

# GENERAL AGREEMENT ON TARIFFS AND TRADE

RESTRICTED

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Limited Distribution

CONTRACTING PARTIES  
Fifteenth Session

## PUBLICITY FOR LIBERALIZATION MEASURES

### Note by the Executive Secretary

1. It is clearly desirable that measures of liberalization which are taken by certain contracting parties should be more closely associated in the mind of the public with the effort which the CONTRACTING PARTIES are exerting, in this direction, through the operation of the General Agreement. To this end it seems to me that the services of the secretariat could make a useful contribution, if the proposal outlined below can be followed.
2. In essence the proposal is that the GATT secretariat would publish at Geneva a special press release - a "liberalization communiqué" - as nearly as possible to coincide in time with the announcement made by the government undertaking the liberalization measure. This communiqué would, of course, be sent to the governments in the usual manner normally through their liaison officers at Geneva at the same time as it is issued to the press.
3. For the scheme to be effective it is, of course, essential that the material for the GATT press release should reach the GATT secretariat by the most expeditious means. In the case of a long list of items liberalized, for instance, it would be desirable to telegraph or send by express mail an outline of the measure, to be followed by the detailed lists. It is also essential that the areas to which the liberalization measures are to be applied should be clearly defined. If a government is contemplating the announcement of a measure of liberalization on a certain date it would be valuable for the secretariat to receive in confidence some advance notice.
4. I would emphasize the need to send detailed and complete lists of the items liberalized (or, if more convenient, the tariff numbers of the items) with the designation of the products involved in cases where the measure does not apply to the entire tariff item. By this means it is our intention to reach journals and publications which specialize in particular industries, trades or economic sectors. These lists should, if possible, be in English or French.
5. In cases where contracting parties have already designated an official for the purpose of keeping contact with the secretariat on balance-of-payments matters, this official could undertake to facilitate the operation of this scheme. In cases where no official has been nominated I would request contracting parties to nominate a person (or an office) in their administration with whom the secretariat can maintain contact. This information, which should include the postal address, should be sent to the Information Officer, GATT secretariat, Room 14, Sankei Kaikan, up to 20 November or thereafter at le Bocage, Geneva.
6. If any contracting Party feels that the scheme needs further clarification I would be grateful if the matter could be raised with the Deputy Executive Secretary.