Subject: Planning and Execution of Trade Missions

Dear Sir,

One of the better known and more frequently used techniques of international trade promotion is the Trade Mission. In the Centre's Manual of Export Promotion Techniques, several governments are shown employing this method of increasing exports.

Within the context of our programme to publish more detailed information on the various export promotion techniques mentioned in the Manual, we are now seeking information on various aspects of the trade missions undertaken by your country. We believe that a detailed description of your experience with this technique will materially aid the governments of developing countries to establish or improve upon their trade mission programmes.

..... Attached is an outline of points we should appreciate your covering. You may wish to follow this outline or develop your own format. However, we do ask that you be specific. Detailed information, accompanied by concrete examples, would be most useful.

Thank you for your continued assistance and cooperation.

Yours sincerely,

H.L. Jacobson
Director of the Centre
PLANNING AND EXECUTION OF TRADE MISSIONS

1. Which organizations are responsible for trade mission activities?
   1.1 On the government side which Ministries or Departments are involved? What is their role?
   1.2 Which private sector bodies are most active in this field: trade associations, manufacturing associations, chambers of commerce, export councils?

2. What is the nature of the missions undertaken and the specific purpose of each?
   (e.g. government organized; industry organized - government approved and assisted; industry missions).

3. How many government and/or industrial trade missions are undertaken each year?

4. How is the selection of the destination countries and cities of a mission made? (market survey, recommendation of commercial attachés, recommendation of the exporting industry, other).

5. How are commodity fields to be covered by the mission selected? (market survey, home industry recommendation, other).

6. How is the selection of mission personnel made?
   6.1 government representatives, if any
   6.2 industry and trade association representatives
   6.3 limitations on membership of missions, if any, and why.

7. How are missions financed? Does the government pay all expenses or is there a share contribution by industry representatives? (It would be most helpful if a breakdown of costs of a past mission were here provided).
   7.1 Travel expenses, per diem allotments, funds for representation (official lunches, dinners, etc.), rental of office space and equipment, plus other factors.
8. What preparations for a mission are made at home?
   8.1 Briefing of mission members
   8.2 Preparation of publicity material
   8.3 Directories, business proposals, or other material to accompany the mission
   8.4 Other

9. What preparations for the arrival of a mission are made in the host country?
   9.1 Is an advance man sent from the home government agency, and if so, what are his duties?
   9.2 What is the rôle of the commercial attaché or trade commissioner?
   9.3 How is the mission publicized?
   9.4 Meeting locations - does the mission go to businessmen or do businessmen come to a central location to meet with mission members?
   9.5 Scheduling appointments - how are appointments made; at what time intervals?
   9.6 How are hotel and travel reservations arranged?
   9.7 Other

10. How is business conducted?
    10.1 How are interviews with host country businessmen conducted?
    10.2 What information is sought from the businessmen?
    10.3 Are on-the-spot sales negotiations undertaken?

11. How is the information obtained by the mission reported back?
    11.1 By what means are the findings of the mission publicized?
    11.2 Are any special means used to urge businessmen to take advantage of a mission's findings?
12. How are results followed up?
   12.1 at home
   12.2 abroad

13. When is a mission considered successful?

14. Does your government in any way assist visiting trade missions of other countries?

15. Reverse trade missions
   15.1 Does your government have a programme of bringing purchasing missions to your country?
   15.2 If so, we should also like to have detailed information of your experience with missions of this nature. Questions five, six, seven, nine, ten and thirteen above form an outline of information desirable in this regard.