Dear Sirs,

You may be aware that in 1964 the International Trade Centre was set up to assist the developing countries in their export promotion efforts. We are sending to you enclosed two documents that outline our activities and list our publications. Under separate cover we are sending you a few backnumbers of our quarterly magazine, the International Trade Forum, now distributed to 20,000 persons or organizations concerned with trade in all five continents. There are separate English, French and Spanish editions.

We are preparing a short pamphlet on the subject of bulk-buying organizations, by which we mean chain stores, department stores, cooperatives, wholesalers and similar bodies that serve quantitatively significant outlets through central purchasing departments. The object of the pamphlet is to facilitate the sales promotion action of exporters and exporting organizations in developing countries who are anxious to achieve sales with these bulk-buying organizations. We are interested in knowing about directories that list these organizations; books that describe their structure; and the names and addresses of unions and associations to which they belong. We should therefore be pleased if you could send us as much information as you can on this subject, including details about your own organization's structure, rôle and membership.

At a later stage we should be pleased if you could receive a member of our research staff to discuss with you in detail the subject of this pamphlet.

Thank you for your kind collaboration.

Yours faithfully,

H.L. Jacobson
Director

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