

be loaded in a fit condition so that they could be consumed by the consumer, and secondly that proper arrangements should be made for refrigeration and air-conditioning?

**Shri Manubhai Shah:** Even as the report shows vividly, these two conditions were adhered to. The real mistake was that in trying to get a freighter which would cost less, it reached Italy 11 hours later than the other, and the maturity slightly went up. Unfortunately, rains also came. These two factors, which were beyond their control, produced this result.

#### Trade Centre in West Europe

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- \*265. { **Shri M. N. Swamy:**  
**Dr. Saradish Roy:**  
**Shri P. Kunhan:**  
**Shri Imbichibava:**  
**Shri Rameshwar Tantia:**  
**Shri Dhaon:**  
**Shri B. P. Yadava:**  
**Shri Bishanchander Seth:**  
**Shri Vishram Prasad:**  
**Shri D. D. Mantri:**  
**Shri Vishwa Nath Pandey:**

Will the Minister of Commerce be pleased to state:

(a) whether it is a fact that the State Trading Corporation proposes to set up a trade centre in West Europe;

(b) if so, the main functions to be entrusted to the centre; and

(c) if so, whether Government propose to organise such centres in other parts of the world also?

**The Minister of Commerce (Shri Manubhai Shah):** (a) The S.T.C. has already set up a Trade Centre at Rotterdam.

(b) A statement is laid on the Table of the House.

(c) It has been decided to open a Trade Centre in Moscow and it will

be run by the State Trading Corporation. For the present there is no proposal to open any other trade centre.

#### STATEMENT

The main functions of the Trade Centre established at Rotterdam are as follows:—

The object of the Trade Centre is to help Indian exporters in their attempts to stimulate demand for the Indian goods in West European countries. The Centre will function in three units, namely (1) Bonded Warehouse-cum-Depot; (2) Samples Marketing Agency Unit and (3) Service House & Survey Unit.

#### Bonded Warehouse-cum-Depot:

Indian goods will be stocked for sale on the spot or for ex-stock deliveries. Facilities to buyers will be provided for inspection and selection of goods from such stocks.

#### Samples Marketing Agency Units:

An upto-date collection of samples of the merchandise will be maintained with export prices and delivery schedules to facilitate negotiations on the spot and to conclude contracts and business with the prospective buyers.

#### Service House and Survey Unit:

This Unit will act as a liaison office and undertake, in cooperation with other organizations, market surveys, market studies, study of consumer preferences etc., in respect of specified commodities.

**Shri M. N. Swamy:** May I know the commodities that are likely to be exported through these centres?

**Shri Manubhai Shah:** We have tried to give some idea in the statement. Generally these will include all traditional goods and some non-traditional goods.

**Shri M. N. Swamy:** May I know whether there is any suggestion before the Government to set up such centres in other countries?

**Shri Manubhai Shah:** Yes; there is an idea to put one in Chicago or somewhere else. If it works well we will have one or two depots in Latin America, in America and another in Western Europe or in some other place.

**Shri Rameshwar Tantia:** From the statement it seems that this will affect in a good measure our export promotion. Will the Government consider opening of such centres in places like Beirut also which is a trade centre?

**Shri Manubhai Shah:** Very good idea.

**Shri P. C. Borooah:** In what place is it going to be located and what will be the nature and extent of Government control over it?

**Mr. Speaker:** It has already been answered.

**Shri D. C. Sharma:** I find from the statement that this unit will have the co-operation of the other organisations. undertake market surveys, studies of, consumer preferences etc. May I know whether these will be conducted in places where the centre is located or they would be conducted thousands of miles away from these places?

**Shri Manubhai Shah:** It will be like this. We will have a team of experts situated in Rotterdam. They will survey the markets which are reachable in the communist countries as well as Western Europe and African region. They will also do corresponding commodity surveys in India, whether these goods are available and if so how it is available on a long term basis etc.

**Dr. Saradish Roy:** May I know whether Rotterdam will serve the West European countries properly?

**Shri Manubhai Shah:** Yes please, it is only one of the features this is not the only system for all export promotion. It is an additional measure.

**Shri A. S. Saigal:** In how many places outside India such organisations will be opened in future?

**Shri Manubhai Shah:** About half a dozen more, as I have already replied.

**Shrimati Savitri Nigam:** May I know whether the service stations have also been started in countries where we are exporting engineering goods and machines?

**Shri Manubhai Shah:** Yes, Sir, in some places we have started them. There is one in Lahore; one in Burma at Rangoon; one at Bangkok in Thailand and in various other places also.

#### Jute Delegation

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\*266. { **Shri Dinen Bhattacharya:**  
**Dr. Ranen Sen:**  
**Dr. Saradish Roy:**  
**Shri Vishram Prasad:**

Will the Minister of Commerce be pleased to state:

(a) whether a Jute Delegation that left India in May, 1964 for U.K., U.S.A. and Canada has come back; and

(b) the object of the visit and the result achieved?

**The Deputy Minister in the Ministry of Commerce (Shri S. V. Ramaswamy):** (a) Yes, Sir. The Delegation returned in June, 1964.

(b) The main object of the Delegation's visit was to make an on-the-spot study of the North American market for Indian jute goods apart from maintaining good will and renewing contacts. The Report of the Delegation is under consideration of Government