

# GENERAL AGREEMENT ON TARIFFS AND TRADE

RESTRICTED

L/2574

8 March 1966

Limited Distribution

---

Expert Group on Trade Information  
and Trade Promotion Advisory Services

GATT INTERNATIONAL TRADE CENTRE

Report of the Third Meeting of the  
Group of Experts 1-2 March 1966

Introduction

1. The Expert Group on Trade Information and Trade Promotion Advisory Services in the GATT met from 1-2 March 1966, in pursuance of a recommendation of the CONTRACTING PARTIES at their twenty-second session. Experts in the field of trade information and trade promotion from the following countries participated as members of the Group: Australia, Austria, Belgium, Brazil, Canada, Ceylon, Czechoslovakia, Denmark, Finland, France, Federal Republic of Germany, India, Indonesia, Israel, Italy, Jamaica, Japan, Netherlands, Nigeria, Peru, Poland, Switzerland, Sweden, Chad, Turkey, United Arab Republic, United Kingdom, United States, Yugoslavia, and the Commission of the European Economic Community. There were observers from the following contracting parties and other governments: Congo (Leopoldville), Mexico, Philippines, Portugal, Trinidad and Tobago, and Uruguay. An observer from the Organisation for Economic Co-operation and Development was also present. A list of the experts and the observers who participated in the meeting is contained in the Annex to this document. Mr. Hans Mott, Sweden, continued as Chairman of the Group.

2. The purpose of the meeting was to examine, in the light of experience gained and suggestions made by governments, the type and direction of the International Trade Centre's Services that would be most useful to exporters in the less-developed countries, having regard to the resources that would be available to the Centre. Accordingly, the Group reviewed the activities of the Centre since their last meeting and gave consideration to its future work programme. In accordance with its terms of reference the Group undertook an assessment of the financial implications of the proposed future work programme of the Centre.

3. To assist the work of the Group, the secretariat had prepared a note (document COM.TD/J/1, 21 February 1966), which outlined for each of the Centre's existing Services, general policy, operations in 1965, and proposed operations in 1966 and 1967. The document also outlined a proposed new Service, and for both existing Services and the new Service, gave an estimate of the additional resources required to enable them to be run adequately.

Summary of the discussions and recommendations of the Group

4. The DEPUTY DIRECTOR-GENERAL welcomed the experts and summed up the past work of the Centre. He pointed out that forty developing countries (of which eleven 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 techniques for specific 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, on an individual basis.

I. MARKET INFORMATION SERVICE

5. Taking the document COM.TD/J/1 as a basis of discussion, the CHAIRMAN first invited comment on the Centre's Market Information Service. The representatives of all the developing countries 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.

6. 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 allocated according to the source of the question, first attention 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 submitted for investigation were important or potentially important in the country's export pattern.

7. 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 adapt them to their individual needs. 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.

8. 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 individual countries, but of use to more than one country, and then publish them for general consumption. Examples were: plywood and citrus juices (completed) and oilcakes, leather, and canned shrimps (yet to come). Some market surveys would be published in synoptic form in the FORUM.

9. The next question treated was development of trade on a regional basis. The DIRECTOR said that 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.

10. 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 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.

11. 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. He agreed, however, that some limited evaluation might be carried out in the future. The representative of Israel said that his organization had successfully carried out an evaluation exercise on its trade opportunity notes.

12. 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 trend studies whereas the Centre's work was fundamentally concerned with such matters as prices, specifications, importers, commercial competition, etc., so that it started where the broader studies left off. No other international organization had the specific commercial brief of the Centre.

13. Concerning the Market Information Service, the Group recommended that:

- (i) the present programme be developed to cover a wider range of enquiries from both governmental and private sources;
- (ii) the Centre's capacity to undertake surveys of markets in developing countries be strengthened by the allocation of funds for field work in these countries;

- (iii) the carrying out of commodity market 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.

## II. PUBLICATIONS

14. The CHAIRMAN then invited 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 that they appreciated the opportunity to publicize their trade potential in it. He wondered whether there could be a monthly publication covering 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 added 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 at its present level of resources.

15. The representative of Brazil asked how many trade opportunities notes 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.

16. 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. This could be based on the answers to a questionnaire to be circulated for this purpose among countries operating such services. He submitted suggestions on a limited aspect of such a questionnaire (published as document Spec(66)2 of 2 March 1966 - "Practical Questions Connected with the Establishment and Functioning of an Export Service") and asked for the co-operation of the participating experts in providing answers to it.

17. The DIRECTOR pointed out that detailed manuals on promotional techniques had been produced in 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 provide prima facie evidence that could be used as a basis for recommending methods generally used, and for avoiding others not in general application. The representative of Israel also strongly emphasized the significance to developing countries of the information that was the subject of the Brazilian questionnaire. The DIRECTOR agreed to circulate this questionnaire among the Centre's official liaison agencies, and to try to elicit the information

requested. Within the framework of this discussion, the representative of Switzerland pointed to the existence of documents that had already been produced in this field, notably one by the International Chamber of Commerce.

18. The recommendations of the Group regarding the Centre's publications programme were as follows:

- (i) Inasmuch as the FORUM, in its present form, seemed to be satisfying a wide set of trade promotional needs, the Group felt there need be only one new departure from present policy: the publication of abstracts of market surveys carried out by the Centre's market research staff.
- (ii) Similarly, as the Centre's Market Information Service increased its output of surveys of world markets for products of export interest to many countries, the Group recommended that versions of international utility should be published in pamphlet form for general distribution.
- (iii) The Group recommended that the Centre should continue its publication of pamphlets of special utility to supporting export services on subjects such 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.

### III. TRAINING

19. The CHAIRMAN invited discussion on the subject of 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. Existing screening procedures relied mainly on the liaison agencies' recommendations, as well as examination of the candidate himself by the local embassy of the potential hostcountry. The DIRECTOR stated that the Centre was unable, with its existing staff, to undertake any pre-training at the Centre itself.

20. Concerning the content of courses, a number of countries expressed interest in knowing what other countries were doing; and also how they might adapt training primarily intended for trade officials of their own, developed countries so that it would be suitable for officials from less-developed countries. The DIRECTOR said that he had been widely urged to convene a meeting in April to discuss and, to a degree, co-ordinate the content of training courses. He was loth to suggest laying down a uniform type of course, however, because countries' approach 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 in part by marketing boards, e.g. New Zealand. The representatives of the United Kingdom and United States particularly welcomed the idea of a meeting, and said that it would be more effective if there could be a prior exchange of information on how countries are at present organizing their courses. The Trade Centre agreed to organize this exchange of information.

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

22. In courses involving formal instruction the Nigerian representative 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 this was more effective and fruitful than calling in experts to give recommendations 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.

23. The representative of Australia pointed out that his country had in the past offered training in export promotion to officials from less-developed countries, and was currently holding a course for trainees from Far Eastern and African countries. The DIRECTOR OF THE CENTRE appealed to countries that were giving training in export promotion outside the GATT framework, to offer some vacancies through the Centre, which had candidates from developing countries who might not otherwise have contact with these countries. The representative of Italy said that his country attached great importance to this matter of export promotion training, and urged that all developed countries make this training available to the less-developed countries. The representative of Japan outlined the facilities for export promotion training available in his country, and urged the Centre to consult with the Japanese Government about how these facilities might be made available for candidates sponsored by the Centre.

24. 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.

25. To illustrate the size and complexity of the training problem, the representative of France referred to the various methods that were being used or tried out in his country. The training programme being organized by France for some fifteen Latin American officials which included export promotion techniques, was a further example of the need for specific training methods. The need for training staff of public administrations and private undertakings concerned with international trade was not limited to the developing countries. In the industrial countries also the need was very great and was difficult to meet. Technical and administrative co-ordination was needed at the national, regional and international levels, and the Centre could make a valuable contribution to this.

26. The representatives of Nigeria and Turkey said that, while the less-developed countries appreciated what was already being offered in the way of export promotion training by certain developed countries, they had been unable to take advantage of all the offers received because of the costs sometimes involved (for example transport or subsistence costs) and their lack of foreign exchange to meet these costs. They urged therefore that these costs be covered by the host countries wherever possible.

---

<sup>1</sup>To be recruited through the Centre and sent by the Organization of American States.

27. In the field of training the Group made the following recommendations:

- (i) The training programme was in the process of development. Opportunities for study in national export promotion bureaux and other forms of export promotion training, were sought by the Centre for candidates from developing countries. In view of the importance and necessity of such training for developing countries, the Group urged that in 1966 additional courses be made available through the Centre by other countries, and for an even larger number of students.
- (ii) The Group recommended that GATT Member governments endeavour to enlarge the facilities of the official, semi-official and other appropriate trade promotion agencies offering training; and recommended also that these facilities cover transport and subsistence costs of candidates to the extent possible, so that further developing countries could benefit from them.
- (iii) The Group recommended, on the basis of a suggestion by the representative of the United States, that by October 1966 the Centre prepare a study, complete with budgetary implications, of a Centre-based training course or series of seminars to begin in 1968.
- (iv) The Group approved the idea of an early meeting, perhaps in April 1966, of course-givers, potential course-givers, and representatives of developing countries, to discuss the planning of export promotion training to conform better to the needs of the latter. It was also agreed that prior to the meeting course-givers would exchange information on the nature of their courses and training facilities, and the problems involved in making them available.

#### IV. TRADE PROMOTION ADVISORY SERVICE

28. The CHAIRMAN pointed out that this proposed Service would be a new field of activity altogether, and had two aspects: (a) counsel on export promotion at the governmental level, and (b) counsel on marketing techniques for specific products. The counsellors would carry out their work mainly in the countries requesting assistance. The idea of the Service had arisen because of requests received from a number of developing countries for advice in these fields. The initial cost, not allowed for in the existing budget, would be around \$50,000 on an annual basis.

29. The DIRECTOR pointed out that in this new activity the Centre would act basically as a co-ordinating and recruiting agency. For the recruitment of both types of expert (export promotion and marketing) the Centre would collaborate closely with its official liaison agencies; and in fact the governmental export promotion services of developed countries could themselves be expected to be a principal source of experts for counsel on export promotion at the governmental level.

30. 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 considerable waste of unsold products.

31. 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.

32. The representative of Ceylon supported the notion of such an Advisory Service, particularly at the governmental level. The representative of India thought that priority should be given to organizational counselling at the governmental level, before that on marketing. The representative of the United States concurred in this view, because improving a country's export promotion services was a better long-term investment.

33. The representative of Nigeria thought that such a Service was desirable. If, however, finance was a difficulty, he thought that priority should be given to the present market information and training programmes. The representative of Israel, on the other hand, said that in his view export advisory work was even more important in the long run than the Market Information Service.

34. The representative of Chad said that the proposed Advisory Service was both necessary and urgent; and he called for an inventory of the needs of less-developed countries in the trade promotion field. In the latter suggestion he was supported by the representative of Switzerland. The representative of the United Arab Republic called for more such schemes to help developing countries to help themselves, especially assistance in the setting-up of national export promotion services, so they need not rely permanently on outside assistance. In general he called for more pattern and model, and less ad hoc, work. He also insisted on the importance of obtaining top calibre, senior experts, for trade promotion advisory work, even if this should be more costly, and the DIRECTOR confirmed that this was the intention.

35. In the view of the representative of France a Trade Promotion Advisory Service was an urgent necessity, and he recalled that the draft recommendations presented by a large number of delegations the previous year, had already emphasized the need for assistance to supplement and complete the administrative and commercial infrastructure of the developing countries. He pointed out the differences between "universal" promotion organizations covering the whole export field, and bodies specializing in the marketing of a particular type of product. The needs and problems were not the same. In the case of specialized marketing agencies it was easier to find experts and to obtain collaboration or assistance of various kinds than in the case of overall export promotion bodies. The DIRECTOR said that the marketing advisers who would be sent out to give advice on marketing problems would have highly specific experience related to the products they were being called on to deal with. They would for particular products examine such problems as existing distribution channels and their improvement, market diversification, publicity methods, policy towards trade fairs, quality control, grading, standardization, design, packaging, market research, transportation methods, and methods of preserving and storing produce.

36. On the question of finance for the new Service, the representative of France insisted that the amount allocated to this service must be sufficient for an efficient job to be done. The figure indicated by the secretariat seemed to him a priori to be a reasonable one, but whatever the sum chosen it should be the result of a detailed technical study of a programme that would yield definite and tangible results. In this view he was backed by the representative of Switzerland, who said that if they, as experts, recommended the new Service, they should also make clear what its financial implications were.

37. The final recommendations of the Group regarding this new Service were as follows:

- (i) The Centre had received requests for the provision of on-the-spot advice by senior counsellors in two related fields: (a) assistance in the establishment or improvement of export promotion services at the governmental level; and (b) assistance in the solving of marketing problems at the trade level. The Group agreed that a Trade Promotion Advisory Service that could give this type of assistance was both necessary and urgent. It recommended that the Service should be set up as soon as possible, and that adequate resources should be provided to ensure its efficacy.
- (ii) The Group further recommended that priority should be given to assistance in the establishment or improvement of export promotion services at the governmental level.

#### V. LIAISON ARRANGEMENTS

38. The CHAIRMAN, after pointing out the importance to the Centre of its liaison contact, invited discussion on how the present liaison arrangements could be improved. The representative of Ceylon said that the establishment in developed countries of offices to promote imports from developing countries 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.

39. Regarding the secondment of staff from the liaison agencies 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 almost any single country, and they were deeply grateful to Austria, France and Italy for their actions in this respect. The representative of France replied 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.

40. The recommendations of the Group regarding the Centre's liaison arrangements were as follows:

- (i) The Group recommended that the developed GATT contracting parties give serious consideration to the setting up of offices to research and promote imports from developing countries, both to work in collaboration with the Centre and independently.
- (ii) The Group recommended that additional developed countries send personnel at their expense to work in the Centre.

VI. STAFFING AND BUDGET

41. The Group placed considerable importance on the Centre disposing of sufficient resources to undertake efficaciously the additional work implied by the Group's recommendations. In this respect it agreed with the secretariat's estimates of the additional staff and finance required. These estimates were as follows:

A. Existing services

42.

	<u>Additional Staff Required 1966</u>	<u>Additional Staff Required 1967</u>
<u>Market Information Service</u>	2 Market Researchers 1 Statistical clerk 1 Secretary	1 Statistical clerk 1 Secretary
<u>Publications Service</u>	1 Editor	1 Editor
<u>Training Programme</u>		1 Training Officer
<u>Translation and General Services</u>	2 Translators 2 Stenographers	1 Translator 2 Stenographers 2 Clerks

43. Additional cost of staff increases on the Market Information Service, the Publications Service and the Training Programme, with supporting costs relating to printing, distribution, staff travel, etc., would be approximately \$85,000 in 1966, and a further \$125,500 in 1967.

44. In clarification of the above estimates the DIRECTOR pointed out that the low figure of two additional market researchers took account of the three existing and two reliably anticipated secondments to the Centre of personnel from some of its official liaison agencies. No Training Officer was allowed for in 1966 because an officer had been seconded from another Division of the GATT for this period; but he would have to be replaced by a person on the Centre's own establishment in 1967.

B. Trade Promotion Advisory Service

45. Since this would be a new activity, it was considered as a separate budgetary item. This activity envisaged the recruitment of an organizational cadre consisting of a Trade Promotion Adviser and a bilingual secretary. The Trade Promotion Adviser's main initial task would be to select and co-ordinate the activities of a number of Field Advisers. Each of the Field Advisers would be recruited for a mission of approximately three months' duration. In view of the relatively high costs involved in sending out experts for fairly lengthy stays, the total cost would initially be in the realm of \$50,000 annually including staff, fees of advisers, travel and maintenance. The Trade Promotion Adviser would also be responsible for planning and organizing the entire Trade Promotion Advisory Service, which could be expected to become progressively larger.

46. If it were possible to start the Service in 1966, the secretariat estimated that the cost for this year would be around \$50,000, less than a full year being involved.

47. The Group considered that the figures quoted above gave reasonable estimates of the financial implications of the proposed new Service, and provided that funds could be secured strongly urged that the Service be inaugurated as soon as possible.

C. Conclusion

48. The Group was of the opinion that the above-mentioned financial and personnel resources were the minimum necessary for the efficient functioning of the Centre along the lines laid down. But to increase still further the effectiveness of the Centre the Group recommended that individual governments of developed countries be requested to provide additional assistance in one or both of the following ways: (a) through the secondment from national export promotion services of trade promotion officials to serve with the Centre for a period of at least six months, or the provision of field advisers for periods of three months; (b) by the strengthening of national liaison offices for collaboration with the Centre. Financial contributions on a unilateral basis from governments or international institutes would also be helpful.

ANNEX

LIST OF REPRESENTATIVES - LISTE DES REPRESENTANTS

Chairman: Mr. Hans Mott (Sweden)  
Président:

AUSTRALIA

Representative

Mr. M.J. Long  
Commercial Counsellor,  
Embassy in The Hague

AUSTRIA

Representative

Mr. Carl Wessely  
Federal Chamber of Commerce

BEIGIQUE

Représentants

M. A. Verboomen  
Directeur général adjoint,  
Office belge du Commerce extérieur

M. J.F. de Liedekerke  
Représentant permanent adjoint  
auprès de l'Office européen des  
Nations Unies

BRAZIL

Representatives

Mr. B.B. Barbosa  
Counsellor of Embassy,  
Permanent Mission to the international  
organizations in Geneva

Mr. Sergio Portella de Aguiar  
Embassy in Paris

---

Secretary of Meeting: Mr. A. Hatt-Arnold, Villa Le Bocage, Tel. 4462.  
Conference Officer: Miss S. Niklaus, Villa Le Bocage, Tel. 4412.

CANADA

Representatives

Mr. L. Lavoie  
Chief, International Organizations Division,  
Department of Trade and Commerce

Mr. L. Houzer  
First Secretary  
Permanent Mission to the European Office  
of the United Nations

CEYLON

Representative

Mr. R.C.S. Koelmeyer  
Consul-General in Geneva

CZECHOSLOVAKIA

Representative

Mr. Karel Stepan  
Chamber of Commerce

DENMARK

Representative

Mr. L.J. Lassen  
Secretary,  
Ministry of Foreign Affairs

FINLAND

Representative

Dr. Ilvessalo  
Ministry of Trade and Industry

FRANCE

Représentant

M. Jacques Rosfelter  
Expert,  
Centre national du Commerce extérieur

FEDERAL REPUBLIC OF GERMANY

Representatives

Mr. Leonhard  
Foreign Trade Information Office

Mr. Schütte  
Federal Ministry of Economic Affairs

Mr. Wachendorfer  
Permanent Delegation to the international  
organizations in Geneva

INDIA

Representatives

Mr. B.N. Swarup  
Counsellor and Deputy Permanent  
Delegate to GATT,  
Permanent Mission to the international  
organizations in Geneva

Mr. R. Ranganathan  
Commercial Secretary,  
Embassy in Bern

INDONESIA

Representative

Mr. Murad Astrawinata  
Permanent Representative to GATT

ISRAEL

Representative

Dr. Michael Rom  
Director,  
Market Research Department,  
Ministry of Commerce and Industry

ITALIE

Représentants

M. Bianco  
Institut général du commerce extérieur

M. Ugo Vitale  
Mission permanente auprès de l'Office  
européen des Nations Unies

JAMAICA

Representative

Miss Janice Slyfield  
Third Secretary,  
Permanent Mission to the European  
Office of the United Nations

JAPAN

Representatives

Mr. Kanichiro Akiyama  
First Secretary,  
Permanent Delegation to the international  
organizations in Geneva

Mr. Hidco Saegusa  
Japanese External Trade Organization,  
Paris

KINGDOM OF THE NETHERLANDS

Representative

Dr. N.A. Th. G. Arriëns  
Economic Information Service,  
Ministry of Economic Affairs

NIGERIA

Representative

Mr. C.J. Obiorah  
Commercial Counsellor,  
Embassy in Brussels

PERU

Representante

Sr. José Carlos Mariatogui Arellano  
Primero Secretario,  
Misión Permanente ante la Oficina  
Europea de la Naciones Unidas

POLAND

Representative

Mr. Tadeusz Witt  
Director,  
Polish Chamber of Foreign Trade

SUISSE

Représentants

M. Albert Masnata  
Directeur,  
L'Office suisse d'expansion commerciale

M. Adolf Schnobli  
Chef de section,  
Division du commerce,  
Département fédéral de l'économie publique

SWEDEN

Representatives

Mr. L. Rydfors  
Counsellor of Embassy,  
Permanent Delegation to the  
international organizations in  
Geneva

Mr. S.H. Lord  
Head of Section,  
Swedish International Development  
Authority

Mr. N. Leuf  
Head of Section,  
Ministry of Commerce

Mr. L. Dafgård  
Head of Section,  
Ministry of Foreign Affairs

Mr. B. Kålfors  
Secretary of Embassy,  
Permanent Delegation to the  
international organizations  
in Geneva

Mr. S. Cederbalk  
Director-General,  
Export Association of Sweden

Mr. Söderlund  
Federation of Swedish Wholesale  
Merchants and Exporters

TCHAD

Représentant

M. Raveau  
Conseiller d'Ambassade,  
Bruxelles

TURQUIE

Représentants

M. Kâmuran Yetis  
Conseiller économique,  
Délégation permanente auprès du GATT

M. Nezi Aran  
Sous-Secrétaire général,  
Centre de Recherche pour Encouragement  
d'exportation de Turquie

UNITED ARAB REPUBLIC

Representatives

Mr. M.K. Anous  
Deputy Director,  
Egyptian General Trade Organization

Dr. S.T. Harb  
Commercial Counsellor,  
Government Mission to the European  
Office of the United Nations

UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

Representative

Mr. H. Birtles, C.B.E.  
Board of Trade

UNITED STATES

Representative

Mr. Paul E. Pauly  
Director, Office of International Trade Promotion  
Department of Commerce

Congressional Advisor

Senator Daniel B. Brewster  
Member of the Senate Commerce Committee

Adviser

Mrs. Doris S. Whitnack  
First Secretary  
Mission to the international organizations  
in Geneva

YUGOSLAVIA

Representative

Dr. Djordje Kosanovic  
Counsellor,  
Permanent Delegation to the European  
Office of the United Nations

COMMUNAUTE ECONOMIQUE EUROPEENNE: COMMISSION

Représentant

M. Alfons Ras  
Direction générale des Relations extérieures

OBSERVERS FROM CONTRACTING PARTIES AND OTHER GOVERNMENTS  
OBSERVATEURS DES PARTIES CONTRACTANTES ET D'AUTRES GOUVERNEMENTS

## CONGO (Léo)

Représentant

M. Henri Liaki  
Ministère du Commerce extérieur

## MEXICO

Representante

Sr. Enrique Bravo Caro  
Ministro Plenipotenciario,  
Delegado Alterno ante los Organismos  
Internacionales en Ginebra

## PHILIPPINES

Representative

Mr. Maxie S. Aguilon  
Legal Attaché,  
Permanent Mission to the European  
Office of the United Nations

## PORTUGAL

Représentant

M. José G. Faria  
Délégation permanente auprès du GATT

## TRINIDAD AND TOBAGO

Representative

Mr. Eustace Seignoret  
Counselor,  
Permanent Mission to the European  
Office of the United Nations

## URUGUAY

Representante

Dr. Pablo Bosch  
Cónsul General en Ginebra

OBSERVERS FROM INTERGOVERNMENTAL ORGANIZATIONS  
OBSERVATEURS DES ORGANISATIONS INTERGOUVERNEMENTALES

ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

Representative

Miss M.A. Cotterill  
Counsellor,  
Trade Branch,  
Trade and Payments Department