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Consultations with Fair Directors of Developing Countries, held on the occasion of the 50th Milan Trade Fair and organized in co-operation with the Milan Fair Administration

Milan, Italy - 12-19 April 1972

FINAL REPORT ✓

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I. INTRODUCTION

A. 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 business contacts.

During discussions with representatives of several developing countries, UNIDO's assistance was requested for specific advice on improving existing fair services. In this context, it was proposed to have consultations in the form of an exchange of views on the organization, operation, financing and promotion of fair activities. For this purpose UNIDO invited 11 Fair Directors from Africa, Asia, Europe and Latin America from 12 to 19 April during the 50th Milan Trade Fair, when UNIDO and the Fair professional staff and expert consultants were made available to the delegates.

B. Participants

Eleven top fair executives from the following African, Asian, European and Latin American countries attended the Consultations:

Algeria, Ghana, Libyan Arab Republic, Morocco;
India, Indonesia, Turkey;
Malta;
Chile, Colombia, El Salvador.

A list of participants is given in Annex I.

C. Location of Consultations

The 50th Milan Trade Fair was selected as the meeting place of the Consultations. This veteran Fair had its modest origin in 1920 and has become one of the most important fairs in the world, where ninety countries are represented of which seventy five, Italy included, are officially represented. Over the years the Fair gathered a vast experience which it was happy to pass on to the participants.

D. Opening of the Consultations

The Consultations were officially opened by Cav. Lav. dott. Michele Guido Franci, Secretary General of the Milan Trade Fair who, as a veteran in the field of fair organizations, welcomed the delegates to the fiftieth edition of the Milan Fair. In his address, Dr. Franci emphasized the need of collaboration amongst participants on the various problems confronting them and of exploiting in the best possible manner the potentialities of a fair as an instrument for industrial development. Dr. Franci suggested that, apart from the fact that

fairs contribute towards the industrial development of the country concerned, they also tend to create a better understanding, respect and friendship amongst peoples, and concluded the summary of the work done during the Consultations intended to achieve.

Mr. A. A. Farinour from UNIDO thanked Dr. Franchi on behalf of UNIDO for agreeing to sponsor jointly with UNICEF, for the first time, the organization of the Consultations.

Mr. Farinour outlined the position of developing countries with regard to the low level of production of manufactured goods and to the potential for more rapid industrialization. He stressed the functions of UNIDO in this context, pointing out that useful guidelines would emerge from the Consultations which will enable Fair Directors in their respective countries to contribute towards the working of a mechanism for the promotion of industrial growth.

Chev. R. Biasini, the delegate from Malta, thanked Dr. Franchi on behalf of his colleagues and on his own behalf, and expressed the hope that the work which had been initiated would be continued so as to foster the industrial development of the participating countries. Chev. Biasini was convinced that the experience which would be gained through the Consultations would be of great benefit to all participants.

At this stage Mr. A. Manan Mangon, Vice Chairman of the Djakarta Fair, presented to Dr. Franchi a souvenir gift on behalf of all participants.

E. Election of Officers

Dr. Franchi was unanimously elected Chairman of the Consultations, but in view of his inability to perform this task owing to his onerous duties as Secretary General of the Fair, he delegated Dr. G. Sarchiari to represent him and to act as Chairman in his stead. This was approved by the delegates.

Chev. R. Biasini, the delegate from Malta, and Mr. V. Nath, the delegate from India, were nominated and unanimously elected by the participants to be Joint Rapporteurs.

F. Agenda and Work Schedule

The Provisional Agenda and Work Schedule shown in Annexes II and III were discussed by the participants and unanimously adopted.

G. Visits to Fair Exhibits

The participating delegates were given the opportunity of seeing the "behind the scenes" working of the Milan Fair through guided tours to selected pavilions, most efficiently conducted by Fair experts. Such tours illustrated in practice what the Fair's technical experts expounded in their speeches during the Consultations.

H. Closing of the Consultations

Mr. Farinpour of UNIDO thanked Dr. Franci for his leadership and co-operation, and the participants for their enthusiastic contributions toward a successful conclusion of the Consultations. He also thanked the Milan Fair experts and other contributors for their valuable assistance.

Mr. Farinpour then summarized the important recommendations which were arrived at during the Consultations, and in conclusion announced on behalf of the Director General of the Algiers International Fair that a stand will be constructed in the Algiers fairground to represent the spirit of co-operation between international fairs and that it will be named for the 50th anniversary of the Milan Fair.

The Consultations were then officially closed by Dr. Franci, who expressed his satisfaction with the results and particularly with the recommendations for the establishment of an Afro-Asian Association of Fair Directors and the strengthening of the Association of International Fairs in America. He announced that such a practical achievement needs support and expressed his willingness to establish prospective forms of co-operation with these Associations.

Dr. Franci hoped that it would be possible for UNIDO and the Milan Fair to organize similar gatherings in the future, possibly at one of the 42 specialized fairs held in Milan each year. In this connection he stated that a specialized fair is a different experience in which the organization is no longer in the hands of a few people and should be handed over to a committee of exhibitors and manufacturers directly concerned with these special events, the so-called "vertical shows". He disagreed with the theoretical experts, economists and media men who try to draw a balance between the results of a general fair and those of the various specialized shows - between the two different roles and future prospects of two kinds of institutions. A specialized fair is an opportunity that the directors of general fairs provide to groups of business people who want to specialize their markets, who are unwilling to be subjected to the rules of a general fair and establish a special set of rules of their own - in a sense governing their specialized markets according to their own needs.

II. RECOMMENDATIONS OF THE CONSULTATIONS

A. General

In view of the increasing importance of international fairs and exhibitions to industrial and trade promotion, and in order to enable developing countries to use the fair as an effective instrument in the promotion of trade and industry, it is considered necessary THAT:

1. Fairs and exhibitions other than those of a specialized nature should be organized as a meeting place for businessmen to start a dialogue on such matters as know-how, equipment, capital goods, financing, promotion of industrial exports etc., and to stimulate private and government projects of developing countries for the achievement of the following objectives:

- (a) creation of better awareness of their industrial development and industrial export potential and the scope these provide for international economic collaboration;
 - (b) building of teams appropriate to their programmes of industrial project and industrial export promotion;
 - (c) provision of advisory services on product design and commercial competitiveness, which are fundamental factors causing poor performance of their exports in world markets, and also on purchase of equipment; and
 - (d) study of market demand and consumer preferences for which on-the-spot test sales should be permitted.
2. Specialized services should be instituted by UNIDO for the organization of industrial promotion programmes at national, regional, multi-national and international fairs in order to promote and increase industrial projects of developing countries.
 3. The requirements of developing countries in relation to training facilities and modern exhibition technology should be studied by UNIDO with a view to evolving programmes of assistance in this respect.
 4. In international fairs, uniform administrative facilities for customs clearance (Brussels Convention 1961), transport and insurance, should be adopted.
 5. The developing countries should set up regional organizations for joint consultations in matters connected with fair organization and fair participations, as well as for developing inter-regional co-ordination and co-operation. UNIDO may consider taking the initiative for providing the establishment of such bodies.
 6. Autonomous bodies for the organization of trade fairs and exhibitions and fair participations, where these do not exist, should be created as it is realized that this develops a desirable climate for the vigorous promotion of industrial exports.
 7. It will be very useful to continue joint consultations through periodical meetings of delegates of developing countries, preferably at selected important fair centres, and necessary action may be initiated by UNIDO in the form of an annual programme.

B. Specific

Participants in the Consultations are of the opinion that international fairs held in developing countries play an indispensable role in the promotion of the accelerated industrialization which these countries urgently seek to realize. These fairs provide excellent venue for businessmen, industrialists and financiers to effect:

- (a) industrial promotion
- (b) transfer of technical know-how
- (c) industrial investments
- (d) credit facilities
- (e) procurement of raw materials
- (f) promotion of industrial exports
- (g) exchange of experience

While stressing that the overall responsibility for the proper organization, administration and policy of the fairs must rest with the national or the fair authority in the developing countries, the participants feel that co-operation between these fairs will do much not only to reinforce their functional activities but also to facilitate their purposeful collaboration with international trade fairs in developed countries, as well as international agencies concerned with industrial development, notably through UNIDO. In order to initiate and ensure the continuance and expansion of such co-operation, suitable institutional arrangements appear necessary.

1. The Afro-Asian participants, having noted with appreciation the existence of the "Asociación de Ferias Internacionales de América (AFIDA) in Latin America, and moved by a desire to design and eventually adopt appropriate institutional arrangements to cover the whole area, suggest:

- (a) recommending to their own authorities that a body be set up to initiate and ensure the continuance and expansion of co-operation between Afro-Asian fairs;
- (b) inviting Afro-Asian fairs not represented in the present Consultations to join in the efforts to set up such a body;
- (c) constituting themselves into an advisory committee for the purpose of following up this recommendation;
- (d) entrusting to Mr. Mohamed Farrah, Director General of the Algiers International Fair, as representative of the Afro-Asian Group in the Consultations, the task of:
 - i. ascertaining the views of Afro-Asian fairs not represented in the present Consultations;
 - ii. studying and reporting to the other members the possibility of setting up a permanent structure as mentioned in Clause 1 above;

and

- iii. requesting UNIDO to encourage an Afro-Asian summit to deal, among other things, with the design of a policy programme and procedures in respect of co-operation amongst Afro-Asian States, and between them and other firms and agencies, to develop fairs and exhibitions which will assist in the industrial development of member countries.
2. The Latin American participants, members of AFIADA, which is the Association of International Fairs in America, founded in 1970 by the International Fairs of São Paulo, Brazil; Bogotá, Colombia; Santiago, Chile; San Salvador, El Salvador; and Lima, Peru, recommend that UNIDO provide the following specific technical assistance to aid efforts to utilize fairs in Latin America as instruments for promotion of industrial projects and plans:
- (a) to organize a joint consultation with Latin American countries, international organizations and leading industrialists, in order to encourage effective measures in promoting industrial projects and plans through international fairs;
 - (b) to organize an institution to train the local staff of member countries;
 - (c) to give technical assistance in order to study the possibilities of joint efforts between international fairs of industrialized countries, such as the Milan Fair, and international fairs of Latin American countries, as well as those of other developing countries.

III. DISCUSSION OF AGENDA

The delegates were given the benefit of the experience of the technical experts of the Milan Fair, who in a series of talks gave the background of the intricate organization and functioning of the Milan Fair.

A. Exhibitors and their Exhibitions, led by Dr. G. Cerchiari

In introducing the subject matter of Exhibitors and their Exhibitions, reference was made to the various aspects of the trade fair.

A trade fair is an open market, with production and distribution activities, the basis of which is business. A general trade fair is an overall international display without any definite business purpose, where goods and products are shown centered on a theme proposed by the organizers. It is also a technically developed market and must cover many sectors of the economy. Its purpose is to exhibit all kinds of products of different nations and companies and to provide the opportunity to make business transactions on them, whereas a specialized fair is a magnifying glass on only one economic sector. Therefore a general trade fair is the natural result of a special need, an appointment for countries and businessmen, for those producing goods and those needing to purchase them. This type of fair should be held once a year and to attain its objective it must be held in the same place each time - a place easily accessible to goods and people. It should be borne in mind that a fair must not be viewed as a profitable business for the organizers who merely sell floor space - it is actually a "large market for ideas".

It is particularly important to strive for better human results along with technological improvements to ensure success in fair organization.

Highlights of the Milan Fair policy in organizing general and specialized fairs were then explained.

1. "Customs formalities", led by Dr. G. Piscoia

An explanation was given of the customs formalities practiced by the Milan Fair, which are based on the Customs Brussels Convention.

The following unused goods benefit from temporary importation facilities for one to six months after the official closing date of the fair:

- (a) goods intended to be exhibited or to form part of demonstrations at an exhibition or fair;
- (b) goods intended to be utilized for requirements connected with the presentation of foreign products at a fair, such as:
 - goods required for demonstration purposes and for operating foreign machines and equipment exhibited.
 - constructional and decorative materials including electrical equipment for temporary stands of foreign exhibitors.
 - publicity materials for demonstrations intended to be utilized for advertising foreign goods exhibited.

The below-listed goods are also admitted to final importation with exemption from customs duty, on the condition, specified for each category, that:

- (a) they are small representative samples of goods exhibited, thus comprising samples of foodstuffs and drinks;

- (b) goods imported solely for demonstration of their use or to show the functions of a machine or foreign equipment presented at the fair and which are consumed or destroyed during the course of the exhibition,
- (c) Printed matter, catalogues, prospectuses, lists, advertising posters, etc. intended to be used as publicity for foreign goods exhibited on condition that these are foreign materials supplied free of charge and serve for free distribution.

2. "Transport of goods to the fair", led by Dr. A. Pasadonna

The object of an international forwarding agency such as SAIMA which handles the Milan Fair transport, is to take care of exhibits from their source of origin to the fair and vice-versa. An explanation of this function shows how a well-managed transport operation can expedite and facilitate the work of a fair.

SAIMA's responsibilities include handling, packing, customs formalities, transport, records of fees, moving and assembling, etc. Its transport office is divided into two sectors:

- (a) The commercial sector, which acts as an international forwarding agent, carrying out all customs procedures required for bond goods and continuing as necessary either to complete import of the goods into Italy or re-despatching them to their country of origin. The commercial sector, after having presented all necessary documents to the Customs office, issues instructions for delivery of the goods to the technical sector.
- (b) The technical sector, which meets exhibitors' requests to shift their goods from the transport in which they arrived, to the fairgrounds warehouse and from there to the stand. This sector has its own vehicles and lifting equipment, including lift trucks, mobile and bridge cranes with various load capacities.

3. "Insurance of goods", led by Mr. S. Scichilone

There are two categories of insurance for goods on show at fairs. The first applied particularly to fairs showing only one type of material (specialized fairs). The insurance policy is made out according to the value of goods specified by exhibitors, and cover starts from departure of the goods for the fair, during transport, while they are in the fairgrounds, and during their return to the country of origin or to the premises of their buyer. The second category is for other types of fairs where a variety of goods are displayed.

In the case of the Milan Fair the Fair Board sets down two types of insurance coverage - one for all risks and one for exhibitors' responsibility towards third parties, visitors, clients, etc. Insurance rates are fixed

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with the approval of the Fair management and are established on an area basis. A general agreement is set up between the Fair management and the insurance company every time there is a fair, and areas are established according to the specific fair. Exhibitors are not compelled to insure with the company appointed by the Fair, but insurance by exhibitors in respect of their goods and third party risks is compulsory.

4. "Press and Propaganda Services", led by Mr. C. De Cesare

The task of the press office is to keep its company, organization or institute informed on everything that happens outside, but also to inform the public of the company's activities. Therefore, maintaining good relations is necessary and important. The press office of any organization, regardless of size, must be informed of everything that goes on within the organization; if it is kept in the dark, it will not be able to perform its tasks efficiently and may even have difficulties in rising to certain situations.

The press and propaganda office at the Milan Fair provides the following services: compiling and publishing two editions of the Fair catalogue; compiling and publishing a Review; welcoming overseas visitors; handling public and press relations; issuing press releases, and providing photographic and film services.

5. "Active Advertising", led by Eng. P. Fesati and Mr. D. Villani

The fair is no longer a parade of goods, but is an up-to-date collection, an efficient instrument for selling, for advertising, for promotion, which turns into a large, attractive and important advertising hoarding, on which everyone can seek the place that most interests him and find it fitted up with all the demonstrative details with affirmations and assurances which, offered in a different way - that is, through advertising or personal contacts - they would never manage to supply. A fair may thus be considered as a centre of publicity, advertising and sales promotion, for all activities of industry, agriculture, artisan work and commercial business, and those undertakings intended to go deeper into perfect and to accelerate progress. This development must be going on in such a way as to safeguard environmental conditions, so which man must be able to take advantage of civilization without running the risk of becoming its victim.

The repercussions of all that goes on in the fair are very wide, firstly because the fair with its press and propaganda services occupies itself with spreading detailed information, to giving exhaustive publicity to all the undertakings going on there, and secondly because the persons concerned - firms, exhibitors or organizers - are concerned with widening knowledge of their presence at the main and local fairs by means of television, the cinema, and by paid advertising.

Two types of publicity which an exhibitor can use at the Milan Fair are:
(1) the press and publicity sector, commonly called "passive advertising" as

it is extensive for the Fair authorities and therefore not profitable; and (2) "active advertising", which utilizes the Fair's own publications and installations and is remunerative for the Fair authorities. Active advertising is then subdivided into three sections; "editorial advertising" in the Fair's official publications (the official catalogue, the Fair Review, the Fair Guide and the Fair's newspaper). "Static visible advertising" inside the fairgrounds by means of static installations, i.e. posters, banners, etc. attached to various equipment in the fairgrounds; and "mobile visible advertising" performed by 'sandwich men' advertising the products of the various firms' exhibition along their routes.

6. "Fair Ceremonial and Protocol", led by Dr. L. Sperandini

The Fair Ceremonial and Protocol Office is responsible for issuing invitations to the Fair and to the various ceremonies, for preparing seating plans according to precedence, for welcoming distinguished guests and delegations, for making arrangements for specific tours of the Fair and for extending hospitality. The office is also involved in the ceremonial which has to be followed when the Fair authorities invite Heads of State and Heads of the Church.

In order to provide such services, the Fair Ceremonial and Protocol Office starts work by collecting all the elements and updating the lists of names, addresses, authorities, diplomatic corps, businessmen, etc., who might be interested in the Fair and who must, little by little, be invited to the various manifestations.

7. "Official and Individual Foreign Participants", led by Dr. G. Clerici

In international fairs foreign participants are not only foreign producers as individuals, but also the official representatives of other countries, because governments today are also producers who need a point of contact between themselves and private manufacturers as well as with other major institutions. They are known as official participants and they communicate with the Fair authorities through the Ministry of Foreign Affairs.

The Milan Fair has made available for individual countries a certain number of offices in the International Trade Centre. Each country is invited to send an official representative, or several according to the number of sectors of industry in which it is interested. At the Fair these representatives have the task of making contact both with individual traders and other countries' representatives, and they must therefore be well informed on all general aspects of trading.

Individual participation is arranged directly by the person interested writing to the Fair, indicating in which sector he wishes to participate, and according to space availability an agreement is drawn up which serves as a participation contract.

The Milan Fair is a place where businessmen can find all the services required for facilitating on-the-spot business transactions.

8. Participation of Exhibitors and Conditions of Participation

The products exhibited at the fair are selected from all markets such as engraving in gold, and have a distinct character of international importance. The task of the fair is to regard the participation on the basis of the request.

Requests for participation are not just simple applications - they must be evaluated and selected objectively. The criteria of evaluation are based on references, reputation, the various firms, their production capacity and commercial correctness. The Milan Fair gives precedence to exhibitors who have already taken part in the Fair and who have satisfied all the formalities. The assignment of stands is then made on the request for space in meters, but is usually evaluated in accordance with the overall picture of demand. It must also be decided in which particular section an exhibit should be shown, taking into consideration the product and the space available.

B. Promotional Aspects of Fairs and Related Problems

1. "Problems connected with the use of the fair for the exchange of experience, purchase of machinery, financing plans and as a stimulus to private and government projects", led by Dr. T. Scampicchio

One of the effective ways of making our presence noted on foreign markets is to participate in fairs. There is always a need to wake up and mobilize the internal market to export possibilities. Mobilizing for export simply means making industrialists and traders aware of the possibilities of exporting, or even importing, and then they need some assistance. Traders fall into two major groups - the first needs training, and the second, larger group needs information on where to export and where to buy, and it is essential for them to participate in fairs.

In Italy, one promotional activity in this line is the organization of trade missions to travel abroad. The Foreign Trade Institute contributes financially to these missions so that representatives of small and medium-sized companies who may not always be able to take long trips independently may take part. However, once they arrive at their destination, the businessman must deal with his own interests. This also applies to the Fair Board, because trade missions and market prospecting must be carried out by fairs.

A fair is not just a showcase for products, what counts is what goes on behind the scenes. Political contacts are made and although it is not always the fair itself that makes them, the Fair Board often promotes them. They serve to enable us to find out and define clearly our relations with the rest of the world, with all other countries. Politically the fair represents a bridge connecting nations. This means that politics are also of certain importance in these things, because they are the means of establishing contacts from which business arises. On the other hand, sometimes political contacts are born of business.

Preparing for a fair involves congresses, conferences, symposia, and seminars where ideas may be exchanged at all levels -- ideas which are discussed and then adapted to benefit the participants of the fair. Such congresses and meetings also lead to the development of the hotel business and tourism.

Another function of a fair is investment promotion. It is the fair's task to show how far a country has got technologically and to create a favourable climate for investment, its executive should be able to suggest to the politicians and through them to the government, what needs to be done to attract foreign capital. Display cases can be used to show what a country has achieved in industry and other fields, and what it offers.

2. Fair Promotional Activities (FPA), led by Mr. A. A. Shrinpour

In 1967 the United Nations Industrial Development Organization (UNIDO) was created to promote and accelerate industrialization of the developing countries and is headquartered in Vienna.

In December 1967, concurrently with the International Symposium on Industrial Development held in Athens, UNIDO introduced a promotional activity which aimed to bring industrialists of developing countries in touch with industrialists of developed countries. This activity is now known as Fair Promotional Activities (FPA).

One of the aims of the FPA is to help speed up industrialization in developing countries by providing opportunities for face-to-face discussions between those who are looking for technical and/or financial assistance for specific industrial projects, and those who can supply such requests. FPA assists in identifying and bringing together complimentary interests of the potential "consumers" and potential "suppliers".

The "consumer" side in the FPA matching process consists of factory owners; operators of plants, leaders of co-operatives; directors of industrial development agencies; spokesmen of industrial research and services institutions; banks; private entrepreneurs and government officials, and they usually come from developing countries.

The "supplier" side consists of representatives of manufacturers, firms, private concerns or state trading agencies, co-operatives, consulting firms, bankers, firms specializing in 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. Suppliers normally come from industrialized countries.

Upon the request of governments, FPA assists in arranging prior to discussions between the parties concerned so that they can explore possibilities for joint ventures, the supply of technical know-how or provision of financial assistance.

The holding of "Industry Days" offers the potential consumers and suppliers the possibility of informal frank discussions, at which they can ventilate their specific needs and problems in a particular industrial sector or put forward formal or informal project presentations. When required, UNIDO experts are available to advise on technical or commercial aspects and on how UNIDO can be of assistance to the developing countries.

FPA has broadened its scope to display products of developing countries free-of-charge in the UNIDO pavilion at international fairs, to obtain reactions of potential buyers on such matters as quality, design, packaging, prices and other commercial aspects.

An auxiliary feature of FPA activities includes supplying answers to enquiries posed by FPA participants at the Fair site. Some of these enquiries can be answered on the spot, while others require backstopping from substantive divisions of UNIDO in Vienna.

On average FPA operates about six programmes per year at International Fairs. While the majority are staged in developing countries, covering fairs in Africa, Asia and Latin America, some are held in Europe, both East and West.

(Further details of the mechanism involved in the service are contained in UNIDO Document ID/WG.126/2).

ANNEX I

PARTICIPANTS

CHAIRMAN: Cav. Lav.dott. Michele Guido FRANGI
VICE-CHAIRMAN: Dr. G. CERCHIARI
LIAISON OFFICER: Dr. F.G. ANGISSOLA

A. COUNTRY PARTICIPANTS

ALGERIA

Mr. Mohamed FARFAN
Director General
O. AFEX
B.P. 656, El-Marrach
Algiers

CHILE

Mr. Patricio GUZMAN
General Manager
FISA, Sociedad Nacional de Agricultura
Tenderini 187
Santiago de Chile

COLOMBIA

Mr. Oscar PEÑEZ
General Director
Feria Exposición Internacional de Bogotá
Carrera 40, No. 22 C 67
Bogotá

EL SALVADOR

Mr. Manuel de J. RIVAS R.
General Manager
Feria Internacional de El Salvador
Avenida La Revolución No. 222
Col. San Benito
San Salvador

GHANA

Mr. Joseph Dodson AIKINS
Principal Commercial Officer
In-Charge Trade Fairs
Ministry of Trade, Industries and Tourism
Box N. 47
Accra

INDIA

Mr. Prem LAL
Executive Director
Indian Council of Trade Fairs and Exhibitions
Jhansi Castle, Cooperage Rd.
Bombay

INDONESIA

Mr. A. Manan MANGAN
Vice Chairman
Djakarta Fair
Lapangan Merdeka Monas
Djakarta

LIBYA

Mr. Ahmed MURTADI
Chairman/Director General
Tripoli International Fair
P.O. Box 891
Tripoli

MALTA

Chev. Robert BIASINI
Vice President
Malta Trade Fair Corporation
The Fair Grounds
Mazzar

MOROCCO

Mr. Mohamed Ibnou TALEB
Deputy Governor
Foire internationale de Casablanca
11 rue Jules Laura
Casablanca

TURKEY

Mr. Almet DÖNMEZ
Director
Izmir Enternasyonal Fuarı
Kültürpark
Izmir

D. MILAN FAIR EXPERTS

Dr. Aurelio BASADORRA Manager, Transport Service, SAIIA S.p.A.

Dr. Giorgio CERCHIARI Press Consulting Officer, Milan Fair;
Journalist, Economic Press.

Dr. Gianfranco CLERICI Head, Office for Participation of Foreign
Exhibitors, Milan Fair.

Prof. Galileo GENTILE Head, Service for Participation of
National Exhibitors, Milan Fair.

Dr. Carlo MUSCIA Manager, Permanent Customs Service, Milan Fair;
Inspector, Italian Ministry of Finance.

Mr. Gustavo MONTANARO Manager, Press and Propaganda Services,
Milan Fair.

Eng. Rodolfo PESATI Former Manager, Active Advertising, Milan Fair.

Dr. Ettore SCANTICCHIO Manager, Regional Lombard Centre of the
Italian Institute of Foreign Trade.

Mr. Salvatore SCICHILORE Principal, Insurance Service, Milan Fair;
Agent of the Insurance Companies R.A.S. and
Assicuratrice Italiana.

Dr. Lanfranco SPERANDINI Main Department Head, Education Department,
Milan Municipality;
Manager, Training Center, Electronic and
Mechanographic Center, Milan Municipality;
Head, Protocol Office, Milan Municipality.

Mr. Dino VILLANI Journalist and Press Consulting Officer,
Milan Fair;
Honorary President, Italian Federation of
Publicity (F.I.P.).

C. UNIDO SECRETARIAT

Mr. Abbas Ali FARINPOUR Industrial Development Officer
Industrial Institutions Section
Industrial Services and Institutions Division

Miss Diane GILLIGAN Secretary

D. OBSERVERS

Dr. Mohamed A. EL MAAT
Professor of Economic Politics
University of Algiers
c/o CHATEL
B.P. 656, El-Harrach
Algiers
ALGERIA

Mr. Kenneth M. ENGLISH
Manager and Trade Fair Director
Wellington Show Association
P.O. Box 7105
Wellington
NEW ZEALAND

Dr. Goenawan MOEHAMMAD
Senior Executive
Jakarta Fair
Lapangan Merdeka Monas
Jakarta
INDONESIA

Dr. Federico URIBE-LENDEZEPO
Director, Commercial Office
Colombian Embassy in Italy
Via G. Pisanelli 4
Roma 00196
ITALY

ANNEX II

AGENDA

A. EXHIBITORS AND THEIR EXHIBITIONS

1. Customs formalities
2. Transport of goods to the Fair
3. Insurance of goods
4. Press and propaganda services
5. Active advertising
6. Fair ceremonial and protocol
7. Official and individual foreign participants
8. Participation of national producers

B. PROMOTIONAL ASPECTS OF FAIRS AND RELATED PROBLEMS

1. Problems connected with the use of the Fair for the exchange of experience, purchase of machinery, financing plans and as a stimulus to private and government projects
2. Fair Promotional Activities (FPA)

APEX III

WORK SCHEDULE

Wednesday, 12 April

Morning

- 10.00 - 11.00 Administrative matters
- 11.00 - 12.00 Opening session - speech by Cw.L.v.dett. Michele Guido Franchi, Secretary General of the Milan Trade Fair.
- 12.00 - 13.00 Election of officers, adoption of Agenda items and Work schedule.

Afternoon

- 15.00 - 16.00 Discussion on "Exhibitors and their Exhibitions" led by Dr. Giorgio Cerchiari
- 16.00 - 18.00 Systematic visits, led by Milan Fair experts, to exhibition places and technical installations while they are being set up.

Thursday, 13 April

Morning

- 10.00 - 13.00 Continuation of visits to exhibition places.

Afternoon

- 15.00 - 18.00 Continuation of discussions on exhibitions: "Customs formalities" led by Dr. Carlo Miscia; "Transport of Goods to the Fair" led by Dr. Aurelio Casadonna, and "Insurance of Goods" led by Dr. Salvatore Reichilone.

Friday, 14 April

Morning

All participants are officially invited to the opening ceremony of the Fair, to be held in the General Assembly Hall of the International Trade Centre (CIS). The ceremony will be attended by the President of Italy, Senator Giovanni Leone.

Evening

Attendance at gala performance at "Teatro alla Scala"

Saturday, 14 April

Morning

10.00 - 13.00

Continuation of visits to exhibition places.

Afternoon

15.00 - 18.00

Continuation of visits to exhibitions: "Press and Propaganda" organized by Mr. Giuseppe Venturolo, "Active Exhibitions" by Prof. Rodolfo Pesenti and Mr. Dino Alfieri, and "The Card and Protocol" led by Dr. Francesco Clerici.

Sunday, 15 April

FREE

Monday, 17 April

Morning

10.00 - 13.00

Discussion of exhibitors: "Official and Individual Foreign Participants" led by Dr. Francesco Clerici; "Participation of National Producers" led by Prof. Galileo Bertile.

Afternoon

15.00 - 18.00

Guided visits to the most important exhibitions of the seven large commercial groups at the Fair.

Tuesday, 16 April

Morning

10.00 - 13.00

Discussion on "Problems connected with the use of the Fair for the exchange of experience, purchase of machinery, financing, plans and as a stimulus to private and government projects", led by Dr. Ettore Scarpicchio.

Afternoon

15.00 - 18.00

Guided visits to the most important exhibitions of the seven large commercial groups at the Fair.

Wednesday, 17 April

Morning

10.00 - 13.00

Continuation of discussions

Afternoon

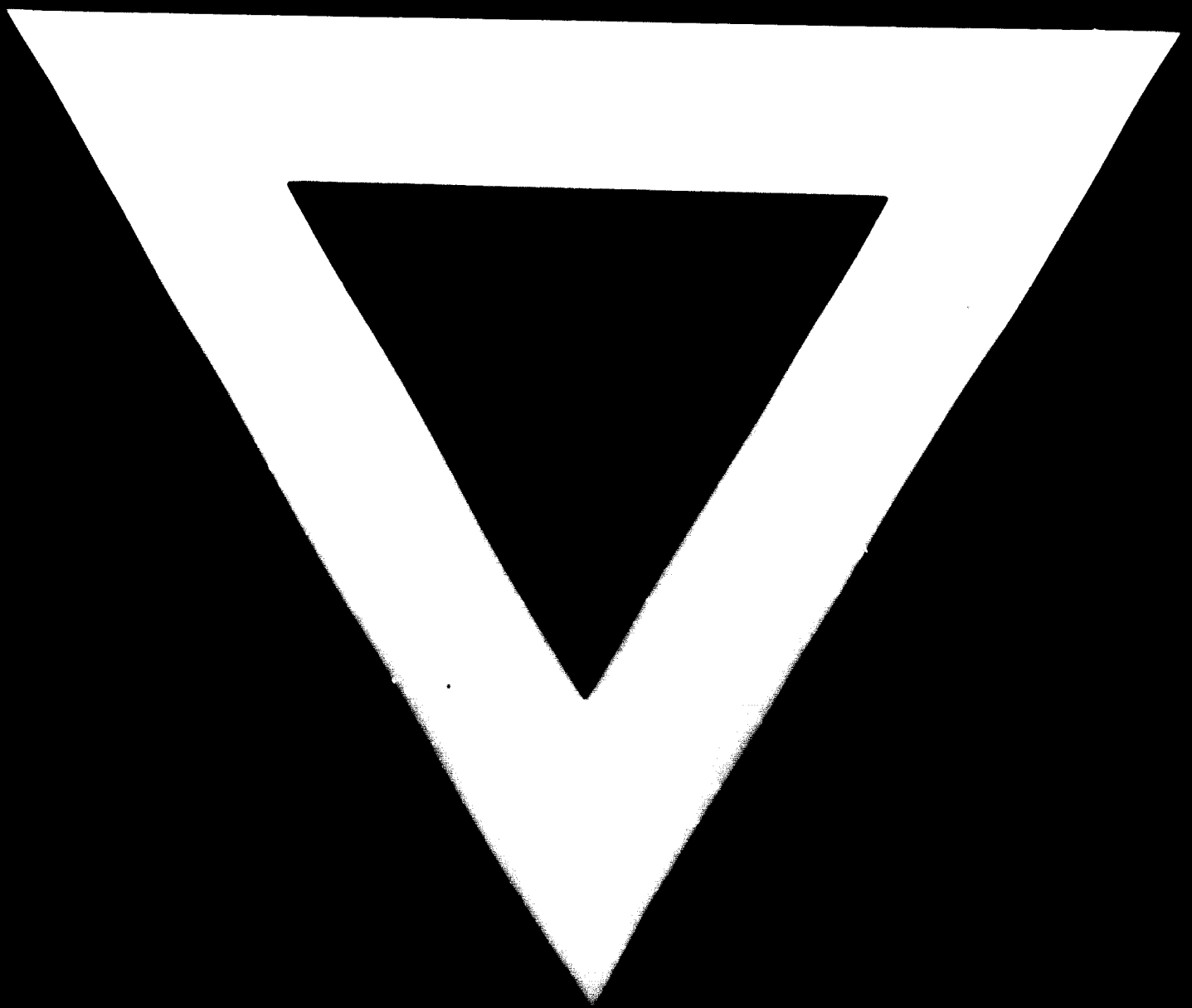
15.00 - 17.00

Continuation of visits to exhibition places

17.00 - 18.00

Submission and approval of final Report.





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