

assigned to evaluate the products, FTO purchasing directors and even end-users. Such symposia are always welcome in the USSR because they promote the effective presentation of complex technological data about complicated products, materials, and processes which buyers find difficult to fully grasp.

The key to success in this marketing activity is the selection of the proper buyer audience. The cost of making product specialists available to a private display is usually legitimized by having the technical team stage similar symposia in neighbouring countries.

In terms of timing, symposia/private displays should be held once the company has launched its product in the market. This stage may be reached following a general trade fair/exhibition. Prior awareness of the product among FTO and client ministry buying influences elicits curiosity and assures better seminar attendance despite a possible weak image or profile in the market. Ideally such seminars should have the sponsorship of a ministry, FTO, institute, or state committee (such as Science and Technology). A protocol of cooperation can set the stage for such exchanges aimed at mutual familiarization;

- (f) Publicity: Companies report that advertising, mainly in the Soviet technical press, has positive value if viewed in the long term. Advertising may be placed in the state advertising agency in specialized or general journals, depending on how potential demand for the product is structured. Readers of Western company advertising who manage end-user plants and other enterprises can request further product information from the responsible FTO or sometimes the company itself. Contact could be established with the State Committee for Science and Technology and its FTO Vneshtekhnika which specializes in testing Western products in the USSR. Technical literature on new products should be routinely sent to the Division of Industrial Catalogs, State Public Scientific-Technical Library, Ploshchad Nogina 2/5, Moscow;