



TOGETHER
for a sustainable future

OCCASION

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United Nations Industrial Development Organization

**Expert Group Meeting on Marketing Management
and Strategy for the Developing World**

Vienna, Austria, 2 - December 1974

PROVISIONAL AGENDA

- 2 December 1974**
Morning (9.30)
1. Welcome and presentation of participants, discussion-leaders and observers.
 2. Opening address by the Executive Director of UNIDO.
- Afternoon**
3. Objectives and structure of the Meeting and review of the Programme.
 4. Marketing in the developing countries. The Concept of Marketing in the context of the industrial and economic expansion of the developing world. (Mr. S. P. Padolecchia)
 5. Discussion.
- 3 December 1974**
Morning
1. Planning the industrial expansion through domestic marketing in the least developed countries. (Mr. T. C. Trancu)
 2. Discussion.
- Afternoon**
3. Development of Marketing Supporting Services in developing countries. (Mr. W. A. Gohar)
 4. Discussion.
- 4 December 1974**
Morning
1. A framework for marketing strategies in the developing countries. (Mr. H. H. Hinterhuber)
 2. Discussion.
- Afternoon**
3. Assessing market environment needs and opportunities. (Mr. J. J. Lambin)
 4. Discussion.
- 5 December 1974**
Morning
1. The organization and the physical implementation of marketing functions in the developing world. (Mr. H. Mylenbusch)
 2. Discussion.

We regret that some of the pages in the microfiche copy of this report may not be up to the proper legibility standards, even though the best possible copy was used for preparing the master fiche.

Afternoon

3. Formulating marketing policies and strategy for industrial growth.
(Mr. T. Duenas Bernal)

4. Discussion.

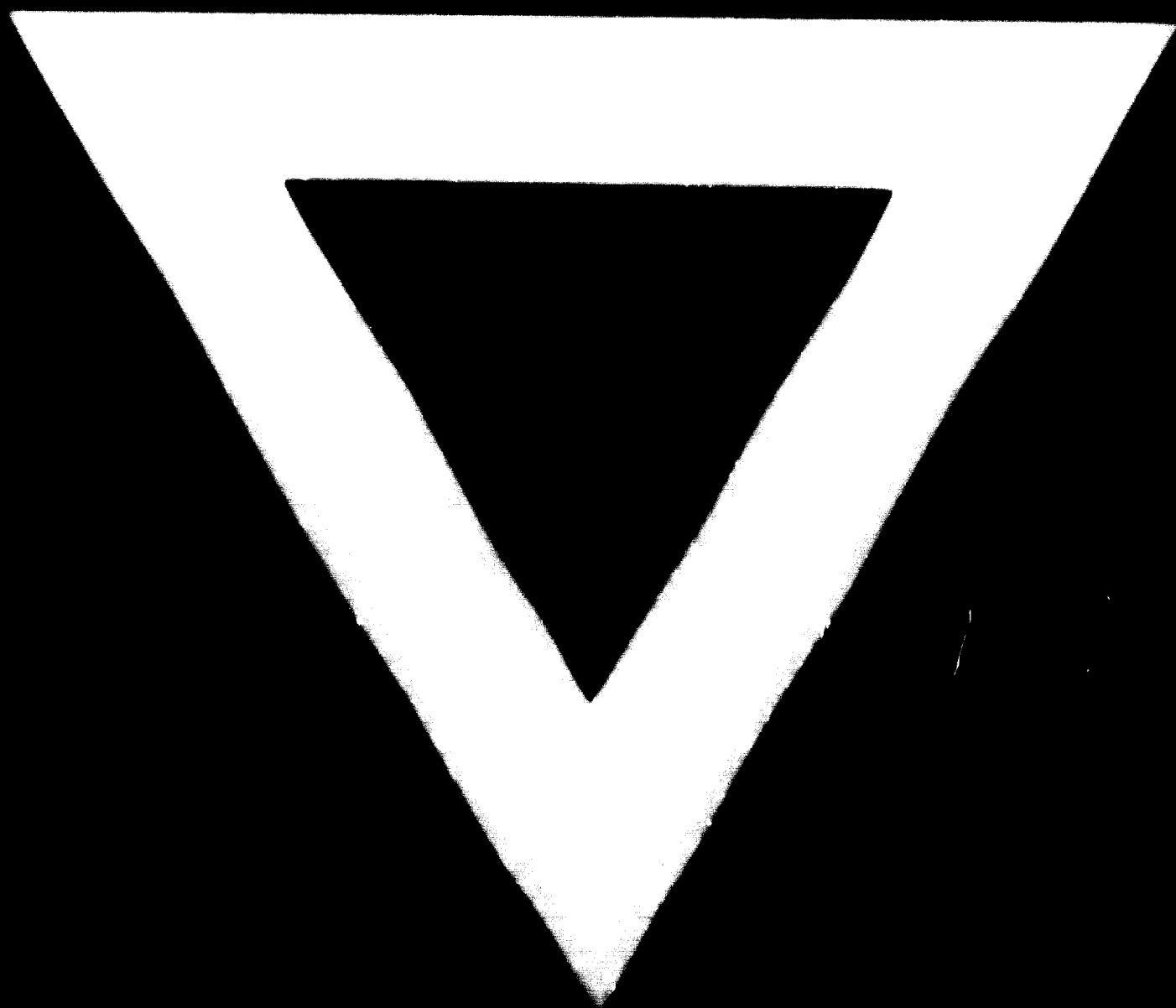
6 December 1974
Morning and
Afternoon

General panel discussion on specific aspects and problems of
marketing and distribution in the developing countries.

7 December 1974
Morning

Special session for discussion of specific marketing and
distribution problems requiring UNIDO technical assistance.





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