

by two State Department officers. Its Director is Oliver L. Sause and its Deputy Director is Francis A. Linville. Both are veteran U.S. Government officials with long years of experience in economic and foreign affairs. Mr. Sause, prior to his arrival in Guatemala in January of this year, had served for 4 years as director of Central American affairs in the State Department and AID.

Headquarters of ROCAP are in Guatemala City, seat of the integration movement's secretariat, SIECA; the region's "Bureau of Standards," ICAITI; the Joint Planning Mission for Central America and INCAP (Instituto de Nutrición de Centroamérica y Panamá). Some of its specialists are based in other Central American capitals. ROCAP members travel frequently throughout the isthmus to maintain close communication with U.S. Government and Central American agencies.

ROCAP'S RESPONSIBILITIES

ROCAP's activities can be broken down into two general areas. The first encompasses all aspects involved in the support of Central American economic integration, and the second entails specific responsibilities as the field extension of AID/Washington's office of Central America and Panama affairs.

In fulfillment of its primary area of responsibility, ROCAP works closely with the Central American agencies. It also maintains liaison with the United Nations Economic Commission for Latin America (ECLA) in Mexico City which, as has been noted, has been closely connected with the integration movement from its beginning.

As the field extension of AID/Washington's Office for Central America and Panama Affairs, ROCAP is responsible for carrying out the U.S. role in specific regional projects such as the textbook development program. It also provides loan, legal and engineering services to all U.S. AID missions within the region as well as helping in coordinating programs like the six-country rural mobile health and malaria eradication program. In addition it has fostered broad and intensive studies like the transportation study, regarded as the most intensive ever made in Latin America with its report encompassing two large volumes; public administration and governmental planning seminars; census projects, cadastral surveys. It also cooperates with private enterprise with modern marketing services, assistance to American industrial and commercial companies interested in the region's opportunities, and in training top-level managers of firms in the region through a joint project operated by a regional private organization of business leaders.

ROCAP's marketing project is unique and is directly based on the Common Market requirements. The five member countries, prior to the CACM, might be likened to five States in the United States if these States had been commercially isolated for 400 years. The pre-Common Market situation of Central America was as though Massachusetts, New York, Pennsylvania, New Jersey, and Connecticut would have been separated by customs barriers and factors of nationalism thus limiting their industrial and merchandising activities to within their own borders.

Suddenly, the barriers are lifted by the new CACM and Central American industrialists, wholesalers, and retailers may freely move their products and services to other areas, and become eager to develop the opportunities opened by free trade; however, they are not familiar with modern methods of establishing contacts in new marketing areas, determining market possibilities, and developing distribution. "Operation Market" seeks to bring these businessmen modern marketing and distributive knowledge quickly and efficiently, and thus help spread the benefits of more and better products at lower prices to the consumer.

In summary, ROCAP concentrates on the regional implications of economic integration while the local AID missions in each country strengthen national economic development. Close coordination and cooperation of the two spheres of activity are essential to the region's overall economic and social development, and ROCAP maintains close liaison with the local AID missions and U.S. Embassies as well as with the Central American and other international agencies which contribute to Central American economic integration.

SUPPORT OF PRESIDENTS KENNEDY AND JOHNSON

Establishment of ROCAP and furtherance of its activities are indications of the support provided the Central American integration movement both by Presidents Kennedy and Johnson. President Kennedy met with the six presidents of the countries of Central America and Panama at San José, Costa Rica, March 18-20, 1963, and signed the Declaration of Central America adopted by the seven