

- It was also suggested that DEA officials prepare brochures on protocol for countries which are very different from Western cultures. The particular example given was Japan, a country in which there appears to be a fair amount of interest not just by film and video companies but other industries as well. Information could also be provided on the preferred format for product presentations, etc.

Program for Export Market Development (PEMD)

Comments made about PEMD are presented in section 8.