

GENERAL AGREEMENT ON TARIFFS AND TRADE

RESTRICTED

L/3263

29 October 1969

Limited Distribution

SUMMARY REVIEW OF THE ACTIVITIES OF THE INTERNATIONAL TRADE CENTRE, UNCTAD/GATT, DURING 1969

The following review of the work carried out by the Trade Centre in 1969 is to be read in conjunction with document ITC/AG/5, dated March 1969, "The Work Programme of the ITC and its Budgetary Requirements for 1970 and 1971", which includes a summary listing of 1969 projects as known at that time. It should be noted that inasmuch as the Centre was established primarily for the purpose of responding to requests from the developing countries for assistance in the field of export promotion, its work programme has to allow for a certain amount of flexibility.

	<u>Page</u>
I. Main Developments	1
II. Market Information Service	4
III. Publications Programme	6
IV. Training Programme	8
V. Trade Promotion Advisory Service	10

I. Main Developments

The Centre has already in 1969 been putting into effect the recommendations of the second session of the Advisory Group March 1969, as regards long-term plans and priorities. The Centre is thus increasingly taking on the rôle of a technical assistance operation aimed at helping developing countries to formulate export promotion programmes; to build up the necessary export promotion institutions and infra-structural services and to train their personnel in export promotion techniques. Special attention is, therefore, devoted to the advisory service and training. The concept of providing countries with "package programmes" of assistance has also been pursued in 1969 with the aid of voluntary contributions for active projects, and through programming for 1970/1971 UNDP Special Fund projects. The development in 1969 of these long-term plans has been aided by the readiness of a number of developed countries, through direct voluntary contributions to the Centre in cash and services, to support the implementation of field projects by the Centre.

Appendix I to this document summarizes the resources outside its regular budget contributed to the Centre in 1969. For the operational assistance that it renders to developing countries, the Centre has to rely to a large and increasing extent on financing from sources outside its regular budget, i.e. from unilateral voluntary

contributions by individual developed countries and, to a substantial though lesser degree, from UNDP funds. Such assistance was anticipated when the work programme for 1969 was established.

The technical trade promotion activities of the Centre continued in 1969 to be channelled through the current four main services of the Centre: Market Information, Publications, Training and Advisory Service.

1969 projects are reviewed below, under the separate service headings and related to the work programme for 1969 as set out in document ITC/AG/5. It should, however, be emphasized that a request to the Centre for specific assistance from one or other of these services is increasingly being assessed by the Centre in the light of its growing overall knowledge of trade promotion conditions and requirements in the developing world. This is being done to ensure that the Centre's technical aid is directed to the area of greatest potential value to the country requesting assistance; this in turn can mean that an initial request in any sector can lead to the despatch by the Centre of a fact-finding mission to the country to make a brief preliminary survey of basic trade promotion requirements. It may then be concluded that a package programme of assistance involving the provision of simultaneous aid in building up of a national trade promotion "focal point", training, and studies of market opportunities for the country's export products are all required in order to make assistance productive and meaningful.

The Centre is thus currently operating three national package programmes under voluntary financing, and is programming further projects for both voluntary contributions and UNDP Special Fund financing in 1970 and later years.

Collaboration with other international agencies

Since the needs of developing countries in the field of export promotion and export development are so diverse and extensive, it is clear that no single agency can provide all the assistance required. The Centre has, therefore, endeavoured to establish close working relations with other relevant bodies - notably with the ECOSOC, UNIDO, FAO, ILO and the United Nations regional economic commissions. This approach has been endorsed by the governing bodies of the Centre and by its Joint Advisory Group. Reference is made in this connexion to the report, document E/4714 on the totality of UN export promotion efforts, by the Secretary-General of the UN. Such co-ordination is essential to avoid duplication of effort, and is accepted as such: however, it puts an increasing strain on the Centre's management to maintain the complex external relations involved while continuing to supervise the Centre's expanding internal activity.

While collaboration with other organizations is indicated on the project lists under each service, collaboration with the regional economic commissions is referred to in Appendix II to this document.

Evaluation

The Advisory Group's recommendations on evaluation of the Centre are being carried out through a questionnaire addressed last August to all developing countries along the lines indicated by the Advisory Group, with precisely defined requests for reports on the utility of the specific assistance rendered by the ITC to them. Reports received will be circulated to the 1970 Advisory Group. A questionnaire has also been addressed to developed countries seeking information on their own evaluation techniques of technical assistance in the export promotion field. Furthermore, a contribution by the Swedish International Development Authority (SIDA) is making possible in 1969 a special field evaluation of the Centre's publications service to developing countries. As indicated earlier, evaluation is carried out on a continuing basis by the Centre itself as part of its handling and assessment of all requests for assistance received. In addition, the Advisory Group carries out an evaluation at its annual meetings in the form of a comprehensive review of the Centre's work: there are, further, a number of other UNCTAD and GATT units and meetings that scrutinize the work programme of the Centre. Finally, projects carried out under UNDP financing are subject to the established evaluation procedures within that organization.

Documentation Unit

An internal consequence of the Centre's increasing rôle as a technical operation has, as foreseen in the report of the second session of the Advisory Group (document ITC/AG/7), been the necessity to reorient and strengthen the activity of the Centre's Documentation Unit to its new responsibilities as a source of economic and trade data for all four services. An expert financed by a voluntary contribution has studied this question, and his recommendations are under consideration in the Centre.

General management

In addition to directly supervising the Centre's four departments in the programme of projects listed below, the Centre's management and its general administration is increasingly occupied with (1) procuring the extra-budgetary two thirds of the \$3.6 million total resources the Centre disposes of (see Appendix I for voluntary contributions and UNDP project funds) and (2) largely as a result of its new UN status as mentioned, maintaining liaison with a complex network of UN organizations: ECOSOC, ECA, ECAFE, ECLA and UNESOB to co-ordinate joint projects; FAO, ILO and UNIDO to avoid duplication; UNDP, UNOTC, TARS for UNDP funding and processing; as well as with its parent bodies GATT and UNCTAD on policy, administrative and financial issues.

II. Market Information Service
(see pages 9-17, document ITC/AG/5)

1. The six sectoral and specific market surveys for publication in 1969, listed on page 14, financed from the regular budget, will be completed by the end of 1969 as programmed.

These are:

- market and marketing potentialities for SELECTED BRAZILIAN MANUFACTURES in developing countries of Africa, Asia and the Middle East, and in South Africa (with a financial contribution from the Government of Brazil) - seventeen separate reports;
- marketing possibilities and prospects for INDUSTRIAL COFFEE in Eastern and Western Europe - twenty-one European markets;
- the market for TABLE WINE in Western Europe - ten markets;
- selected markets for FROZEN FOOD (marketing channels for processed food are being omitted);
- market survey of selected East and West European markets for selected HOUSEHOLD APPLIANCES;
- survey of European and North American markets for SPICES.

2. Of the specific and sectoral market surveys listed on page 15, financed from unilateral contributions:

A. four will be completed as scheduled in 1969:

- selected markets for AFGHAN HAND-MADE CARPETS;
- survey of European and North American markets for ORIENTAL TYPE CARPETS AND RUGS;
- survey of East African, West Asian and North American markets for INDIAN ENGINEERING PRODUCTS;
- selected European and North American markets for LEATHER PRODUCTS;

B. The survey on selected TROPICAL FRUITS scheduled for completion in 1969 has been delayed to ensure that the Centre survey will not overlap with a study of similar concept being made by another organization. With eventual modification, the Centre study is expected to be completed by first quarter 1970.

C. The two surveys planned for 1969-1970, initiated in 1969, will be completed as scheduled in 1970:

- study of the Nordic MARKETS FOR SELECTED PRODUCTS imported from developing countries (twelve product groups);
- selected markets for Latin American FOREST INDUSTRIES PRODUCTS.

3. The study on TABLE OLIVES scheduled for implementation in 1969 under UNDP financing in collaboration with the FAO, is still under examination by the UNDP and has therefore not been started. The Centre is still prepared to carry out this project, assuming agreement by UNDP.

4. Twenty-eight SHORT MARKET SURVEYS (on specific commodities) have been completed and a further ten are under preparation. These produced cover the following commodities, and have been done in response to requests from governments or as follow-up of trade promotion advisory missions:

- almonds
- ball pen ink
- banana by-products
- briar
- bromelin
- various chemical products
- coconut shell
- desiccated coconut
- selected domestic appliances in East Africa
- electric motors
- essential oils
- fatty acids
- fibre-glass products
- fresh cut flowers
- frozen rabbit meat and furskins
- gall-bladder stones
- garlic
- ipeca
- European meat imports
- papain
- pistachio nuts
- reptile skins
- shark liver oil
- skis
- sorghum
- starch
- wires and cables
- wood-processing equipment

5. About one hundred requests for marketing information on specific aspects of trade promotion such as analysis of import trade channels, consumption patterns, transport data, importers lists, trade fairs, tariffs and import regulations have been dealt with during 1969.

6. An additional activity undertaken at the request of UNCTAD by the Market Information Service is the Centre's execution of an interregional market study for the countries of the Regional Cooperation for Development (RCD) - the treaty that binds Iran, Pakistan and Turkey to promote economic integration. The Centre study seeks to reveal the economic-commercial basis for promoting interregional trade.

7. The product promotion activities of the Centre in the field of groundnuts, tropical timber and rubber, financed by a voluntary contribution, are proceeding as scheduled. Plans are being made in co-operation with FAO for investigating the possibilities of collaboration in joint product promotion activities for certain other products.

III. Publications Programme (see pages 18-21, document ITC/AG/5)

The Publications Programme is responsible for researching and publishing the journal of the Centre, International Trade FORUM; and trade promotion technical manuals, bibliographies and directories for the guidance of exporters (individuals, firms, associations, government and semi-government organizations, trade promotion bureaux) in developing countries.

The regular budget of the Centre contains in 1969 staff and financial provisions for research only on one trade promotion manual and two bibliographies, and production costs of three handbooks and three bibliographies, in addition to the preparation, production and distribution of the FORUM. Additional publications are financed by unilateral contributions.

1. International Trade FORUM

With the approval of the Joint UNCTAD/GATT Advisory Group, the International Trade Centre is inaugurating a new publishing schedule and subscription policy for FORUM.

From 1970 FORUM will be issued six times a year. This replaces the former quarterly schedule. The Supplement to the FORUM will no longer be published. However, a special separate edition of the Commercial Policy Chronicle will be airmailed to governments eight times a year.

To ensure more accurate targeting of information, the Centre will institute a subscription price for the FORUM. Essentially, the policy that has been applied to other Centre publications will be applied to the FORUM. All subscribers in developing countries, and official and semi-official bodies in developed countries, will continue to receive FORUM free of charge. Private individuals and organizations in developed countries will be charged US\$3 for a one-year subscription, or US\$0.50 for single copies. Preparations for this change are under way.

Four issues of the FORUM will appear in 1969 and one Supplement. The shortfall in issues was due to a combination of factors: the amount of research going into the articles for the FORUM has been greatly increased in 1969 in order to

target the material as directly as possible to meeting the needs of the developing countries. This means that the preparation of each article is taking considerably longer. Further, the total increasing work load of the Centre has led to long delays in translation and processing of articles.

The reorganization referred to above should allow of more continuous programming of articles and of production, so that delays may be avoided in future.

2. Technical manuals

(a) Financed from Centre budget

One manual programmed, "Multi-national Product Promotion", will be published by the end of 1969.

(b) Financed jointly, from Centre budget/voluntary contributions

Of the four manuals programmed, two - "The Role of the Freight Forwarder in Developing Countries" will be published in final form by end of 1969, and "The Organization of Trade Missions - a guide for developing countries" has been published. The third manual, "Export Promotion by Private Sector Organizations" is ready, in provisional form, and the final edition will be issued in first half 1970. This delay is due to the departure of the editor, who was on loan from the Barcelona Chamber of Commerce. The fourth manual, "Exporting to Countries with Centrally-Planned Economies - a guide to marketing techniques" is ready, in provisional form, with final form due first half 1970.

(c) Financed entirely from voluntary contributions

Of the four manuals scheduled for 1969, two will be available in provisional form by the end of the year; "Designing Products for Export Markets", and "Export Promotion - A Systematic Approach". Final versions are scheduled for May 1970 and June 1970. The other two 1969-programmed manuals, "Official Commercial Representation Abroad", and "Packaging and Packing for Export Markets" will be ready in provisional form by January 1970 and April 1970 respectively, with final forms estimated to follow in July and August 1970 respectively.

3. Bibliographies and directories

(a) Financed jointly from Centre budget/voluntary contributions

One of the four bibliographies/directories scheduled is expected to be published in early 1970 - "Directory of Trade, Industry and Product Associations": a second also scheduled for 1970 will be ready in provisional form by December/January, "Bibliography of Product and Industry Journals".

(b) Financed entirely from voluntary contributions

Both the bibliographies programmed, one, "Annotated Bibliography of Market Surveys by Products and Countries", the second, "Information on Foreign Trade Regulations - a guide to sources", will be published by the end of the year.

Where delays have occurred this must be ascribed to staffing difficulties. Owing to their specialized knowledge and skills in trade promotion, the editors financed from voluntary contributions, as well as the only regular budget editor, have been required during the year to strengthen the Advisory Service and the Training Programme in operational field projects, particularly in Latin America. On the other hand, two bibliographies are in advance of schedule.

IV. Training Programme (see pages 22-31, document ITC/AG/5)

Assistance from the Centre to assist or organize their national export promotion services is being requested by an increasing number of countries. In order to permit such services to function effectively, efforts are necessary to enable them to overcome certain basic infra-structural inadequacies arising to a large extent from a lack of specialized personnel. Training is thus a crucial element in the whole process of export promotion in developing countries. Accordingly the Centre's training activities have been expanded. The staff of the Centre's training programmes is geared mainly to organizing courses, seminars, trade study tours and in-service training. The lecturing staff is generally recruited ad hoc, with due regard to the scope and nature of each training project. In the year 1968 about 230 trainees benefited from the training facilities of the Centre and its developed country collaborators. In 1969, this number can be expected to reach about 600. This year a new feature has been launched on an experimental basis in the form of domestically conducted regional, sub-regional or national training programmes designed to focus on the trading problems of individual countries or countries with homogeneous products or problems. Such programmes bring together in their home territories groups of officials concerned with export promotion for a period of two to eighteen weeks of intensive theoretical and operational training. The longer courses are continued in Geneva and other European markets, Eastern as well as Western.

1. Projects financed from Centre budget

The four projects listed were completed as programmed. Two country training programmes were added: one programme of three weeks in Cuba for officials and exporters, and one of two months, combined seminars and advisory activities for the public and private sectors working for export in the Republic of China.

2. Projects financed by voluntary contributions and managed solely by the ITC or in co-operation with donors

Seven of the ten programmes listed were completed as scheduled. Two programmes - senior level seminar in Addis Ababa in co-operation with ECA, and the sub-regional English-language Caribbean course - have been postponed to February and March 1970 respectively, to allow more time for planning the programmes and recruiting participants and to fit better into local arrangements. One programme - seminar for Europe-based commercial attachés - has been withdrawn under an adjustment in voluntary contributions.

In this group have been added a four-week course in Venezuela for bank and ministry officials, and a programme of roving seminars in Latin America under which three two-week programmes were conducted for senior officials of governments and promotion bureaux in Chile, Colombia and Peru by Centre staff and Centre-recruited experts with the assistance of ECLA. (A fourth symposium, organized for the Central American Common Market, had to be postponed indefinitely owing to the disturbed relations that erupted in July 1969 within the area.)

3. Projects financed and managed by donors in developed countries with Centre recruitment and/or programme assistance

Of the six courses programmed, four were held. The United Kingdom Board of Trade decided to suspend its autumn course, while in view of recruiting difficulties it has been found advisable to postpone the French language programme scheduled in co-operation with Office de coopération au Développement (OCD), Belgium, until 1970.

4. Projects financed by UNDP and conducted by Centre

The two national training programmes were held in Geneva as scheduled for the Philippines and Malaysia.

5. Projects financed partly by UNDP, partly by developed country

The sole project has been postponed until spring 1970 at the request of the host country (Ireland).

6. 1970 planning

For 1970 plans have been made in respect of the following programmes, divided according to same categories as 1969: others are being developed.

1. None.

2. One senior-level seminar of two weeks, in co-operation with ECA, postponed from 1969.

One sub-regional course of four weeks, to be held in co-operation with the ECLA Regional Office for Caribbean Countries, postponed from 1969.

Two seminars at Centre for Europe-based commercial attachés/trade representatives of Kenya and Colombia.

One eighteen-week national training course (Pakistan/Centre/European markets) for the Pakistan Trade Service (part of planned package programme).

3. One three-month programme with the United Kingdom Board of Trade.

One two-week seminar, in co-operation with the Belgian OCD and the University of Antwerp for French-speaking African countries.

One three-month French-language course with Belgian OCD - postponed from 1969.

One programme for Latin American officials, in co-operation with Swiss Technical Assistance authorities.

4. Four regional training programmes, each of eighteen weeks' duration, to be held partly in the regions, partly at the Centre, Geneva, and partly under Centre guidance in European marketing centres, in co-operation with ECA (two courses, one English, one French), ECLA and ECAFE.

One roving seminar in Asia in co-operation with ECAFE.

V. Trade Promotion Advisory Service
(see pages 32-40, document ITC/AG/5)

In carrying out its Trade Promotion Advisory Service, the Centre is responsible for organizing and supervising technical assistance projects in developing countries, undertaken either by the Centre's own staff or by specially recruited experts, or both. These missions may concern counselling on the establishment or improvement of national export promotion services, or assistance in dealing with problems of export marketing of specific products, or certain infra-structural aspects of promotion, such as packaging for export. A first step in contacting the Centre often consists of a request for a fact-finding mission, which amounts to a brief preliminary survey by a Centre expert of the basic promotional requirements.

In 1968 the Centre's Trade Promotion Advisory Service was responsible for twenty-two advisory missions of various kinds. In the first ten months of 1969, thirty missions were completed. As of end October there were eleven missions in the field and twenty-nine missions in preparation.

Thirty-two projects were listed in the work programme. Of these all but four have figured in the activities of the TPAS in 1969: one project (Iraq) has not been pursued; two have been transferred to bilateral arrangements, e.g. developed country financing (Malaysia and Jamaica); one project financed from Funds-in-Trust has been removed from the ITC list.

For ease of reference a total review of the activities of the TPAS in 1969 is given below. An asterisk marks the projects cited in the work programme.

A. Projects completed by end October 1969: thirty

1. Financed by UNDP

Algeria - expert in trade circuits - six months*

Colombia - export trade adviser - eight months*

Cyprus - general adviser - six months*

- India - adviser on development of case studies - seven months*
- adviser on overseas selling - six months*
- Mexico - adviser to National Centre for Information on Foreign Trade - five months*

2. Financed by Centre budget or unilateral contribution

(a) Substantive missions

- Afghanistan - general adviser - six months* (SIDA)
- Colombia - expert in pricing, costing and quoting for export - one month (NORAD)¹
- Ethiopia - adviser on setting up of public foreign trade organization - three months (SIDA)*
- Tanzania - marketing expert - twelve months (SIDA)*
- Tunisia - to define training programme - short-term (SIDA)
- Venezuela - expert in export financing - short-term (NORAD)¹
- expert in infra-structural services (NORAD)
(in co-operation with ECLA)

(b) Fact-finding missions

Algeria; Argentina; Central American Common Market; Cameroon;
Congo (Kinshasa); Chile*; Colombia; India; Iran*; Ivory Coast;
Mexico; Nepal*; Pakistan; Senegal; Syria*; Turkey²; Uruguay;
Venezuela*; Viet-Nam.

(All except two (CACM and Viet-Nam) charged to Centre budget.)

B. Missions in the field as of end October 1969: eleven

1. Financed by UNDP

- Honduras - foreign trade expert - twelve months*
- Indonesia - export promotion adviser - twelve months*
- Mauritania - adviser on foreign trade - twelve months*
- Mauritius - marketing adviser - six months*

¹Norwegian Agency for International Development.

²In co-operation with ECE.

2. Financed by unilateral contributions

- Afghanistan - carpet marketing expert - twelve months (SIDA)
- ECA - adviser to assist in establishment of Regional Trade Promotion Centre - three months (NORAD)*
- ECAFE - adviser to land-locked countries (Afghanistan, Laos, Nepal) - three months (Swiss Technical Assistance)*
- CACM - training adviser - six months (NORAD)*
- Cuba - rum marketing experts (SIDA and Cuba)*
- Tanzania - general trade promotion adviser - twelve months (SIDA)*

3. Joint programme financed by SIS/UNIDO

- Argentina - joint UNIDO/ITC four-man mission on promotion of selected manufactures - six months*

C. Missions in preparation for implementation late 1969/early 1970:
twenty-nine

1. To be financed by UNDP

- Ceylon - export promotion adviser - twelve months
- Costa Rica - adviser to investment and trade promotion centre - six months
- Honduras - marketing economist - twelve months
- India - trade and distribution expert - twelve months
- adviser on pricing and costing - six months
- Iran - general adviser - twelve months - packaging and marketing advisers - six months
- Liberia - trade promotion and marketing expert - six months
- Nicaragua - international marketing adviser - six months
- Syria - trade promotion and marketing adviser - six months

2. To be financed by Centre or unilateral contributions

(a) Substantive missions

- Botswana/Lesotho - handicrafts marketing expert - six months (SIDA)
- Cameroon - institutional adviser - three months
- Congo (Kinshasa) - institutional adviser - three months
- Ceylon - packing and packaging expert - three months (SIDA)
- Chile - export general adviser - three months
- marketing expert - four months
- Jamaica - general adviser as part of package programme (SIDA)
- Mexico - expert in pricing, quoting and costing - one month (NORAD)
- Pakistan - general and special advisers as part of package programme
- Senegal - institutional adviser - three months
- Tunisia - marketing expert - six months (SIDA) as part of package programme*
- information expert - six months (SIDA)
- Uganda - general adviser as part of package programme

(b) Fact-finding missions

Argentina; Bolivia; Brazil; Ghana; Sudan; Uruguay.

3. Missions to programme Special Fund programmes - preliminary mission financed by Centre

(a) Completed: Philippines

(b) In preparation: Algeria; Ivory Coast.

4. Joint programme ITC/ECA/UNIDO

Maghreb countries - to assess technical assistance requirements in export promotion field.

Appendix I

NOTE ON THE RESOURCES OF THE INTERNATIONAL TRADE CENTRE UNCTAD/GATT
OUTSIDE ITS REGULAR BUDGET

A.	<u>Resources contributed to the Centre between 1 July 1969 and 30 June 1970 through voluntary contributions</u>	US\$
I.	<u>Direct cash contributions for projects operated by the Centre¹</u>	<u>967,200</u>
1.	Contribution from Swedish International Development Authority (SIDA) - marketing, advisors, publications, training, evaluation assistance, and package programmes	752,500
2.	Contribution from NORAD (Norwegian Agency for International Development) - training programmes, trade promotion experts	100,000
3.	Contribution from Danish Board for Cooperation with Developing Countries - training programme	61,000
4.	Government of the Kingdom of the Netherlands - trade promotion seminar	29,000
5.	Contributions from developing countries (Cuba, Trinidad and Tobago, Venezuela) towards services related directly to them	24,700

¹Balance of trust funds established in 1968 and available for completion of projects in 1969 are not included. 493,000

II. <u>Pre-paid personnel seconded to Centre</u> (at standard cost)	US\$ <u>210,000</u>
A total of 13 professional officers from the following countries: Austria, Belgium, Cuba, Denmark, Federal Republic of Germany, Finland, Japan, Norway (2), Spain, Sweden (2), Switzerland.	
III. <u>Trade Promotion Advisors</u> (at standard cost)	<u>50,000</u>
Experts additional to those paid for by Sweden and Norway (cf. above) made available by Australia, Belgium, Canada, France, Switzerland.	
IV. <u>Training courses and fellowships in developed countries, lecturers</u> (at standard cost)	<u>176,000</u>
<u>Courses:</u> Belgium, Italy, Japan, United Kingdom, New Zealand	129,000
<u>Fellowships:</u> Finland, Ireland	44,000
<u>Lecturers:</u> Supplied by Australia and Canada for Centre courses	3,000

B. Projects financed by UNDP

Below are listed UNDP financed export promotion advisory missions and training programmes which the Centre is carrying out and/or backstopping in 1969.

I. Trade Promotion Advisory Service

1. Algeria	Expert in trade circuits
2. Argentina	Mission for the promotion of selected manufactured goods (jointly with UNIDO)
3. Colombia	General Trade Promotion Advisor
4. Cyprus	Export Promotion Expert
5. Honduras	Expert in foreign trade promotion
6. India	Advisor on development of case studies in foreign trade; advisor on overseas selling; experts in pricing and costing, trade and distribution research, marketing

- | | | |
|-----|------------|---|
| 7. | Indonesia | Trade Promotion Expert |
| 8. | Iran | General Advisor |
| 9. | Mauritania | Trade Promotion Advisor |
| 10. | Mauritius | Expert in international marketing |
| 11. | Mexico | Advisor to the National Centre for Information on Foreign Trade |

The total budgets for the above eleven projects amount to about \$315,000, not including provision for administrative overheads (which the Centre does not receive). The backstepping and other supporting activities of the Centre in connexion with these projects include: working out of job descriptions, recruiting and evaluation of candidates, briefing and debriefing of experts; research on the economic-commercial background material in connexion with missions, evaluation and comments on progress reports and final reports, etc. It can also involve follow-up of missions by planning of "package programmes" involving market research, training courses, etc.

II. Training programmes¹

- | | | | |
|----|---|---|---|
| 1. | Three months' course for Malaysian trade officials |) | Action by the International Trade Centre included: assessment of fellowship applications, review of |
| 2. | Three months' course for Philippine trade officials |) | periodic reports of training experts, detailed planning and administration of courses. |

¹The total budget for the two courses, carried out in 1969, amounted to \$115,000 (excluding overheads).

Appendix II

NOTE ON COLLABORATION BETWEEN THE INTERNATIONAL TRADE CENTRE UNCTAD/GATT AND THE UNITED NATIONS REGIONAL ECONOMIC COMMISSIONS 1969-70

Co-operation between the International Trade Centre and regional economic commissions in 1969 and as envisaged for 1970 in training and other fields includes the following:

Economic Commission for Latin America

Market Information Service

1969: ECLA has requested assistance from the ITC in carrying out the research portion of a study on Latin American forest industry products to be prepared for the Regional Conference on Forest Industries Development to be held in Mexico in May 1970. The Centre's survey is financed by a voluntary contribution by the Swedish International Development Authority (SIDA).

Training

1969: A joint ITC/ECLA two-week general orientation symposium at ECLA headquarters for senior trade officials. Costs of participants and staff were financed by a unilateral contribution from the Netherlands to the ITC.

A joint ITC/ECLA/Venezuela four-week course in Caracas for trade officials, bank and business executives. The course covered export financing, export insurance, market research and marketing, and export promotion infrastructure. Financing was partially by Banco Central, with voluntary contribution from Norway obtained by the Centre.

1970: A Regional Export Promotion Training Course, organized and operated jointly by ECLA and the ITC. The course is intended for about twenty-four participants and will be of eighteen weeks duration. It aims at

preparing officials of the trade promotion services and State trading corporations of initially the least-developed Latin American countries, for the responsibilities involved in operating effective trade services and developing export markets.

UNDP financing has been secured for this project.

Economic Commission for Africa

Training

1970: Joint ITC/ECA seminar of two weeks for senior level officials of ECA member countries, financed by the Swedish International Development Authority. The course, to be held in Addis-Ababa, will be conducted by Centre staff in collaboration with the Commission.

Two joint ITC/ECA eighteen week Regional Training Courses, one in English, one in French, on same lines as for ECLA (c.f. above) financed by UNDP.

Trade Promotion Advisory Service

1969: ITC is providing, for a period of three months, an organizational advisor to the ECA Regional Trade Promotion Centre, the establishment of which was decided by the ninth session of the Commission in February 1969. The advisor is financed from a unilateral contribution obtained by the Centre from Norway. He will advise on the organization and operation of the Regional Centre; on collaboration between the Centre and the ITC; and will assist in the preparation of a future work programme of the Regional Centre.

Economic Commission for Asia and the Far East

Market Information Service

1969: ECAFE and the ITC are exploring participation of the Centre in the newly constituted task force established at ECAFE which will undertake, inter alia, studies of commodity trade flows, in pursuance of a recommendation of the Council of Ministers for Asian Economic Co-operation.

In accordance with an ITC proposal to the Executive Secretary, that the Centre and ECAFE consider together the most effective way in which promotional assistance to members of the Natural Rubber Producers' Association could be organized, ITC and ECAFE are co-operating in investigating the possibility of advising governments on multinational product promotion. The first step will be to hold an exploratory meeting with producing countries in October or November this year.

Training

- 1969: ECAFE has requested ITC Counsel on a programme for roving seminars-cum-training which they are starting in 1970. These are two-week courses for five selected developing countries each in the region, beginning with the least developed countries.
- 1970: Joint ITC/ECAFE eighteen-week Regional Training Programme financed by UNDP - as for ECLA and ECA.

Each regional training programme has a total duration of 18 weeks, and is held in the region and in Europe. The first ten weeks are spent in the region during which the participants undertake a detailed survey of the export capabilities of selected national products under the supervision of a Centre course leader. This is followed by four weeks training to be held in the Regional Commissions; five weeks of formal training at the Trade Centre in Geneva; and three weeks research in European markets under Centre guidance.

Trade Promotion Advisory Service

- 1969: At the request of ECAFE to the Centre the Swiss authorities have agreed to make available and finance a Swiss expert to counsel land-locked countries of the ECAFE region on the special problems they have in promoting their exports.

UNITED NATIONS ECONOMIC AND SOCIAL OFFICE IN BEIRUT

Collaboration has also been established with UNESOB, which, at the Centre's request, has carried out fact-finding missions in some Middle East countries. These contacts with national trade authorities have in turn led to requests for technical assistance in export promotion which are currently being processed in the Centre.