

# GENERAL AGREEMENT ON TARIFFS AND TRADE

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## GATT INTERNATIONAL TRADE CENTRE

### Report of the Fourth Meeting of the Advisory Group on Trade Information and Trade Promotion Advisory Services 13-15 June 1967

#### Introduction

The Advisory Group on Trade Information and Trade Promotion Advisory Services in the GATT met from 13-15 June 1967, in pursuance of a recommendation of the CONTRACTING PARTIES at their Twenty-Third Session. Experts and advisers in the field of trade information and trade promotion from the following countries participated as members of the Group: Australia, Austria, Barbados, Belgium, Brazil, Burundi, Cameroon, Canada, Czechoslovakia, Dahomey, Denmark, Finland, France, the Federal Republic of Germany, Ghana, India, Indonesia, Israel, Italy, Ivory Coast, Jamaica, Japan, Korea, the Netherlands, New Zealand, Nigeria, Norway, Pakistan, Peru, Poland, Portugal, Sweden, Switzerland, Tanzania, Trinidad and Tobago, Turkey, the United Arab Republic, the United Kingdom, the United States and the Commission of the European Economic Community. There were observers from the following Governments: Afghanistan, Algeria, Ecuador, El Salvador, Hungary, Iran and the Philippines. Observers from the United Nations Conference on Trade and Development and the following intergovernmental organizations were present: the International Monetary Fund, the Organization of American States, the Organisation Commune Africaine et Malgache and the Organisation for Economic Co-operation and Development. There was also an observer from the International Chamber of Commerce. A list of the representatives and observers who participated in the meeting is contained in the Annex to this document. Mr. H. Birtles, C.B.E., Director of the Export Services Branch, United Kingdom Board of Trade, was unanimously elected Chairman of the Group.

The purpose of the meeting was to review the past activities of the Trade Centre; and in the light of the experience gained and the observations made by the users of and contributors to the Centre's services, make recommendations concerning the eventual expansion of the Centre's work and the direction and emphasis of its activities. In making this assessment, the Group took account of the financial implications of recommendations made, although a decision on budgetary questions did not come within the Group's terms of reference.

To assist the work of the Group the secretariat had prepared the document COM.TD/J/2, which contained an outline of the past work of the Trade Centre in its four main fields of operation: Market Information Service, Publications Programme, Trade Promotion Advisory Service and Training Programme; with suggestions for future action in these four areas.

#### Summary of the discussions and recommendations of the Group

In his opening statement the Deputy Director-General of the GATT secretariat pointed out that the Centre planned no substantial change in its pattern of activity, but was continuing and consolidating its previous work. The proposals concerning the future direction of the Centre's services outlined in document COM.TD/J/2 were not based on academic plans, but on practical experience of co-operation between developed and developing countries through the Centre. They took account of the recommendations of the Punta del Este meeting of the GATT Trade and Development Committee and were a logical consequence of earlier decisions taken by the CONTRACTING PARTIES. The consequential increase in the budget proposed was modest (around \$140,000), but it would inter alia make possible further trade promotion advisory missions abroad, and additional market surveys and export techniques monographs.

In a world where trade barriers were gradually being reduced, it was imperative to give technical assistance to developing countries in order to enable them to take advantage of the new trading opportunities. Otherwise the progress in the trade policy sector would be nullified.

With respect to the relationship between the activities of the GATT CONTRACTING PARTIES and other intergovernmental agencies working in the field of export promotion, all these organizations needed to make a contribution in the spheres in which they were specially competent. The GATT's contribution was not intended to cover the whole field of trade promotion, but with the contacts built up over 20 years with the international trading community, both private and governmental, it had a vital contribution to make. The total resources available for trade promotion in all the intergovernmental agencies concerned with this field were far too small. It would obviously be more efficient if the efforts by different bodies were co-ordinated; and it was the GATT secretariat's intention to seek the closest possible collaboration with them, and in particular with UNCTAD.

## I. General review

Before discussing each of the Centre's services in detail the Chairman invited comments of a general nature. The representatives of both developing and developed countries were unanimous in their appreciation of the Centre's work, both as to volume and quality, especially in view of the limited resources at its disposal.

The representative of the Organisation Commune Africaine et Malgache, remarking that this was the first time his organization, which represented fourteen developing countries, had attended a meeting of the Trade Centre, said that it attached great importance to the Centre's work and wished to support it wholeheartedly. The representative of Turkey said that the Trade Centre was rendering an invaluable service to developing countries: its export promotion efforts, training schemes, market information services, and publications such as the FORUM, pamphlets and monographs were of great value and immensely helpful. The representative of India remarked that the style and presentation of the Centre's publications made them particularly suitable for use in developing countries.

The representatives welcomed the shift in emphasis towards the Trade Promotion Advisory Service and the Training Programme. Although foreseen from the inception of the Trade Centre in 1964, these two services had been developed only in the more recent past, in accordance with the step-by-step approach to the expansion of the Centre's work. It was generally recognized that developing countries must be helped to help themselves, and their ability to profit from the Centre's trade information and advice would be conditioned by the quality of their national trade promotion services and the calibre of the staff at the disposal of these services.

The need for co-ordination between the Trade Centre and other organizations active in the field of trade promotion, both official and private, was emphasized by several representatives. In particular the representative of Sweden expressed the hope that the UNDP would be able to support with its technical assistance funds some of the country projects handled by the Centre.

The meeting took note of several statements by the representative of UNCTAD concerning the activities of the United Nations in the field of export promotion, and ways in which these activities might be brought into closer relation with those of the GATT Trade Centre. Various representatives requested that these statements be reproduced and distributed for the consideration of the members of the Advisory Group and their governments. They have, therefore, been reproduced in a consolidated form in document Spec(57)25.

A potentially fruitful field of co-operation indicated was between the GATT International Trade Centre operating intercontinentally, and regional trade promotion centres set up by such bodies as the United Nations Regional Economic Commissions and the Organization of American States. The representative of the Organization of American States emphasized that such regional trade promotion centres would be complementary to and not competitive with the GATT International Trade Centre. The Director of the Centre pointed out that there was already active collaboration between the Organization of American States and the GATT Trade Centre in export promotion matters, particularly training.

The representative of Ghana questioned whether the Trade Centre's resources were most usefully spent in answering large numbers of individual country requests. He wanted to see the emphasis in the Trade Centre's work placed on activities of general interest to all, or a large number of developing countries. In addition he wished the Trade Centre, in collaboration with regional intergovernmental agencies, to formulate programmes for the expansion of regional trade for the consideration of the Advisory Group.

Considerable emphasis was laid by representatives on the fact that the Centre had not only achieved a great deal of work itself, but had also succeeded in activating numerous other bodies, and in particular its liaison agencies, mostly official national export promotion bodies, into a vast co-operative effort. The representative of the United Kingdom described the patient and time-consuming work now being undertaken by the Board of Trade to educate British businessmen in the export needs of developing countries and the Trade Centre's mission in this regard. This task, which was outside the mainstream of the Board of Trade's work (the promotion of British exports), had been directly stimulated by the Centre. The representative of Canada referred to the mass distribution of the Canadian publication How to Win World Markets, undertaken at the Trade Centre's request. He stressed that one of the advantages of the Centre was its ability to mobilize resources internationally on an ad hoc basis.

The representative of Tanzania affirmed that the Trade Centre had the full support of his country. He supported the statements made by other representatives pointing out how useful the Centre was to developing countries. He said that the unanimity of the developed countries in their appreciation of the Centre and its services was particularly gratifying, since the success of the Centre depended primarily on the attitude of the developed countries. They had the experience, the experts and the finances necessary to make the venture a success. The representative of India expressed appreciation of the measures taken by certain developed countries to promote imports from developing countries, urged that other developed countries take similar measures, and requested the Trade Centre to take full advantage of such facilities.

The representative of Ghana wanted to see an extension of the Centre's activities in the field of promotion of primary commodities, e.g. through commodity promotion councils. The Director of the Centre said that this would be the subject of a Centre study scheduled for the end of 1967. The representatives of Dahomey and Ghana stressed the very close relationship that existed between problems of production and problems of exporting, and said that the Trade Centre should take account of this in its work.

Many representatives supported the modest increase in the Centre's budget and felt that it would be a minimum to develop the very useful activities so far undertaken. However, a number of developing countries' representatives expressed concern at the foreign exchange implications for them of raising their contribution to the GATT budget, and recommended that some formula be found whereby this element could be reduced to a minimum.

The Group generally welcomed the unilateral contributions from developed countries that were making possible the expansion of the Trade Centre's services without an undue augmentation of developing countries' contributions to the GATT budget. The representatives of Australia, the United Kingdom and the United States were concerned that the Centre should not become over-dependent on such contributions, since they lacked the assurance of continuity that was necessary for orderly planning, and that was inherent in a regular budgetary provision.

Concluding the general review of the Trade Centre's activities, the Group recommended that the Centre:

- (i) maximize its co-ordination with other organizations, both international and regional, working in the export promotion field;
- (ii) be enabled to utilize UNDP financing for country projects;
- (iii) give increasing emphasis to its Trade Promotion advisory Service and Training Programme;
- (iv) concern itself with product promotion councils and examine ways in which it might assist existing councils or stimulate the creation of new ones;
- (v) continue to stimulate the co-operative work of other bodies, in addition to its own direct activity.

## II. Market information service

The market surveys already carried out elicited wide approval from the representatives for their clarity and commercial usefulness. The representative of Brazil pointed out how important it was for developing countries to learn to undertake marketing research themselves and, therefore, particularly welcomed

the Centre's pamphlet on Export Marketing Research for Developing Countries. However, he also wanted a guide on how to mass-produce short marketing studies. He supported the proposal for a study of the possibility and utility of setting up a central tariff and commercial policy information pool that would store complete data and keep it up to date. This was an ambitious project, but a necessary one.

The representatives of Ghana and the United Arab Republic supported the project to study the setting up of a tariff and commercial policy information pool. The representative of Ghana emphasized the limited resources of developing countries to maintain commercial representatives abroad who could seek out this information quickly, and pointed out that this information was useful for all aspects of the GATT secretariat's work and not merely that of the Trade Centre. The representatives of the United Kingdom and the United States said that the study should be a thorough one, taking into account cost, mode of operation, and the specific needs of the potential customers of the pool. The Assistant Director-General for Trade and Development said that he was fully alive to the importance and serious nature of the study, which would be undertaken at the level of the GATT secretariat as a whole.

The representative of the United Arab Republic emphasized the importance to developing countries of knowing how to penetrate well-established distribution channels, and was glad of the attention paid to this question in the Centre's marketing studies. He recommended that as many as possible of the sixty marketing surveys already carried out by the Centre for individual countries be given wider distribution.

There was a discussion of the possibility of evaluating the results of marketing surveys. It was pointed out that there were many practical difficulties in making a meaningful evaluation of their impact. Furthermore, it was a time-consuming exercise that would require additional staff and even if sophisticated evaluation techniques were used, the results might be of only limited value. The representative of the United Arab Republic agreed that the quantitative effects of marketing research were difficult to evaluate, but it should be possible for liaison agencies in developing countries to determine whether marketing techniques had been improved as a result of the Centre's surveys.

The representative of India suggested that the Trade Centre should devote greater attention to the possibilities of promoting trade among developing countries belonging to different regions, leaving the intra-regional marketing research to the United Nations Regional Economic Commissions. He welcomed the Centre's programme of surveys outlined for the coming year, namely for machine tools, electrical equipment, processed foods and rubber and plastic goods.

In response to an enquiry about the selection of products for major market surveys it was pointed out that the criteria for selecting products for future surveys were:

- (a) that they should be of interest to a wide number of developing countries;
- (b) that the production potential in developing countries should be sizeable; and
- (c) that existing studies should indicate promising market potential.

There was a tendency for the Centre to shift its studies from primary towards processed or manufactured goods, which was a desirable trend.

The representative of Israel wondered whether textiles could not be included in the future marketing research programme. The Assistant Director-General for Trade and Development pointed out the existence of valuable studies already undertaken for the GATT's Cotton Textile Committee; but said that if additional marketing information was required to supplement these studies, the Centre might consider providing this.

In view of the rapid obsolescence factor in marketing research work, the representative of the Federal Republic of Germany recommended that past Centre studies be brought up to date from time to time by the issue of supplementary information.

Concerning the Market Information Service the Group:

- (i) recommended that a guide should be produced on how developing countries could mass-produce short marketing studies, in addition to the guide already produced on the more comprehensive type of study;
- (ii) recommended that the accent be placed on studies that could be widely diffused, as opposed to those done for individual countries; and approved the emphasis now being given to major marketing surveys on processed and manufactured goods of interest to a large number of developing countries;
- (iii) approved the specialization of the Trade Centre in studies of intercontinental dimensions, leaving intra-regional marketing studies to regional intergovernmental agencies;
- (iv) supported the GATT secretariat project to study the creation of a comprehensive tariff and commercial policy information pool that would be kept up to date;

- (v) recommended that the Centre request its liaison agencies in developing countries to examine and report on the impact of Centre studies on existing marketing arrangements;
- (vi) recommended that existing Centre studies be brought up to date from time to time by the issue of supplementary information.

### III. Publications programme

The Chairman and a number of representatives congratulated the Centre on the volume and quality of its publications, including the FORUM and the export promotion techniques pamphlets.

The representative of the United Kingdom referred to the impressive list of publications already produced by the Centre. Judging by the United Kingdom's need for publications to support its own export promotion programme, he felt that the Trade Centre, operating on a world-wide basis, had an even greater need of them. The printed word was an economic way of multiplying the effects of the Centre's work. Even though the Centre was now expanding into other fields he hoped that it would not overlook the potentialities inherent in the fullest possible exploitation of the Publications Programme. He was happy to confide the make-up of this programme to the Centre's competent decisions. He was supported by the representative of France, who said that 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.

The representative of Brazil said that the Manual of Export Promotion Techniques had already been of practical use to his country in the design of its export promotion services. He wanted an additional volume that would analyse countries' export promotion techniques service by service. This would facilitate comparison. The Director of the Centre replied that such a volume was under preparation.

It was recognized that it was impossible to produce a single "model" of export promotion techniques, because of the variety in size, resources and economic structures of developing countries. But the collation of material produced should be of considerable assistance in producing custom-built studies, either by the Centre's trade promotion advisers, or by the developing countries' own officials.

The representative of Brazil also wanted a pamphlet on how numbers of enterprises could form groups for export purposes. The Director of the Centre replied that this subject would be included in the projected Centre pamphlet on private sector export promotion methods.

The representative of Poland wanted the new Bibliography of Market Surveys to be kept constantly up to date by means of analytical documentation cards. He suggested that liaison agencies be asked to co-operate in preparing cards on new studies as they appeared. These would be sent to, and distributed by, the Trade Centre.

The representative of Sweden was anxious that the Trade Centre should, when preparing a pamphlet on fiscal and financial export incentives, take account of the findings of the forthcoming UNCTAD/UNIDO Expert Group Meeting on Government Policies for the Export Promotion of Manufactures and Semi-manufactures. The Assistant Director-General for Trade and Development assured him this would be borne in mind.

The representative of Israel wanted to add another pamphlet to those proposed for 1968, namely a practical handbook for government trade representatives abroad. Certain developed countries already had such manuals for use by their own trade representatives. These handbooks could be produced in conjunction with, or as a by-product of, the Centre's programme of seminars for the official trade representatives of developing countries in Europe. The Director of the Centre agreed that this was a constructive proposal.

The representative of France wondered how the Centre's pamphlets were distributed. The Director of the Centre said that he relied greatly on the Centre's liaison agencies in developing countries to secure optimal distribution. His staff also made up special ad hoc lists for each pamphlet, according to its nature. There were certain key bodies in developing countries, such as Chambers of Commerce, who, in addition to the liaison agencies received copies of all Centre publications.

The representative of France thought the Centre should bear in mind the different degrees of development of the developing countries when preparing its pamphlets. The Director of the Centre said this was difficult in a single monograph, which necessarily had to generalize. But the use of the case study approach was designed to make the pamphlets of use to the maximum number of countries.

The representative of France said that the Centre's Select Bibliography for Export Promotion Services in Developing Countries had been an extremely useful instrument for those concerned with improving these services. He regretted it was now out of print and asked whether it could be re-issued. The Director of the Centre said that he would do this if the Centre's budget permitted. He pointed out that the Centre's pamphlets programme was already very heavy, and that it could only be carried out if the budget for publications was not cut.

The representative of the Federal Republic of Germany wanted to see a much more rapid production of information on trade opportunities and commercial policies by means of circulars, possibly to be printed later in the FORUM and Supplement. He also thought that a cumulative index of subjects dealt with in the FORUM and other Centre publications would be useful.

Regarding the Centre's Publications Programme the Group recommended that:

(i) pamphlets be produced on the following subjects:

- the organization and operation of government export promotion services, including relations with private sector institutions (this would be a service-by-service analysis, drawing on the existing experience of many countries);
- joint international councils for product promotion;
- fiscal, financial and other export incentives;
- the planning and execution of trade missions;
- a practical handbook for government commercial representatives abroad;
- private sector export promotion methods, including methods by which small firms can group together for export purposes;

(ii) the Centre publish a cumulative index of subjects dealt with in the FORUM and its other publications;

(iii) the bibliography of market surveys be kept up to date.

#### IV. Trade Promotion Advisory Service

Representatives of both developed and developing countries were unanimous in their appreciation of the importance of this Centre service. The representatives of Australia, France and the Netherlands reported on the missions financed and organized by their countries as part of the Trade Centre programme; and the representatives of Brazil and Indonesia described the positive results of such missions carried out in their countries by experts under this programme.

The representatives of Cameroon, Ghana, Israel, Trinidad and Tobago, and the United Arab Republic expressed their deep interest in this service, which should enable developing countries to become increasingly self-supporting in trade

promotion matters, and insisted that it be given a high degree of priority. The representative of Cameroon pointed out that the service should enable developing countries to follow trends in international markets and obtain maximum benefit from trading opportunities.

The representatives of Sweden and Israel were concerned whether the budget allocations to this service were large enough to enable the Centre to give it the importance it deserved, and suggested ways should be found of overcoming this disability.

The Deputy Director of the Centre said that the secretariat was aware of the limitation of funds, but that this was implicit in the cautious step-by-step approach adopted for the Centre's expansion. If there was a demonstrable need for further resources, the Centre would bring this to the notice of the Advisory Group at a future date. Meanwhile, the number of advisers would be supplemented by using other members of the Centre's staff, who had been engaged for their polyvalent abilities; and the Centre was also hoping for increased unilateral contributions of personnel and expenses by developed countries for this service.

The representative of UNCTAD stated that the United Nations was acutely conscious of what he called the "penetration gap" now opening up, i.e. the lag of developing countries behind the developed countries in their ability to exploit new market opportunities in conjunction with efforts at lowering trade barriers. He paid tribute to the GATT Trade Centre in the contribution it was making towards closing this gap. It was necessary to mobilize all possible agencies in this work, and achieve maximum consultation to avoid waste and overlapping of efforts. In this connexion he mentioned the very valuable development expertise accumulated over the years by the United Nations and its various organs. In particular the deep understanding of the United Nations Regional Economic Commissions of the development problems of their areas was of paramount importance. The United Nations had therefore decided in January 1967 to combine the activities and resources of the Department of Economic and Social Affairs, UNCTAD, UNIDO and the Regional Economic Commissions in a United Nations Export Promotion Programme, in which it was hoped that other organizations of the United Nations family might join. He informed the Advisory Group that the UNCTAD and GATT Secretariats were exploring arrangements that would enable the GATT Trade Centre to be associated with United Nations efforts in the field of export promotion, particularly in respect of technical assistance. It was necessary to establish priorities for this assistance and also to ensure that it was closely adapted to developing countries' specific requirements.

The representative of Brazil welcomed the statement of the UNCTAD representative and said that it clarified how co-operation could be achieved between GATT and UNCTAD in the trade promotion field.

The representative of Belgium also welcomed the prospects of co-operation between the GATT Trade Centre and UNCTAD that seemed to exist. In order that the Centre might be able to carry out the fifteen advisory missions scheduled for 1968, he considered that the national liaison agencies should increase their contributions to the Trade Promotion Advisory Service by providing high-level experts at their own expense. If this approach were more widely followed it would enable the developing countries to receive effective assistance in a vital field without overloading the Centre's budget. As such missions must of necessity be entrusted to high-level experts, it was desirable that requests should be submitted in good time. The three-month period envisaged for these missions should be regarded as a maximum, since the experts in question were generally very much in demand.

There was a discussion of the criteria by which countries were selected for trade promotion advisory missions. The Director of the Centre assured the Group that all countries, whether GATT or non-GATT, were eligible for this assistance. He emphasized the "package" nature of the work undertaken by the Centre. All services were interrelated, and the Centre was in a position to offer to one and the same country a trade promotion adviser; marketing research on products of good export potential identified by the latter; and training for its trade promotion officials.

The representatives of Barbados and the United States gave their support to this "package deal" approach. There were two main areas involved in trade promotion counselling: the export marketing of specific products, and the strengthening of official export promotion services. The representative of the United States said he would prefer to see resources devoted in most cases to strengthening export promotion services.

The representative of Japan suggested that members of JETRO (Japan External Trade Organization) field offices, of which there were sixty-six, might work with Centre advisory missions for periods of two to three weeks. Members of these offices were experienced both in export promotion techniques and in the particular problems of the areas in which they were located.

With respect to the Trade Promotion Advisory Service the Group recommended that:

- (i) the service be given high priority in the Centre's programming, and that emphasis be placed on the development of export promotion services in co-ordination with the Centre's other activities (i.e. the "package" approach);
- (ii) the facilities in the Centre for providing this service be augmented as suggested in document COM.TD/J/2; that these be further supplemented, as appropriate, by unilateral contributions; and that the possibilities of UNDP financing be the object of active consideration and discussion;

(iii) the Centre work closely with the United Nations Regional Commissions, UNCTAD and other agencies that are active in the trade promotion field.

#### V. Training programme

The representative of the United Arab Republic stressed the importance that his Government attached to training. He believed that training was the corner-stone of any work in the field of export promotion, a view echoed by a number of representatives.

The representative of Brazil drew attention to the co-operative course organized jointly by ASTEF in France and the Organization of American States, with the Trade Centre as the original catalyst and intermediary. This had been an important course because it had grouped a number of Latin Americans, including several of his own countrymen. For trainees to be effective on return to their countries they needed to comprise a group who could act together and bring about change. He was glad to see that the Centre's Training Programme had now developed to the point where a Centre-based course had become possible, thanks to the generosity of the Dag Hammarskjöld Foundation. He hoped that in future a group of Latin Americans could profit from a Centre-based course.

The representative of the United States was interested in the eventuality of a Centre-based course continuing after 1967, since it might fill a gap (by geographical area, language or degree of development of countries catered for) that might be left by the various national courses. The experience of the first course should be analyzed, and the possibility in future of holding it in various parts of the world should also be borne in mind. The representative of the United Arab Republic hoped the Centre-based course would continue.

The representative of Sweden said he hoped the Centre-based course would be possible in 1968 through further unilateral contributions. He also supported the idea of short export promotion seminars. By imparting specific information these would complement the general courses. These seminars might also be held in developing countries.

The representative of China noted that there were certain inherent and practical difficulties that prevented trade promotion personnel of relatively junior rank from bringing about necessary changes in their own organizations. He therefore requested that the question of training senior trade promotion personnel be given increasing attention in the formulation of the Centre's future training programme. He also thought that the courses, to be effective, should be longer than had been the case hitherto. Failing the lengthening of existing courses, and also their up-grading to cope with the needs of senior trade promotion officials, he wished to see these courses supplemented by

arrangements to attach senior officials to appropriate agencies and departments in developed countries for fairly long periods e.g. one year. He emphasized that all export promotion courses should be adapted to the specific needs of developing countries. The Chairman pointed out that as a result of the Trade Centre Symposium on Export Promotion Training, the United Kingdom course had been entirely remodelled to suit the needs of developing countries.

The representative of the Organisation Commune Africaine et Malgache welcomed the idea of short seminars. Regarding the length of the general courses he was of the opinion that they should be fairly short, since high-ranking officials could not be spared from their countries for long.

The representative of France agreed with the Trade Centre policy of concentrating, in the initial phase, on training trade promotion officials, but said it should not neglect the training of exporters, since official action would be useless without trained exporters. Such exporters needed in-service training in exporting firms. The representative of Belgium agreed that trainees should have the benefit of in-service training with firms, and said that his country would respond positively to requests to arrange this. The representative of the United Kingdom said that in his country discussions were now taking place with British firms and the London Chamber of Commerce on how those participating in the Centre/Hamarskjöld Foundation course could be received for a period of in-service training. They were also exploring the possibilities of holding seminars in London for locally-based commercial attachés of developing countries on such subjects as export credit guarantees or wider topics.

The representative of India wondered whether there could be a half-yearly compendium issued of all available training courses. The Director of the Centre pointed out that such a compendium could be misleading, since training vacancies tended to be taken up before any comprehensive document could be produced. The Centre would continue to make immediate announcements of new courses as they became available, and would also produce a comprehensive description of available courses on a quarterly basis.

The representative of Burundi was grateful for all that the developed countries were doing in the export promotion training field, and supported all the Centre's proposals in this connexion, even though his country had not so far been able to take advantage of its courses. The representative of Dohoney also welcomed the training opportunities offered and said that his country was ready to participate in any form of bilateral or multilateral co-operation that would help promote his country's trade. The representative of Cameroon asked for the Trade Centre's assistance in setting up trade promotion training facilities

that would serve the needs of the Union for the Development of Equatorial Africa, of which his country was a member.

A number of developed countries made announcements concerning new export promotion courses for developing countries. Details of these are reproduced in Section VI on Unilateral Contributions.

With respect to the Centre's Training Programme the Group recommended that:

- (i) the Centre develop and expand its co-operative training programme with national governments and other bodies for both trade promotion officials and exporters, and include periods of in-service training with firms for the latter;
- (ii) the Centre make every effort to continue its Centre-based course after 1967, through unilateral contributions or other means, bearing in mind that this course could fill a specific need not covered by existing national courses;
- (iii) the Centre make available to the next meeting of the Advisory Group an assessment of the 1967 Centre-based course, to enable the Group to consider the advisability of making budgetary provision in case unilateral contributions were not forthcoming;
- (iv) the proposed programme of short export promotion seminars be developed to the extent possible.

#### VI. Unilateral contributions

The Chairman made it clear that what was under discussion was not the direct bilateral trade promotion assistance being offered by many developed countries to developing countries, but only the unilateral contributions being offered by developed countries to the Trade Centre, in order to augment the latter's capacity to assist the developing countries. The great importance of such unilateral contributions to the Centre's activities was apparent during all the deliberations of the Group.

The Director of the Centre made a brief summary of unilateral contributions made to date: the secondment of trade promotion advisers by Australia, France and the Netherlands, including payment of salaries, maintenance and transport; the provision of training facilities varying from two to twelve months by Australia, Belgium, France, the Federal Republic of Germany, Ireland, Italy,



the Netherlands, New Zealand, Norway and the United Kingdom; the reception of group trade study tours, including payment of internal travel and maintenance, by Australia, Belgium, Canada, Denmark, the Federal Republic of Germany, Israel, Italy, Japan, New Zealand, Norway, Sweden and Switzerland, with inter-country travel paid by the Organization of American States; the programming of individual trade study tours by the Federal Republic of Germany and Italy; the secondment of pre-paid officers for work with the Centre; usually for a year, by Austria, France, Italy, Norway and Switzerland; and the distribution of important trade promotion publications at the Centre's recommendation, done by Canada and Switzerland. Already scheduled for the second half of 1967 were secondments to the Centre of pre-paid officers by Ireland, Sweden and the United States; the entire financing of the Centre-based course by the Hammar skjöld Foundation; and a trade promotion seminar in Berlin by the German Foundation for Developing Countries, in collaboration with the Centre and the United Nations Economic Commission for Africa.

A number of representatives announced new or deepened collaboration with the Trade Centre by their governments. The representative of Australia said that his Government would give sympathetic consideration to the provision of a further overseas marketing adviser in the coming year. It was also considering the expansion of Australian acceptance of candidates from the developing countries for trade promotion training to an annual total of forty five. There would be three courses, each course lasting from eight to ten weeks. About half the traineeships were initially being offered to candidates from Commonwealth countries, and the other half to candidates from non-Commonwealth countries. Some places would be made available through the Centre.

The representative of Belgium said his Government was willing to collaborate in studies being undertaken by the Centre for developing countries, and was ready to make available for service in the Centre one or two people qualified at the post-graduate level in export trade matters, for periods of around six months. The costs would be paid by Belgium. The Belgian authorities would also be willing to consider individual requests for trade promotion training for candidates from developing countries, as it had already done in the past.

The representative of Canada said that his Government wished to be as helpful as possible in the matter of unilateral contributions. A programme had been announced by the Canadian Minister of Trade and Commerce providing for annual trade promotion training in Canada of candidates from developing countries; and for the attendance of senior Canadian officials at trade promotion seminars in the developing countries. Consideration would also be given to the assignment of senior trade officials to the Centre's trade promotion seminars in Geneva.

Serious attention would be given to requests from the Centre for the provision of experts in the trade promotion advisory field, although it was difficult to quantify this assistance in advance. Generally, the Canadian Government was always ready to give careful consideration to requests for assistance from the Trade Centre.

The Danish Government advised that in addition to continuing to accept group trade study tours as in the past, Denmark was prepared to provide training facilities for candidates through the Trade Centre. Arrangements would be made on an ad hoc basis and on the provision to the Danish authorities by the Trade Centre of detailed information on the nature of the training desired. Denmark would also be prepared to give positive consideration to requests for the financing of trade promotion seminars to be organized by the Trade Centre in Geneva.

The representative of Finland said that his Government wished to participate in the provision of unilateral contributions to the Centre. During 1967 two trade promotion traineeships would be provided by Finland for a period of two to four months. The programme would be prepared in consultation with the Trade Centre, and as a function of the needs of the trainees themselves. Other forms of trade promotion assistance were being considered.

The representative of France stressed his Government's continuing interest in and goodwill towards the activities of the Centre. He cited as evidence of past contributions the secondment of an officer for one year to the Centre; the training course that the French authorities had operated for representatives of Latin American countries in collaboration with the Centre and the Organization of American States; and the trade promotion advisory mission to Algeria. His Government would consider the loan of another officer for work in the Trade Centre, and would study suggestions regarding the setting up of a national centre for the investigation of market opportunities in France for developing countries.

The representative of Italy recorded his Government's continuing interest in the provision of unilateral contributions to the Trade Centre, which, in 1967/68, would include the acceptance of a ten-member trade study tour of Latin Americans from the Organization of American States and the repeat allocation of eight training fellowships through the Centre to candidates from the developing countries for export promotion training under the auspices of the Institute for Industrial Reconstruction. The Italian Government was prepared to consider other forms of co-operation with the Centre as and when specific needs arose.

The representative of Japan said that his Government was planning to hold a fifteen-day export promotion seminar in Japan for trainees from developing countries in 1968, and was prepared to make a certain number of places available for candidates nominated by the Trade Centre. Transport and living expenses would

be met by the Japanese authorities. Details concerning the seminar would be worked out with the Trade Centre in the coming period. The Japanese Government was also prepared to receive trade study tours this year or next year on the same terms and conditions as the Trade Centre/OAS tour received last year, i.e. five to six participants for about two weeks. Arrangements for the tour would be made by JETRO (Japan External Trade Organization) which would also bear the expenses of the participants' stay.

The representative of the Netherlands, explaining that a definite pronouncement with respect to technical and financial assistance to developing countries could not be made as yet in view of the change of Government in his country, expressed the conviction that the Netherlands Government would be very positive in its attitude to further trade promotion collaboration with the Trade Centre, as in the past.

The representative of Norway informed the meeting of his Government's plans for trade promotion assistance to the developing countries through the Centre in 1968. These included the arranging of seminars and the acceptance of study tours, together with the financing of in-service training for periods of up to one year. Expenses within Norway would be met by the Norwegian Development Agency.

The representative of Sweden said that as from next budget year the Swedish Government would introduce trade promotion as part of the regular Swedish programme for assistance to developing countries. Among measures envisaged, a Swedish economist would this autumn be put at the disposal of the Trade Centre to serve in Geneva for one year. A trade promotion expert from the Swedish International Development Authority (SIDA), the central Swedish organization for aid to developing countries, would this summer work with the Centre and explore ways of assisting the Centre in various projects. During his stay applications from developing countries for export promotion assistance would be studied with the aim of arranging integrated trade promotion "package deals", such as the Director of the Centre had referred to in earlier discussions. Trade promotion advisory missions could thus be accomplished partly by Sweden at its own expense and partly by the Centre. For example, an integrated package for assistance to a specific developing country could include: an overseas trade promotion adviser paid by Sweden and recruited either by Sweden or the Centre, who would give advice for, say, three months on how to build up the country's export promotion services; a professional marketing analyst, who might be one of the Centre's experts making market investigations in developed countries for the products of the country concerned; and possibly a statistical expert who could advise on certain export statistical matters. Finally there might be arrangements for the training of officials or private businessmen combined with study tours and visits

to important market areas. The Swedish plan was still in an early phase of formulation, but the Swedish delegation expressed the hope that such a useful and practical trade promotion programme would be created for the developing countries.

The representative of Switzerland drew the attention of the Group to the recent completion of a study of the Swiss market for a number of products from developing countries, and the pre-paid secondment to the Centre for a year of the former Director of the Office Suisse d'Expansion Commerciale. He said that his country had decided to organize a trade promotion training course in the near future for candidates from Latin America. Instruction would be in Spanish.

The United Kingdom representative referred to his Government's assumption of full responsibility for facilitating the activity of the Centre, including the provision of a full-time officer to aid the developing countries through the Centre. He mentioned in particular the liaison services with British industry provided by the Board of Trade for Centre marketing analysts. He confirmed that the United Kingdom intended to operate an export promotion training course in 1968 along the lines of the 1967 course. If demand should warrant it, a second course would be provided in 1968. He mentioned that the syllabus of the present United Kingdom course was based on the recommendations of the GATT Trade Centre.

The representative of the United States said that his Government was seconding an experienced trade promotion official from the United States Department of Commerce for one year's service with the Trade Centre. His salary would be fully covered by the United States Government. The provision of export promotion training facilities for developing countries in the United States was also under active consideration.

The Assistant Director-General for Trade and Development, on behalf of the Director-General, expressed his deep thanks for all these many contributions, and emphasized that the 1968 programme of the Centre would depend in large measure upon them. A number of representatives of developing countries also expressed their gratitude for this assistance. The representative of Brazil stressed the extreme usefulness of developed countries establishing import opportunities' offices that could assume a wide variety of trade promotion functions on behalf of developing countries. He congratulated the governments of the developed countries for the understanding they had shown of the impact that export promotion assistance could make on the economies of developing countries; and he expressed his appreciation of the effective rôle of the Trade Centre in mobilizing so much assistance in this field.

## VII. Conclusions

In general the Group expressed its support for the programme of future activities outlined by the secretariat. It also made a number of pertinent suggestions as to how the programme could be improved. In making the recommendations contained in this report the Group considered that the increase in resources proposed in document COM.TD/J/2 for each of the Trade Centre's services appeared reasonable in relation to the future programme. The Group accordingly recommended that these proposals be considered by the Budget Committee.

ANNEX

Fourth Meeting of the Advisory Group on Trade  
Information and Trade Promotion Advisory Services  
13-15 June 1967

List of Representatives

Chairman: Mr. H. Birtles, C.B.E. (United Kingdom)

AUSTRALIA

Representative

Mr. E.B. Dillon  
Counsellor (Commercial) and  
Trade Commissioner  
Embassy in Cairo

AUSTRIA

Representative

Mr. Karlheinz Westmark  
Federal Chamber of Commerce

BARBADOS

Representative

Mr. J.C. King, O.B.E.  
Deputy High Commissioner in the  
United Kingdom

BELGIUM

Representative

Mr. Monfils  
Director  
Belgian Office of Foreign Trade

BRAZIL

Representatives

Mr. S.L. Portella de Aguiar.  
Ambassador  
Paris

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

BURUNDI

Representatives

Mr. Bonus Kamwenubusa  
Director General of Finance

Mr. Isaac Rwasa  
Director of Customs

Mr. Bonaventure Kidwingira  
Director General of Foreign Affairs

CAMEROON

Representative

Mr. Maa Bitomo Gaston  
Commercial Attaché  
Embassy at Bonn

CANADA

Representatives

Mr. H.M. Maddick  
Counsellor (Commercial)  
Office of the High Commissioner in  
the United Kingdom

Mr. L. Houzer  
Counsellor  
Permanent Mission to the Office of  
the United Nations at Geneva

IVORY COAST

Representative

Mr. Jean Mande  
Chief Inspector of Customs

CZECHOSLOVAKIA

Representative

Mr. Karel Stepán  
Chamber of Commerce

DAHOMEY

Representative

Mr. E. da Lotti Dagan  
Economic Affairs Attaché  
Permanent Mission to the European  
Economic Community

DENMARK

Representative

Mr. E. Hübertz Christensen  
First Secretary of Embassy  
Permanent Mission to the Office  
of the United Nations at Geneva

FINLAND

Representative

Dr. Ilvessalo  
Ministry of Trade and Industry

FRANCE

Representatives

Mr. R. Phan van Phi  
Acting Permanent Representative to GATT

Mr. A. Fréchet  
National Centre for Foreign Trade

FEDERAL REPUBLIC OF GERMANY

Representatives

Dr. Kruse  
Deputy Permanent Delegate to the  
international organizations in Geneva

Mr. Leonhardt  
Foreign Trade Information Office

Dr. Holzer  
Third Secretary  
Permanent Delegation to the  
international organizations in Geneva

GHANA

Representatives

Mr. Joshua M.K. Kpakpah  
Commercial Attaché  
Permanent Mission to the Office  
of the United Nations at Geneva

Mr. M.Y. Asomaning  
Commercial Attaché  
Permanent Mission to the Office  
of the United Nations at Geneva

INDIA

Representatives

Mr. B.N. Swarup  
Counsellor and Resident Representative  
to GATT  
Permanent Mission to the international  
organizations in Geneva

Mr. S. Narasimhan  
Economic Mission in Brussels

Mr. Raju Makil  
Research Officer  
Permanent Mission to the international  
organizations in Geneva

INDONESIA

Representative

Mr. Murad Astrawinata  
Permanent Representative to GATT

ISRAEL

Representatives

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

Miss Hava Hareli  
Deputy Permanent Representative to  
the Office of the United Nations  
at Geneva

ITALY

Representatives

Mr. Alfiero Gherardini  
Ministry for Foreign Trade

Mr. Bianco  
General Institute for Foreign Trade

JAMAICA

Representatives

Mr. K.B. Scott  
Permanent Representative to the  
Office of the United Nations at Geneva

Miss Janice Slyfield  
Third Secretary  
Permanent Mission to the Office  
of the United Nations at Geneva

JAPAN

Representatives

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

Mr. Hideo Saegusa  
Japanese External Trade Organization  
Paris

REPUBLIC OF KOREA

Representative

Mr. Nam Kyun Park  
Second Secretary  
Permanent Mission to the international  
organizations in Geneva

KINGDOM OF THE NETHERLANDS

Representative

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

NEW ZEALAND

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Mr. D.E. Honewood  
First Secretary  
Permanent Mission to the Office  
of the United Nations at Geneva

NIGERIA

Representative

Mr. E.G.O. Beecroft  
Permanent Mission to the international  
organizations in Geneva

NORWAY

Representative

Mr. K.-M. Frederiksen  
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Permanent Mission to the international  
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PAKISTAN

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Mr. E.I. Mallik  
Commercial Secretary  
Embassy in Bad Godesberg

PERU

Representative

Mr. Fernando Guillen  
Permanent Mission to the Office of the  
of the United Nations at Geneva

POLAND

Representatives

Mr. Józef Szarski  
Polish Chamber of Foreign Trade

Mr. Tadeusz Zieliński  
Polish Chamber of Foreign Trade

PORTUGAL

Representatives

Mr. José G. Faria  
Permanent Delegation to GATT

Mr. J.L. de Almeida Fernandes  
Permanent Delegation to GATT

SWITZERLAND

Representative

Mr. P. Addor  
Deputy Director  
Swiss Trade Expansion Office

SWEDEN

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Mr. L. Rydfors  
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Permanent Delegation to the international  
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Mr. L. Jafgard  
Head of Section  
Ministry of Foreign Affairs

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

Mr. S.S. Lidén  
First Secretary  
Board of Commerce

SWEDEN (cont'd)

Representatives

Mr. R. Lindsjö  
Head of Section  
Swedish International Development  
Authority

Mr. R. Orrsten  
First Secretary  
Ministry of Commerce and Industry

TANZANIA

Representative

Mr. Phoubeah  
Ministry of Commerce and Co-operatives

TRINIDAD AND TOBAGO

Representative

Mr. Cecil Wyke  
Ministry of Industry and Commerce

TURKEY

Representatives

Mr. Savun  
Member of the Board  
Turkish Study Centre for Export  
Promotion

Mr. Kâmurân Yetis  
Economic Counsellor  
Permanent Delegation to GATT

UNITED ARAB REPUBLIC

Representatives

Dr. S.T. Harb  
Commercial Counsellor  
Permanent Mission to the Office  
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Mr. M.R. Abdel-Kader  
Secretary (Commercial)  
Permanent Mission to the Office  
of the United Nations at Geneva

UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

Representatives

Mr. Wilcock  
Board of Trade

Mr. D. O'Connell  
First Secretary  
Permanent Delegation to GATT

UNITED STATES OF AMERICA

Representative

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

Alternate representative

Mrs. Doris S. Whitnack  
Bureau of Economic Affairs  
Department of State

Adviser

Mr. John F. Harter  
Mission to the international  
organizations in Geneva

EUROPEAN ECONOMIC COMMUNITY: COMMISSION

Representative

Mr. Alberto de Pascale  
Directorate General of External Relations

OBSERVERS FROM GOVERNMENTS

AFGHANISTAN

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Mr. Fateh Niaz  
Director  
General Planning Department  
Ministry of Commerce

ALGERIA

Representatives

Mr. Benkritly  
Representative  
algerian Trade Office in Paris

Mr. R. Hannouz  
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Permanent Mission to the Office of the  
United Nations at Geneva

ECUADOR

Representative

Dr. Jose Nájera Espinosa  
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Deputy Permanent Representative to the  
Office of the United Nations at Geneva

EL SALVADOR

Representative

H.E. Mr. Gustavo A. Guerrero  
Ambassador  
Permanent Representative to the Office  
of the United Nations at Geneva

HUNGARY

Representative

Mr. G. Mikosdi  
First Secretary (Commercial)  
Permanent Mission to the Office of the  
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IRAN

Representative

Mr. Ali Kheradmah  
First Secretary  
Permanent Mission to the Office of the  
United Nations at Geneva.

PHILIPPINES

Representative

Mr. José U. Fernandez  
Permanent Mission to the Office of the  
United Nations at Geneva.

OBSERVERS FROM INTERGOVERNMENTAL ORGANIZATIONS

INTERNATIONAL MONETARY FUND

Representative

Mr. Isahiko Isobe  
Office in Geneva

ORGANIZATION OF AMERICAN STATES

Representative

Mr. Raúl C. Migone  
Director  
European Office

COMMON AFRO-MALAGASY ORGANIZATION

Representative

Mr. A. Foalet  
Director of Economic Affairs

ORGANIZATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

Representatives

Miss M.A. Cotterill  
Counsellor for Trade Questions  
Trade and Payments Department

Mr. Donn  
Head, Division of External Relations  
and Transfer of Experience  
Development Centre

UNITED NATIONS

Representatives

Mr. R. Muller  
Special Adviser on Technical  
Assistance  
Conference on Trade and Development

Mr. R. Krishnamurti  
Special Assistant to the  
Secretary-General  
Conference on Trade and Development

Representatives of the GATT secretariat in attendance at the meeting:

Mr. M.G. Mathur  
Assistant Director-General for Trade and Development

Mr. D.P. Taylor  
Head of Department of Conference Services and Administration

Mr. H. Ph. Sobels,  
Director of Administrative and Financial Division

Representatives of the International Trade Centre in attendance at the meeting:

Mr. H.L. Jacobson  
Director

Mr. V.E. Santiapillai  
Deputy Director

Secretaries of the meeting

Mr. A.H. Hatt-Arnold

Mrs. A. Graham