we should appreciate having at an early date at least lists of the names and addresses of organizations that you feel should be contacted by us directly for this study.