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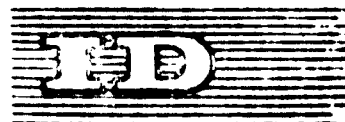
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06849



Instr.
LIMITED

id. 72-2587
26 April 1972

ORIGINAL: ENGLISH

United Nations Industrial Development Organization

Expert Group Meeting on Domestic Marketing of
Small Industry Products in Developing Countries
29 May - 3 June 1971, Dublin, Ireland

UNIDO'S TECHNICAL CO-OPERATION ACTIVITIES
IN THE FIELD OF DOMESTIC MARKETING OF SMALL INDUSTRY PRODUCTS.

prepared by the
Secretariat of UNIDO

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id.72-2587



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Introduction

1. Marketing has not as yet received the full importance it merits in the range of technical assistance activities undertaken by UNIDO in developing countries for the promotion of small-scale industries. Until now most requests in this field have been for expert advice on policies, programmes and incentives to promote small industry development or for help in identifying the types of production which small-scale industries could undertake. Requests of this type have been received primarily from the less developed countries.

2. In addition, expert help has also been sought to help in establishing centres for promoting small-scale industry and institutions assisting small enterprises with an extension service to which local entrepreneurs can turn to overcome their technical and managerial problems. Other experts have worked on advising governments on financial assistance for small industry development; yet others have helped in setting up industrial estates for small and medium industries.

3. Undoubtedly, some of the activities undertaken by UNIDO small industry experts in the less developed countries have on occasions touched on the question of market possibilities. Practically every industrial economist or industrial engineer who studied suitable projects for small-scale industry development had to take account of the potential market. However, this was done as a part of a task of broader scope and not as a specialized field of activity. More recently, some of the less developed countries have recognized the necessity of studying the market in a more fundamental manner. Thus there have been some cases of requests for experts to carry out market surveys and to identify market possibilities for small-scale production of new items.

4. Only in countries that are more advanced along the road of industrialization has there been a felt need for specialized assistance in marketing. In countries where there are few small industries, the main concern is to set up factories and to increase output. Only when the number of small industries grows and a competition develops is there a realization that the field of marketing is no less important than that of production and assistance is then requested to improve marketing efficiency. On the whole, however, the number of such requests has been relatively small. The requests have related both to the improvement of the distribution of products within the domestic market and to help in opening new

export possibilities. As a rule, the items which are considered as most important for developing overseas market possibilities are the products of the craft industries.

5. Assistance has been sought also in the improvement of the industrial design of the products. For the most part such help has been sought for improving the external appearance and functioning of products of small-scale manufacture which have a high decorative content. Few if any developing countries have yet sought industrial design assistance for more utilitarian products.

6. There have been a few requests for assistance in special types of marketing problems such as subcontracting between large and small firms and help in creating a system of government procurement which would facilitate the sale of small industry products to the public institution market. With regard to subcontracting, this type of help has been sought for the most part by the most advanced industrially of the developing countries. There are reasons to believe that assistance in government procurement could be suitable even in the least developed countries.

7. Below are given some examples of assistance given by UNIDO in the marketing field over the past few years:

Africa

8. In Senegal a marketing expert was included in the team advising the government organization in charge of promotion and development of local small industries - SONEPI (Société nationale d'études et de promotion industrielles). The expert studied the marketing possibilities of different items ranging from soft drinks and fruit juices to dried fish. He also looked into the possibilities of exporting these products. Some of these products are already being produced by local Senegalese firms while others are being studied as potential products for new small enterprises.

9. Another African country that has requested assistance for studying the market is Zambia. There a team of experts has been working for the past two years for the development of rural industries. At the time of the start of this project hardly any enterprises owned and managed by Zambians existed in the country. All the industrial enterprises in Zambia at that time were either owned by expatriates

or by public corporations or jointly by both. A UNIDO marketing expert started to work recently to study the market with a view to appraising the feasibility of producing various items in the new small Zambian-owned enterprises being established in provincial towns.

10. In Togo, a marketing expert has been included in the team of experts assisting in the establishment of an industrial estate at Lomé and helping the Centre national de promotion des petites et moyennes entreprises, a government institution, in promoting the establishment and development of local small industries. The marketing expert started work in mid-1971 in studying the potential market and in helping small enterprises to improve their marketing methods.

Caribbean and Latin America

11. In Jamaica UNIDO provided for three years (1966-1971) a marketing manager for a public corporation called "Things Jamaican" concerned with the production and selling of the products of handicrafts, craft industries and small-scale industries. The expert also discharged for some time the duties of General Manager of this corporation. He gave assistance in promoting the sale of the products both to the local market and for export. He assisted in the search for new items and contributed to improving the quality and design of existing products in conformance with consumer taste in the country and abroad.

12. In some projects in South America marketing assistance has been requested as part of a programme of regional development. As an example may be cited the assistance being given by UNIDO in the North-West region of Argentina where an expert has been sent to Tucuman, a town which had suffered considerable unemployment in recent years due to the depressed state of the sugar industry. Although this had been the main industry of the area for generations, developments on the world market made the local sugar uncompetitive and a strong need was felt to create new employment opportunities for the local population. The expert is studying market possibilities for new small-scale and medium-sized industries that could be created to fill the employment vacuum left by the deterioration of the sugar industry. His findings should furnish the basis for planning new industrial development in this relatively under-developed region of Argentina.

13. In the State of Bahia in North-East Brazil, UNIDO is assisting a Development Centre established to promote and assist small and medium industries in the region. Among the team of experts working on this project is a market analyst who is carrying out market studies on new products under consideration for manufacture by new and existing small and medium enterprises in the area.

Asia

14. Asia is probably the area of the world where developing countries have recognized more the need for assistance in the marketing field. In Thailand, for example, in 1970 a UNIDO expert studied the problem of marketing - both national and international - of the products of small-scale industries and handicrafts. He prepared recommendations for the establishment of a marketing organization in the country which would undertake market surveys and research, disseminate information, improve product design, quality control, standardisation and sales promotion. The expert also recommended the setting up of a comprehensive organization that would embody a handicraft promotion department, an industrial trade centre as well as an industrial product design centre. As regards the latter two centres, the expert proposed that the Government, in establishing them, should co-operate closely with the Association of Thai Manufacturers. While the Government has not so far implemented all the recommendations of this expert, it has followed up some of them, and, in particular has requested further expert help in the fields of industrial design and export promotion of products of small-scale industry and factory crafts.

15. In another country - Iran - UNIDO has been assisting an organisation set up to provide technical and managerial assistance to small and medium industry throughout the country. The project has also furnished expert assistance in the establishment of an industrial estate at Ahwaz in Southern Iran. A member of the team of experts working on this project has been a marketing expert who provided assistance, guidance and training for improving the marketing methods of small-scale industries. One of his special achievements has been a study of the public institution market as a source of orders for the products of small-scale industries. The expert has put forward a number of concrete proposals whereby the Government could create a suitable system and framework for enlarging the participation of

the small industry sector as a supplier to the public market. A feature of interest is that the UNIDO marketing expert in Iran was assisted for a period by a young associate expert from Belgium who collected and analysed data on which market studies and surveys were based.

Middle East

16. In Turkey, UNIDO has assisted with a project in the development of an industrial estate to provide facilities for relocation, organization and expansion of small industries. This project is located in the town and district of Gaziantep, a provincial centre in the South-East of the country. Among the experts comprising the team working in this project is a marketing expert with the special task of seeking out new markets for engineering parts and items produced in the area. This expert is also studying the items that are already manufactured in the area or that could be produced, that will be suitable for subcontracting to more developed industries in the central part of the country.

Subcontracting

17. Several relatively advanced developing countries have shown interest in expanding the volume of subcontracting between large and small industries. UNIDO has long recognized that subcontracting could be an effective means of expanding the range of activities of small-scale industries as well as proving of considerable benefit to larger contracting industries and to industrial development as a whole. With this view in mind a meeting was organized jointly with OECD on the subject of subcontracting, in October 1969 in Paris. A number of studies and papers were prepared by the UNIDO and OECD Secretariats and by participants from both developed and developing countries. At the meeting, an exchange of views took place on the experience of countries at all stages of industrial development. The report of the meeting has been widely circulated and has aroused considerable interest from many developing countries that have expressed a desire to receive assistance in this field.

18. Thus, in 1970 the Government of India requested UNIDO to provide an expert to assist in setting up subcontracting exchanges. Subcontracting exchanges were first set up in Europe in the early 1960's and had proved useful in creating the necessary contacts between the large industries looking for potential subcontractors and the small industries ready and able to receive orders from the larger contractors. The UNIDO expert sent out to India in 1970 was successful in establishing two such subcontracting exchanges in the major industrial centres of Madras and Bombay. Reports received after the mission of the expert indicated that the subcontracting exchanges set up in these areas have been instrumental in expanding considerably the volume of subcontracting.

19. Early in 1971 the same expert carried out an assignment in Istanbul, Turkey, where together with the local Chamber of Commerce, he assisted in establishing a subcontracting exchange similar to those he helped to create in Bombay and Madras.

20. A request pending is for the promotion of subcontracting in Venezuela. Some other countries are still considering the submission of requests for expert assistance in this field.

Marketing and Allied Fields

21. In some cases assistance in marketing has been combined with other fields of specialization. As already mentioned there have been some requests for assistance in industrial design and in marketing of products. The request for assistance in industrial design in Thailand is of this nature. In some other cases, marketing difficulties arose from poor quality of the products, and assistance has been sought for improving quality control.

22. In one country - Uganda - an expert was provided for advising both on marketing and on financing for small industries. He was a member of a team helping in the development of small industries and in the establishment of an industrial estate at Kampala. The job description of this "industrial economist (marketing and finance)" provided for a combination of duties involving assistance in market surveys and improving marketing of small industry products as well as helping the Government through an appropriate institution to develop a small

industry financial assistance programme. However, experience showed that it was difficult if not impossible to find a single person having the experience and background suitable for carrying out both parts of the assignment. Not only did each part require different expertise, but it involved more work than could be performed by a single person.

23. This and some other unsuccessful attempts to combine marketing and finance should not lead to conclusions that there are no possibilities for providing marketing assistance as part of a wider form of assistance. Marketing is one of the fields of management and poor marketing is usually an indication of management difficulties on a wider front. Management assistance to small-scale industries may well incorporate assistance in the marketing field. Expert advice combining both areas has been provided several times by UNIDO and other international organizations. Thus, a specialized agency of the United Nations, the International Labour Organization (ILO), has provided a number of experts to management projects in different countries which have included a specialist in marketing who has usually carried out extensive training programmes in this field. ILO has also assisted in the marketing of handicrafts both for the domestic and export markets. The Food and Agriculture Organization of the United Nations (FAO) has assisted in the marketing of agricultural and rural products and the United Nations Conference on Trade and Development (UNCTAD) has provided experts in export promotion including in some cases the export marketing of handicrafts.

Partnerships

24. A new scheme for promoting co-operation between industrial and developing countries in the field of small-scale and medium-sized industries entitled "Partnerships" has been proposed by UNIDO as a means of assisting in the development of small enterprises in developing countries in Africa. Some of the forms of partnerships proposed involve the promotion of domestic marketing. It is suggested for instance that partnerships may create subcontracting arrangements for the production of parts and components by an enterprise in the developing country on order of the foreign company. Partnerships might also include assistance in marketing products manufactured by a joint venture, they may also cover licensing and franchising commitments permitting the marketing of a foreign company's product locally

produced under the brandname of the parent company. If this scheme is successful it could in the course of time raise considerably the level of marketing of small enterprises in some developing countries.

Conclusion

25. UNIDO feels that there is scope for increasing the number and the type of technical co-operation projects relating to the marketing of small industry products. In countries at an early stage of development help might effectively be given for carrying out market surveys or analyses of market opportunities for new small industries. In more industrialized countries, assistance might tend to improve the marketing of small industry products in all its aspects including allied fields such as subcontracting, industrial design and quality improvement. A number of job descriptions of expert posts referred to in this paper are attached as an annex. A perusal of these job descriptions may assist countries in formulating requests to UNIDO for expert assistance in the marketing field.

26. There is also scope for increasing the number of fellowships in marketing, which has until now been negligible. A greater emphasis on marketing in the programmes of training centres for small industry development, both in the industrial countries and in the extension centres in the developing countries, would be desirable.

ANEX

30 November 1970

SPECIAL FUND PROJECT IN THE REPUBLIC OF TURKEY
Small Industries Development Programme, Gaziantep

JOB DESCRIPTION
(Vienna Recruitment)
TUR-111-SGA (SF/ID)

POST TITLE Industrial Engineer (Marketing)

DURATION One year

DATE REQUIRED As soon as possible

DUTY STATION Gaziantep

PURPOSE OF PROJECT To assist the Government of Turkey in the establishment and promotion of a pilot programme for small industry development.

DUTIES Under the supervision of the Project Manager the expert, as a member of a team working on a comprehensive programme of small industries development, will provide assistance in marketing of small industry products, in introducing new product lines and in promoting arrangements for subcontracting of orders from large enterprises to small enterprises.
Specifically, he will be expected to:

1. assess the capacity of existing small units in terms of equipment, manpower, skills and quality of work;
2. suggest new items of production for utilization of the idle capacity, if necessary, with some additional equipment;
3. assist the small units in exploring new markets for their existing products;
4. suggest diversification and/or modification in the design or the range of production;
5. explore possibilities for manufacture of parts and components by small units for supply to large industrial undertakings and promote the subcontracting system.

...

QUALIFICATIONS

Industrial engineer with experience in marketing and introduction of new product lines; experience as a consultant in this field desirable.

LANGUAGE

English

**BACKGROUND
INFORMATION**

The United Nations Development Programme (UNDP) and the United Nations Industrial Development Organization (UNIDO) (Participating and Executing Agency) are assisting the Government of Turkey in the promotion and development of a Pilot Industrial Estate Centre at Gaziantep. This centre is undertaking activities for establishment of an industrial estate for the re-location of existing small enterprises, common service facilities for servicing small enterprises and an extension service and training programme for modernizing and upgrading small enterprises. The programme for small industries development is under the supervision of the Department of Small Industry of the Ministry of Industry with financial support provided from a development loan fund established with the Halk Bank. With the assistance of a United Nations technical assistance expert, the Ministry of Industry is collaborating with the Ministry of Reconstruction and Settlement on the possible selection of the site for the industrial estate. Agreements with the local Gaziantep municipality have been concluded for the supply of such infrastructure as roads, water, sewage and electricity. To maintain this initial momentum and pending the approval of a full UNDP (Special Fund) project, the UNDP and UNIDO will provide additional specialized expert advice consisting of a project manager (team leader), an industrial economist, an industrial engineer and other experts including the present expert, as well as three fellowships.

CANDIDATES REQUESTED BY 25 JANUARY 1971

October 1972

SPECIAL FUND PROJECT IN THE REPUBLIC OF ZAMBIA

Development of Small-scale Industries

JOB DESCRIPTION
(Vienna Recruitment)
ZAM-111-SWA (CE 11)

POST TITLE Market survey expert (small-scale industries)

DURATION Six months

DATE REQUIRED As soon as possible

DUTY STATION Lusaka, with travel to different regions of the country

DUTIES Under the supervision of the Small Enterprise Adviser (project manager) of the Special Fund project "Development of Zambian Small-scale Entrepreneurs", the expert will be expected to:

1. undertake an informal assessment of the market prospects for small industry products in Lusaka, Ndola, Kitwe, Kasama, Choma and Mongu;
2. based on the market survey, prepare industry profiles (for about twenty selected products) which will contain detailed information on production as well as marketing aspects, for starting an industrial enterprise. Depending on the location and the type of small industry recommended, the industry profiles will take into account the size of operation and the size of investment required, which would vary considerably from locations serving the highly-organized, integrated and capitalized complexes of the copper mines to those of an essentially rural-based and traditionally-oriented community.

QUALIFICATIONS Industrial engineer or industrial economist, with considerable experience in the preparation of market studies and industry profiles for small-scale industries. Practical experience in the operation or marketing of small-scale wood-working, metal-working or food industries desirable.

LANGUAGES

English

BACKGROUND
INFORMATION

The expert will be a member of the team of experts for the UNDP/UNIDO Special Fund project "Development of Zambian Small-scale Entrepreneurs". The major objective of the project is to assist the Government in the development of Zambian small-scale enterprises. The experts of the project will identify possibilities for the development of Zambian small enterprises, prepare feasibility studies, provide direct assistance for the establishment and operation of the enterprises and provide continuous assistance in technical and managerial matters.

A UNIDO expert carried out preliminary work from April to October 1968. He prepared a report on the development of small-scale enterprises in Zambia and carried out surveys of small-scale industries in Lusaka, Kasama, Mongu and Ndola. The basic data in his report will be further elaborated by this expert by undertaking market studies and preparing industry profiles.

This UNDP Special Fund project will also include experts in the fields of burnt bricks production and woodwork.

CANDIDATES REQUESTED BY 25 JANUARY 1971

SECRET 1977

Request from the Government of the Republic of India

for Technical Assistance

JOB DESCRIPTION

1977-78-79

POST TITLE Expert on subcontracting exchanges

DURATION Four months

DATE REQUIRED As soon as possible

DUTY STATION New Delhi, Bombay and Madras

PURPOSE OF PROJECT To assist the Government in the establishment and operation of sub-contracting exchanges

DUTIES The expert will advise the Development Commissioner (Small-scale Industries), Ministry of Industrial Development and Company Affairs) on the establishment of subcontracting exchanges in Bombay and Madras.
In the course of his assignment, he will prepare a plan of organization, development and financing for each exchange, determine personnel and equipment requirements, the modus operandi of the exchanges—in particular the methods for collecting and classifying data and the servicing techniques—and estimate costs and charges. He will also train national counterparts for each exchange, who will take over its establishment and operation.

QUALIFICATIONS Engineer, economist or administrator familiar with the technical problems of establishing and operating a sub-contracting exchange.

LANGUAGE English

BACKGROUND INFORMATION The promotion of ancillary relationships between small-scale and large-scale enterprises (subcontracting) is one of the major programmes of small industry development carried out in India.

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(over)

**BACKGROUND
INFORMATION
(continued)**

The Government has been successful in raising substantial resources for the development of the iron and steel industry. The Government has provided a large amount of capital, including the establishment of a large number of small-scale industries. The Government has also provided technical assistance, including the establishment of a large number of small-scale industries. The Government has also provided a large amount of capital, including the establishment of a large number of small-scale industries. The Government has also provided technical assistance, including the establishment of a large number of small-scale industries.

While the Government has made considerable progress during the past few years, it has not been able to meet significantly its requirements in the private sector. The iron and steel industry has been particularly affected due to excessive government control of the production of the last few years and the resulting current dependence on purchases. Intensified efforts to utilize the idle capacities of small-scale metal-working industry are urgently called for. The Government is looking for new methods of the method would be to accelerate the development of subcontracting from large industries to the private sector of small-scale industries and companies that the establishment of subcontracting exchanges is an effective means of meeting this objective.

The organization of such subcontracting exchanges will be closely co-ordinated with other small and development programmes in India.

The Central Small Industries Organization, headed by the Development Commissioner for Small-scale Industries, Ministry of Industrial Development and Company Affairs, will provide suitable counterpart assistance to the expert.

PRIORITY POST: CANDIDATES REQUESTED BY 3 SEPTEMBER 1969

CENTRAL GOVERNMENT IN THE EMPIRE OF IRAN

Establishment of an Industrial Estate and Development of
Small-Scale Industries

JOB DESCRIPTION

IA-11-100-10

POST TITLE Marketing Expert

DURATION One year, with possibility of extension

DATE REQUIRED As soon as possible

DUTY STATION Teheran, with travel within the country

PURPOSE OF PROJECT The main purpose of the project is to strengthen and advise the organization for Small-Scale industries:

1. advice to the Government, through appropriate channels, on policies and programmes for the promotion, development and modernization of small-scale industries and the planning and establishment of industrial estates;
2. encouragement of indigenous entrepreneurship through surveys, feasibility and pre-investment studies, market surveys, preparation of model schemes and assistance in obtaining credit;
3. industrial advisory service in fields such as technology, production, management and sales;
4. construction and management of industrial estates;
5. initially, completion and operation of a demonstration industrial estate in Ahwas;
6. research in the field of small-scale industries and dissemination of economic and technical information.

..../

(over)

DUTIES

Under the supervision of the Project Manager, the Officer will, in co-operation with the Director of the Ministry of the Industrial and Industrial Estates of the Government of Iran, the officer is expected to:

1. review and analyze the marketing programs of the products of marketing - both domestic and export - of products of small-scale industries in Iran and advise the Government in formulating and implementing programs of assistance to promote marketing of the products of small-scale industries;
2. conduct surveys and research and disseminate information on marketing of small enterprises and;
3. advise the Government and the small-scale producers on advertising and publicity, distribution, packaging, transportation, and other marketing techniques;
4. formulate the Government's basic programs of promotional efforts for the small-scale enterprises and assist in their operations;
5. formulate programs of export promotion of the products of small-scale industries;
6. arrange for the training of small entrepreneurs in export marketing and export promotion;
7. train suitable personnel in marketing and export promotion techniques.

The marketing programs will be coordinated with the main activities of the organization for small-scale industries and Industrial Estates and other marketing and export promotion organizations of the Government in addition to linking it closely with the financial assistance programs of the Government.

QUALIFICATIONS

Academic qualifications in business management, economics or similar subject, with particular experience in marketing, sales and export promotion and assistance measures for small-scale industries in developing countries.

RELEVANT EXPERIENCE

Experience in planning and/or managing a marketing service corporation or export promotion organization, as well as experience in handling products of small-scale industries would be desirable.

LANGUAGE

English; Persian optional.

**BACKGROUND
INFORMATION**

The United Nations Development Programme (Special Fund) is assisting the Government of Iran in the establishment of a demonstration industrial estate at Ahwas. The project is well advanced. However, at the request of the Government the UNDP is extending the project for a further period of two years from 1969 onwards and during this period, besides the completion and operation of the industrial estate in Ahwas the Government will be assisted in the development of industrial estates in other parts of the country and also in the development of small-scale industry. The Government of Iran has superseded the Industrial Estate Authority by the "Organization for Small-Scale Industries and Industrial Estates" (SEIIS) affiliated to the Ministry of Economy. The aims of the Organization are:

- to expand and develop small-scale industries;
- to improve their standing;
- to centralize small industries and industrial establishments and to set up industrial estates;
- to give assistance to investors in small-scale industries.

A Managing Director for the Organization and a team of technical and administrative staff are already in position.

The United Nations Development Programme will be providing the services of a team of technical experts including a chief of project, mechanical engineer, chemical engineer, civil engineer, industrial economist, foundry and metallurgist, cost accountant, marketing experts, tool and die designer, and an extension service expert, to advise and assist the organization in the planning, establishment and operation of the project in accordance with the Plan of Operation. It will also provide fellowships and training of counterpart staff and equipment for the library etc.

CANDIDATES SHOULD BE SUBMITTED BEFORE 23 DECEMBER 1969

Request from the Government of the Empire of Iran

JOB DESCRIPTION
Special Recruitment
IRA-111-SM SF 117 **

POST TITLE Associate Industrial Economist (marketing for small-scale industries).

DURATION One year

DATE REQUIRED As soon as possible

DUTY STATION Teheran, with travel throughout the country

PURPOSE OF PROJECT To assist in the promotion, development and modernization of small-scale industries, with emphasis on the planning and establishment of industrial estates and the provision of advisory services.

DUTIES The associate expert will be attached to the Organization for Small-scale Industries and Industrial Estates (SSIES). He will work in association with and under the guidance of the UNIDO marketing expert (IRA-111-SM SF 117) and will be expected to:

1. assist in reviewing and formulating policies and programmes for the local and foreign marketing of the products of small-scale industries;
2. assist in conducting surveys and research and disseminate information on marketing to small entrepreneurs;

....

** N.B. An initial roster search has produced a qualified candidate whose recruitment is being pursued. Should additional candidates be required at a later date this job description will be re-circulated.

3. assist in advising on publicity, advertising, quality control, certification and marking, standardisation and improved designs;
4. assist in formulating programmes of Government purchases, export promotion and in training small-scale industrialists.

QUALIFICATIONS

University degree in economics or business administration with a specialisation in marketing problems.

LANGUAGE

English or Persian.

**BACKGROUND
INFORMATION**

The United Nations Development Programme (UNDP)/Special Fund is assisting the Government of the Empire of Iran in the formulation and implementation of a country-wide development programme for small-scale industry. In a first phase, UNDP assistance concentrated on the establishment of an industrial estate at Ahwas. The marketing programme will be co-ordinated with the major activities of the Organisation for Small-scale Industries and Industrial Estates and other marketing and export promotion organizations of the Government.

The Special Fund team includes: chief of project, mechanical engineer, chemical engineer, civil engineer, industrial economist, metallurgist, cost accountant, tool and die designer, extension service expert and marketing expert. UNDP also provides fellowships and training of counterpart staff, equipment, etc.

NO CANDIDATES REQUIRED AT THIS TIME

Request for the Recruitment of the following positions

for the Small Industries and Handicrafts

JOB DESCRIPTION

1. Name of the post:

POST TITLE

Specialist (Export) - Marketing Services - Small Industries and Handicrafts

DURATION

24 months

DATE REQUIRED

As soon as possible

DUTY STATION

Dagupan, with travel in the country

Details

The expert will be expected to:

Appraise the whole picture of marketing - both national and international - of products of small-scale industries and handicrafts in the area; and

Assist the Government in the establishment of a Small Industries and Handicrafts Marketing Organization, which will be expected to carry out comprehensive measures of assistance, including surveys and research, dissemination of information, advertisement and publicity, quality control and standardization, supply of improved designs, a government purchase programme and an export promotion programme; this organization may also carry out commercial activities in close liaison with industry associations.

Qualifications

Degree in Economics, Business Management or allied subjects, with considerable practical experience with marketing problems and market promotion and assistance measures for small-scale industries and handicrafts in developing countries; experience in planning the establishment of, or working as a manager or director in, a marketing service corporation or an export promotion organization handling products of small-scale industry and handicrafts desirable.

Language

English

(over)

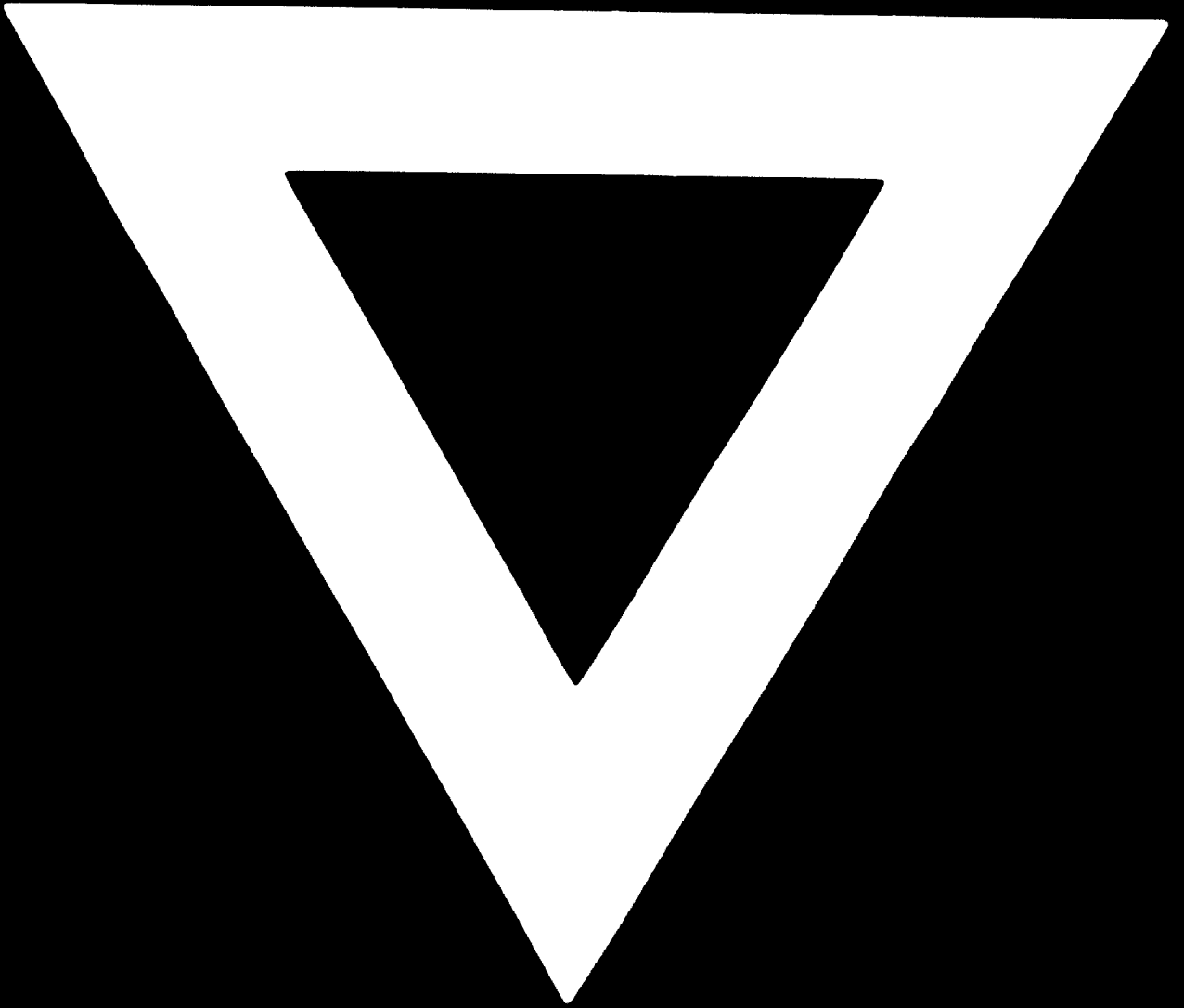
Background
information

The Government's program for the development of small-scale industries, with a grant-in-aid to the Department of Industrial Production, is being carried out through a number of four inter-related activities:

- Provision of technical assistance and servicing by a Small Industry Service Institute;
- Establishment of industry centres for making available factory and machinery;
- Provision of credit facilities through commercial banks; and
- Establishment of a marketing organization to assist small industries in the marketing of their products.

A project for the establishment of a Small Industry Service Institute has already been approved by the United Nations Special Fund. The new marketing organization is proposed in order to assist small industries in the marketing of their products. The marketing organization to the extent possible should be integrated with the three other major activities of the Department which are listed above.

AS THE GOVERNMENT HAS ASKED FOR CANDIDATES TO BE PRESENTED URGENTLY, IT IS REQUESTED THAT THIS JOB DESCRIPTION BE TREATED IN PRIORITY AND NOMINATIONS BE FORWARDED AT THE EARLIEST OPPORTUNITY AND IN ANY CASE BEFORE 23 AUGUST 1966.



76.07.01