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## Industrial Development Board

Fourth Session

Vienna, 20 - 30 April 1970

Agenda item 5(a) and (b)

### PROGRAMME OF WORK FOR 1971 INCLUDING REPORT OF ACTIVITIES

#### FOR 1969 AND UPDATING OF 1970 PROGRAMME

#### PART TWO

#### Group 14: Promotion of Export-oriented Industries

NOTE

Documents ID/B/64/Add.1-15 contain a detailed description of the fifteen groups of activities of UNIDO for the years 1969 to 1971. A list of these fifteen groups appears in the preface to document ID/B/64.

The material in each addendum is organized as follows:

Introduction

A. Operational Activities

B. Supporting Activities

Section A on Operational Activities lists the field projects by technical assistance programmes (UNDP/SF, UNDP/TA, RP and SIS). Under each programme appears a detailed description of the projects approved as of 30 September 1969 and a forecast of new projects. The list of approved projects is followed by a summary of expenditures. Projects that have been completed in 1969 (barring possible extension) are indicated by an asterisk.

Section B on Supporting Activities is divided into "projects" corresponding to major areas of work, each project being subdivided into "components". Under each component, details of expenditure are given for the following items: staff man/months, meetings and consultants. The priorities A and B, under which components are listed, apply to the programmed activities in 1970 and 1971, priority B indicating that implementation is subject to availability of funds. Unless otherwise indicated, expenditures on supporting activities are financed from the UNIDO Regular Budget. Because of the nature of the item, expenditures on publications are listed separately in this section. Finally, the section contains summary tables of expenditures on supporting activities by sources of funds for 1969, 1970 and 1971.

## INTRODUCTION

1. Within the over-all programme of UNIDO, particular emphasis is given to the establishment and development of export-oriented industries. The importance of this area stems from the necessity of improving the balance of payments position in developing countries to allow further industrialization. At the same time, export production, which requires manufacturers to meet the international standards of the export market, leads to adoption of advanced managerial and technical methods and to generally higher standards of efficiency throughout the industrial sector.
2. Work in this area is directed towards identifying industries with export potential, advising governments on export development policy measures and raising standards of efficiency in production for exports. The supporting activities undertaken are designed, in the main, to strengthen the operational activities and to ensure that assistance is channelled into those sectors where it can achieve a maximum effect.
3. Measured in terms of expenditure, operational activities more than doubled in 1969 as over against 1968. The planned programme for 1970 indicates a further increase of two to three times the 1969 level. This upward trend is expected to continue in 1971 when, in addition to assistance granted under other programmes, a number of UNDP/SF projects will come into operation.
4. In 1969, there were an increasing number of individual experts in the field, and a team approach was introduced in one country with encouraging results. This form of assistance is expected to increase; the trend in the requests received in 1969 was for comprehensive assistance in both production and marketing problems of industrial exports.
5. A further expansion of technical assistance activities is envisaged for 1971. The country approach will be widened to include a larger number of countries in conjunction with the development of UNIDO's long-term programme of technical assistance.
6. In the supporting activities undertaken during 1969, expert working group meetings were organized on utilization of excess capacity for export and on metalworking industries as potential export industries. Considerable interest

has been expressed by developing countries in technical assistance related to these subjects. Several studies were made which dealt with identification of export-promising manufactures and industrial co-operation for export. They provided a basis for operational activities to be implemented in 1970 and 1971. A certain amount of preparatory work was done for projects under the 1970 work programme, e.g. for a training course and an exploratory mission. The project on repayment of foreign investment loans by export of local manufactures (ID/B/26, para. 247) was completed.

7. In 1971, certain new projects will be introduced into the programme; these include the institutional export framework in developing countries, free ports and free-zone areas, incentives to promote export-oriented industries and preliminary work on regional co-operation. In line with resolution 17 (III), adopted by the Industrial Development Board at its third session, training in export production techniques will be expanded in order to meet requests for assistance and to improve export performance through greater attention to quality control, through application of international standards to design, and through product improvement and packaging. In 1970, a training course will be organized to cover the above aspects, and during 1971 - in addition to a similar training course - advanced training schemes and a workshop in production techniques to raise efficiency standards in export-oriented industries will be introduced.

8. The work programme will be implemented in co-operation with other United Nations agencies, the regional economic commissions and UNESCO within the framework of the United Nations Export Promotion Programme. Broadly speaking, the responsibility for the demand side, within this programme, is with UNCTAD and the Joint UNCTAD/GATT International Trade Centre (ITC), while the concern of UNIDO is with the supply side, namely, with the ability of developing countries to establish and develop industries to satisfy export demand.

A. OPERATIONAL ACTIVITIES

UNDP/SPECIAL FUND - projects under preparation

THE AMERICAS

Assistance to export promotion

UNDP/TECHNICAL ASSISTANCE - approved projects

<u>Project number</u>		<u>1969</u>	<u>1970</u>	<u>1971</u>
		(in US dollars)		
<u>AFRICA</u>				
<u>Senegal</u>				
SEN-68-14	<u>Promotion of export-oriented industries</u> - marketing, assistance to SONEPI			
	expert	1/6 m/m	- 12,000	-
<u>THE AMERICAS</u>				
<u>Argentina</u>				
ARG-69-4	<u>Export promotion of manufactured goods*</u> - marketing of agricultural machinery			
	expert	1/2 m/m	3,850	-
<u>Costa Rica</u>				
COS-68-6	<u>Export promotion</u> - assistance for the establishment and initial operation of an investment and export promotion centre			
	expert	1/12 m/m	- 24,000	-

UNDP/TECHNICAL ASSISTANCE - approved projects (cont'd)

<u>Project number</u>		<u>1969</u>	<u>1970</u>	<u>1971</u>
		(in US dollars)		
<u>THE AMERICAS (cont'd)</u>				
<u>Nicaragua</u>				
NIC-68-12	<u>International marketing - assistance to CPIN</u>			
	expert	1/9 m/m	- 18,000	-
<u>ASIA AND THE FAR EAST</u>				
<u>India</u>				
IND-69-17	<u>Training programme for marketing and export promotion of industrial goods</u>			
	expert	1/12 m/m	- 24,000	-
	fellows	20/80 m/m	- 52,000	-

Table 1Estimated expenditures for approved UNDP/TA projects, 1969-1971

	<u>1969</u>		<u>1970</u>		<u>1971</u>	
	<u>m/m</u>	<u>US\$</u>	<u>m/m</u>	<u>US\$</u>	<u>m/m</u>	<u>US\$</u>
Experts	1/2	3,850	4/39	78,000	-	-
Fellows	-	-	20/80	52,000	-	-
Other	-	-	-	-	-	-
Total		3,850		130,000		-



UNEP/TECHNICAL ASSISTANCE - forecast of new projects for 1971

	<u>Experts</u>	<u>Fellows</u>	<u>Other</u>
	<u>m/m</u>	<u>m/m</u>	<u>US\$</u>
<b><u>AFRICA</u></b>			
Fact-finding missions on utilization of excess capacity	4/12	-	-
Identification of possibilities of new industries or capacity utilization based on industrial co-operation	6/18	-	-
Promotion of selected export-oriented industries	2/12	-	-
<b><u>THE AMERICAS</u></b>			
Export promotion advice for metalworking industry	2/12	-	-
Export orientation of products derived from manico or sweet potato	2/12	-	-
Assistance to specialized agencies in undertaking all supporting activities to potential exporters and to promote export capacity	4/24	-	-
Metalworking industry planning for export	2/12	1/6	-
<b><u>ASIA AND THE FAR EAST</u></b>			
Export promotion and export incentive schemes	2/12	-	-
Industrial capacity utilization for export	4/24	-	-
Marketing of agricultural machinery	2/12	-	-
Export promotion of industrial goods	3/12	-	-
<b><u>EUROPE AND THE MIDDLE EAST</u></b>			
Export promotion of industrial goods	2/12	5/30	-
Excess capacity utilization	2/12	-	-

UNIDO REGULAR PROGRAMME - approved projects

<u>Project number</u>			<u>1969</u>	<u>1970</u>
			(in US dollars)	
	<u>EUROPE AND THE MIDDLE EAST</u>			
	<u>Cyprus</u>			
RP-14-114	<u>Export promotion*</u> expert	1/6 m/m	10,100	-
	<u>Iraq</u>			
RP-14-4	<u>Export promotion - industrial marketing survey</u> expert	1/6 m/m	-	11,550
	<u>Israel</u>			
RP-14-127	<u>Promotion of export-oriented industries*</u> - export promotion fellows	3/9 m/m	6,600	-

Table 2

Estimated expenditures for approved RP projects, 1969-1970

	<u>1969</u>		<u>1970</u>	
	<u>m/m</u>	<u>US\$</u>	<u>m/m</u>	<u>US\$</u>
Experts	1/6	10,100	1/6	11,550
Fellows	3/9	6,600	-	-
Other	-	-	-	-
<b>Total</b>		<u>16,700</u>		<u>11,550</u>

UNIDO REGULAR PROGRAMME - forecast of new projects for 1971

	<u>Experts</u>	<u>Fellows</u>
	<u>m/m</u>	<u>m/m</u>
<u>AFRICA</u>		
Excess capacity utilization	-	2/12
Export promotion	-	2/12
<u>THE AMERICAS</u>		
Export promotion	-	2/12
<u>ASIA AND THE FAR EAST</u>		
Export promotion adviser	1/13	-
Export promotion	-	3/24
<u>EUROPE AND THE MIDDLE EAST</u>		
Export promotion	-	3/15

SPECIAL INDUSTRIAL SERVICES - approved projects

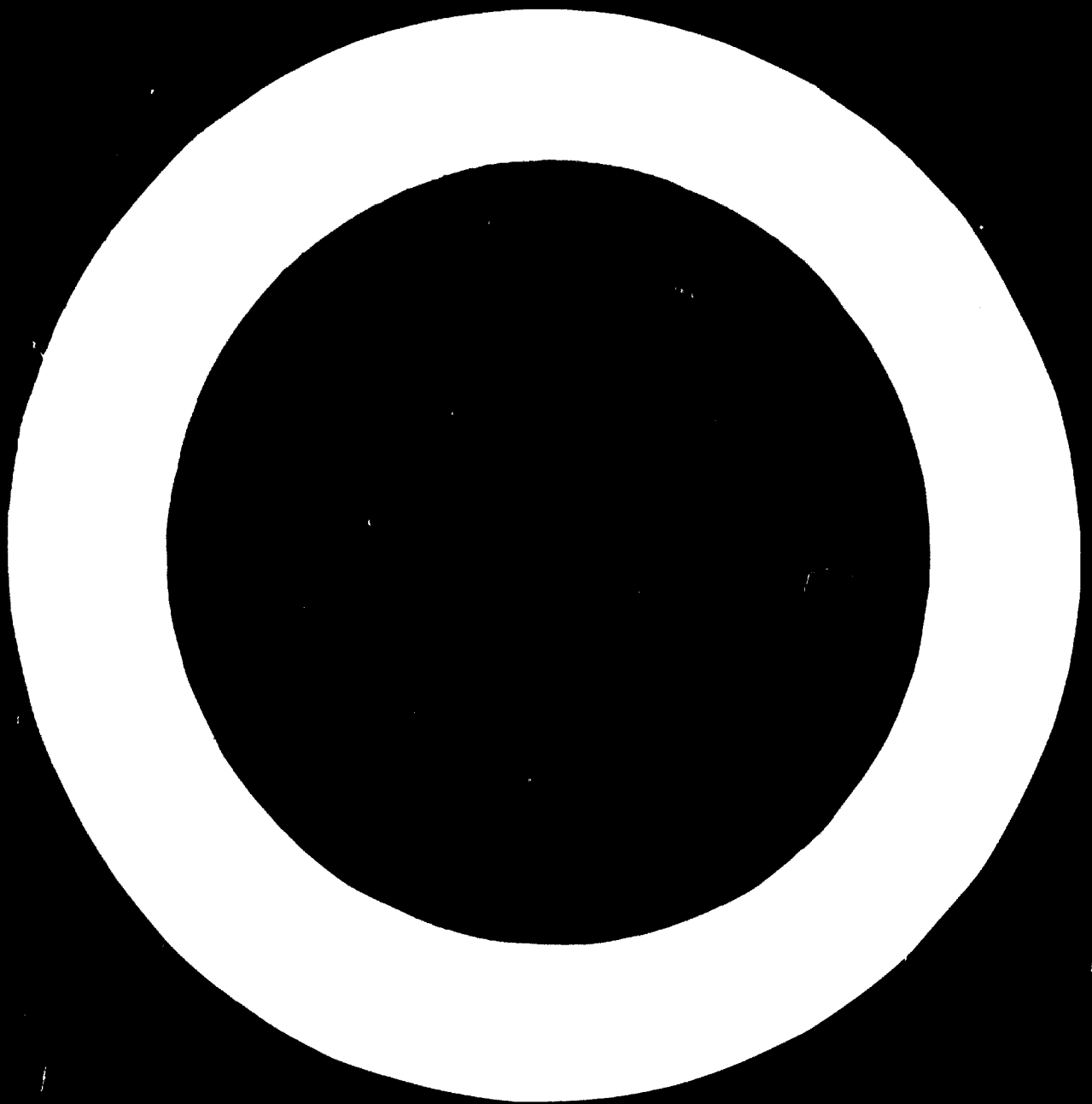
<u>Project number</u>		<u>1969</u>	<u>1970</u>
		(in US dollars)	
<u>AFRICA</u>			
<u>Mauritius</u>			
69-581 MAR-8	<u>Assistance in establishment of a free zone*</u> - exploratory mission		
	expert	1/0.5 m/m	1,300 -
<u>THE AMERICAS</u>			
<u>Argentina</u>			
69-497 ARG-9	<u>Tanned leather export promotion*</u> - marketing specialist		
	expert	1/8 m/m	16,000 -
<u>ASIA AND THE FAR EAST</u>			
<u>China</u>			
67-116 CHA-4	<u>Promotion of export-oriented industries*</u> - marketing of agricultural and electrical appliances, export packing		
	expert	1/3 m/m	6,500 -
<u>India</u>			
69-580 IND-18	<u>Assistance in export promotion of pharma- ceuticals, essential oils, toiletries, cosmetics, dyes</u>		
	experts	3/24 m/m	- 48,000

SPECIAL INDUSTRIAL SERVICES - approved projects (cont'd)

Table 3

Estimated expenditures for SIS projects, 1969-1970

	1969		1970	
	<u>m/m</u>	<u>US\$</u>	<u>m/m</u>	<u>US\$</u>
Experts	3/12	23,800	3/24	48,000
Fellows	-	-	-	-
Other	-	-	-	-
Total		<u>23,800</u>		<u>48,000</u>



B. SUPPORTING ACTIVITIES

9. The supporting activities for Group 14 are classified under the following projects:

Identification and selection of manufacturing industries with export potential	14.01
Policy measures for the development of the industrial export sector	14.02
Measures to raise levels of export efficiency	14.03

10. As was mentioned in the prefatory remarks to the section on supporting activities in Part One (ID/B/64), the objective of the supporting activities is to establish a two-way flow of information and experience between the supporting activities at headquarters and the field. A great deal of material on which headquarters' studies and meetings are based is derived from information received from the field. In turn, the studies and meetings are intended to improve the substantive support given by headquarters to the field operations. In many cases these results are fed directly to the field in the form of reports. In all cases, they constitute an accumulation of knowledge and experience on which both headquarters and field staff are able to draw in response to the needs arising in the technical assistance operations.

Identification and selection of manufacturing industries with export potential (14.01)

11. This project is directed towards the identification of industrial sectors and the expansion of established sectors with definite export potential. In selecting these sectors, UNIDO is analysing the productive potential with regard to market opportunities and market development. The findings of this project, which involve co-operation with other United Nations agencies, will be transmitted to developing countries with export possibilities to aid them in the promotion of the export sector with the assistance of UNIDO.

Supply and demand of export-promising finished and semi-finished manufacture (14.01.01)

12. Co-operation was established with UNCTAD in 1969 (ID/B/26, para. 248) to facilitate the formulation of feasibility studies for products that had been identified by UNCTAD as having definite export market prospects. Preliminary

feasibility studies were initiated for certain products, and the joint approach was tested in one country. The project was broadened to include work relating to petrochemical products and tariff and preference negotiations (ID/B/26, para. 243, 248).

13. In 1970, the scope of the feasibility studies will be expanded to include a larger range of products, namely products for which GATT and similar agreements (ID/B/44, para. 415) have opened new markets and others manufactured by industries that are basically oriented towards the domestic market (ID/B/44, para. 418, 419).

14. By 1971, studies will be carried out to identify conditions for increased export production. In addition, export development studies will be undertaken of processed tropical food and vegetable products in connexion with the expert working group meeting on processing selected tropical fruits and vegetables for export to premium markets being organized under Group 6 (ID/B/64/Add.6, 6.02.08).

Priority A

	Staff (in m/m)	Consultants (US\$)
1969	18	2,000
1970	12	8,000
1971	16	2,000

**Metalworking industries as potential export industries  
in developing countries (14.01.02)**

15. In 1969, the methodology for programming this sector was completed and was brought to the attention of a number of developing countries. Some of them have expressed the intention of requesting technical assistance on the basis of the findings of this project. An expert group meeting was organized in late 1969, originally scheduled for 1968 (ID/B/26, para. 241), to formulate guidelines for operational activities.

16. In 1970, the collection of the necessary programming data will be initiated. Although this will be part of a technical assistance project, a certain amount of supporting activity is also called for. The methodology study is scheduled for publication in 1970. In 1971, the applicability of the scheme to a wider range of countries will be tested.



Priority A

	Staff (in m/m)	Meetings (US\$)	Consultants (US\$)
1969	9	10,000	-
1970	12	-	-
1971	12	-	2,000

## Joint UNIDO/ITC/UNDP exploratory missions (14.01.03)

17. Early in 1969, the findings of the first exploratory mission (ID/B/20/Rev.1, para. 208) were communicated to the countries and organizations concerned. As a result, some technical assistance projects were reformulated and upgraded, and a number of requests were received for new projects including a request for a UNDP/SF project. Preparatory work was undertaken for the organization of a second mission (originally scheduled for 1969; ID/B/26, para. 240), which will visit selected North African countries early in 1970. Another mission will be prepared to take place towards the end of the same year (ID/B/44, para. 424).

18. In view of the results of these exploratory missions, the same approach is planned for 1971. The countries to be visited will be selected in co-operation with the regional economic commissions concerned.

Priority A

	Staff (in m/m)	Consultants (US\$)
1969	4	2,000
1970	12	3,000
1971	8	3,000

Policy measures for the development of the industrial export sector (14.02)

19. This project is concerned with government policies and measures to encourage and facilitate the accelerated growth of the export sector. International and regional industrial co-operation, as well as the establishment of an institutional framework, fall within the activities of Group 14.

Industrial co-operation for export between developed  
and developing countries (14.02.01)

20. During 1969, information was compiled, through case studies, from industrial co-operative ventures in developing countries on existing forms of co-operation and on obstacles to successful exporting. Contacts were established with a large number of companies and institutions and a series of interviews was held. Examples of government-to-government agreements on economic co-operation were reviewed. Documentation was completed for an expert group meeting (originally scheduled for 1969; ID/B/36, para. 246) which is to be held in 1970 to review the current state of export-oriented industrial co-operation and to define the most suitable sectors in which such co-operation is likely to succeed. On the basis of the findings of the meeting, work, mainly of promotional nature, will be undertaken in this sector. Special emphasis will be placed on industrial subcontracting.

21. In 1971, possibly in connexion with similar promotional activities elsewhere (see Group 13, ID/B/64/Add.13), a meeting is envisaged that will bring together prospective partners interested in establishing export-oriented joint ventures or similar co-operative arrangements. The negotiations will be based on a portfolio of projects identified in advance. In this connexion, special attention will be given to international subcontracting.

	Staff (in m/m)	Meetings (US\$)	Consultants (US\$)
1969	12	-	5,000
1970	12	10,000 <sup>a/</sup>	3,000
1971	12	30,000 <sup>b/</sup>	5,000

<sup>a/</sup> From the General Trust Fund of UNIDO.

<sup>b/</sup> UNDP/TA funds.

Institutional framework of export in developing countries (14.02.02)

22. UNIDO has a limited programme of assistance to institutions, particularly through centres of industrial studies operating under UNDP/SF. In order to improve this assistance, it is suggested to examine in 1971, in co-operation

with UNCTAD, GATT and ITC, the organizational set-up of government and industrial export promotion institutions. Special attention will be given to the role of trade centres established in major cities in developed countries as possible sources of information for manufacturers in developing countries on design, quality, standards and pricing requirements. Subject to availability of funds, an expert group will be convened to discuss means by which such information could be efficiently disseminated to export manufacturers in developing countries.

	<u>Staff</u> (in m/m)	<u>Meetings</u> (US\$)	<u>Consultants</u> (US\$)
1969	-	-	-
1970	-	-	-
1971	12	12,000	3,000

Priority B

**Free ports and free-zone areas as incentives to promote  
export-oriented industries (14.02.03)**

23. Subject to availability of funds, it is proposed to study in 1971, in co-operation with UNCTAD, the experience in this field with the aim of ascertaining the advisability of establishing free-zone areas under certain circumstances. The project will cover such aspects as selection of suitable industries based on export markets, export incentives to operate within the zone and transport requirements.

	<u>Staff</u> (in m/m)	<u>Consultants</u> (US\$)
1969	-	-
1970	-	-
1971	8	2,000

Priority B

**Measures to raise levels of export efficiency (14.03)**

24. This project is designed to provide advice to manufacturers in developing countries on production requirements for successful exporting and to enable them to compete effectively on international markets.

Training programme in export production techniques (14.03.01)

25. Based on the experience of the training course held in Zagreb, Yugoslavia, in 1968 (ID/B/20/Rev.1, para. 206), attended by 20 government officials from developing countries, preparatory work was undertaken during 1969 for the holding of a further training course in export production techniques. Attention was paid to such aspects as quality control, design, application of international standards, product improvement, packaging and costing.

26. In 1970, preparatory work will be undertaken to broaden the scope of the training programme (see also Group 10a, ID/B/64/Add.10). In 1971 the training programme to be implemented will cover three areas: (a) training for export executives; (b) advanced training at a business administration centre; and (c) workshops in production techniques to raise efficiency standards in export-oriented industries. Co-operation with UNCTAD/GATT/ITC will be involved in this activity.

Priority A

	Staff (in m/m)	Meetings (US\$)
1969	3	-
1970	12	35,000 <sup>a/</sup>
1971	24	70,000 <sup>a/</sup>

a/ UNDP/TA funds.

Utilization of excess capacity for export (14.03.02)

27. Several studies were undertaken in 1969 and previous years on the general issue of production for export as one of the instruments which may, in some cases, help to increase the utilization of manufacturing capacities (ID/B/26, para. 245). An expert group meeting on this subject was held in Rio de Janeiro in 1969 with representatives of UNCTAD and ILO and 22 participants from eight countries. Subsequently, some countries expressed their wish to be assisted in analysing this problem in their industries.

28. To meet these requests, case studies will be organized in 1970 (ID/B/44, para. 416), and operational projects on a country or subregional level will be initiated on the basis of the findings. Moreover, in co-operation with ECA, region-wide action will be taken to identify the problem in Africa.

29. By 1971, sufficient experience and data will be available to provide the basis for an interregional training seminar, which would convey the results of the work of UNIDO to executives and government officials from developing countries suffering from low utilization of manufacturing capacities. Co-operation with UNCTAD, ILO, the regional economic commissions and UNESOB is envisaged.

	Staff (in m/m)	Meetings (US\$)	Consultants (US\$)
1969	10	10,500	-
1970	16	-	4,000
1971	12	20,000 <sup>a/</sup>	2,000

Priority A

a/ UNDP/TA funds.

Review and evaluation of technical assistance for the promotion of export-oriented industries (14.03.03)

30. It is expected that sufficient experience will be accumulated by 1971 to allow for the analysis of some 50 completed technical assistance projects. These studies will assist in developing a more efficient approach at planning and operational levels.

	Staff (in m/m)	Consultants (US\$)
1969	-	-
1970	4	-
1971	12	2,000

Priority A

PRINTED PUBLICATIONS

	<u>Languages</u>	<u>Cost</u> <u>(US\$)</u>
<u>Publications issued in 1969</u>		
ID/38 Utilization of excess capacity for export; report of the expert group meeting on excess capacity (Rio de Janeiro, March 1969)	E	<u>3,146</u>
<u>1970 publications programme</u>		
ID/17 Training course in the development of industrial exports	E	
ID/37 Methodological study on metal working industries as potential export industries (originally ID/WG.10/1 and ID/WG.10/2)	E	
ID/38 Utilization of excess capacity for export; report of the expert group meeting on excess capacity (Rio de Janeiro, March 1969)	F S	<u>4,700</u>
<u>Forecast of 1971 publications programme</u>		
Methodological study of metalworking industries as potential export industries	F S	
Report: Expert group meeting on metalworking industries as potential export industries in developing countries (Vienna, December 1969)	E F S R	<u>6,200</u>

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Note: In the computation of the printing costs a standard formula was applied based on averaging the cost of printing inside UNIDO and by an outside firm. The standard formula is used to provide for comparability of the cost of printing.

Table 4

Expenditures for supporting activities in 1969<sup>a/</sup>

Project components	UNIDO Regular Budget			UNDP/TA	UNIDO General Trust Fund	Total <sup>b/</sup>
	(1) Staff n/n	(2) Meetings US\$	(3) Consultants US\$			
	(4) Publications US\$	(5) US\$	(6) US\$	(7) US\$		
14-01-01	18	-	2,000	-	-	2,000
14-01-02	9	10,000	-	-	-	10,000
14-01-03	4	-	2,000	-	-	2,000
14-02-01	12	-	5,000	-	-	5,000
14-03-01	3	-	-	-	-	-
14-03-02	10	10,500	-	-	-	10,500
<b>Total</b>	<b>56</b>	<b>20,500</b>	<b>9,000</b>	<b>3,146</b>	<b>-</b>	<b>32,646</b>

- a/ Expenditures have been calculated on the basis of actual expenditures up to 30 September 1969, projected to the end of the year.
- b/ The totals in column 7 do not include the cost of publications. Thus the total of the items in this column does not correspond to the last line of the column.

Table 5

Estimated expenditures for supporting activities in 1970

Project components	UNIDO Regular Budget			UNDP/TA	UNIDO General Trust Fund	Total <sup>a/</sup>	
	(1) Staff m/m	(2) Meetings US\$	(3) Consultants US\$				(4) Publications US\$
Priority A							
14-01-01	12	-	8,000	-	-	8,000	
14-01-02	12	-	-	-	-	-	
14-01-03	12	-	3,000	-	-	3,000	
14-02-01	12	-	3,000	-	10,000	13,000	
14-03-01	12	-	-	35,000	-	35,000	
14-03-02	16	-	4,000	-	-	4,000	
14-03-03	4	-	-	-	-	-	
Total	80	-	18,000	4,700	35,000	10,000	67,700

<sup>a/</sup> The totals in column 7 do not include the cost of publications. Thus the total of the items in this column does not correspond to the last line of the column.

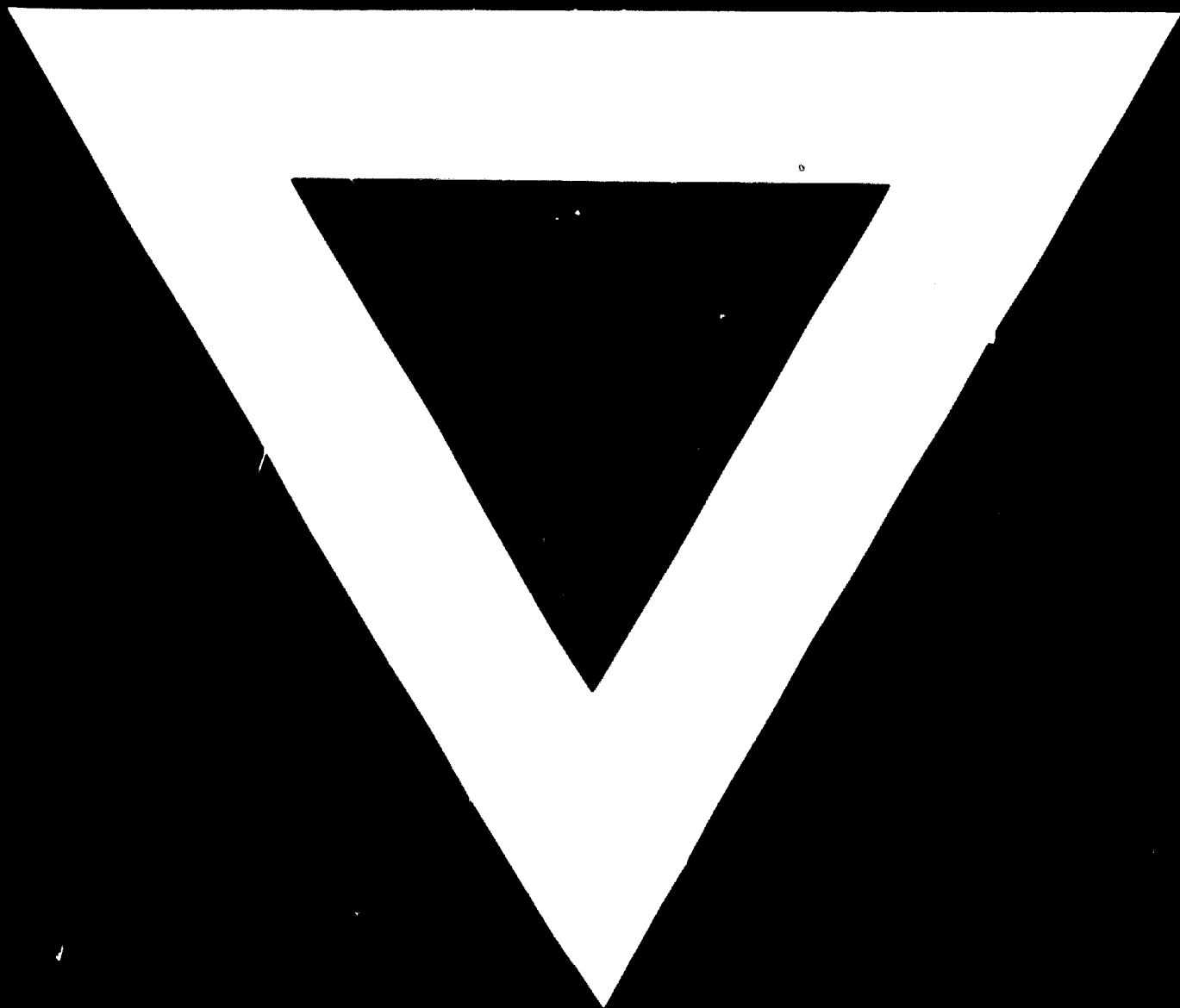


Table 6

Estimated expenditures for supporting activities in 1971

Project components	UNIDO Regular Budget			UNDP/TA	UNIDO General Trust Fund	Total <sup>a/</sup>	
	(1) Staff m/m	(2) Meetings US\$	(3) Consultants US\$	(4) Publications US\$	(5) US\$	(6) US\$	(7) US\$
Priority A							
14-01-01	18	-	2,000	-	-	-	2,000
14-01-02	12	-	2,000	-	-	-	2,000
14-01-03	8	-	3,000	-	-	-	3,000
14-02-01	12	-	5,000	30,000	-	-	35,000
14-03-01	24	-	-	70,000	-	-	70,000
14-03-02	12	-	2,000	20,000	-	-	22,000
14-03-03	12	-	2,000	-	-	-	2,000
Total	98	-	16,000	6,200	120,000	-	142,200
Priority B							
14-02-02	12	12,000	3,000	-	-	-	15,000
14-02-03	12	-	2,000	-	-	-	2,000
Total	24	12,000	5,000	-	-	-	17,000

a/ The totals in column 7 do not include the cost publications. Thus the total of the items in this column does not correspond to the last line of the column.



**1. 4. 74**