

GENERAL AGREEMENT ON TARIFFS AND TRADE

International Convention to facilitate the Importation of  
Commercial Samples and Advertising Material to enter into  
force on 20 November 1955

On 21 October 1955 the United Kingdom joined the Convention to facilitate the Importation of Commercial Samples and Advertising Material by depositing an instrument of ratification. This brings to fifteen the number of adhering countries; the Convention will therefore, in conformity with Article XI of the Convention, enter into force thirty days after 21 October, that is on 20 November 1955.

The following countries have ratified or acceded to the Convention:

|                             |                |
|-----------------------------|----------------|
| Denmark                     | Japan          |
| Egypt                       | Netherlands    |
| Finland                     | Norway         |
| Federal Republic of Germany | Pakistan       |
| Greece                      | Spain          |
| India                       | Sweden         |
| Indonesia                   | Switzerland    |
|                             | United Kingdom |

The Convention was drawn up by the Contracting Parties to the GATT in November 1952 and was opened for signature in February 1953. The broad purpose of the Convention is to minimize the costs and reduce the formalities and delays which traders and merchants have to face in sending samples and advertising material from one country to another.

Countries which join the Convention will, when it comes into force, undertake between them (a) to allow samples of small value to be imported duty-free, (b) to allow samples of value to be imported duty-free on a temporary basis, subject to deposit or security being given, (c) to allow specified types of advertising material including advertising films to be imported duty-free and (d) to exempt samples and advertising material, with specified exceptions, from import prohibitions and quota restrictions.

END