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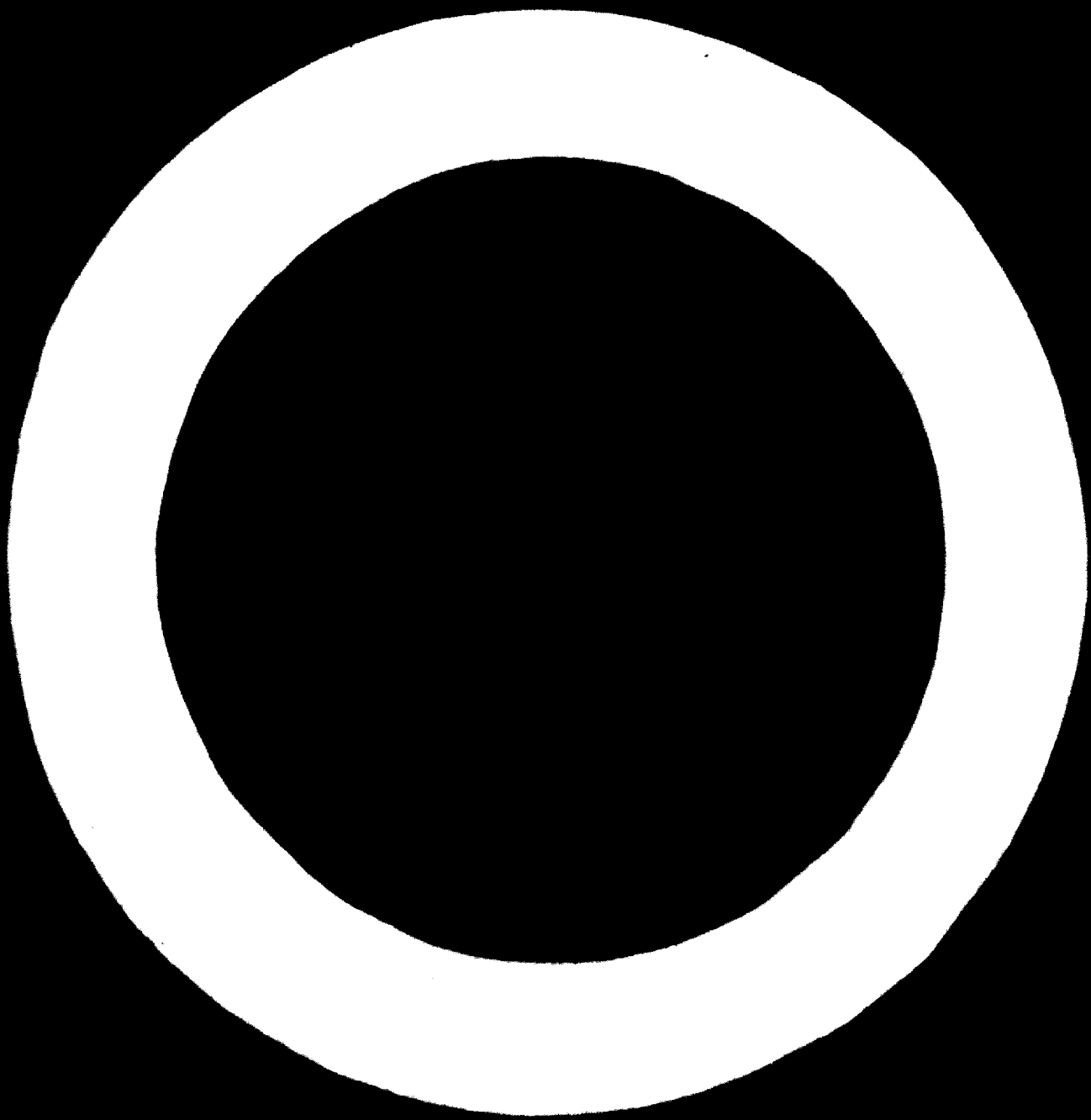
THE UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION'S
INDUSTRIAL PROMOTION SERVICE ^{1/}

Prepared by the Secretariat of UNIDO

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UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

INDUSTRIAL PROMOTION SERVICE

INTRODUCTION

Two-thirds of the world's people live in the developing countries. They produce - despite considerable recent progress in industrialization - only about 6% of the world's manufactured goods. This low level of industrialization prevents any real rise in living standards and contributes to political and social tensions in these areas.

The developing countries have the potential for more rapid industrialisation, and the industrially advanced countries have the capital, the technology and the managerial skills that can speed industrialisation and lead to self-sustaining economic growth.

The challenge is to both those with potential to industrialise and those with the resources to make industrialization possible in developing countries. It is a task to be met by organisations, firms and individuals - building project by project, factory by factory, raising industrial output, contributing to higher living standards and social progress.

Much is already being done to expand the flow of technology and financial assistance, public and private, from the developed to the developing countries - by governments, public agencies, and private businessmen in the countries concerned, and by regional and world-wide international technical assistance agencies and lending institutions.

The United Nations is increasingly active in these efforts, and in 1966 established UNIDO, the United Nations Industrial Development Organization, to promote and assist industrial development and co-ordinate United Nations activities related to industrialization.

UNIDO is conscious of the need for further efforts to close the gap between the need of developing countries for external resources and the volume of the actual flow. To assist the solution to the problem, UNIDO has developed a programme for the promotion of the flow of external resources and know-how in the industries of developing countries. The programme is called the Industrial Promotion Service.

1. THE AIM OF THE INDUSTRIAL PROMOTION SERVICE (IPS)

The aim of the Industrial Promotion Service is to help speed up industrialization in developing countries by providing opportunities for promoting direct contact between those who are looking for technical and/or financial assistance for specific industrial projects, and those who can meet those special needs.

Under the above aim, IPS assists in identifying and bringing together complimentary interests of the potential "consumers" and potential "suppliers".

The "consumer" side in the IPS matching process consists of factory owners; operators of plants; leaders of co-operatives and other non-profit organizations; directors of industrial development agencies; spokesmen for industrial research and services institutions; banks; private entrepreneurs and government officials from virtually all of the developing countries.

The "supplier" side consists of representatives of manufacturing firms; private corporations or state trading agencies; foundations; co-operatives and other non-profit institutions; consulting firms

with experience in engineering, manufacturing, industrial promotion, marketing, management and other fields, offering these services to development of the industrial projects in developing countries; commercial and investment bankers; firms offering licensing arrangements; and other private-sector resources, as well as officials of governmental and international organizations who are in a position to provide technical and/or financial assistance to help carry out industrial projects and solve industrialization problems in the developing countries.

2. HOW DOES THE INDUSTRIAL PROMOTION SERVICE WORK?

In general, the Industrial Promotion Service works in conjunction with major meetings, in particular with trade fairs, because the fair is considered an important institution and service in the field of industrial development.

Several months in advance, the responsible officers of IPS send invitations to representatives of interested governmental and relevant non-governmental institutions from both developed and developing countries, and representatives of international organizations, who may register. Each may indicate the particular industrial projects which he wishes to discuss. During the operation of the Industrial Promotion Service, UNIDO staff members will interview visitors to ascertain the types of projects being sought by the potential consumers and the nature of the problems that confront the potential suppliers. Then the initial preparation takes place to match, as far as possible, "suppliers" and "consumers" interests, and to help arrange meetings between participants for face-to-face discussion. In these meetings they can pursue their own private discussions or negotiations and explore the possibilities for joint ventures, the supply of technical know-how and the provision of financial assistance.

As a part of the Industrial Promotion Service, special Industry Days, take place with the participation of potential consumers and

potential suppliers and the services of an expert from UNIDO. During these meetings, discussions and presentations on the needs and problems are emphasized, and the advisory services are provided on technical and commercial aspects of interesting projects and/or problems.

In addition, the UNIDO Industrial Promotion Service informs the participants about the function of UNIDO in assisting developing countries to establish and to accelerate the implementation of industrial projects.

3. THE ACTIVITIES OF THE IPS SINCE 1967

(a) Athens : The IPS service was introduced in Athens in December 1967, concurrently and in conjunction with the first United Nations international symposium of industrial development. On that occasion, IPS brought together nearly 300 representatives of some 250 "supplier" organizations and 200 "consumers" from approximately 60 countries.

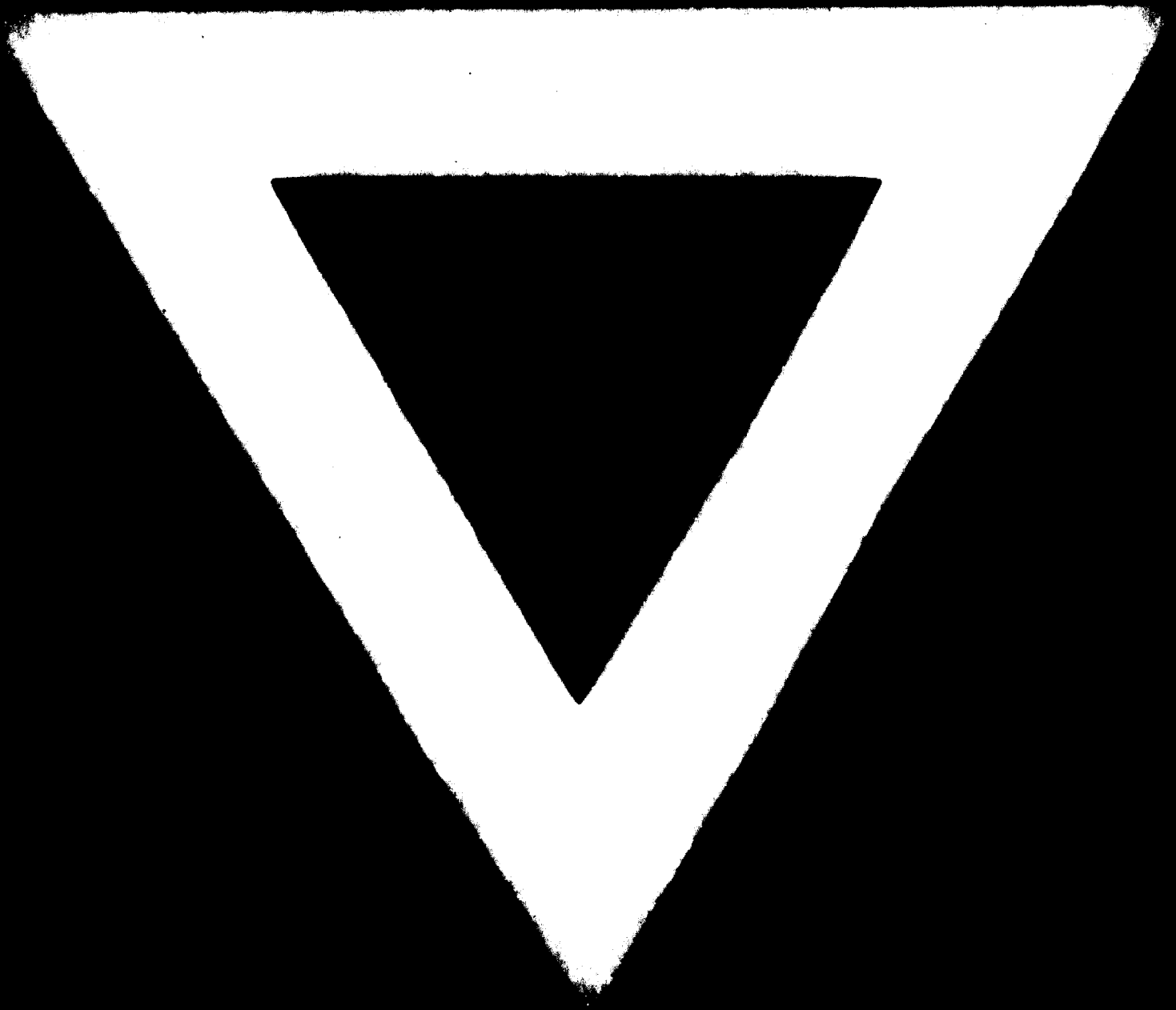
(b) Budapest : The UNIDO Industrial Promotion Service participated in the Budapest International Trade Fair from 16 - 26 May. At Budapest the service concentrated on three major activities: meetings between potential suppliers and consumers of technical know-how and financial and technical assistance; conducting Industry Days for the instrument and glass industries; and reviewing the exhibits of developing countries.

(c) Tehran : UNIDO operated an Industrial Promotion Service at the 2nd Asian International Trade Fair held in Tehran from 5 - 24 October, 1969. The Fair provided an opportunity for government representatives and business executives from developing countries to meet not only producers of machinery and industrial equipment, but also representatives of banks and consulting firms. This opportunity was used for negotiation and consultation on a number of projects that exist in Asian countries.

In order to facilitate contacts between participants with complimentary interests, the IPS organized meetings on specific industries and on a number of selected topics. Meetings called Industry Days were held for building and construction materials and equipment, for fertilizers and petrochemicals and for textiles.

A meeting was also arranged on small-scale industries, during which the Organisation for Small-Scale Industries, Iran, presented a list of 109 projects asking for co-operation.





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