Dear Sir,

The International Trade Centre is compiling a directory of market research and marketing research organizations. It is considered that such a directory will be useful to both governments and exporters of less-developed countries.

It would be of considerable assistance if you could supply us with a list of the names and addresses of all such organizations with registered offices in your country. The Centre will then take up direct contact with them in order to obtain a precise definition of the range of their activities. The organizations can be private or state bodies, or of a mixed type.

We also intend to include organizations for whom market and marketing research may not be a principle activity, but who, nevertheless, work on a contract basis for outside bodies in this field.

Thank you for your co-operation.

Yours faithfully,

H.L. Jacobson
Head, International Trade Centre