

of the freight charges for returning unsold goods exhibited at fairs.

All-British trade fairs are also sponsored by the Government.

British National Export Council

Formed by Government and private industry, BNEC functions include bringing trade opportunities to the notice of exporters; seeking new openings for the sale of British goods and services; encouraging and supporting organizations able to foster a favorable climate for British goods.

Trade Missions

Substantial financial aid is available for trade missions involving groups of foreign businessmen visiting Britain to buy, and trade missions involving British businessmen going abroad to sell. For approved projects, the Government through BNEC, pays up to half the basic costs of travel and accommodation. The balance is met by the sponsoring organization.

Trade Centers

The United Kingdom maintains four trade centers in Northern America.

Market Research

BNEC will pay one-half the overseas cost of market research sponsored by a trade association or chamber of commerce. Also, information is published daily on: details on contracts up for bidding by overseas governments, municipalities and similar bodies; advance information about opportunities arising from capital projects; market reports estimating the prospects for specific goods in individual countries, and market pointers providing background information on situations and developments which may lead to exports ... also details of export opportunities arising from the activities of international organizations.

Summary

The Government gives its full support to exporters, educating manufacturers thoroughly on all ramifications, laws and benefits to be gained by exporting.