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, a description of our activities and a list of our publications; and, under separate cover, some 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.

Our purpose in writing to you is twofold:

1. We are preparing a manual on the subject of collective export marketing methods looked at from the viewpoint of developing countries, and including the activities of Marketing Boards. To help us in the compilation of this manual we should be pleased to receive from you full documentation on the structure and operational methods of your Organization.

2. In our magazine, the FORUM, we attempt to give export publicity to specific products from developing countries. In this connexion it would be useful if we could receive from you for publication an article on your country's export trade in the product or products for which your Organization is responsible. The article could be around 2,000 - 2,500 words long, and should describe as precisely as possible the product(s) with which you deal and that are available for export, including their prices, qualities, gradings, seasonal availability, etc. A checklist of the kind of information required is attached for your guidance.
The addition of photographs of these products will help to stimulate interest in them among foreign buyers. The article should also describe the methods being used to promote export sales of these products, and should list the organizations that should be contacted by foreign importers and buyers wishing to make enquiries or place orders for them, if other bodies besides your own are involved.

We hope that this practical approach will help to build up the image of these products in export markets, and will encourage potential buyers and importers to take follow-up action, particularly in areas that may not be your traditional markets.

We look forward to hearing from you.

Yours faithfully,

A. M. Hatt-Arnold,
Senior Editor, Publications
Checklist of the type of information required on your product(s), with a view to publication in the International Trade FORUM

1. Product description and uses, accompanied by photographs.
2. Technical and other specifications: analysis, grading, manufacturing process used.
3. Other characteristics of the product: colours, sizes, qualities, available range.
4. Volume available for continuous and regular export, in the present and in the foreseeable future.
5. F.o.b. prices at a given national port, if not confidential.
6. Payment conditions desired.
7. Delivery period, with details of seasonal availability, if any.
9. Quality or other controls.
10. Details of export sales successfully achieved; and of specific action currently being undertaken, or planned for the future, to promote exports of the product in question.
11. Names and addresses of the organizations, if others besides your own are involved, from which further information about the product can be obtained by interested foreign buyers and importers.