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de presse

GENÈVE
ORGANISATION MONDIALE DU COMMERCE ET DU TRAFIC

ORD GÉNÉRAL DES TARIFS DONT LE COM

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NEW DIRECTOR
INTERNATIONAL TRADE CENTRE UNCTAD/GATT

Mr. P.C. Alexander has been appointed as Director of the International Trade Centre UNCTAD/GATT, Geneva, as from 1 June 1979. He will replace Mr. Victor Santiapillai, Director of the ITC since May 1974, who will be returning to Sri Lanka to take up a senior government position as Chairman of the Sri Lanka Export Development Board.

The appointment of the new Director was announced today by Mr. Gamani Corea, Secretary-General of UNCTAD, and Mr. Olivier Long, Director-General of GATT.

Mr. Padinjarethalakkal Cherian Alexander has been Senior Consultant to the ITC since 1 June 1978. He was Commerce Secretary to the Indian Government from 1977-1978. His previous experience in the United Nations system has included the posts of Senior Adviser, Centre for Industrial Development, United Nations, New York (1963-66); Chief of the UN Project on Small Industries and Industrial Estates and Chief Adviser to the Government of Iran (1970-73).

Born on 20 March 1921, Mr. Alexander gained degrees from the Universities of Travancore and Annamalai. He later entered Indian Government service and rose to hold the following senior positions: Development Commissioner, Small Scale Industries (1960-63); Joint Secretary, Ministry of Commerce (1966-70); Development Commissioner, Small Scale Industries; Additional Secretary, Ministry of Industry; and Chairman of Small Industries Extension Training Institute, Hyderabad (1973-75); Secretary, Foreign Trade, Ministry of Commerce (1975-1977); Commerce Secretary (1977-1978).

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The International Trade Centre, established in 1964 to support the trade promotion efforts of developing countries, is jointly operated by GATT and UNCTAD.

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The Centre helps developing countries to formulate and implement viable trade promotion programmes and activities, and to build up the necessary institutional infrastructure in order to become progressively self-reliant in developing foreign trade. The Centre assists these countries in the creation of specialized services for trade promotion and international marketing, and to identify export market opportunities and adopt the appropriate market development actions. The Centre also trains developing country officials and export executives in trade promotion and export marketing to carry out these tasks.

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