

[CITEM CIRCULAR NO. 5 S. 1990, September 26, 1992]

PARTICIPATION IN GTZ — SUBSIDIZED TRADE FAIRS

In consonance with changing market conditions in Europe, may we inform you that the frequency of participation in trade fairs subsidized by Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH, or the German Technical Agency for Cooperation, shall be as follows:

1. For annual fairs, the frequency shall be three (3) times on a continuing basis subject to the holding of a special promotional program.
2. For bi-annual fairs, the frequency shall be four (4) times (Spring/Autumn/Spring/Autumn or Autumn/Spring/Autumn/Spring), also on a continuing basis and subject to the holding of a special promotional program.

In both cases, the intent of I.O. HG Circular No. 3 dated 18 June 1990 shall still be upheld except in the matter of frequency.

Moreover, the following are additional provisions governing participation in GTZ-subsidized trade fairs:

1. If a regular participant, i.e., a company which initially passed the screening or selection process, omits joining one (1) fair during the full cycle, said participant shall be considered as a new applicant in the next participation. Hence, said participant has to go through the selection process again and will have less priority in case there are a number of applicants.
2. A graduate of a GTZ-subsidized fair shall not be allowed to join another GTZ-subsidized fair. This is adopted to broaden the base of exporters availing of this assistance. However, those graduates who are now participants of another GTZ-subsidized fair shall be excluded from this ruling to make it prospective in application. Also excluded are graduates selected by a CITEM consultant in connection with a marketing assistance program funded by an international agency and whose launching activities are any of the GTZ-subsidized fairs.

This change of policy, especially in the case of bi-annual fairs, is intended to allow existing participants of the said fairs, excluding those which had graduated in the past prior to this new ruling, to sustain their market presence in Europe for another term. This new policy took into consideration the fact that with keener competition looming ahead for our exhibitors, particularly from the "liberalized Eastern Bloc", there is a need for our exhibitors to strengthen their market position, which a longer exposure in the market can definitely give.

For information and guidance.