The DEPUTY DIRECTOR-GENERAL welcomed the experts and summed up the past work of the Centre. He pointed out that 40 developing countries (of which 11 non-GATT) had used the Centre's services. The Centre's work had stabilized around three activities: market information, publications and training. Emphasis was now being placed on strengthening the Market Information Service, and he thanked countries (Austria, France and Italy) that had assigned market researchers to the Centre at their own expense. He mentioned a new trade promotion advisory service that it was proposed to create to give advice on the setting-up of national export promotion bureaux, and on marketing products. He also appealed to developed countries to set up offices to seek out import opportunities for less-developed countries. Finally he asked that the experts consider recommending to the GATT Council the strengthening of the Centre's resources, and also consider supplying additional resources, in funds or personnel individually.

MARKET INFORMATION SERVICE

The CHAIRMAN invited comment on the Centre's Market Information Service. The representatives of ten developing countries (Ceylon, Brazil, Israel, India, Turkey, Indonesia, Uruguay, Chad, Peru and Jamaica) congratulated the Centre on its valuable work carried out in a difficult field with limited resources in men and money. A number of them particularly voiced appreciation for the work specifically carried out for them. A number of developed countries' representatives
also expressed their respect for the work done by the Centre and the CHAIRMAN added his congratulations.

The early part of the discussion developed around how priorities in dealing with market enquiries were allocated. The DIRECTOR OF THE CENTRE said that priority was first allocated according to the source of the question, more importance being given to questions from governments, followed by trade associations and then traders. The Centre relied on its liaison agencies to tell it which were bona fide firms, and also whether the products were important or potentially important in the country's export pattern.

Since in spite of screening procedures the number of enquiries could still get out of hand, the representative of Brazil suggested that the Centre should play the rôle of catalyst, initiator, leader and teacher, rather than carry out all the detailed work itself. He suggested that the Centre prepare patterns or models for market research (with different patterns for, say, primary products and manufactured goods) so that the developing countries could then follow them.

This suggestion was strongly supported by the representative of the United Arab Republic, who pointed out it would also help solve the Centre's problem of overloading.

A further debate developed around the wider dissemination of work done for an individual country. The DIRECTOR said that he would circulate to liaison agencies lists of enquiries answered, so that they could request specific information in the answers. In addition, it was the Centre's policy to deepen studies done for an individual country, but of use to more than one country, and then publish them for general consumption. Examples were: plywood and citrus juice (completed) and oilcakes, leather, and canned shrimps (yet to come). Some market surveys would be published in synoptic form in the FORUM.

The next question treated was development of trade on a regional basis. The DIRECTOR said encouraging this was a main preoccupation of the Centre. In practice many of the enquiries relating to trade between developing countries were intercontinental (e.g. a sale from Uruguay to Nigeria as a result of the
Centre's work). But to carry out adequate market research in developing countries would also entail field work, with the implicit travel expense.

Answering a question from the representative of Poland on how much market research the Centre did itself and for how much it could rely on liaison agencies, the DIRECTOR said that national responses varied. Some countries had officers working full-time in collaboration with the Centre, others provided little or no information. He strongly urged that developed countries set up offices to do research on import opportunities for developing countries. These offices could work both in collaboration with the Centre and on their own initiative.

The representative of Ceylon asked whether any attempt was made to evaluate the results of the work carried out. The DIRECTOR replied that evaluation was difficult for any governmental body to undertake and could be time-consuming to the damage of more creative work, but spontaneous appreciations and favourable comments had been received from a number of correspondents. The representative of Israel said that they had successfully carried out an evaluation exercise for their trade opportunity notes.

On a question regarding collaboration with intergovernmental bodies, the DIRECTOR replied that, when starting a market study, the Centre utilized existing work such as FAO Commodity Studies. The latter, however, were usually long-term economic studies whereas the Centre's work was fundamentally concerned with prices, specifications, importers, commercial competition, etc., so that it started where these left off. No other international organization had the specific commercial brief of the Centre.

Proposed Resolutions

Concerning the Market Information Service, it is recommended that:

(i) the present programme be developed to cover a wider range of inquiries from both governmental and private sources;

(ii) possibilities for surveys of markets in developing countries be strengthened;
(iii) the carrying out of commodity surveys of interest to several developing countries be continued and expanded;

(iv) the idea of producing patterns or models of market studies for use by developing countries should be investigated.

PUBLICATIONS

There was little discussion of the publications programme. The representative of Turkey said that the FORUM was read with great interest in his country by both businessmen and governmental officials concerned with trade, and they appreciated the opportunity to publicize their trade potential. He wondered whether there could be a monthly publication for trade opportunities, commercial policies, trade practices, quality control, sanitary regulations, etc. The DIRECTOR replied that the FORUM with its Supplement was already an eight-times-a-year publication. With four pamphlets annually this came to twelve a year; and it had to be borne in mind that publication in three languages tripled the production workload. The Centre could not undertake more frequent publication.

The representative of Brazil asked how many trade opportunities could be submitted for publication. The DIRECTOR replied that none had yet been turned down. To another enquiry the DIRECTOR replied that lists of country market monographs were being published in the FORUM's Supplement, and in the "Select Bibliography" pamphlet just out.

Concerning the Export Promotion Techniques Manual, the representative of Brazil said this document could be used for drafting legislation on setting up export promotion services, but he wanted a more detailed guide for export promotion work. The DIRECTOR pointed out that more detailed manuals had been produced by different countries and were cross-referred to both in the FORUM Supplement for February 1966 and the "Select Bibliography" pamphlet.

The representative of Brazil said that a weighting of different countries' practices would be a valuable guide; but the DIRECTOR asked whether, if a majority of developed countries did something, this would necessarily be a guide
for a less-developed country with a completely different export structure. The representative of Brazil replied that this would be prima facie evidence that it deserved consideration.

The representative of Switzerland pointed to the existence of an International Chamber of Commerce document giving some of the organizational details called for.

**Proposed resolutions**

**The FORUM**

1. Inasmuch as the FORUM, in its present form, seems to be satisfying a wide set of trade promotional needs, there need be only one new departure from present policy: that is to publish abstracts of market surveys carried out by the Centre's own market research staff.

**Pamphlets**

2. As the Centre's Market Information Service increases its output of surveys of world markets for products of export interest to many countries, the Centre's Pamphlets Programme should publish versions of international utility for general distribution.

3. The Centre should continue its publication of pamphlets of special utility to supporting export services on such subjects as:

   - market and marketing research organizations
   - training of government officials in export promotion
   - training in export marketing for industrialists and entrepreneurs
   - trade fairs
   - trade missions
   - the rôle of private sector organizations in export promotion.

**TRAINING**

The first question to be raised concerned the basis of selection of candidates. It was assumed by the Centre that a junior trade promotion official was qualified ipso facto. The DIRECTOR avowed that the Centre was unable, with its existing
staff, to undertake any pre-training at the Centre itself. Existing screening procedures relied on the liaison agencies' recommendations, and in addition examination of the candidate himself by the local embassy of the potential host country.

Concerning the content of courses, a number of countries expressed interest in knowing what other countries were doing; and also how they might adapt courses primarily intended for trade officials of their own, developed countries so that they would be suitable for officials from less-developed countries. The DIRECTOR said that he had been widely recommended to call a conference in April to discuss and, to a degree, co-ordinate the contents of training courses. He was loth to suggest laying down a uniform type of course, however, because countries' specialties and means differed. Some concentrated on in-service training, some on formal lectures; some gave general training on procedure and principles, some concentrated on know-how in specific products as developed by marketing boards, e.g. New Zealand.

In reply to a question from the representative of Ceylon, the Netherlands' representative showed how they had designed a course to suit agricultural exporters by including periods in their Ministry of Agriculture and Royal Tropical Institute; together with a period with the Netherlands Wholesalers' Federation, so that direct trading contacts could be taken up.

For formal instruction it was suggested that a week could be set aside specifically to consider export problems typical of less-developed countries. The representative of Turkey emphasized the value of training in foreign markets themselves, as opposed to calling in experts to give instruction in Turkey. A tentative proposal was made concerning a regional training programme, but this would need long-term advance planning, and would not meet the previous point.

The representative of Australia pointed out that his country had a training programme in export promotion for Far Eastern countries outside the GATT framework; and the Director of the GATT Centre appealed to such countries to offer
vacancies through the Centre, which has candidates from developing countries who may not otherwise have contact with them.

The representative of Poland thought the problem was to train lecturers so that they could give instruction to others. The representative of Israel thought the Centre should obtain training material from different countries, and produce a manual on it.

The representative of France said his country was offering 20 vacancies to Latin American officials through the Centre in conjunction with the OAS. He outlined the size and complexity of the training problem and how it was being dealt with in France at different levels by different bodies. Co-ordination was needed within countries, within regions and internationally, and the Centre had a part to play in this.

RESOLUTIONS

1. The training programme is an ad hoc one. Vacancies for study in national export promotion bureaux are sought by the Centre for candidates from developing countries. The Group urges that in 1966 additional courses be made available through the Centre by other countries for an even larger number of students.

2. The Group recommends that GATT Member Governments endeavour to enlarge the facilities that their official and semi-official trade promotion agencies offer for such courses, and that courses cover in each case transport and subsistence costs of candidates, so that more developing countries can benefit from them.

3. The Group recommends, on a U.S. motion, that by October 1966 the Centre complete a study, complete with budgetary implications of a Centre-based training course or series of seminars to begin in 1968.

4. The notion of an early meeting, perhaps in April, of course-givers, potential course-givers, and representatives of developing countries, to discuss targeting courses better to the needs of the last, is approved.
TRADE PROMOTION ADVISORY SERVICE

The CHAIRMAN pointed out that this proposed service would be a new field of activity altogether, and had two aspects: 1) export promotion at the governmental level, and 2) counsel on the marketing of specific products, both in the developing country. These had arisen from requests of the developing countries themselves. It would involve an extra-budgetary provision of $30,000 this year and $50,000 in 1967.

The representative of Brazil warmly supported the proposed service. It was important for the expert to make an on-the-spot survey and contacts. He could act as a catalyst for needed developments. There was a lack of knowledge of both export promotion and export marketing in developing countries. In Brazil they had had the problem of unsold products rotting on the ground.

The question was raised as to whether the United Nations or the FAO could supply experts. The DIRECTOR replied that the United Nations occasionally came to the Centre unofficially with requests to help recruit foreign trade experts. He pointed out, however, that in the new activity the Centre would basically act as a recruiting agency; and for counsel on export promotion the main source of experts would be the governmental export promotion services of developed countries, while marketing experts would be recruited from the Centre's private trade contacts.

The representative of Sweden agreed with the necessity for such on-the-spot work and said that his country would be willing to pay its share of the costs.

The representative of Ceylon supported the notion of an advisory service, particularly at the governmental level. The representative of Israel thought this export advisory work would be even more important, in the long run than the Market Information Service.

The representative of Nigeria thought that though such a service was desirable, if finance was a difficulty, priority should be given to market information and training, and the representative of India concurred in this view.
The representative of Chad called for an inventory of the needs of less-developed countries in the trade promotion field.

The representative of the United Arab Republic called for more such schemes to help developing countries to help themselves, especially the setting-up of national export promotion services, so they need not rely permanently on the Centre. In general he called for more pattern, model, and less ad hoc work.

The representative of France agreed with the necessity of an advisory service but pointed out the distinction between overall export promotion and the marketing of specific products. The latter called for highly specialized knowledge. The DIRECTOR reassured him that the marketing advisers would be chosen to answer specific marketing problems for their specialized trade experience.

PROPOSED RESOLUTIONS

1. The Centre has received requests for the provision of on-the-spot advice in two related fields: a) assistance in the establishment of export promotion services at the government level; and b) assistance in the solving of marketing problems at the trade level. The Group agrees that a Trade Promotion Advisory Service should be set up to meet these requests, bearing in mind that the cost would be an extra $30,000 in 1966 and $50,000 in 1967.

2. The Field Advisers sent out on mission to give counsel at the government level on export promotion should be largely senior counsellors recruited from national export promotion services with which the Centre is in liaison. The Field Advisers sent out to give advice on marketing problems would have highly specific experience related to the products they are being called on to deal with. They would for particular products examine existing distribution channels and their improvement, market diversification, publicity methods, quality control, grading, standardization, design, packaging, market research, transportation methods, methods of preserving and storing produce, etc. The aim would be to solve short-term marketing problems, as well as lay the foundations for sound future marketing programmes.
LIAISON ARRANGEMENTS

The representative of Ceylon said that the establishment of offices to undertake research on import opportunities was very important, and that the CONTRACTING PARTIES should take a decision on it. The representative of Brazil agreed, and said that legal, institutional provision should be made for these offices. He thanked those few, developed countries that had already set them up.

Regarding the desired secondment of staff to the Centre, the DIRECTOR pointed out that the secondment of one officer amounted financially to more than the total budget contribution to the Centre of any single country, and he was deeply grateful to Austria, France, and Italy for their actions in this respect. The representative of France said that seconded officers benefited from this experience. France was willing to enlarge its effort, but did not want to do it alone. It would like to be part of a group effort.

PROPOSED RESOLUTIONS

1. The Group recommends that the developed CONTRACTING PARTIES agree to set up import research offices devoted to seeking out import opportunities for less-developed countries to work in collaboration with the Centre.

2. The Group recommends that more developed countries second personnel at their expense to work in the Centre.

STAFFING AND BUDGET

The above recommendations imply the following additional staff:
Additional cost of staff increases on the Market Information Service, the Publications Programme and the Training Programme, with supporting costs relating to printing, distribution, staff travel, etc., would be approximately $85,000 in 1966.

It is suggested that individual governments could render important assistance and relieve the strain on the normal budget in one or in both of the following ways: a) by financial contributions on a unilateral basis; b) through the secondment from national services of trade promotion officials to serve with the GATT Trade Centre for a period of at least six months.

TRADE PROMOTION ADVISORY SERVICE

This would be a new activity and hence is considered as a separate budgetary item.

It would be necessary to envisage, for 1966, recruitment of an organizational cadre consisting of Trade Promotion Adviser (P4) and a bilingual secretary (G4). The Trade Promotion Adviser's main initial task would be to select and co-ordinate the field activities of four Field Advisers: two to work on establishing of
services and two on marketing problems. Each of the Field Advisers would be recruited for a mission of three months' duration, involving a total of twelve man-months of field activity in all. In view of the relatively high costs involved in sending out experts for fairly lengthy stays, total cost would be in the realm of $30,000 including staff, fees of contractors, travel and maintenance. For 1967, the Trade Promotion Adviser would be responsible for drawing up and implementing a field advisory service that can progressively be run by officers recruited to the GATT staff. This can be expected to involve a total cost (including travelling expenses) of $50,000 annually.