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United Nations Industrial Development Organization

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

Vienna, Austria, 2 - 7 December 1974

PROGRAMME

1. Project description:

Marketing Management and Strategy for the Developing World

2. Venue:

The Industrial Management and Consulting Services Section of the United Nations Industrial Development Organisation - UNIDO - Vienna, Austria.

3. Duration:

Five (5) days. From 2 through 7 December 1974.

4. Place:

UNIDO Headquarters - Felderhaus, Rathausplatz 2, Vienna, Austria - (Room F-109)

5. Background and origin:

The changing industrial and socio-economic environment creates many opportunities and hazards in both private and public industrial sectors. Anticipating and responding to these changes is one of the management's most important tasks. To be fully effective, the industrial manager needs to assess the implications of his strategy on his organization, his company's resources, his products and the market at large.

The basic objective for an Industrial Enterprise is to attain the highest level of operational viability, competitiveness and economic profitability, within the national framework of socio-economic expansion, ecological and technological progress.

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.

The achievement of such targets mainly depends upon the level of marketing expertise, the adequacy of commercial policies and the effectiveness of marketing and distribution strategies.

In industrializing countries it is important to adopt and develop marketing methods and techniques with particular regards to product planning, promotion, pricing and distribution, in view of attaining the expected economic targets at enterprise, sectoral and national levels, improving the competitive profile of locally manufactured products and expand their demand within the domestic market.

6. The Programme:

This Industrial Marketing Meeting is designed for Government Officers, Industrialists, Marketing Managers and other professionals interested in the application and development of modern marketing concept and techniques suitable to the particular environment of industrializing countries.

Considerable attention will be also paid to the applications of appropriate marketing techniques in least developed countries and their contribution to the development of employment and economic conditions in urban and rural areas.

In this context all participants will be invited to discuss specific problems and indicate critical factors affecting their countries, so as to exchange ideas, concepts and experiences in a cross-fertilization context.

Throughout the programme, a series of marketing concepts and techniques will be presented by a number of highly-qualified marketing experts, and their possible application to the environmental conditions of developing and least-developed countries will be discussed.

The programme will heavily rely on case studies and emphasize the factual importance of the marketing function as a dynamic agent for industrial expansion and socio-economic progress.

The problem of "why and how planning marketing strategy" will receive particular attention. The major topics of discussion will concern:

- inter-relation between national development objectives and sectoral or enterprises' targets;
- importance and typology of market information system in the process of planning and implementing industrial expansion, including distribution, promotion and investment factors;

- the impact of competition at domestic market level and the importance of effective national policies, industrial strategies and co-operation between enterprises and between developing countries.

7. Purpose and objectives:

The objectives of the Industrial Marketing Meeting, are the following:

- (a) - to advise public and private enterprises and institutional bodies from industrializing countries, on practical aspects of marketing and distribution at domestic level, with a view to develop interest, know-how and expertise, by exposing the participants to modern marketing concepts and technologies;
- (b) - to enhance industrial managers' ability in identifying significant characteristics of the market and of its environmental forces influencing strategical decisions. These forces include industrial, economic, social, physical, technological, logistical and cultural factors;
- (c) - to help industrial managers improving their know-how in assessing the relevance of industrial marketing factors;
- (d) - to provide the participants with an opportunity to exchange experiences and discuss practical marketing problems concerning:
 - Marketing strategy planning systems
 - Marketing organization methods
 - Pricing policies and methods
 - Promotional, communication and merchandising systems
 - Distribution and logistic techniques
 - Methods of forecasting demand potentials
 - Market segmentation techniques
 - Market research and information systems
 - Marketing audit methods
 - Value and impact of national marketing policies;
- (e) - to develop, in the participants the capacity for rigorous analysis of marketing problems, with particular reference to fundamental aspects of marketing strategy planning, including product planning, pricing, distribution and promotion.

Within this, the integration of the marketing concept, as a factor inducing industrial development and contributing, as a revenue producer, to the achievement of socio-economic objectives at national, sectoral and enterprise levels, will be emphasised.

8. Programme design and methodology:

The Meeting will concentrate on factual problems concerning Marketing Management and Marketing Strategy planning and implementation, in least-developed and developing countries.

Following an introductory phase, to familiarize the participants with the scope and objectives of the Meeting and with the modern "Concept of Marketing", the programme will develop along two major lines:

- (1) covering topics such as the role of Marketing in the context of the economic growth of the Industry Sector, inducing industrial investment, generating new and better employment opportunities, optimizing the use of local resources, reducing Balance of Trade and Payments gaps, encouraging the expansion of the demand and the competitiveness of locally manufactured products;
- 2) concentrating on the techniques concerned with marketing-Mix planning and the organization, implementation and audit of Marketing operations. In this phase relevant aspects of Market Information Systems, Forecasts, Distribution, Logistics, Pricing, Product Planning and Launching, Communications, Promotion, etc., will be discussed to provide the participants with an opportunity for team-work.

Formal lecturing will be used sparingly. The Meeting will take the form of panel-discussions, with the Experts acting as discussion-leaders, so as to induce maximum concentration on relevant topics, practical problems and the search for optimum solutions.

Factual needs and experiences of least-developed and developing countries will be the focus of the Meeting.

9. Documentation and language:

During the Meeting a number of papers, including those eventually prepared by the participants will be distributed.

The working language will be English.

A complete Report of the Meeting will be prepared and distributed to all participants, in due course.

10. Financing:

UNIDO shall provide participants from developing countries with return airfare Economy Class and per-diem.

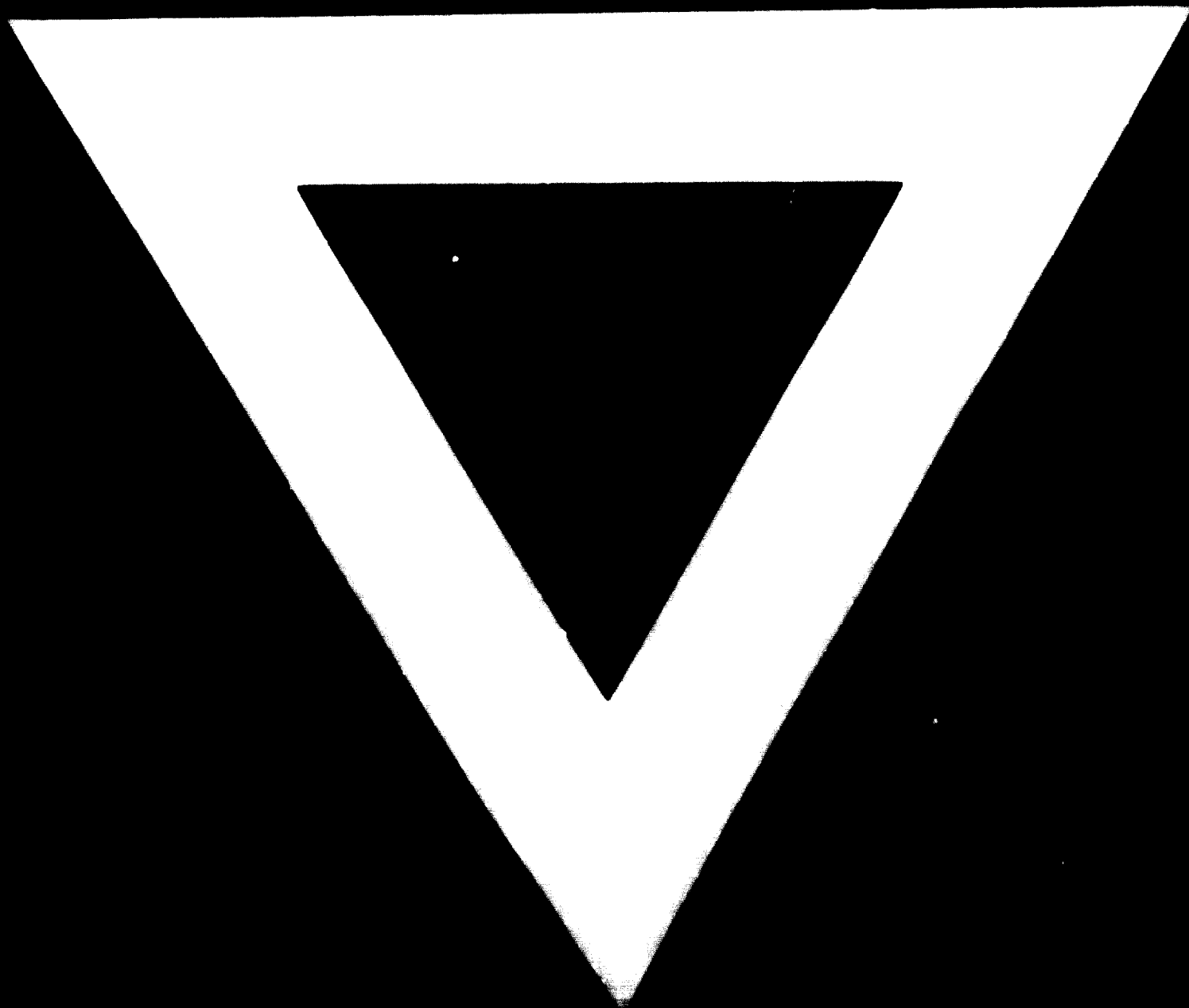
As far as the Observers are concerned, the respective sponsoring Organizations will be directly responsible for airfare and per-diem.

11. Project Follow-up:

The Expert Group Meeting shall consider the ways and means for appropriate follow-up activities by UNIDO, with the assurance that demands for technical assistance in the field of industrial marketing, would be examined with greatest interest.

An evaluation questionnaire will be distributed among the participants, to ascertain their views concerning the Meeting, and to collect recommendations with regards to the technical assistance to be provided by UNIDO, accordingly.





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