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*for a sustainable future*

## OCCASION

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1 July 1975

United Nations Industrial Development Organization

ORIGINAL: ENGLISH

List of United Nations and UNIDO Sales Publications,  
Articles, Reports and Mimeographed Documents  
on Small-scale Industry

MARKETING OF SMALL INDUSTRY PRODUCTS

- A. Domestic Marketing
- B. Export Promotion
- C. Subcontracting
- D. Government Procurement Programmes

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The following lists of United Nations and UNIDO Sales Publications, Articles, Reports and Mimeographed Documents on Small-scale Industry are also available:

UNIDO/ISID/45/Rev. 1

PROMOTION AND DEVELOPMENT OF  
SMALL-SCALE INDUSTRIES (GENERAL)

- A. Industrialization in Countries at Early Stages of Development
- B. Small-scale Industry Outside Metropolitan Areas/Rural Industrialization/Regional Industrial Development
- C. Self-Help/Co-operatives/Mergers

UNIDO/ISID/45/Ad. 1/Rev. 1

EXTENSION SERVICES, TRAINING AND TECHNICAL FACILITIES FOR SMALL-SCALE INDUSTRIES

UNIDO/ISID/45/Ad. 2/Rev. 1

INDUSTRIAL ESTATES, INDUSTRIAL AREAS AND FREE ZONES

UNIDO/ISID/45/Ad. 3/Rev. 1

FINANCING OF SMALL-SCALE INDUSTRIES

UNIDO/ISID/45/Ad. 4/Rev. 1

MANAGEMENT OF SMALL-SCALE INDUSTRIES

UNIDO/ISID/45/Ad. 5/Rev. 1

PRODUCTION IMPROVEMENT IN  
SMALL-SCALE MANUFACTURING

- A. General (Size of Plant)
- B. Choice of Technology and Appropriate Technology
- C. Capital Intensity
- D. Quality Control
- E. Standardization
- F. Maintenance and Repair
- G. Model Schemes/Profiles/Plant Models

The publications, reports and documents listed relate not only to policies, programmes and measures directly concerned with the development of small-scale industry but also to certain broader issues of financing, marketing, subcontracting, technological research, choice of technology, and other matters which have a bearing on the development of this sector. Studies on the broader aspects are included when directly relevant to the main subject matter of this list. In a few cases, reference is made to studies of more general scope.

The following list is arranged by main subjects and, under each heading, by date of publication or proposed publication.

For each document, the number of pages indicated is that of the English version.

A. DOMESTIC MARKETING

Mimeographed Documents

<u>Symbol:</u>	<u>Title:</u>	<u>Language:</u>
	The following document was prepared for the Meeting on Promotion of Small-scale Industries in the RCD Countries, Teheran, Iran, 11-17 April 1971:	
ID/WG.93/5	- Marketing Assistance including the Development of Ancillary Industries and Promotion of Government Purchase Programmes, by Poorandokht Tohidloo, 10 April 1971, 5 pages.	E
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	The following documents were prepared for the Expert Group Meeting on Domestic Marketing of Small Industry Products in Developing Countries, Dublin, Ireland, 29 May - 3 June 1972:	
ID/WG.124/2	- Selected Marketing Considerations for Small Business Managing in Developing Countries, by Russell Loftus, 23 February 1972, 113 pages.	E
ID/WG.124/3	- A Study of Domestic Marketing of Small Industry Products in India, by Baldev Singh Grewal, 25 February 1972, 37 pages.	E
ID/WG.124/6	- Marketing Problems of Small Industrial Firms in Thailand, by Vandi Hutasingh, 24 May 1972, 5 pages.	E
ID/WG.124/7	- UNIDO's Technical Co-operation Activities in the Field of Domestic Marketing of Small Industry Products, by UNIDO, 26 April 1972, 24 pages.	E
ID/WG.124/8	- Marketing and the Small Industries Division, by the Industrial Development Authority, Ireland, 8 May 1972, 12 pages.	E
ID/WG.124/9	- Training and Marketing for Small Industries at the Irish Management Institute, by Neil Dean, 8 May 1972, 7 pages.	E
ID/WG.124/10	- Irish Small Industry - A Case History: And Future Domestic Marketing, by National Development Association, Ireland, 8 May 1972, 14 pages.	E
ID/WG.124/12	- Domestic Marketing of Small Industry Products in Turkey, by Ayhan Karlidag, 5 May 1972, 9 pages.	E
ID/WG.124/13	- Domestic Marketing of Small Industry Products - Role of the Government, by D. O. Dede, 15 May 1972, 16 pages.	E
ID/WG.124/14	- A Note on Import Substitution and Import Restriction Policies and other Related Topics, by K. A. Ng'eny, 17 May 1972, 9 pages.	E

<u>Symbol:</u>	<u>Title:</u>	<u>Language:</u>
ID/WG.124/17	- Marketing Problems faced by Small-scale Industries in Malaysia, by Alma G. Soleraquivel, 23 May 1972, 7 pages.	E
ID/WG.124/18	- Small Business Revisited, by Marcos Telles Almeida Santos, 30 May 1972, 2 pages.	E
ID/WG.124/19	- How Marketing Research can help Developing Countries in Increasing their Trade, Research Institute for Management Science (RWB), Delft, 30 pages.	E
ID/WG.124/20	- Domestic Marketing of Small Industries Products in ILO Activities Relating to the Development of Small-scale Industries and Handicrafts in Developing Countries, by G. Ledzelewski, 20 pages.	E
ID/WG.124/21	- Some Considerations on Marketing of Handicrafts and Small Industry Products in Peru, by Rodolfo Mier y Teran, 5 pages.	E
ID/WG.124/22	- Training Needs for a Consumer Oriented Industrial Management Programme, by H. Boekers van Ruth, 13 pages.	E
ID/WG.124/23	- Report of the Expert Group Meeting on Domestic Marketing of Small Industry Products in Developing Countries, 23 July 1972, 17 pages.	E

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The following documents were prepared for the Expert Group Meeting on Marketing Management and Strategy for the Developing World, Vienna, Austria, 2 - 7 December 1974:

ID/WG.173/3	- Marketing in the Developing Countries. Technological Aspects and Problems of Planning Marketing Strategy, by the Secretariat of UNIDO, 4 February 1974, 35 pages.	E
ID/WG.173/4	- A Framework for Marketing Strategies in the Developing Countries, by Hans H. Hinterhuber, 27 September 1974, 33 pages.	E
ID/WG.173/5	- Development of Marketing Supporting Services in Developing Countries, by Waleed A. Gohar, 27 September 1974, 6 pages.	E
ID/WG.173/6	- Planning the Industrial Expansion through Domestic Marketing in the Least Developed among the Developing Countries, by Theodoro Constantine Trancu, by 1 October 1974, 28 pages.	E
ID/WG.173/7	- Planning Marketing Strategy for Industrial Expansion, by the Secretariat of UNIDO, 4 October 1974, 124 pages.	E

<u>Symbol:</u>	<u>Title:</u>	<u>Language:</u>
ID/WO.173/8	- The Organization and the Physical Implementation of Marketing Functions in the Developing World, by H. Mylenbusch, 4 October 1974, 19 pages.	E
ID/WO.173/9	- Marketing Control System - MCS, by the Secretariat of UNIDO, 4 November 1974, 35 pages.	E
ID/WO.173/10	- The Marketing Information System (MIS), by the Secretariat of UNIDO, 7 November 1974, 5 pages.	E
ID/WO.173/11/Rev.1	- Marketing Management and Strategy for the Developing World, Report of an Expert Group Meeting, Vienna, 2 - 7 December 1974, 45 pages.	E

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The following document was prepared for the Training Workshop and Study Tour on Small-scale Industry in the Least Developed Countries of Asia, the Far East and the Middle East, Nepal and India, 1-23 April 1974:

ID/WO.174/10	- The Place of Marketing in Programmes for Promotion, Modernization and Development of Small-scale Industries, by Shambhu Shumshere J. B. Rana, April 1974, 15 pages.	E
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B. EXPORT PROMOTION

Printed Publications

Sales No.:

Title:

Language:

64.II.E.14  
(E/CONF.46/  
141, Vol.IV)

- "Promotion of Exports of Small Industry Products from Developing Countries", in Proceedings of the United Nations Conference on Trade and Development, Geneva, 23 March - 10 June 1964, Vol.IV: Trade in Manufactures. United Nations sales publications, New York, 1964.

E F S

A discussion of national measures to promote exports of small industry products which may be taken by governments, producers and exporters of the exporting countries, and of international action in this field, especially by GATT (The Contracting Parties to the General Agreement on Tariffs and Trade) and the United Nations. A discussion of industrialization policies in respect of import substitution and export promotion, with special reference to the role of small-scale industries. Pages 85 - 113.



B. EXPORT PROMOTION

Articles Published in the Industrialization and Productivity Bulletin

<u>Sales No.:</u>	<u>Title:</u>	<u>Language:</u>
69.II.B.12	- "Export Marketing Organizations" ( <u>Bulletin No. 14</u> ), United Nations sales publication, New York, 1969, 21 pages.	E F S

The article refers to the opportunities offered to small-scale exporters. It examines the nature of the problems confronting the developing countries in selling their manufactured and semi-manufactured products in the export market and discusses the various categories of export marketing organizations which can serve the developing countries in overcoming these problems.

### 3. EXPORT PROMOTION

#### Micrographed Documents

<u>Symbol:</u>	<u>Title:</u>	<u>Language:</u>
	The following document is the report of the Joint UNIDO/UNCTAD Expert Group on Incentives for Industrial Exports, Rome, 11-16 November 1968:	
ID/WG.32/1	- Report of the Joint UNIDO/UNCTAD Expert Group on Incentives for Industrial Exports, 7 February 1969, 21 pages. Many of the conclusions and recommendations of the Group are relevant to the export promotion of small industry products.	E
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	The following document was prepared for the Training Workshop and Study Tour on Small-scale Industry in the Least Developed Countries of Asia, the Far East and the Middle East, Nepal and India, 1 - 21 April 1974:	
ID/WG.174/1	- "E - S - I" (Export Aid for Small Industries), by State Trading Corporation of India Limited, April 1974, 9 pages.	E
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C. SUBCONTRACTING

Printed Publications

Sales No.:

74.II.B.12  
(ID/129)  
(ID/WG.41/35)

Title:

- Subcontracting for Modernising Economies,  
United Nations sales publication, New York,  
1973, 135 pages.

Language:

E

This publication contains:

The "General Conclusions" of the Expert Group Meeting on the Role and Promotion of Subcontracting in Industrial Development, Paris, 6 - 11 October 1969. The report presents the Group's findings and recommendations on the scope and nature of subcontracting policies and programmes, measures of promotion, regulation and protection of subcontracting in developed and developing countries and international cooperation in this field. (The General Conclusions are also available as a mimeographed document under symbol ID/WG.41/34/Rev.1 in English and French).

"The Role of Subcontracting in Industrial Development", a chapter which discusses the advantages and disadvantages of subcontracting and of the conditions and measures for promoting it in the developing countries.

"The Subcontracting Relationship", a chapter which describes the different forms of subcontracting: economic, specialized and capacity subcontracting; the selection of subcontractors; problems arising among contractors and subcontractors; and the role of subcontracting exchanges.

"A Comparative Analysis of Subcontracting Experience in Industrialized and Developing Countries", a chapter based on papers prepared by participants and observers of the Expert Group Meeting and on the replies to a questionnaire sent by UNIDO to 42 developing countries in December 1968, as well as on other material available to UNIDO.

"Role of Industrial Extension Services in Promoting Subcontracting", a chapter on the clearing house functions which might be undertaken by an extension centre, the assistance which it should give to subcontractors and the organisational problems involved.

Sales No.:

Title:

Language:

"Subcontracting Exchanges and Reporters", by UNIDO. This chapter is largely based on a study entitled "The Subcontracting Exchange" by E. Edwards (ID/WG.41/2) in English and French). The study contains data on subcontracting exchanges in Belgium, Chile, France, Greece, India, the Netherlands, Spain, Turkey and the United Kingdom, and an analysis of the economic role of subcontracting exchanges, the preconditions for their establishment, their geographic scope, their initial and their costs, their financing, the services rendered and their day-to-day operation.

"Role of International Organizations in Promoting Subcontracting". The last chapter is based on documents prepared by the Organization for Economic Co-operation and Development and the United Nations Industrial Development Organization, concerning their activities in the field of subcontracting. Annexes I to IX contain samples of contract, job description, punched card, inquiry sheet, flow chart, etc.

C. SUBCONTRACTING

Articles Published in the Industrialization and Productivity Bulletin

<u>Sales No.:</u>	<u>Title:</u>	<u>Language:</u>
59.II.B.1	- "Interrelations Between Large and Small Industrial Enterprises in Japan" by Toyoroku Ando, ( <u>Bulletin No.2</u> ), United Nations, New York, March 1959, 12 pages.  A study on subcontracting arrangements between big industrial concerns and affiliated small industrial enterprises in Japan.	E F S
64.II.B.6	- "The Dual Nature of Industrial Development in Japan" ( <u>Bulletin No.8</u> ), United Nations sales publication, New York, 1964, 13 pages.  This article examines problems of co-existence of highly capital-intensive large-scale industries and of labour-intensive, low-wage small-scale industries in Japan.	E F S

C. SUBCONTRACTING  
Miscographed Documents

<u>Symbol:</u>	<u>Title:</u>	<u>Language:</u>
	The following documents were submitted to the Expert Group Meeting on the Role and Promotion of Subcontracting in Industrial Development, Paris, France, 6 - 11 October 1969:	
ID/WG.41/2	- Subcontracting - its Role in Industrial Development, by UNIDO, 10 June 1969, 52 pages.	E F
ID/WG.41/3	- Subcontracting - an Analysis of International Experience, by UNIDO, 23 June 1969, 51 pages.	E F
ID/WG.41/4	- Types of Subcontracting. A Review of Experience in some Western European Countries, by UNIDO, 25 June 1969, 24 pages.	E F
ID/WG.41/5	- Role of the State and Private Groups in Subcontracting, by Robert Holtz, August 1969, 11 pages.	E F
ID/WG.41/6	- The Role of Industrial Extension Services in the Promotion of Subcontracting, by UNIDO, 17 July 1969, 12 pages.	E F
ID/WG.41/7	- The Role of Large Industry in the Promotion of Subcontracting, by C. Sicard, September 1969, 8 pages.	E F
ID/WG.41/9	- The Subcontract Exchange, by E. Edwards, August 1969, 48 pages. (This document was largely used as basis for chapter VI of the United Nations sales publication entitled: <u>Subcontracting for Modernizing Economies</u> (Sales No. 74.II.B.12).)	E F
ID/WG.41/10	- Widening the Basic Activities of a Subcontracting Clearing-House, by C. Gury, September 1969, 5 pages.	E F
ID/WG.41/11	- UNIDO's Activities in the Field of Subcontracting, by UNIDO, 22 July 1969, 16 pages.	E F
ID/WG.41/12	- The Activities of the OECD in the Field of "Collective Actions" and Subcontracting within the Framework of the Promotion of Small and Medium-sized Enterprises, by OECD, September 1969, 3 pages.	E F
ID/WG.41/13	- Subcontracting and Subcontract Exchanges in England and Wales, by E. Edwards, August 1969, 4 pages.	E F
ID/WG.41/14	- Particular Aspects of Subcontracting in the Asturias an Area that is in the Process of Industrial Transformation and Diversification, by José Homet, August 1969, 8 pages.	E F

<u>Symbol:</u>	<u>Title:</u>	<u>Language:</u>
ID/WG.41/15	- The Scope and Nature of Engineering Subcontracting in Ireland as a General Factor of Industrialisation, by N. F. Moghan, August 1969, 5 pages.	E F
ID/WG.41/16	- The Scope and Nature of Subcontracting in Japan as a General Factor of Industrialisation, by Akira Takanaka, August 1969, 26 pages.	E F
ID/WG.41/17	- Efforts to Establish an Interregional Subcontracting Clearing-House Covering the Grand Duchy of Luxembourg, Lorraine, Belgian Luxembourg, Saarland and the Trier district, by Georges Faber, September 1969, 4 pages.	E F
ID/WG.41/18	- Experiences in Establishing "Subcontracting Exchange" in Turkey, by E. Taskin, August 1969, 7 pages.	E F
ID/WG.41/19 and Add.1	- The Scope and Nature of Subcontracting in the Netherlands as a General Factor of Industrialisation, by A. Bos, September 1969, 8 pages.	E F
ID/WG.41/20	- Some Aspects of Subcontracting in the Swedish Engineering Industry, by Stens Hemmingsson, August 1969, 10 pages.	E F
ID/WG.41/21	- La sous-traitance en République Fédérale d'Allemagne	F
ID/WG.41/22	- Subcontracting in Italy, by Commissione Centrale per la Piccola Industria, September 1969, 15 pages.	E F
ID/WG.41/23	- Subcontracting in the United States, by Addison W. Parris, September 1969, 3 pages.	E F
ID/WG.41/24	- Subcontracting in Industrial Estates, by Xavier Pommeret, September 1969, 6 pages.	E F
ID/WG.41/25	- Types of Subcontracting in Scandinavia, by M. Oets, September 1969, 4 pages.	E F
ID/WG.41/26	- Pour une bourse tunisienne de sous-traitance, September 1969, 10 pages.	F
ID/WG.41/27	- Subcontracting in Greece, by Theofanis Dokas, 26 November 1969, 3 pages.	E
ID/WG.41/28	- Regional Co-operation for Development, by AFRASBC, October 1969, 11 pages.	E
ID/WG.41/29	- Une action régionale de promotion de la sous-traitance et de l'innovation dans le Sud-ouest de la Belgique, par Raoul Pierard, October 1969, 11 pages.	F
ID/WG.41/30	- Subcontracting in the United Arab Republic, by Mohamed A. B. El Koubairy, September 1969, 1 page	E

<u>Symbol:</u>	<u>Title:</u>	<u>Language:</u>
ID/WG.41/31	- Engineering Subcontracting in England and Wales, by D. N. Harvey, October 1969, 6 pages.	E
ID/WG.41/32	- Afro-Asian Centre for Information and Consultancy Service "A.C.I.C.S.", by AFRASEC, 28 November 1969, 7 pages.	E
ID/WG.41/33	- Subcontracting in Engineering Industries, by Adel Yassin, 23 November 1969, 7 pages.	E
ID/WG.41/34/ Rev.1	- General Conclusions of the Expert Group, February 1970, 39 pages. (This document is incorporated in the United Nations sales publication entitled <u>Subcontracting for Modernizing Economies</u> (Sales No. 74.II.B.12).)	E F
ID/WG.41/BP.1	- Subcontracting in the Argentine Car Industry, by Michel Lenoble, 25 June 1969, 12 pages.	E F
ID/WG.41/CP.1	- Activities of the Chilean Technical Co-operation Service (SCT) in the Field of Subcontracting, by Jaime Pared V., 20 August 1969, 9 pages.	E F
ID/WG.41/CP.2	- Subcontracting in Israel, by I. Meidan, 2 September 1969, 14 pages.	E F
ID/WG.41/CP.3	- Role of Subcontracting in Small Industries Development in India, by K. L. Nanjappa, 3 September 1969, 17 pages.	E F
ID/WG.41/CP.4	- Subcontracting Industry in Brazil, by Joao Paulo Dias, 11 September 1969, 7 pages.	E F
ID/WG.41/CP.5	- Subcontracting Between Small-scale and Centrally-planned Industry in Poland, by Andrzej Szoze panczyk, 22 September 1969, 7 pages.	E F

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D. GOVERNMENT PROCUREMENT PROGRAMMES

Articles Published in the Industrialization and Productivity Bulletin

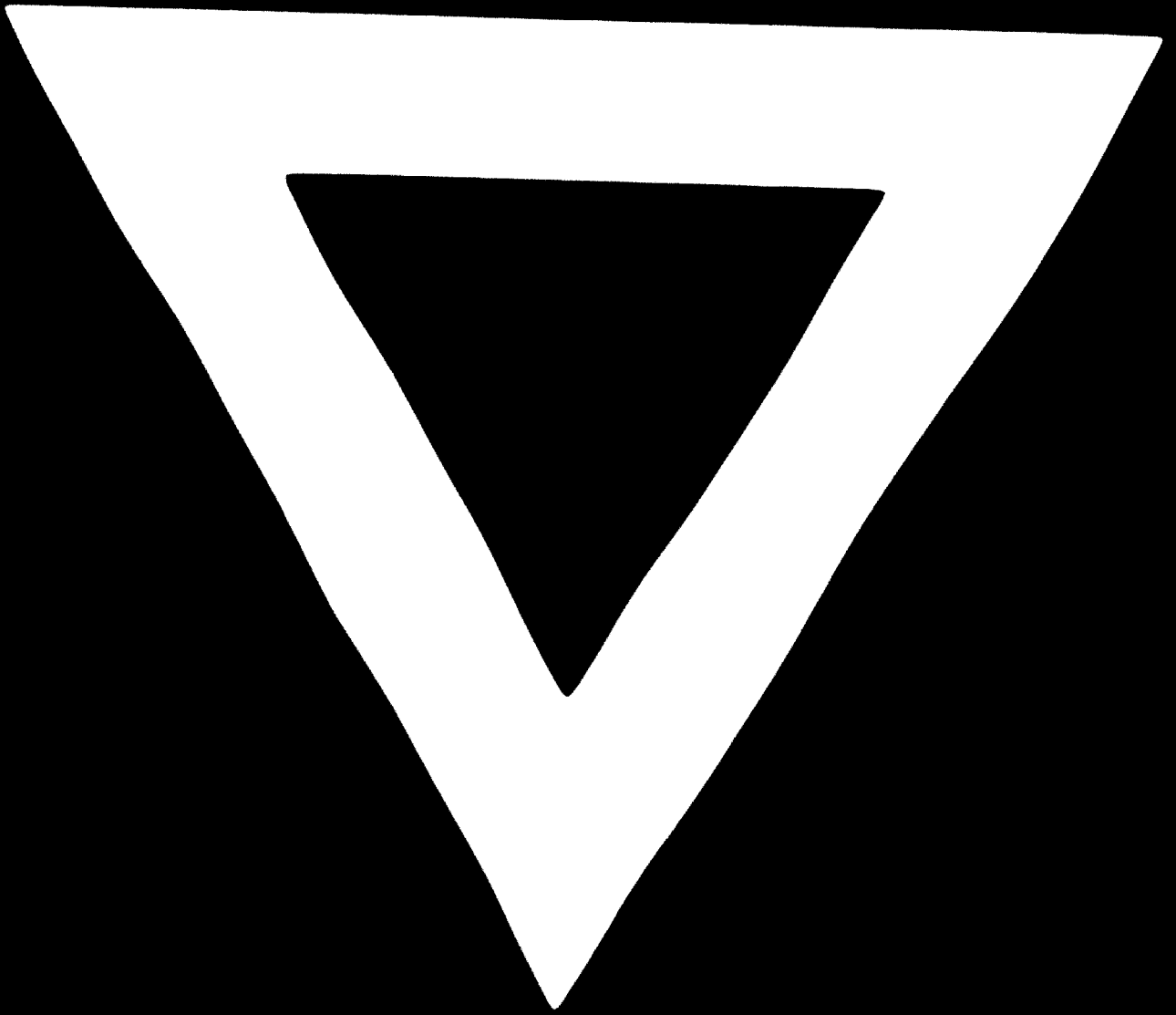
<u>Sales No.:</u>	<u>Title:</u>	<u>Language:</u>
68.II.B.3	- "Promotion of Small-scale Industries through Government Purchasing" by Kennard Weddell ( <u>Bulletin No.12</u> , United Nations, New York, 1968), 19 pages.  A comparative study of policies and practices of Government purchasing in the United States and India. (This article is available as a reprint under United Nations symbol: ID/SER.A/12, in English.)	E F S

D. GOVERNMENT PROCUREMENT PROGRAMS

Micrographed Documents

<u>Symbol:</u>	<u>Title:</u>	<u>Language:</u>
	The following documents were prepared for the Expert Group Meeting on Domestic Marketing of Small Industry Products in Developing Countries, Dublin, Ireland, 29 May - 3 June 1972.	
ID/WG.124/4	- The Public Institutional Market, by UNIDO, 4 April 1972, 10 pages.	E
ID/WG.124/11	- Government Purchases from Small Industries, by Schradt-Hahrer, 26 April 1972, 8 pages.	E





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