Advisory Group on Trade Information
and Trade Promotion Advisory Services

GATT INTERNATIONAL TRADE CENTRE

Note by the Secretariat

Draft Summary of Second Day's Discussions

14 June 1967

The Representative of INDONESIA said that his delegation would like to join the previous speakers from both developed and developing countries in their appreciation of the work of the Centre. He believed that the Trade Centre would grow more important in the years to come, and expressed the support of his delegation for the future work programme outlined. He agreed with the point made by the delegate from INDIA and GHANA on the difficulty of paying GATT contributions in foreign exchange. His delegation would take no final stand on the budget at the moment.

The Representative of BRAZIL congratulated the Trade Centre on the very successful accomplishment of its work programme since the last Advisory Group meeting; it was an impressive example of how limited funds and resources could be utilized to the fullest extent. In the last few years developing countries were beginning to realize the importance of trade promotion; instead of laying emphasis on barriers to trade they had learnt that the disappearance of these barriers was just one step forward; that the next step was to sell and that the Trade Centre was there to help them do it. He believed that the budget proposals for the Centre were extremely modest. In comparison with trade promotion expenses in developed countries the budget for an international operation of this kind could be multiplied ten-fold. With regard to the Market Information Service he believed that it was important not only to do work for developing countries, but to teach them how to do the work themselves. The Centre
should map out the basic areas and provide the necessary patterns for the countries to carry out their own research. He regarded money spent on the Market Information Service as well spent, and stressed that he felt the allocation was not sufficient.

He welcomed the study that the GATT Secretariat was carrying out on the feasibility of setting up a Central Tariff and Commercial Policy Information Pool to store data as complete and up to date as possible. Since the Kennedy Round had successfully lowered barriers to trade more attention should be devoted to trade promotional information. He repeated his support for the budget item on Market Information Services.

The DIRECTOR OF THE CENTRE drew attention to the fact that a pamphlet on Export Marketing Research for Developing Countries of the type desired had just been produced by the Centre. The Trade Promotion Advisory Service was also designed to help countries to handle their own export promotion problems.

The CHAIRMAN then said that the document mentioned was one of the most satisfactory pieces of work that he had ever come across.

The Representative of the UNITED ARAB REPUBLIC was convinced that developing countries could use models to guide them in their work, and that general market studies as prepared by the Centre could be a very valuable basis for supplementing special studies that the developing countries themselves carry out on foreign markets. He congratulated the Centre on the work it had accomplished in this field. He suggested that a programme for market studies be drawn up, taking into account all commodities of interest to developing countries. The Centre could assist developing countries, especially in connexion with identifying distribution channels. The Centre had answered more than 60 requests for studies from developing countries and might try to distribute these studies more widely. He suggested that the Centre should make a special effort to increase and develop trade among the developing countries themselves. He supported the importance of the proposed Central Tariff and Commercial Policy Information Pool, and encouraged the Centre on the work it was planning in this field.
The Representative of SWEDEN asked the Secretariat if there were any plans to follow up the market surveys, and stated it would be interesting to hear the views of developing countries on the utility of specific surveys made at their request.

The DIRECTOR OF THE CENTRE pointed out that the Centre had a programme of pamphlets on export techniques that touched on the problem of distribution raised by the Representative of the United Arab Republic; and noted that the largest market survey undertaken examined the markets in Africa and Asia for the products of a Latin American country. Certain products that were of interest to a large group of countries, such as citrus juices, plywood, rice and oilcakes, had received more extensive coverage.

The Representative of INDIA gave his full support to the suggestion of orientating the Centre's rôle in promoting expansion of trade among developing countries. He believed that the Centre should devote more attention to the intercontinental aspects of the promotion of trade because the regional aspect was already dealt with by the Regional Commissions of the United Nations. He also congratulated the Centre on its selection of commodities for market surveys for 1968, feeling that including semi-manufactures was a step in the right direction.

The ASSISTANT DIRECTOR-GENERAL FOR TRADE AND DEVELOPMENT said that in selecting commodities for market surveys, there were three main considerations. First, the commodities should be of interest to a number of developing countries. Secondly, they should be commodities in which there was an appreciable export potential; and thirdly, those where a study of existing trading channels and patterns of market indicated possibilities for further increase in volume of sales or unit values realized.

The Representative of ISRAEL asked whether it would not be possible for the Centre to include a study on textiles, a commodity many developing countries were trying to export.

The ASSISTANT DIRECTOR-GENERAL FOR TRADE AND DEVELOPMENT pointed out that textiles was already one of the items to which the GATT Secretariat itself had devoted special attention in the work of its Cotton Textiles Committee, that took up a number of marketing problems.
The DEPUTY DIRECTOR OF THE TRADE CENTRE took up a point raised by the Representative of Sweden about the general question of evaluation, pointing out that this was an extremely difficult question. Consultations were held with the Bureau of Evaluation and Reports of the United Nations Development Programme that had made the Centre realize the great difficulties of evaluation. He believed that the meetings of the Export Group could best serve as a forum for the evaluation of the Centre's work.

The Representative of the FEDERAL REPUBLIC OF GERMANY suggested that it would be useful for the Trade Centre to follow up market studies of the products on which studies had already been prepared. This should not prove a difficult task as contacts had already been established. He expressed appreciation on what had been done by the Trade Centre in market research and product studies.

The Representative of the UNITED ARAB REPUBLIC agreed on the difficulties of quantitative evaluation.

The Representative of CANADA noted that the market surveys were evidently of considerable value to the developing countries, even if this could not be directly quantified. He therefore considered the budget increases in paragraph 26 as reasonable.
TRADE PROMOTION ADVISORY SERVICE (Paragraphs 6-11 of the Document)

The Representative of the NETHERLANDS, who had been a member of the Centre's two-man mission on trade promotion to Indonesia, donated by his country, felt that this type of assistance was one of the Centre's most important activities. He hoped that the Centre would get as much support as possible in this field from other countries.

The Representative of BRAZIL said that his country was one of the first to benefit from the Trade Promotion Advisory Service when a Centre-paid mission, headed by the leading Austrian expert, advised on the reorganisation of export promotion services. He believed that these services should be expanded and extended to all countries that requested such services. These missions helped a country to help itself. Proposals made for the provision of additional personnel deserved the full support of the Advisory Group and might even be insufficient for the job to be done. This item should be the priority item in the report.

The Representative of SWEDEN pointed out that the services had been set up on the recommendation of the Group last year. Since then there had been a considerable number of requests from developing countries for such services therefore the Group should not hesitate to support the additional staff required. Far greater emphasis should be given to this service for the next year.

The Representative of the UNITED ARAB REPUBLIC expressed his deep appreciation of the importance of the Trade Promotion Advisory Service; without such services there could be no practical application of the information provided by the Centre. He urged the Centre to go forward in this direction.
The Representative of ISRAEL supported previous speakers and said this was the most important function of the Centre. He doubted if the budgetary appropriations were sufficient, and suggested that ways should be found to increase the budget for this particular activity of the Centre.

The Representative of GHANA said that his delegation believed that the Trade Promotion Advisory Service was the most important aspect of the Centre's work. He believed that more resources should be devoted to this service and to training.

He asked for clarification on the methods by which countries were selected for trade promotion missions. This information was necessary to help the Group in allocating resources even at the expense of other services. These missions were particularly useful since they brought senior officers who could not be released for export promotion courses abroad, into contact with foreign experts. His government would support the modest request made in this respect.

The DEPUTY DIRECTOR OF THE CENTRE said that he was aware of the inadequacy of the provisions suggested by the Secretariat, but in recruiting staff the Centre bore in mind the fact that individuals could be moved to one or more service. The Centre also took into consideration the fact that a number of countries were prepared to make available to the Centre, at their own expense, Trade Promotion Advisors.

The selection of countries for Trade Advisory Missions was often connected with more traditional activities of GATT; development plan studies, balance of payment consultations and other consultations under Article 38 of Part IV.
The DIRECTOR OF THE CENTRE stressed the point that, like every other service of the Centre, there was absolutely no discrimination between non-GATT and GATT developing countries. The Trade Promotion Advisory Service was considered by the Centre as part of an International Trade Centre "package". A Trade Advisory mission goes out with a brief, comes back and makes a report which might involve a market study by the Centre, and the mission also suggests personnel met in the country for training.

The Representative of JAPAN expressed his high appreciation of the GATT Trade Centre. Japan was prepared to cooperate with the Centre in its future programme. The Japanese Government was prepared to lend the services of the representative of Japan's External Trade Organisation (JETRO) branches overseas located in any countries to which the Centre was sending missions. Such officials, however, would only be available to the Centre for some two or three weeks because of their own pressing commitments. If this sort of assistance was of any help to the Trade Promotion Advisory Service, his Government would be pleased to discuss this matter further.

The Representative of TRINIDAD AND TOBAGO welcomed the development of the Trade Promotion Advisory Service, and was pleased to note that it was to be strengthened. Now that his Government had approved the formation of a Trade Advisory Council, full use would be made of the Centre's Trade Promotion Advisory services.

The Representative of the CAMEROON asked for further clarification of the method by which countries were selected to receive promotion advisory missions.

The ASSISTANT DIRECTOR-GENERAL clarified the points made by the DEPUTY DIRECTOR OF THE CENTRE. Trade Advisory missions were
not always mounted on the basis of prior examination. If a specific request from a developing country for specific assistance in providing aid to establish an export promotion training institution was received, the Centre would give it serious consideration.

The Representative of AUSTRALIA noted that his country was the first to provide an Advisor to a developing country through the Trade Centre. This Advisor went to Uganda for five months to advise on setting up an agricultural marketing board. Australia would sympathetically consider the provision of a further expert in the forthcoming year. He urged other developed countries to follow this example, as this was the most valuable contribution they could make to developing countries.

The Representative of INDONESIA expressed his deep appreciation of the excellent work of the Trade Promotion Advisory Service for his country. Indonesia was now studying the report of the fact-finding mission sent by the Centre and the Netherlands Authorities in December last year.

The Representative of the UNITED STATES said his government would support all four of the programmes mentioned under item 2 of the agenda. He said he would like to support the "package" approach of the DIRECTOR as he saw a close relationship between all the services of the Trade Centre and particularly between the Trade Promotion Advisory Service and the Training Programme. He suggested a certain flexibility with regard to provision of experts, and the creation of export paraphernalia or an export bureau so that effective use could be made of the services of the expert. His Government would continue to support the advancement of these programmes.
The Representative of the UNITED ARAB REPUBLIC asked whether it would be possible to establish a model study for promotion services. While the situation in each developing country differed, such a model study would still be useful. It could group together studies made in the promotion manual, recently issued by the Centre. The DIRECTOR OF THE CENTRE said that the preparation of models had been considered and experimented, but this was not really feasible because of country differences so that the best approach might be the case study. However, in the Centre's forthcoming publication on the organisation of export promotion bureaux there would be some indication of the best way of proceeding in specific fields. He suggested that the delegate of the UNITED ARAB REPUBLIC could consult various country reports prepared by the Centre as part of missions, available in its archives. Experts from developing countries could then draw their own models from raw material made available by the Centre.

The Representative of UNCTAD made a detailed statement on the activities of the United Nations in the field of export promotion, stressing desirability of coordination among all bodies engaged in these activities in order to avoid duplication. It was agreed that a full text of this speech should be made available.

The Representative of BELGIUM expressed great satisfaction with the statement made by the representative from UNCTAD. The prospect of close collaboration through UNDP would help to solve the Centre's financial problem. National liaison agencies could make greater contributions to the Trade Promotion Advisory Service. The Centre has been asked to comply with 15 requests in 1968; further details should be provided as soon as possible so that they could be examined in detail. He felt that a maximum of three months should be fixed for the visits of experts, as such people were needed in their own countries.
The Representative of BARBADOS congratulated the Director for his energy and enthusiasm in publishing the large number of very useful reports. He had also assisted Barbados to find a place in the U.K. Board of Trade Training Course. He approved of the "package deal" approach. He asked for information on the extent to which the Trade Centre cooperated with other agencies. He asked whether the Centre had made any study on price movements of commodities.

The DEPUTY DIRECTOR OF THE CENTRE explained how the Centre kept in touch with other organisations and collaborated with them in order to avoid duplication.

The Representative of BRAZIL said he thought the UNCTAD statement was very important as it helped to clarify the urgent problem of coordination. He suggested that it should be considered at length and requested a full copy of the statement. Problems to be considered included regional cooperation in trade promotion. There should be one International Trade Centre at GATT, but regional trade centres as well. For example, the OAS could study North American and Latin American markets, and other regional bodies could do similar work. In the field of technical assistance the funds available to UNCTAD for trade promotion could be used to help both GATT Trade Centre and the regional trade centres. Could Trade Advisory missions requested of the GATT Centre be financed by UNDP funds?

The Representative of the UNITED ARAB REPUBLIC suggested a new edition of the manual on export promotion techniques and suggested that a case study country by country was less useful than one done service by service.

The Representative of GHANA said that the criteria for selection
of countries for missions should include those contemplating a
common market or a free trade area.

Dealing with offers by developed countries he said that with the
exception of Japan, only general support had been voiced but no specific
indications had been given of material and human resources that were
to be allocated. Details of unilateral allocation would be most
valuable. Australia, France and the Netherlands had provided
technical advisory services in the past. He asked how far the Trade
Centre’s programme would cover the developing countries as a whole.

The Representative of the CAMEROONS asked whether his country,
which had drawn up its own development plan, could no longer expect
assistance from the Trade Centre.

The DIRECTOR OF THE CENTRE said that any requests for technical
assistance made by GATT or non-GATT countries, with or without plans,
would be sympathetically considered; and invited the representative
of the Cameroons for a private discussion of such mission.

The Representative of GERMANY said that the picture of technical
promotion advisory services obtained from a mere listing of GATT
Centre missions was incomplete. Germany had, for example, provided
Pakistan with the trade advisory mission.

**TRAINING PROGRAMME**

The Representative of BRAZIL said that training was one of the
most important activities of the Centre, and showed what could be
achieved by cooperation not only between the Centre and host developed
countries, but also with international organisations. He drew
attention to the course in France organised by ASTEF, the Centre and
the OAS, in which a number of Latin American trainees participated.
He suggested that it was better to send a group of trainees rather than just one trainee from a country to these courses because this group could provide a corps to exert pressure on the administration in the developing country when it returns. Training should be provided on a regional basis as this would permit more than one representative from each country to participate. He welcomed the Centre-based training course made possible by the generosity of the Swedish Dag Hammarskjöld contribution. He hoped that cooperation with other developed or less-developed countries, as well as international organisations such as the OAS, would enable the Centre to repeat this venture. He approved the idea of quarterly three-day seminars, and expressed support for all the suggestions made in connection with training in the Secretariat's Note.

The Representative of the UNITED STATES said that it would be very desirable to have a full copy of the text made by the Representative of UNCTAD, as this might have practical implications for the work of the Centre, and he would therefore like to study this statement carefully.

He expressed the gratitude of his Government to Sweden for the Dag Hammarskjöld Centre-based training course, and hoped that this was the beginning of an important programme making possible a fair sharing of broad opportunity to trainees from many, indeed all, developing countries. Since unilateral action of many governments in this field might possibly leave uncovered a particular area either geographically or by language or by degree of development, a proper division could be considered for a course operated by the Centre.

The Representative of the UNITED ARAB REPUBLIC stressed the importance that his Government attached to training. He believed
that training was the cornerstone of any work in the field of export promotion.

The Representative of SUEDE commented on the expansion of the activities of the Centre in training. He regarded the joint course of the Centre and the Dag Hammarskjöld Foundation as an interesting experiment. If it turned out to be a success it might set a pattern for the future. He suggested that the Secretariat should prepare a report on the experiences of the 1967 course. He believed that the series of seminars on different aspects of export promotion under consideration for 1968 might be a first step to introduce training of a more specific character. The possibility of holding seminars in developing countries to teach people on the spot might also be considered.

The DIRECTOR OF THE CENTRE explained that the burden of the course had not been shifted entirely to the University of St. Gallen. The Centre had its own senior officer on the course in the University and would have another senior accompanying the students for their one month in-service training in firms in ten different parts of Europe; students would also work in the Centre doing market research under the Centre’s market researchers.

The Representative of AUSTRALIA pointed out that his country had operated a regional training programme for a number of years. A further course was to start in August with fifteen students from various parts of the world; this programme would be increased considerably as a result of the Commonwealth Meeting in Nairobi, and it was proposed to provide for forty-five trainees per year in three courses from eight to ten weeks duration, with half of the course being offered to Africans from Commonwealth countries, the other half being drawn from countries throughout the world; and some places to be offered through the Centre.
Australia would like to see a programme based on a more modest contribution to a Centre course than $75,000, with the balance being drawn from other countries not providing national training services.

The Representative of CHAIRMAN emphasised the importance his Government attached to training and welcomed the steps taken by the Centre to improve the quality of these courses. He believed that in practical terms it might not necessarily be useful to use only the yardstick of the number of courses or the intake to assess the practical usefulness of these courses and the benefit to the developing countries; his delegation would like to support the concept of Centre-based courses. He suggested that the Secretariat might prepare a report on the experience of the Symposium on Training in Export Promotion held in May 1956, so that the real usefulness of these courses could be assessed. He wished to support the U.S. suggestion that courses should be extended into the developing regions. He also supported the Swedish proposal for a report on the working of the first Centre-based course. With reference to seminars, he asked for clarification on whether the cost for travel of the participants would be borne by the Centre or the participants' governments. If the latter, the seminars should be extended for a longer period. He suggested that courses might also be run to provide training for officers such as section head or divisional chiefs who would not necessarily go in for the usual range of courses, but who would be assistants of appropriate liaison agencies or departments for a number of months. This would familiarise them with the problems they would have to face when they returned home. He referred to the type of training provided by certain private firms, who trained executives at headquarters before sending them back to work in the local office in their own country.

The CHAIRMAN pointed out that as a result of last year's
Centre Symposium on training, the whole of the training course offered by the U.K. was completely recast to meet more effectively the established requirements of developing countries. He felt there was now a considerable effort by developed countries to arrange training courses tailor-made to the particular requirements of particular developing countries.

The DIRECTOR OF THE CENTRE said that it was too early to give details on the costs of the seminar, which were at present being negotiated for a unilateral contribution basis. Denmark is considering contributing to Centre seminars; Norway to national ones. With regard to training courses for a higher level of personnel from the developing countries, if candidates of appropriate calibre were available such courses could be organised.

The Representative of FRANCE wished to make a distinction between training of national officers in export promotion and training in commercial undertakings. He believed that the task of the Centre was to train officers for export promotion training. He stressed the fact that it was necessary to obtain, if possible, some kind of guarantee that the trainees would return to work in their own countries.

The Representative of the UNITED KINGDOM said that his country regarded cooperation on training schemes with the Trade Centre as of great value. He expressed his appreciation of the Centre-based training course. The United Kingdom was pursuing the possibility of placing a number of Centre trainees with a number of industrial firms in the U.K.; the London Chamber of Commerce had also offered to cooperate. With regard to the seminars proposal he mentioned that the U.K. was considering organising a 2-3 day seminar in London for locally based developing countries' Trade Commissioners on some aspects of export promotion.
The Representative of INDIA mentioned the difficulties faced by developing countries in selecting suitable candidates for training programmes. He asked whether brochures giving information on training could be brought out on a half-yearly rather than an ad hoc basis to give governments time to select candidates in advance. The DIRECTOR OF THE CENTRE explained that the difficulty of putting out brochures was that by the time they were available the places for trainees had already been filled, inasmuch as the Centre made "same day" distribution to developing countries of announcements of new courses. However quarterly brochures would now also be produced.

The Representative of BURUNDI said that although his country had not yet had the benefit of the training courses organised by the Centre, they nevertheless wholeheartedly supported the training efforts of the Centre. He also wished to thank the developed countries who were helping to train civil servants from developing countries.

The Representative of BELGIUM wished to support the recommendations put forward by the French delegate regarding the value of training with commercial firms. In Belgium arrangements had been made for private firms to assist in training courses.

The Representative of ITALY said his country attached great importance to training and had made a number of experiments. He was doubtful about the efficacy of short training courses and felt that these should be envisaged in a broader and more comprehensive way. He gave details on courses run by the IRI, which lasted for some eight months, covering a comprehensive range of subjects and available for 100 technical trainees (among whom 8 on export banking through the Centre).
The Representative of the CHAMOM said that his country was very interested in training courses. The UDEMAC (Union for the Development of Equatorial Africa) had offered to set up a Centre for training for Central Africa, and hoped that the Trade Centre would assist them in this effort.

The Representative of CONGO commented on his country's contributions to the Centre in 1960. Through the Norwegian Agency for International Development, they were inter alia arranging seminars and trade tours for students and officials from the developing countries and taking people for in-service training for as long as a year.

The Representative of AUSTRIA gave an explanation of the scholarship and training programme of their Federal Economic Chamber.

The Representative of SWITZERLAND referred to the fact that Switzerland had decided to organise a training course in the near future for candidates from Latin America. Instruction would be given in Spanish.

The Representative of OCAII said this was the first time they who represented 14 African countries had attended a meeting of the Trade Centre. They were interested in the export promotion services provided by the Centre and attached great importance to its activities, which it wished to support wholeheartedly. He referred to the training course that was organised in the Cameroon and hoped that such activities would be expanded. He expressed his support for the proposals made to increase the resources of the Centre. He hoped that seminars of the type to be organised by the Federal Republic of Germany for French-speaking African countries would be repeated in the future. He expressed approval for the quarterly
three-day training courses for civil servants from developing countries who were in Europe. He did not agree with proposals made from the floor to extend the duration of these seminars. Developing countries could not afford to release their scarce personnel for longer periods.

The Representative of the CAMEROON suggested that the Centre should provide training for research for young people from developing countries for the growth of trade between developing countries within their regional framework.

UNILATERAL CONTRIBUTIONS

The CHAIRMAN called upon the DIRECTOR to give a summary of the present situation on Unilateral Contributions. This was accordingly given and the representatives of SWEDEN, THE NETHERLANDS, JAPAN, CANADA, ITALY, BELGIUM, AUSTRALIA, FINLAND, THE UNITED KINGDOM and FRANCE described the unilateral contributions being made by their countries. Details of these are included in Appendix A of the Report of the Fourth Meeting of the Group of Experts 13-15 June, 1967.

The Representative of BRAZIL expressed his gratitude to all the developed countries and thanked the Centre for mobilising resources in such an effective manner. He suggested that a detailed statement of the offers that were made should appear in a special annex to the report.

The ASSISTANT DIRECTOR-GENERAL, on behalf of the DEPUTY DIRECTOR-GENERAL expressed profound appreciation for the very generous response to the Secretariat's requests for unilateral contributions for the Trade Centre. Assistance had been provided for all the activities of the Centre. Even where the form of assistance had not changed the content has been deepened. He referred to the
comments of the representatives of Brazil and the United Kingdom with regard to the creation of import opportunity offices. Figures only told half the story. The quality and scale of the Centre's activities had been enormously helped by these contributions. The needs of the Centre were very large and the 1968 programme would depend on such contributions being made and extended. They were very grateful for the indication of assistance that had been provided and the Trade Centre for its part would be very willing to consult governments to see that the most fruitful use was made of this assistance.
PUBLICATIONS PROGRAMME

The CHAIRMAN said that everyone had been extremely impressed with the volume and high quality of the publications, particularly by the standard of the magazine FORUM, in addition to other Centre publications and wish to congratulate the Editor (the Centre's Director).

The representative of BRAZIL congratulated the Centre on what it had produced with such limited resources and in such a limited time. He believed that the estimates for the publications programme were reasonable and would give them his full support. He believed that export technique pamphlets had made a big contribution to the reorganization and planning of export organizations in the developing countries. He suggested a fifth pamphlet on collective export organizations, including consortia of firms or government-supported groups of firms on single products or bodies created to penetrate new markets.

The DIRECTOR of the Centre pointing out that in the programme for late 1967 there was a pamphlet on private sector export promotion, which would now cover the points raised by the representative of BRAZIL.

The representative of POLAND expressed great appreciation of the excellent work done by the Centre; the documentation and information were of great use. He suggested that the Trade Centre should organize a document unit to provide information on surveys made by various countries. The DIRECTOR replied that a bibliography of market and marketing reports by products and countries being distributed at the meeting might meanwhile meet the demand.

The representative of SWEDEN asked whether in the preparation of the proposed pamphlet on fiscal, financial and other export promotion methods the Centre would coordinate its work with UNCTAD and UNIDO, who were dealing with some of these points in a forthcoming meeting.

The DEPUTY DIRECTOR-GENERAL replied that the Secretariat was following these discussions closely, but that the Centre's pamphlets deal mainly with questions of techniques to remove difficulties of exporting by developing countries.
The representative of BELGIUM expressed appreciation of both the volume and quantity of the work done by the Centre. His delegation was prepared to continue and intensify assistance to the Publications Programme especially in the execution of a publication on trade missions.

The representative from the FEDERAL REPUBLIC OF GERMANY suggested that the Centre should compile and issue documentation of any article or single study whether it appeared in the FORUM or elsewhere; this would make it easier to gain access to information. He also suggested that authors of articles in the FORUM should be requested to bring their articles up to date. Another suggestion was that in addition to the Commercial Policy Chronicle published in the FORUM, the Centre should circulate immediately any Trade Opportunity Notes it received to the countries likely to be interested, since time was of the essence in these cases. These could subsequently be reprinted in the FORUM.

The representative of ISRAEL asked for an additional pamphlet on the organization of government export promotion, specifically, a handbook for commercial attachés on how to carry out work in the field. Such manuals existed in some developed countries. The Centre might publish it as a by-product of their planned seminars for commercial attachés. The DIRECTOR of the Centre said that they would try to incorporate such a manual in one or another of the pamphlets. There was also a whole programme of seminars dedicated to the rôle of advising commercial attachés under negotiation.

The representative of FRANCE said that the publications were one of the main means for the Centre to carry out its work. The FORUM was excellent, and should not be curtailed by lack of funds. He enquired how pamphlet distribution lists were drawn up. He congratulated the Centre on its export techniques pamphlets and market surveys distributed during the meeting. Pamphlets should take into account the different levels of development in developing countries.
The DIRECTOR of the Centre said that the problem of distribution was
even more difficult than that of collecting material, but great care was
taken in this respect. He hoped liaison agencies would assist in suggesting
suitable names for distribution. As others had observed, the Centre’s
pamphlets were simple in style, but not superficial, and therefore should
be of use to all the developing countries.

The representative of the UNITED KINGDOM referred to the impressive
list of publications. Judging by the experience of the publications programme
of the United Kingdom, the International Trade Centre, with a much more global
target, had a much greater need of publications, and he therefore hoped that
it would not overlook the potentialities inherent in the fullest possible
exploitation of its Publications Programme, even though it might expand in
other fields.