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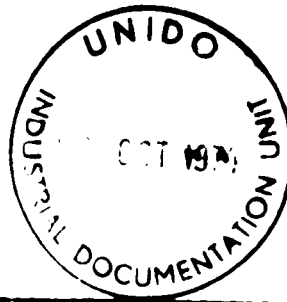
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REPORT ON THE VAT '74 ^{1/}

SECOND EXHIBITION FOR THE SUBCONTRACTING INDUSTRIES

held in Utrecht, the Netherlands

13 - 18 May 1974

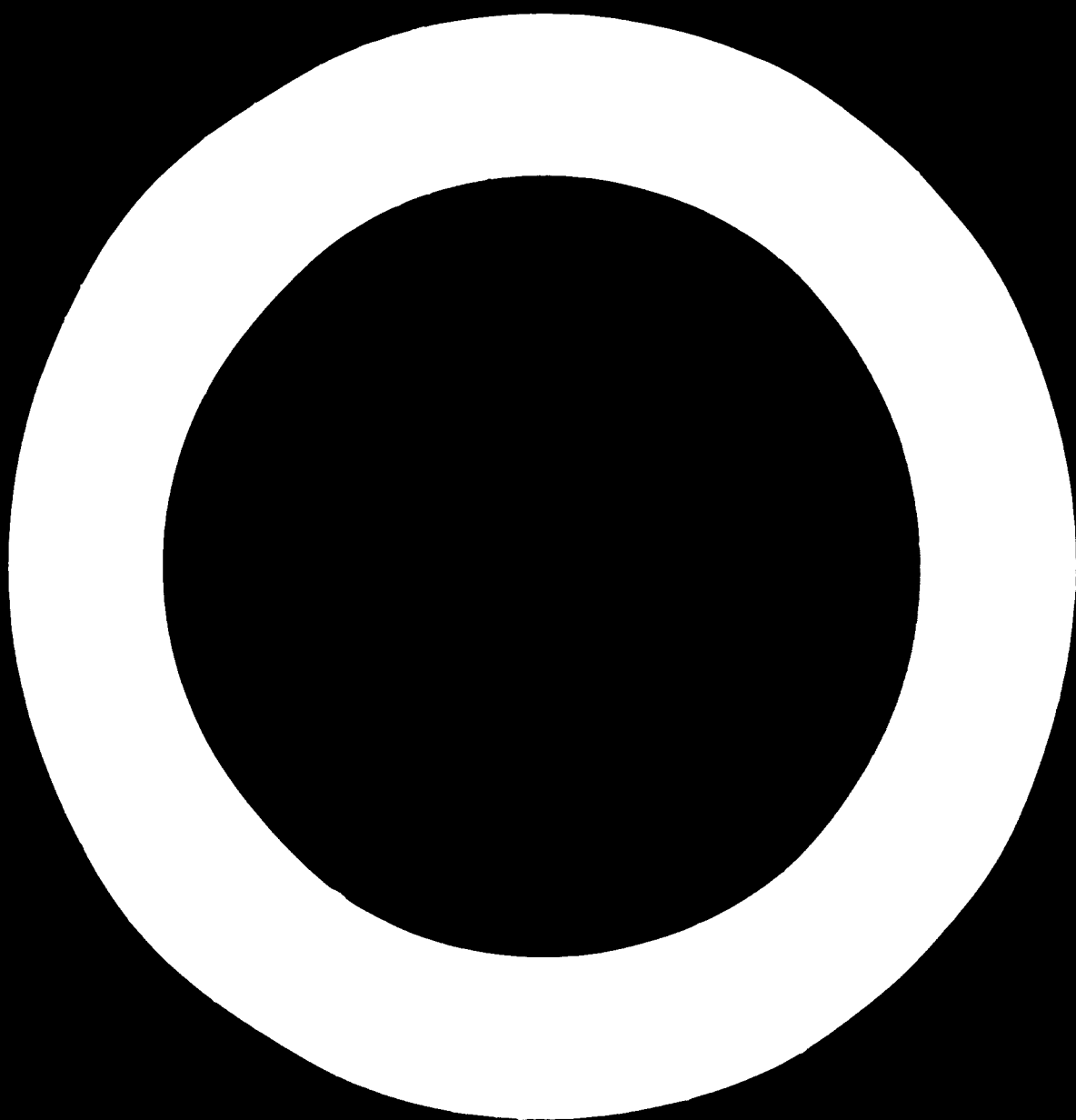
by

J. Julian and S. Zampetti

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INTRODUCTION

For the second consecutive year the Royal Netherlands Industries Fair organized the Second Exhibition for the Subcontracting Industries VAT '74, Utrecht, the Netherlands from 13 - 18 May 1974. The very satisfactory results in terms of enquiries received by the participants of the UNIDO/CBI stand of last year's venture, prompted UNIDO to organize again with CBI (The Centre for the Promotion of Imports from Developing Countries), Rotterdam, a joint project to help a selected group of firms and organizations from the developing countries to participate at the fair and assist them to achieve the best possible results from the event.

(1) Preparations for the Fair

VAT '74 was a specialized exhibition in the Netherlands for subcontracting industries which provides an opportunity to subcontracting firms participating to show production capabilities and services in the metalworking, electrical, engineering, plastic and woodworking industries. Some 400 enterprises mainly from the Netherlands and Northern Europe were exhibiting at the Fair. The joint CBI/UNIDO project covered 14 firms, 4 organizations representing 13 other firms and 3 export and investment promotion organizations participating as observers. The countries represented in the UNIDO/CBI stand were Jamaica, India, Malta, Mexico, Pakistan, Tunisia, Turkey, Zaire plus one regional organization the Central American Programme for Export Development. The list of participants is attached. The International Trade Centre UNCTAD/GATT, Geneva, was also present.

In this venture CBI provided for:

- the hiring of 260 m² exhibition space and the construction of a modern stand of rectangular design with a conference area in the centre and individual stands for all firms and organizations. UNIDO was provided with an information booth together with ITC/UNCTAD/GATT;
- hotel accommodation and daily allowance for the participants;
- assistance in establishing contacts with Dutch manufacturers. In particular some 1,000 circular letters were sent before the opening of VAT '74 to invite businessmen to visit the stand;
- the organisation of a preliminary seminar before the opening of the fair;
- secretarial and interpretation facilities during the exhibition.

UNIDO contribution to the project consisted in:

- Selecting firms and organisations to participate in the exhibition. This was made through the (ISP) International Subcontracting Programme contacts and roster of subcontracting industries. The CBI was provided beforehand with the necessary detailed information on the manufacturing operations of the firms or the field of action of the organisations as well as a description of the samples they would exhibit. This allowed them to prepare contacts with relevant Dutch contractors.
- Meeting of costs of dispatch of samples and display material from the country of origin to Utrecht and return with the aim of minimising hard currency expenditure for the participants;
- Assistance during the exhibition for the participants in obtaining and carrying out business contacts and negotiations, as well as technical help whenever necessary in defining the requirements for the received enquiries.

ITC of Geneva, who participated for the first time was providing the participants of the CBI/UNIDO stand with the information and advice on export markets and marketing techniques.

The participants provided for their own travel expenses and were requested to pay a participation fee of Dfl 300.- to CBI.

(2) Preparatory Seminar and Visits.

In order to supply the participants with information and guidance on how best to benefit from the opportunities offered by the exhibition a preparatory session was organised from 9 to 10 May 1974 which consisting of three separate components:

- During the first part of the seminar, a number of introductory speeches were delivered by Mr. W. F. Rijns, Director of CBI (Centre for the Promotion of Imports from Developing Countries), Mr. Y. Mori, Head of the Metall-engineering and Light Industries Section of the International Trade Centre, (ITC) Mr. C. de Mars, Director of BOTJ (Netherlands Foundation for Contracting and Subcontracting, and finally Mr. S. Zampetti, Officer-in-charge of the International Subcontracting Programme, Export Industries Section of UNIDO. The purpose of these introductions were to supply the participants with information on the respective role of the organising bodies and the type of assistance they were ready to supply during the exhibition. They covered

also practical suggestions and tips on how to establish contacts with visitors and prospective contractors attending the fair and how to fulfill technical and market requirements for the subcontracting enquiries they will receive.

- The second part consisted of a series of working groups with a number of Dutch specialists and representatives of contracting as well as subcontracting Dutch firms. The aim of the working groups was to allow the participants to exchange views on the various practical and technical aspects of subcontracting, the type of requirements likely to be imposed by Dutch contractors and on import and shipment conditions. The participants also had the opportunity to start discussions on practical terms on co-operation agreements and subcontracting enquiries with their Dutch counterparts among whom were representatives of Philips, DAF and IBM of The Netherlands.
- The final part took place the next day, Friday, 10 May, which was devoted to visits to large contracting industries in the Netherlands according to a schedule which was established by the participants themselves together with their Dutch counterparts during the seminar. Among these, were visits arranged to an electronics plant and a car manufacturer.

(3) Running of the Fair:

The NID/OBI exhibitors and participants were placed in a modernly built and centrally placed stand of 290 m². Most of the participating companies had a good representative range of samples of their subcontracted products on display showing the quality and their production capacity. The participants themselves being for the main part technically capable and conversant with the factories and goods represented were able to discuss in detail and with competence with the potential contractors and engineers coming to the fair. This was particularly important, it favourably impressed the potential contractors, since on several occasions the participants were able to discuss details, prices, delivery rates, etc. on the spot and accept orders directly on the stand. This was not the case of one country which was represented by commercial officers not fully competent technically to deal with the products on display, and therefore the success was noticeable less in spite of a sustained help from OBI and NID staff.

In this year's exhibition, the participants were pressed and encouraged by OBI/NID to be active and use their own initiative in establishing contacts, using of course the OBI/NID staff as and as necessary as well as other

facilities available to them at VAT '74. The West European subcontracting market being a very competitive one and the potential contractors visiting the fair having only a limited time at their disposal, the initiative shown by the more active participants was highly objective and successful.

The participants were also encouraged to visit other stands and the "Techno Boers" the technical machinery exhibition in the adjacent halls and thus establish more contacts with competitors and potential contractors. The purpose of this latter initiative was twofold: (a) encourage them to see the competition, the level of technology, quality and finish, etc. and (b) look into other opportunities for subcontracting.

A number of the participants also asked UNIDO and CBI for technical assistance in selecting additional machinery and accessories that would help them to improve their equipment and increase or improve their production output in line with the subcontracting requests they had received. Several quotations were promised or received on new machinery and equipment, and in two cases subcontracting orders were accepted on the strength of the proposed capacity to be installed.

Phone Campaign

In addition to the mail invitations, advertisements at the fair, an announcement in the CBI Journal, etc. a telephone campaign was initiated directly from the stand at the fair. This consisted of contracting by telephone a range of potential contractors in the Netherlands whose requirements of products coincided with product lines of the participants and inviting them to visit the stand. This campaign was active throughout the latter part of the fair and produced some very good results. The participants were also encouraged to select and indicate themselves the potential contractors who should be approached.

(4) Results

The VAT'74 Exhibition was very successful for most of the participants of the UNIDO/CBI project. The number of enquiries and contacts made at the Exhibition were very high (see attached confidential list). The vast majority of the visitors, were from the Netherlands itself although there were an interesting number of foreign visitors from other parts of Europe, England and Mediterranean countries. The participation not only found useful contacts with Dutch contractors but also managed to foster potential enquiries and co-operation among themselves at the stand.

and with international companies representatives

Quality, workmanship and finish on many of the products displayed by our participants were quite up to the best world standards, and this brought many positive comments from the visitors. The visitors were impressed by the capable and efficient manner in which our participants were able to prepare quotations for them and negotiate rates of production and quality of finish on the spot

Automobile Components

Firm enquiries for subcontracting actually received at the Fair for automobile industry included the following: radiators for cars and tractors and agricultural equipment, rubber and synthetic hoses, cables and wiring, locks and fittings.

Heavy castings

Several enquiries were received for heavy castings to be fully machined before shipment. Supply and availability for raw materials was also an important point, castings and moldings requested included cast iron, steel, brass and bronze alloys and aluminium. Drop forged parts were also requested.

Electronics

In electronics there were a wide range of requests for components such as resistors, capacitors and wound components as well as for ferrites and special assemblies for TV sets. There were also requests for the subcontracting of major quantities of electronic instruments to be manufactured and assembled to the contractors specifications.

Fittings

The quality of sanitary fittings and plumbing accessories on display also brought many enquiries for certain types of bathroom fittings. Then again in the iron-ware field our subcontractors were very successful in attaining enquiries and orders for locks, padlocks, door handles and fittings.

Rubber and synthetic goods

These were very popular indeed, probably due to the shortage of raw-materials and the attractive price and delivery of the special parts offered by the subcontractors in question. The range of rubber and synthetic goods requested

covered washers seals, hoses and even air mattresses.

Wood working

In this area we received a number of enquiries for wooden chair parts, wooden stocks for hunting guns, furniture components, etc. Steel furniture, office and hospital equipment was also requested.

Enquiries of particular interest

Quotations were provided for quantities of one to ten thousand wooden articles. Enquiry received for one thousand pieces of electronic instruments, enquiry for wooden lamp bases for one thousand to five thousand pieces, enquiry for one thousand chairs, enquiry for poly thylene products five hundred thousand dollars quantity per annum, enquiry for three hundred pieces sirens, enquiry for special radiators four hundred pieces per annum, enquiry for solar water heaters with an order placed for sample to specification, enquiry for thirty to fifty thousand pieces loud speakers, enquiries received for pleasure boat both of plastic and wood construction.

Actual orders placed

Order for 100,000 pieces of locks, order for twenty thousand air beds, order for cast iron machine parts of two different types quantities five hundred and one thousand pieces, order for sample of solar water heater.

These were the actual results at the end of the Fair, but a large number of enquiries from contractors have been promised to be sent in the form of official enquiries giving quantities and details. This is particularly the case where drawings need to be provided before a firm offer can be made. In a number of cases also, our participants did not have time to fully consider the enquiries received and have promised to sent written quotations later.

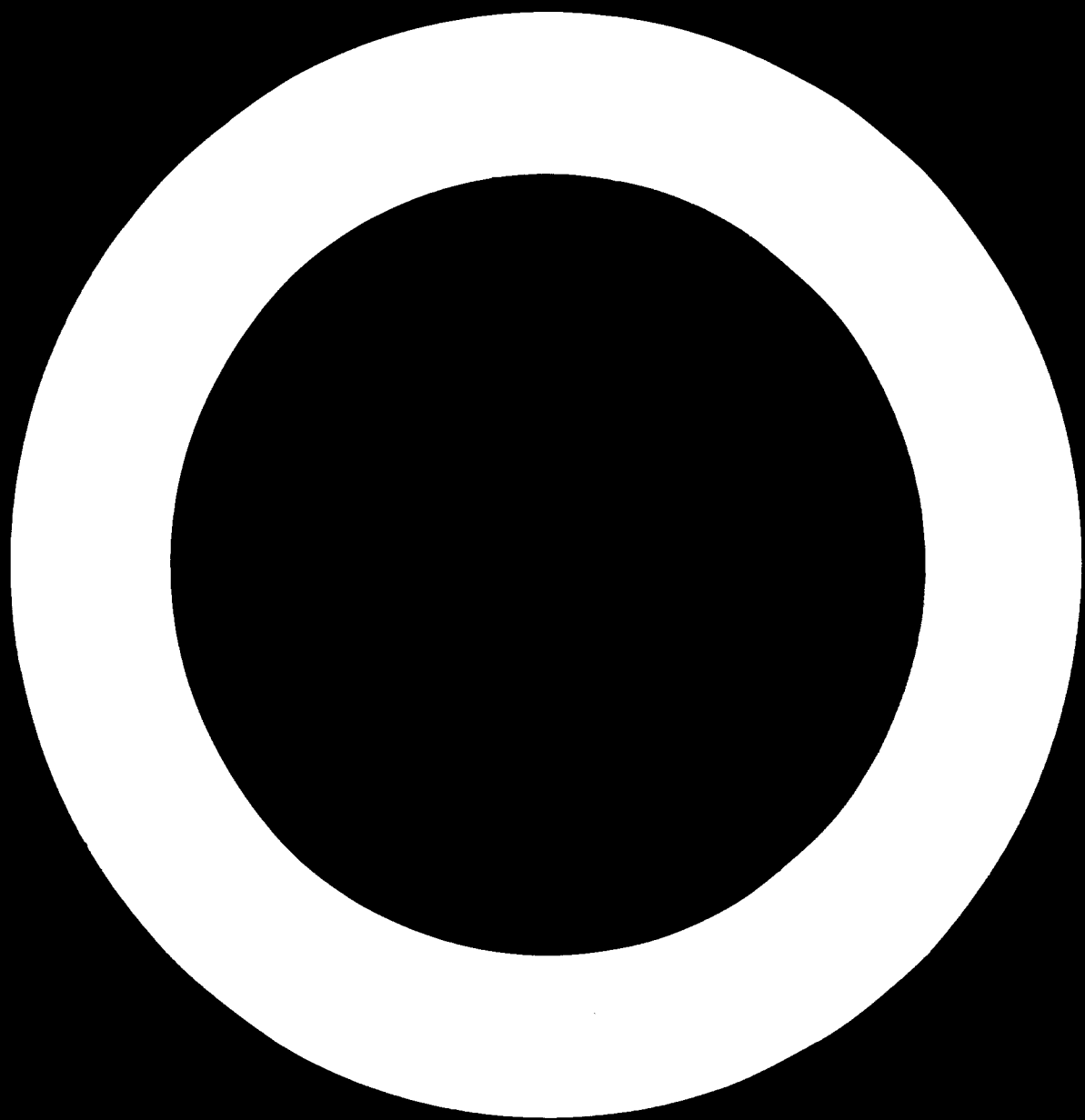
Conclusions

VAT '74 has been an outstanding success in every possible way, and this in spite of a relatively small financial burden for the organisation. The level of serious enquiries was very high, many actual orders were received during the Fair. The participants from the developing countries were very pleased with the results and expressed their thanks and satisfaction both to CBI and to IVED.

Some key factors are at the origin of this success and we believe that they should be taken into serious account for all similar projects:

- (a) The selection of the fair. It is obvious that the highly specialized and technical nature of VAT '74, put our participants in contact with a very well selected group of interested visitors and potential contractors. In fact, while generalized fairs tend to be too dispersive, specialized subcontracting fairs such as VAT '74 have highly interesting and selected stock of business oriented visitors.
- (b) The role of the local supporting organization. It is of primary importance that UNIDO be assisted by an organization such as CBI which should deal with the preparation of the stand, contacts with local manufacturers and businessmen, the assistance for the participants in terms of technicians, interpreters and secretaries.
- (c) The proper selection of the participating firms and organizations as in the present project was based on detailed information of their production capabilities as per Roster of potential subcontracting firms in developing countries of the International Subcontracting Programme. The participants must be selected from those capable to produce components of the required high standard and have free capacity available for enquiries to be received during the fair.
- (d) The presence of managing directors or technical directors at the fair together with the relevant samples enables the participants to discuss with competence the business proposals and enquiries received at the fair, and impresses favourably the visitors prompting them to introduce detailed business proposals. Noticeably less results were registered in fact in cases where firms were represented by national commercial attachés not fully conversant with the technical and production requirements.

UNIDO, having in view the above observations, is currently implementing a programme of participation in specialised fairs which is part of the International Subcontracting Programme and has the intention to organise two to three similar events mainly in European countries but also if possible in USA and Japan, provided the necessary support is offered by hosting countries.



UNIDO/CEI Participants at VAI 74

(.) Firms and Organizations presenting samples

COUNTRY No	NAME AND ADDRESS OF COMPANY	REPRESENTATIVE	SCOPE OF ACTIVITIES
INDIA 2	<u>Hilveraum Electronics Private Ltd.</u> 8-6 Manganacam Highroad Madras	Mr. B.Ullal Works Director	Electronic components Ferrite and ceramic parts.
INDIA 3	<u>Marathe Engineering</u> Miraj 415-410	Mr. S.S. Marathe Owner	Electronic controls, electrical control panels + gears ferrous + non-ferrous castings, printed circuits.
INDIA 4	<u>Bhilai Engineering Corporation Private Ltd.</u> P.C.Box 31 Bhilai-490001	Mr. S.D.S. Jain, Director	Steel + iron foundry, machine shop, fire fighting equipment, trailers, conveying equipment, ferrous + non-ferrous castings
INDIA 5	<u>Swastik Rubber Products Ltd.</u> Kirkee, Poona-3	Mr. Karur Technical Adviser	Rubber products, household + surgical gloves, air mattresses, etc.
INDIA 6	<u>Tiger Locks Ltd.</u> Indian Implements Unit Marris Road Aligarh	Mr. Kumar Director	Locks, door fittings handles, brass-steel and sanitary fittings.
INDIA 7	<u>Electronic Measurements</u> 210-V Block, Rajajinagar Bangalore-560010	Mr. Madhav P. Kamath Managing Director	Electronic detection and control system, continuous moisture monitoring system, automatic tobacco feed controls, clicker fusion apparatus.
MALTA 9	<u>Malta Radiators Ltd.</u> Radiator House Notabile Rd. Zebbug	Mr. G.H.Touw Marketing Director	Radiators and radiator cores.
MALTA 10	<u>IDA Int.Ltd.</u> Industrial Estate Marsa	Mr. J. Runza Managing Director	Light Engineering works, green houses, solar water heaters, metal furniture, radiators.

COUNTRY No	NAME AND ADDRESS OF COMPANY	REPRESENTED BY	SCOPE OF ACTIVITIES
MEXICO 11	<u>I.A.C.E.</u> (Instituto Mexicano de Comercio Exterior Ave Louise 327 1050 Brussels	Mr. Sternberg Commercial Counsellor Adj.	
MEXICO 11	<u>I.A.C.E</u> Insurgentes 1443 Mexico City	Mr. Carlos Casa	
MEXICO 11	<u>Troquelador</u> <u>Megicalors SA</u> Calle Reilla 5807 Chihuahua, Chih.	Represented by DACE	L.P. gas parts carbura- tors, alluminium casting
MEXICO 11	<u>Iglesias</u> 5 de Mayo 1271 Svr. Cd. Juarez, Chih.	Represented by DACE	hand carved wood working
MEXICO 11	<u>Industria Nacional</u> <u>Electronica</u> Calle Diez sur 11 Mexico 18 D.F.	Represented by DACE	Electronic components
MEXICO 11	<u>Arquimadera</u> Industrial SA Lago Iseo N.26 Mexico 17 D.F.	Mr. Angel P. Curto Export manager	Wood items, furniture parts, gunstocks, legs turning parts.
PAKISTAN 14	<u>Board of Industrial</u> <u>Management</u> Karachi	Mr. A.S. Pirzada Mr. Ateequillah	
PAKISTAN 14	<u>Pakistan Engineering</u> <u>Co. - Lahore</u>	Represented by BDa	Engineering goods, metal works, metal work industry
PAKISTAN 14	<u>Republic Motors Corp.</u> Karachi	Represented by BDa	Automotive components
PAKISTAN 14	<u>Metropolitan Steel</u> <u>Corp. - Karachi</u>	Represented by BDa	Steel casting, metal works
TUNISIA 15	<u>Sofomeca</u> Route de Sousse Km 5, Mégrine Riadh Tunis	Mr.A. Hadda Director	Metal work, ferrous + non-ferrous casting
TUNISIA 16	<u>Fonderies Réunies</u> Route de Sousse Km 5, Mégrine Riadh Tunis	Mr.J.Chabli General Director	Metal work, ferrous + non-ferrous casting, polyester boots.
TUNISIA 17	<u>Skanes Meubles</u> Monastir Route de Sousse	Mr.A. Khalfallah Attaché to the Chairment of the Board.	Wood components and furniture

COUNTRY No	NAME AND ADDRESS OF COMPANY	REPRESENTED BY	SCOPE OF ACTIVITIES
TUNISIA 18	<u>Centre National d'Etudes Industrielles (CNEI)</u> B.P. 5, Tunis	Mr. K. Khalfallah	
TUNISIA 18	<u>Sotager Tunis</u>	Represented by CNEI	Electronic components
TUNISIA 18	<u>Compagnie tunisienne d'Electronique "El Athir", Tunis</u>	Represented by CNEI	Electronic components circuit memories
TURKEY 20	<u>Aydinlatma Gereçleri; Ankara Sanayi ve Ticaret Koll.Sti Anafartalar Cad.San Sok 11</u>	Mr. K. Baturalp General Direct- or and Owner	Metalwork
TURKEY 21	<u>Ölçek Makina Parçaları İmalat Sanayii Koll Sti Sana- yi, çarşisi, Fatih Cad.1 Kı.İkkale</u>	Mr. Öliven Özkan Manager	Metalwork and automotive components
TURKEY 22	<u>Istanbul Chamber of Commerce (ICC)</u> P.O.Box 377 Istanbul	Mr.T. Şahmen Member; Board of Adm. Mr. I. Aksoy Manager Industry Dept. Mr. N. Kovaci Group manager	
TURKEY 22	<u>Uvi Aytanç Istanbul</u>	Represented by ICC	metalworking, plastic
TURKEY 22	<u>Pinas Istanbul</u>	Represented by ICC	Wood Components
TURKEY 22	<u>Pankurt Sanayi Istanbul</u>	Represented by ICC	car wheels, metal- working
TURKEY 22	<u>İzka Plastik ve Otomotiv San. Istanbul</u>	Represented by ICC	Plastic and metal automotive components.

D. Observers (without samples)

COUNTRY No	NAME AND ADDRESS OF ORGANIZATION	REPRESENTED BY	SCOPE OF ACTIVITIES
CENTRAL AMERICA 19	<u>Central American Program for Export Development (PROMECA)</u> 4a Avenida 10-03 Zona 14 Guatemala	Mr. L. Ferris Director	Representing also a firm producing electronic components
JAMAICA 8	<u>Jamaica National Export Corporation</u> 5 Waterloo Road Kingston 10	Mr. I.C. Lewis marketing Director	Garment, furniture + electronics
ZAIRE 23	<u>Bureau National de Promotion des Investissements</u> B.P. 12279 Kinshasa	Mr. Aideso	

CONFIDENTIAL

Daily Report of most important Business Proposals and Enquiries
received by UNIDO Participants at VAI '74

Country	No. of Firms	Enquiries	Subcontracting Enquiry for.
<u>9/10 May</u>			
Turkey	20	5	Hydraulics, metalwork and headlamps
Turkey	21	2	Metalwork and pneumatic cylinders
Tunisia	15	3	Special metalwork for lorries and boats mouldings
Tunisia	15	2	Castings for boats and for taps in bronze, (*)
India	2	1	woodworking
India	4	2	Electronics (*)
India			Steel castings
<u>13 May</u>			
India	2	1	Electronic ferrite parts
India	4	2	Steel and cast iron castings for centrifugal pumps
India	5	3	Radiator hoses, rubber mattresses, rubber wellingtons, household and industrial gloves, brake hoses.
India	6	1	Locks, padlocks 10,000 pcs. to order placed at exhibition, bicycles locks 1,500 pcs. to order placed at exhibition, doorlocks 70,000 pcs. enquiry for quotation.
India	7	2	Electronics assembly of instruments
Malta	9	4	Radiators
Malta	10	1	Paint scrapers for manufacture to contract
Mexico	11	3	Air compressors, electronics
Pakistan	14	2	Galvanised steel sheets, extruded metal windows, prefabricated building parts, turret lathes, conveyor belt system.
Tunisia	15	1	Steel castings 1,500 pcs./month, 8 kg each (*)
Tunisia	16	1	Castings
Central America	19	2	General
Turkey	21	1	Motor car shafts, mechanical parts
Turkey	22	4	Car wheels, radiators, caps, sewage pipes, wooden articles, brake and clutch linings, bearings.

Country	Year	Quantity	Requirements
Malta			
India			
India			
India			Steel castings, iron valves
India			Subcontracting, subcontracted
India			supply of iron steel castings from F&O
India			to India to be competitive (*)
India	5	2	Boats, seats, large quantities (raw
India	5	2	material imported) (*)
India	7	1	Locks, padlock
Malta	9	1	enquiry to make, assemble electronic
Malta	10	1	instruments to order.
Mexico	11	1	[Sources of supply] (**)
Mexico	11	2	Solar water heaters for ships
Tunisia	15	2	Wooden crossbows handles and frame for
Tunisia	15	2	pumps, etc. woodworkings
Tunisia	17	1	15 kg steel castings, 100 pcs/month (*)
Turkey	21	1	Pleasure boats
Turkey	22	1	quote for 1,000 to 10,000 pcs. wooden
			articles
			Automotive parts
			Automotive parts, sewage disposal pipes (*)
15 key			
India	2	2	1000 pcs. of electronic components
India	3	1	Rollers, wheels, castings, chair wheels
India	4	4	Steel, stainless steel castings, sugar
India	5	3	plant, grab buckets (*)
India	6	3	Oil seals, hose, gloves
India	7	1	Sanitary fittings, non-ferrous castings,
India	7	1	hooks
India	7	1	1,000 pcs. p.a. power supplies, electronic
India	7	1	subcontract other instruments.
Malta	9	2	General
Mexico	11	2	Gunstock 200,000 pcs (Sté des Armes belges)
Mexico	11	4	chairs
Mexico	11	4	Electronic components
Pakistan	14	4	Tractors, trailers, seats tow bars parts,
Pakistan	14	4	special machines, pumps, tanks for tractors
Tunisia	15	2	20,000 to 50,000 castings/month
Tunisia	17	2	Lamp beam, wooden articles, 1,000 to
			5,000 pcs.

Country	No. of firms	Enquiries	Contracting	Imports	Exports
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15 May (contd.)

Turkey	21				
Turkey	22	8			
General UNIDO	-	-			

16 May

India	2	1			
India	3	3			
India	4	1			
India	5	4			
India	6	2			
India	7	2			
Malta	9	2			
Malta	10	3			
Pakistan	14	5			
Tunisia	16	3			
Turkey	22	9			

17 May

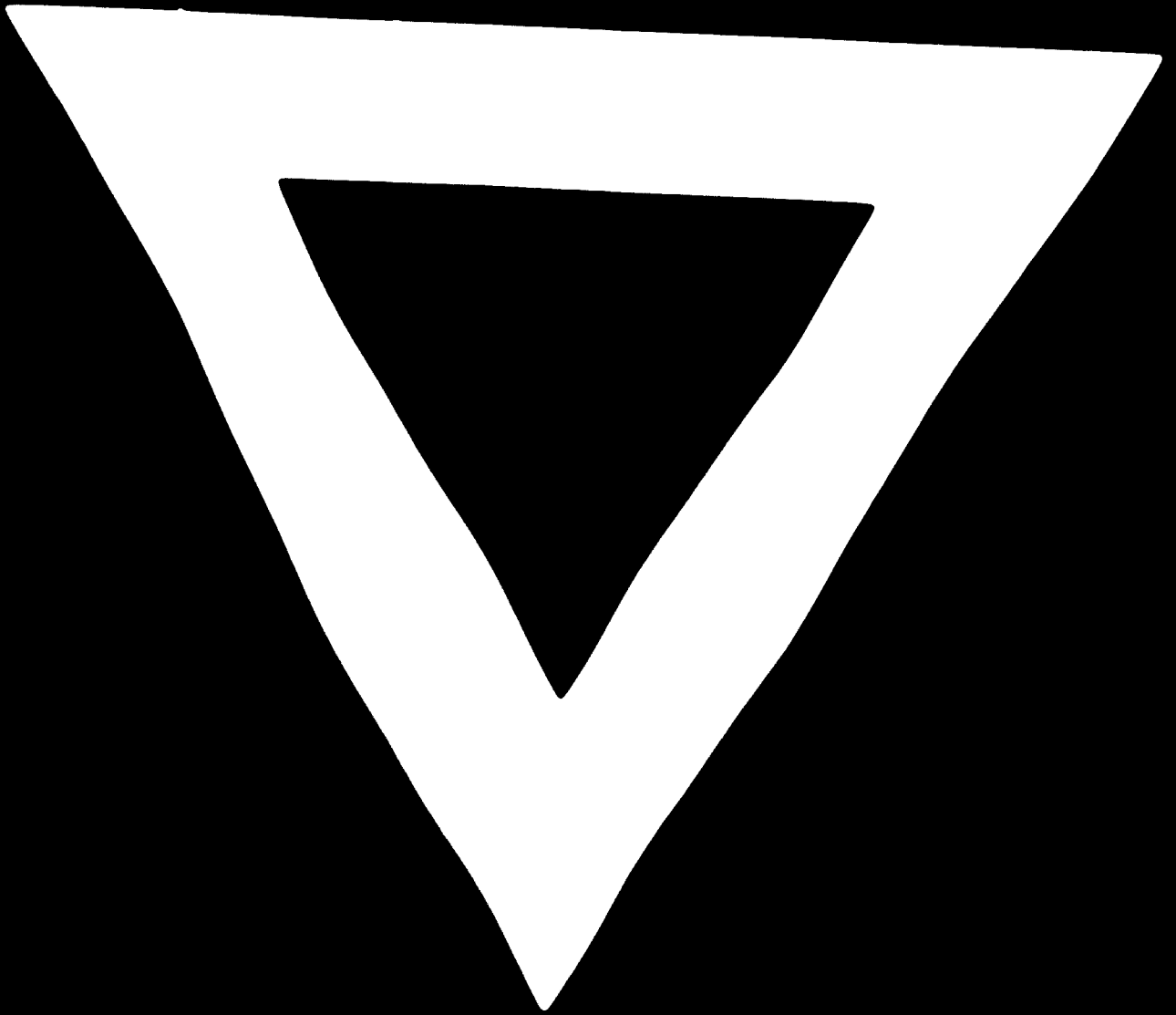
Malta	3	1			
Malta	4	3			
Malta	5	1			
Malta	6	4			
Malta	7	4			

2.1 million, front end, steering gear.
 Components, parts for various ships, wheels, lamps, etc.
 General enquiry for steel work for fabrication for rail product carrying annual 50 requirements.
 Printers, electrical, sirens, etc.
 3 million paint scrapers p.a. from 2 to 4' or wide, electric control panels and equipment.
 Castings, steel plants subcontracts
 Hoses, gloves, rubber *
 100,000 pcs. locks (*)
 Sirens and telephone quotes for 400 pcs.
 Radiators, enquiry for 400 pcs. p.a. specific type
 Paint scrapers, 40,000 pcs. solar heaters to order, one sample system received.
 Tractors and parts, automotive parts
 Order for cast bronze taps machined and unmachined for 2 types, 500 to 1,000 pcs. respectively received; enquiry for tractor parts castings to drawings received.
 Plastic tubes, trailer and automotive parts, enquiry for insulated plastic covered copper cables, aluminium tubes, loudspeakers 30,000 to 50,000 pcs., sewage disposal pipes, etc.
 Relays transformers, electronics
 Small castings iron and aluminium
 20,000 air beds wanted, £ 66,000, sample collected from exhibition.
 Order for 100,000 bicycle locks (*) enquiry for locks, padlocks, motor locks.
 200,000 instruments p.a. temperature controllers, smoke detectors, paging systems to order.

DATE	NAME	ADDRESS	REMARKS
1/25/54	[Faded]	[Faded]	[Faded]
1/25/54	[Faded]	[Faded]	[Faded]
1/25/54	[Faded]	[Faded]	[Faded]
1/25/54	[Faded]	[Faded]	[Faded]
1/25/54	[Faded]	[Faded]	[Faded]
1/25/54	[Faded]	[Faded]	[Faded]
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1/25/54	[Faded]	[Faded]	[Faded]
1/25/54	[Faded]	[Faded]	[Faded]

- These inquiries indicate an urgent need for **alternative materials** suppliers and competitive skills and/or from the **developing** countries.
- Both the CBI and CDE staff were instrumental in helping the **developing country participants** to establish contacts not only for subcontracting their machine equipment and supplies for use in their own countries. Several specific leads were connected with **enhancing and extending the present subcontracting capacity** to enable the company concerned to tackle the new inquiries placed upon them.





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