



TOGETHER
for a sustainable future

OCCASION

This publication has been made available to the public on the occasion of the 50th anniversary of the United Nations Industrial Development Organisation.



TOGETHER
for a sustainable future

DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

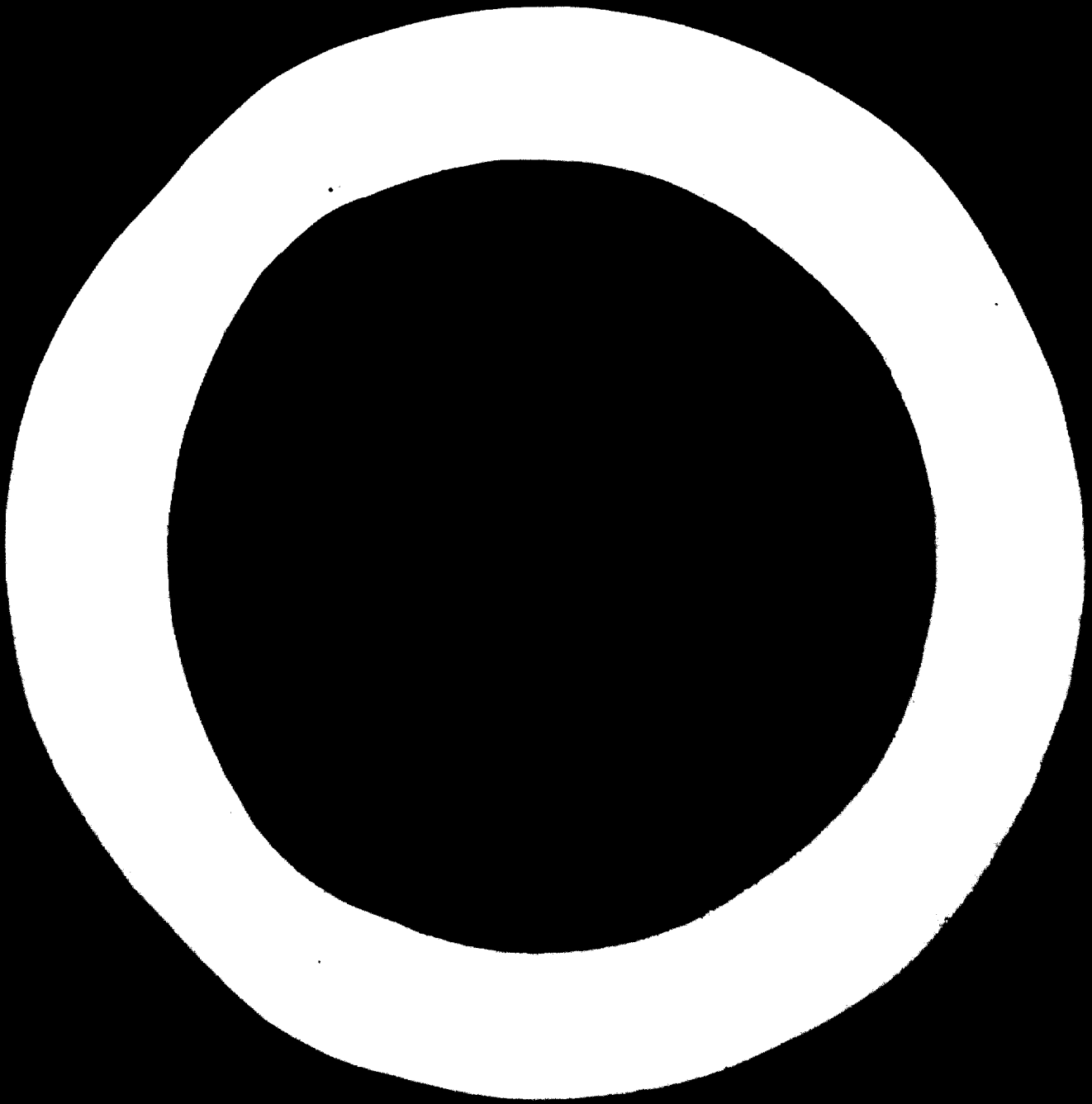
FAIR USE POLICY

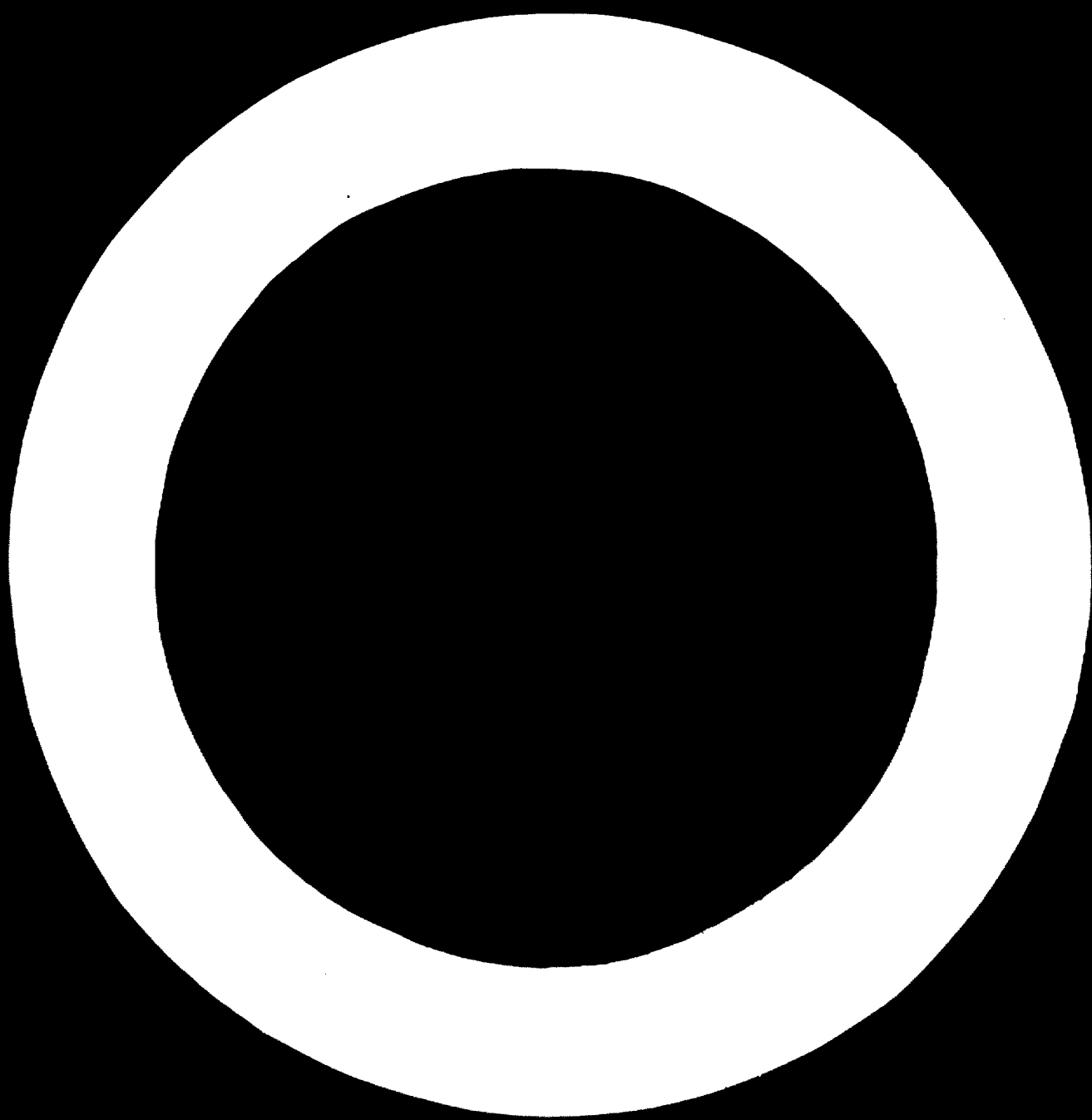
Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

CONTACT

Please contact publications@unido.org for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at www.unido.org





Background and Purpose

An international fair or exhibition is an important and valuable instrument for promoting industrial development of developing countries as it offers opportunities for development of markets, transfer of technology, exchange of technical and economic information and experience, and establishment of multi-purpose business contacts.

While traditional fairs in industrialized countries are well organized, providing a number of services, fairs in developing countries may need advice, guidance and assistance at the preparatory stage. During discussions with representatives of several developing countries, UNIDO's assistance was requested for specific advice on improving existing fair services. It was felt that there was room for improving the organization of fairs in developing countries, so that these instruments could be used more effectively to increase business transactions, and in this way assist the industrial development of developing countries.

For this purpose, 15 Fair Directors will be invited from Africa, Asia and Latin America, for 10 days during the 50th Milano International Fair. Present would be the concerned authorities and expert-consultants of the Milano Fair, UNIDO, professional staff. In this context, the joint consultations will take the form of an exchange of views on organisational, operational, financial and promotional aspects of fair activities. Topics for the Joint Consultations and Discussions will include:

- The fair as a meeting place for businessmen to start a dialogue on such matters as know-how, equipment, financing, etc., and to stimulate private and government projects for developing countries;

- The development of specialized fairs tailored to the interests of developing countries to stimulate more industrial projects as distinct from general fairs;
- The concept of pairing fairs (both general and specialized), whereby certain developing countries join together in matters related to finance and management, in order to widen their markets by stimulating more business transactions;
- The provision of advice to developing countries to assist them with product design and commercial competitiveness which are often the fundamental factors explaining poor performance of their exports on world markets;
- The development of their own industrial promotion services, similar to UNIDO's Industrial Promotion Service on the occasion of their national, regional, multi-national and international fairs to promote increased industrial projects;
- The use by developing countries of consultants at certain fairs to provide advisory services on such matters as purchase of equipment.

Location and Dates

The joint consultations will be held from 11 to 20 April 1972 in Milano, Italy. Participants are requested to arrive in Milano not later than 11 April, or as close to this date as airline schedules permit.

Organization

The Chairman of the joint consultations will be from the host country. The Vice-Chairman and Rapporteur will be selected by the participants. UNIDO will provide the Secretariat.

The provisional agenda, the provisional list of participants, the provisional time-table of meetings, and any available documentation will be airmailed shortly before the meetings open.

Participants

Fifteen fair officials from the following African, Asian and Latin American countries are invited:

Algeria, Arab Republic of Egypt, Ghana, Libyan Arab Republic, Morocco, Republic of Zaire;
India, Iran, Syrian Arab Republic, Turkey;
Brasil, Chile, Colombia, El Salvador, Peru.

Language of the Meeting

The consultations will be conducted in English, and participants are expected to have a good working knowledge of it, but interpretation will be available upon request in both French and Spanish.

Financial and Administrative Arrangements

UNIDO will provide:

- a) round-trip air transportation (economy class) between the airport of departure of the home country and Milano;
- b) a per diem at the UN rate equivalent to US\$ 22.- for the 10 day period of attendance to defray hotel and food expenses in Milano.

The participants will be responsible for the following costs:

- a) expenses incurred in the home country pursuant to this travel abroad, including expenditure for passport, visas (if required), any medical examinations, inoculations and other such relevant matters, as well as internal travel to and from the airport of departure in the home country;
- b) salary and any related allowances for the participants during the period of these consultations.

UNIDO will not assume responsibility for the following expenditures:

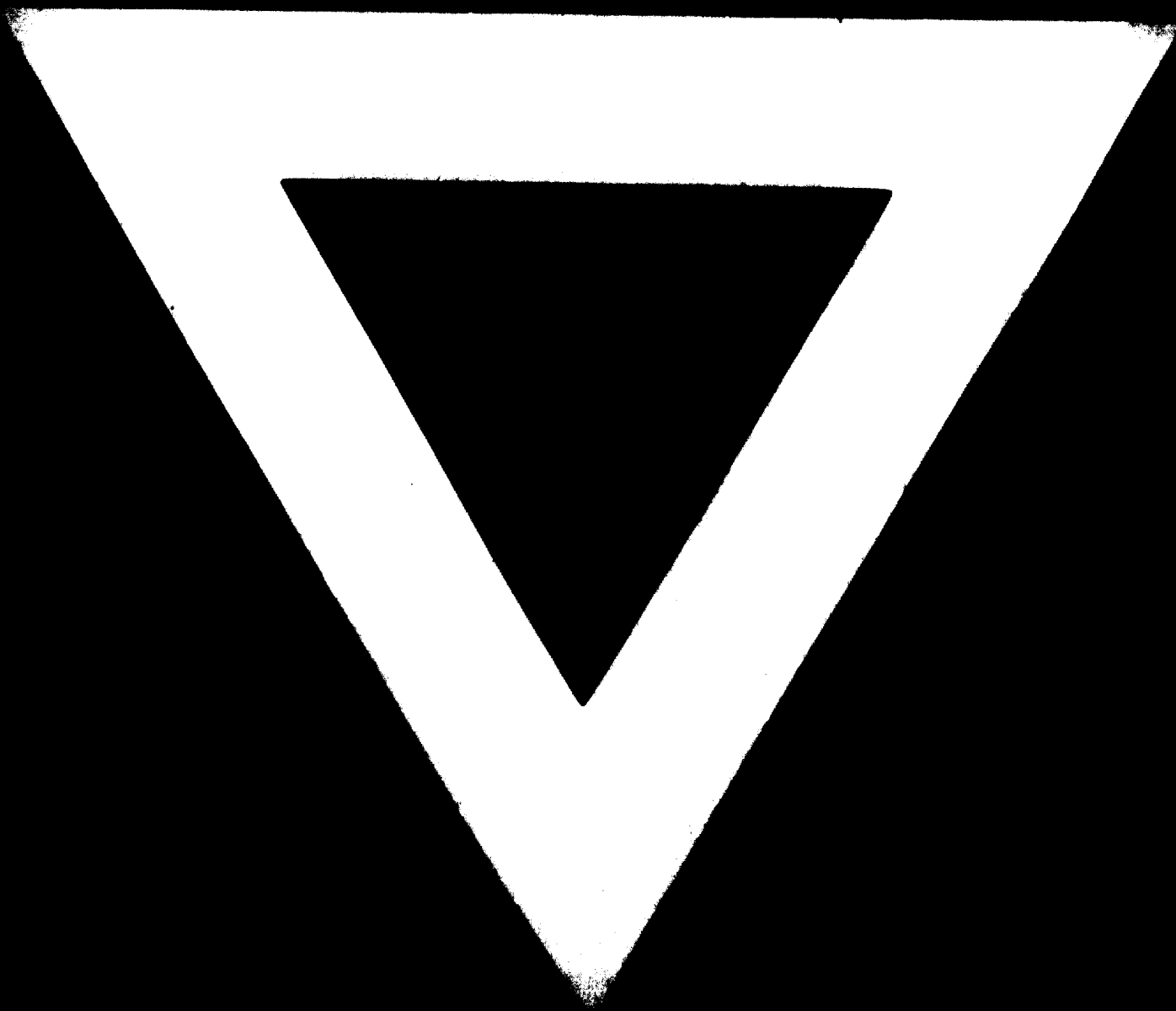
- a) travel and any other costs incurred by dependants who might accompany the participants;
- b) costs incurred by participants with respect to travel insurance, accident insurance, medical bills and hospitalization fees in connexion with attending the consultations;
- c) loss of, or damage of personal property of participants while attending the consultations;
- d) compensation in the event of death or disability of participants in connexion with attending these consultations.

Hotel Accommodation

Since there is an extreme hotel shortage in Milano during the Fair period, accommodation will be reserved ahead of time at the Aerhotel Piera Milano - Largo Domodossola for UNIDO participants. If you wish to book your own hotel accommodation directly, please inform us as soon as possible.

Transportation

Participants are requested to notify UNIDO of their acceptance of this invitation at the earliest possible moment, but not later than 6 March 1972. You will then be contacted by the local Wagon-Lits Coeks office or its agent in your city for booking your air economy round trip ticket via the shortest possible route between your city and Milano.



3 . 12 . 73