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UNITED NATIONS INDUSTRIAL
DEVELOPMENT ORGANIZATION

Distr.
LIMITED
UNIDO/IOD.197
10 July 1978
ENGLISH

AFRO-ASIAN FAIR PROMOTIONAL ACTIVITY ON THE
OCCASION OF THE BUDAPEST SPRING FAIR
BUDAPEST, HUNGARY*

17-25 May 1978

Mission Report

by

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id.78-4376

1. Purpose of the Meeting

The Afro-Asian Fair Promotional Activity on the occasion of the Budapest Spring Fair, organized by UNIDO in co-operation with the Hungarian Chamber of Commerce, was held in Budapest, Hungary, from 17 to 25 May 1978.

This type of promotional programme on the occasion of international fairs was initiated taking into consideration the Lima Declaration and Plan of Action on Industrial Development and Co-operation, emphasizing the need for strengthening co-operation between developing and industrialized countries, as well as among the developing countries themselves.

The project was developed in three phases. During the first phase in November - December 1977 two UNIDO consultants visited the countries invited to participate in the meeting. They explained the details of the project to the authorities and institutions concerned with a view to ensuring an appropriate participation of the individual countries.

During the second phase individual letters were sent to the participants requesting them to indicate specific topics (industrial branches and products) and specific projects, especially those which would best qualify from the experiences of the host country, i.e. automotive industry, engineering industry, electrical equipment, medical equipment, telecommunications equipment, and which they would like to discuss during the meeting.

During the third phase of the project namely at the Fair itself, contacts were arranged for the participants to i) meet representatives of industrial institutions and enterprises of the host country; ii) discuss their projects among themselves and iii) meet other exhibitors from developed and developing countries at the Fair.

More detailed information on the third phase of the project will be given in the chapter related to the Work Programme.

2. Participation

The meeting was attended by 23 participants from the following 12 countries: Bangladesh, Egypt, Ghana, India, Ivory Coast, Kenya, Malaysia, Pakistan, the Philippines, Sudan, Sri Lanka and Tanzania.

The participants were high Government officials in charge of industrial development, investment promotion and export promotion, as well as managers of public and private industrial enterprises.

The Hungarian Chamber of Commerce was represented by Dr. J. Rédei, Vice-President of the Hungarian Chamber of Commerce and Dr. A. Szentfűlöpi, Head of Section, International Organizations, Hungarian Chamber of Commerce.

The UNIDO representatives were Mr. N. Almaula and Mr. P. Ghelardoni.

The Secretary of the Co-operation Committee of the Union of International Fairs (UFI), Mr. Ehrengren, also attended the meeting.

A list of participants is attached to the Report as Annex I.

Special mention should be made of the visit paid to the meeting by His Excellency Mr. G. Fernandes, Minister of Industry, Government of India, during his official visit to Hungary.

3. Registration, opening and physical arrangements

Registration took place at the Hungarian Chamber of Commerce on Monday 17 May 1978 from 8:30 to 10:00 a.m.

The meeting was opened by Dr. J. Rédei, Vice-President of the Hungarian Chamber of Commerce, who subsequently delivered a lecture on "the Hungarian economy, foreign trade and the Hungarian Chamber of Commerce", followed by a discussion.

Two lectures on "the Hungarian industrial development, its financing and the international connexions" by Dr. T. Bácskai, Executive Director of the National Bank of Hungary, and on the "Foreign trade connexions of Hungary with the developing countries" by Dr. Á. Orosz, General Director, Head of Department, Ministry of Foreign Trade, also followed with discussions.

From Tuesday 18 May to Thursday 25 May, the meeting took place at the Budapest International Fair, Pavilion No. 25, first floor, where adequate facilities were provided to accommodate the participants

in rooms by country or group of countries (depending on the size of the individual delegation). These rooms were used to exhibit samples of products and information material brought by some delegations and served as meeting places for bilateral discussions between delegations.

In addition two rooms were available for the Secretariat and a conference room for general meetings.

4. Work Programme

As briefly described under Chapter 1 above, the Work Programme of the meeting consisted of the 3 following main activities:

a) Contacts with representatives of industrial institutions and enterprises of the host country

In response to wishes expressed by participants with regard to specific topics and projects to be discussed at the meeting, as mentioned in Chapter 1 above, representatives of Hungarian industrial institutions and enterprises gave in the Conference Room an outline on their activities and answered questions. In most cases these presentations were followed by visits to the respective stands at the Fair. The following took part in this exercise: INTERAG Co. Ltd. with a report on the activities of the Small-scale Industrial Department of INTERAG, the Union of the Hungarian Instrument Industry, Medicor Works (medical equipment), Gépexport Machine Contractor Cy, Volcom (representing Volvo in Hungary), Budavox Telecommunication Foreign Trading Company Ltd, and MOGHURT automotive industry.

In addition a representative of the Ministry of Foreign Trade made an exposé on trade relations between Hungary and developing countries.

During the meeting one day was devoted to facultative visits to institutes and factories inside and outside Budapest (Kecskemét Vegetable Research Institute, Nagykörös Preserved Foods Factory, Skilled Labour Training Institute of the Automotive Industry, Skilled Labour Training Institute of Joinery, Budapest Technical University, Jászberény Factory of Refrigerators.).

b) Bilateral and multilateral contacts between the delegations

Ample opportunities were given to the delegations to discuss between themselves projects of interest to them. Special mention should be made in this connexion of a case presentation made by Mr. A. F. Couto, Joint Secretary, Ministry of Industry, Government of India, Head of the Indian Delegation, on co-operation between developing countries, with special references to co-operation between India and Sri Lanka, the Philippines, Algeria, Kenya and Nigeria in the field of machine tools industry.

c) Contacts with other official exhibitors at the Fair

The participants from the developing countries were provided with a directory of exhibitors at the Fair, including those from Hungary and other countries. This was done to enable them to contact exhibitors of interest to them and to negotiate with them possible supply of know-how and investment.

The participants took advantage of this facility. They contacted inter alia enterprises from Bulgaria, Romania and Yugoslavia. These contacts were in addition to those with enterprises from Hungary.

5. Evaluation of the Project

On the last general meeting, which took place on Thursday 25 May in the morning, the participants were requested in a panel discussion with the representatives of the Hungarian Chamber of Commerce, UNIDO and the Union of International Fairs, to express their views on the results of the project and on possible follow-up actions.

In general the participants expressed their satisfaction about the well-conceived programme of contacts especially with the industrial institutions and enterprises of the host country. In this connexion a number of delegations indicated that a feedback could be expected in the following industrial branches and products: food processing, electric equipment, medical and

pharmaceutical equipment, automotive industry and machine tools industry.

The UNIDO representatives were informed by the participants towards the end of the meeting that a few contracts for collaboration were being signed as a result of the discussions held during the Fair. For example, the delegation of Bangladesh confirmed that they were to sign two collaboration agreements with Hungarian enterprises, one for the manufacture of light bulbs, and the other for pharmaceutical drugs. The participant from Ghana indicated that he was to make a deal for the supply of floating cranes from Hungary. The participant from Pakistan also informed UNIDO officers that he was going to sign three agreements with different Hungarian enterprises. Details of these agreements are awaited from the Hungarian Chamber of Commerce.

The Indian delegation expressed its interest in a possible UNIDO sponsored International Sub-contracting Fair in India.

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HUNGARIAN CHAMBER OF COMMERCE

AFRO-ASIAN FAIR PROMOTIONAL ACTIVITY
ON THE OCCASION OF THE BUDAPEST SPRING FAIR, BUDAPEST
17 - 25 May 1978

Final List of Participants

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Machine Tools in East Europe

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Mr. B. Ramaoandra
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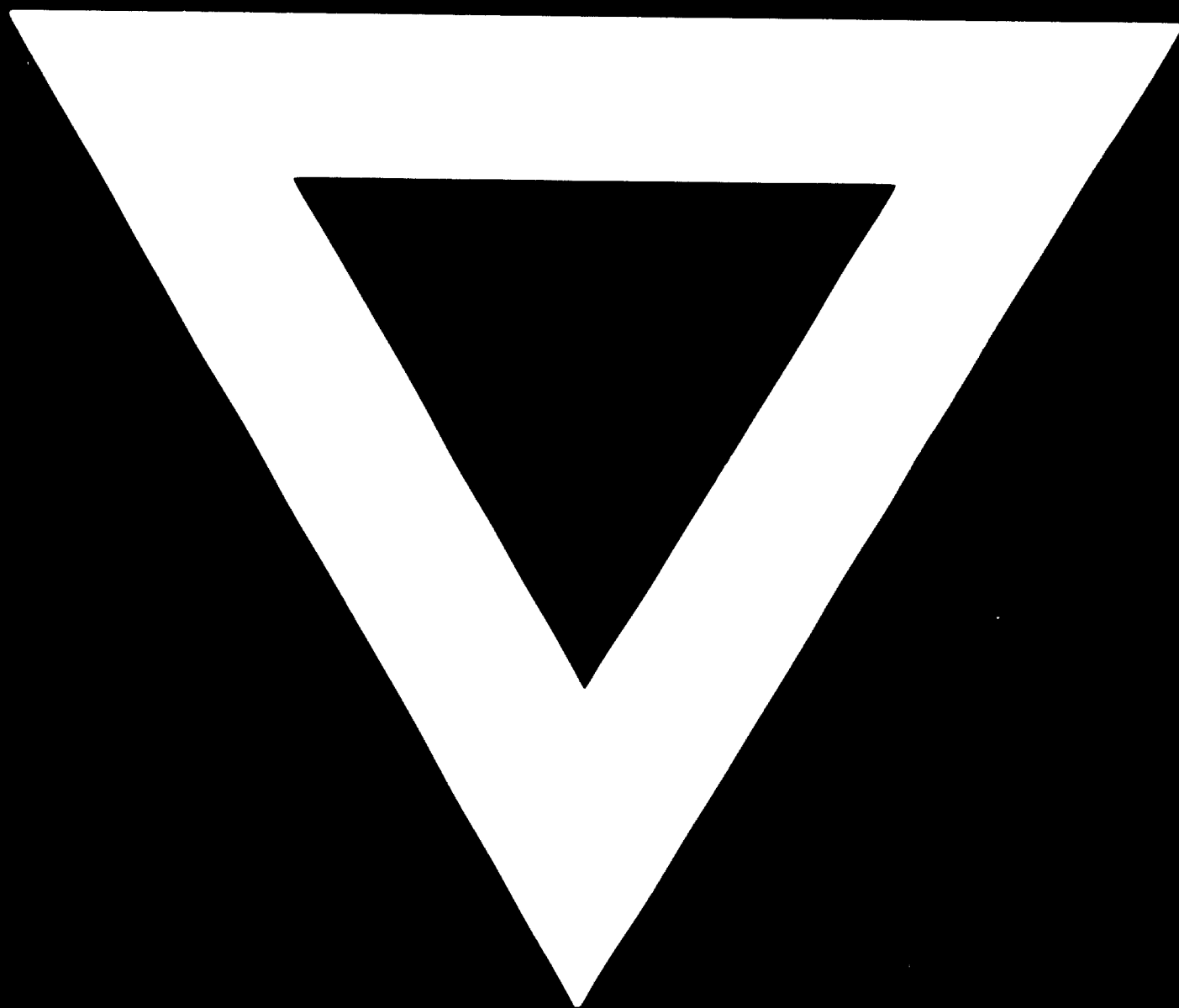
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