Dear Sir,

By way of introduction may I call your attention to the attached circular which sets out in abridged form the activities of the GATT International Trade Centre in the field of export promotion counselling for developing countries. This circular will provide you with the background to the request for assistance that we are going to make to you in this letter.

The Centre is currently working on a rather urgent request made to us by several developing countries, to produce, for the widest distribution among their government bureaux and private sector organisations, a study of the promotional activities of export marketing groups such as yours, with special emphasis on the sales promotion work you are doing on behalf of local exporters. The underlying thought is that exporters from developing countries not yet benefitting from an export servicing organisation like yours, might have a lot to gain from studying the experience of those already in operation, with a view to applying this knowledge to deal with their local export marketing problems.

To this end, we urgently need some information regarding your activities, so that the experience of your organisation may be included in the study we are undertaking. In order to help you convey to us the most important facts about your operations, we are providing you with a questionnaire that we suggest you use as a guide. You will see that our major interest is in knowing the sales promotion activities (advertising and sales publicity, promotional merchandising and programmes to develop new uses of existing sales outlets, participation of your members in trade fairs, sales tours and exhibitions, etc) that you are developing on behalf of local exporters.

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Please feel free to provide us with the information in the form of answers to our queries or in any other more convenient form - perhaps you have some printed material about your organisation that may be of further help to our work.

We should appreciate it very much indeed if you could kindly let us have this information at the earliest possible date. Thanking you for your cooperation.

Yours sincerely,

V.E. Santiapillai
Deputy Director of the Centre
QUESTIONNAIRE

Note: We should appreciate your being as specific as possible in answering these questions. Any printed or other background material from which we could find the answers will be most welcome.

I. THE ORGANISATION OF YOUR INSTITUTION
   1. who sponsors it? the government? private exporters?
   2. would you kindly describe how the first initiative to form your organisation was taken - and by whom?
   3. legal characteristics of its constitution.
   4. what are its main objectives?
   5. in what departments is it organised, and what are their respective functions?
   6. if possible, could you roughly indicate the importance of your various activities in terms of their budget allocations?
   7. approximately how much of the country's exports of the products you are promoting are handled by you?

II. YOUR EXPORT SALES PROMOTION ACTIVITIES
   1. please describe as specifically as possible the sales promotion techniques (including advertising) that you have used in the past.
   2. could you enumerate the products for which you have done sales promotion abroad (or in the domestic market)?
   3. for each of the major products promoted, at which point in the distribution chain (wholesalers, retailers, consumers) did you do your advertising and sales promotion?
   4. would you kindly describe for us a few successful promotional campaigns you have carried out?
   5. how do you go about evaluating the success of your sales promotion campaigns?
   6. how are these campaigns financed?
7. please describe the types of technicians doing your sales promotion, including a rough idea of their professional backgrounds (i.e. economist, designer, etc.).

III. OTHER EXPORT MARKETING ACTIVITIES

1. please enumerate the various export marketing services you provide.

2. kindly describe these services.

IV. APPRAISING YOUR SALES PROMOTION EXPERIENCE

1. what are the major limitations that you have encountered in doing sales promotion work for local exporters?

2. do you believe that local exporters in other product lines could profit from establishing joint export promotion services similar to yours? could you list some of these product lines where the need would be most felt?

3. please list any preliminary steps that you believe are necessary for exporters to take in order to establish such joint export marketing services.