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DEPT. OF JUSTICE

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D.C. 20530

NOV 9 4 11 PM '71

AMENDMENT TO REGISTRATION STATEMENT

REGISTRATION SECTION

Pursuant to the Foreign Agents  
Registration Act of 1938, as amended.

1. Name of Registrant (a) BARBADOS INDUSTRIAL DEVELOPMENT CORPORATION (b) BARBADOS TOURIST BOARD	2. Registration No. 1995
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To correct a deficiency in
  - Initial Statement
  - Supplemental Statement for NOVEMBER, 1970
  - To give notice of change in an exhibit previously filed.
- To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- Other purpose (specify) \_\_\_\_\_

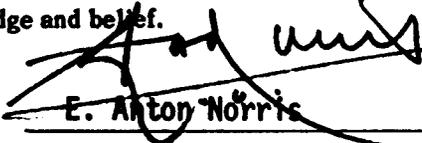
4. If this amendment requires the filing of a document or documents, please list -

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

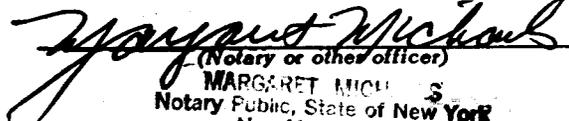
Re. ITEM 11 - See attached statement  
Re. ITEM 15 (a) - See attached statement

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

  
E. Anton Norris  
for Manager

Subscribed and sworn to before me at 801 Second Ave, NYC

this 2 day of November, 1971 

My commission expires \_\_\_\_\_

MARGARET MICHALS  
Notary Public, State of New York  
No. 41-7926503  
Qualified in Queens County  
Commission Expires March 30, 1972

BARBADOS INDUSTRIAL DEVELOPMENT CORPORATION

NOV 5 4 10 11 71

NOVEMBER 30, 1970  
ITEM 15(a) As Amended

<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
June 5	Patricia Elder	Salaries	\$ 20.00
8	Postmaster of N.Y.	Postage	109.59
12	E. Anton Norris	Salaries	555.83
12	Patricia Elder	"	216.66
12	Sydney Lawrence	"	194.16
12	Michael Grannum	"	64.00
15	Branford M. Taitt	Travelling & Entertainment	428.94
17	Intern'l Business Machines Corp.	rental of machine	75.21
17	New York Telephone	Telephone calls	129.04
17	Western Union	Cables	5.04
17	Realty Hotels	Hotel Accommodation	10.07
17	M. Perlman, Inc.	Stationery	23.43
17	Barnett/Freeslate	Freight charges on Literature	95.20
23	Branford M. Taitt	Subsistence Allowance	75.00
23	E. Anton Norris	Travelling & Entertainment	244.19
23	Wilson Air Freight, Inc.	Freight charges on literature	30.50
23	E. Anton Norris	Travelling & Entertainment	100.00
23	E. Anton Norris	Travelling & Entertainment	7.88
26	E. Anton Norris	Salaries and Allowances	555.83
26	Patricia Elder	Salaries	216.67
26	Sydney Lawrence	"	194.17
July 2	Branford M. Taitt	Travelling and Entertainment	177.85
2	Sydney Lawrence	Salaries	291.25
13	E. Anton Norris	Salaries and Allowances	555.83
13	Patricia Elder	Salaries	216.66
14	Van Brunt & Co.	Advertising	12,305.56
16	Pitney-Bowes, Inc.	Maintenance of machines	37.50
16	New York Telephone	Telephone service	94.95
16	Benart Photo Offset Corp.	Stationery: Letterheads & envelopes	538.50
16	M. Perlman, Inc.	Stationery	85.80
16	Buccaneer Travel Bureau, Inc.	Airfares	264.00
16	Pan American Airways, Inc.	Import charges on literature	2.50
16	Barnett/Freeslate	Freight charges on literature	45.00
16	Peter Rothholz	Overseas Press Club Dinner	272.97
16	Barbados Permanent Mission	Reimbursement of health ins., rental of offices & machines	1,122.90
16	Postmaster of N.Y.	Postage	55.29
17	E. Anton Norris	Travelling & Ent.	100.00
21	Van Brunt & Co.	P.R. fee	833.33
24	Patricia Elder	Salaries	25.00
27	E. Anton Norris	Salaries and Allowances	555.83
27	Patricia Elder	Salaries	191.67
27	Goldsmith Bros.	Stationery	26.80
27	American Express	Hotel accommodation	608.53
28	Oliver H. Jackman	Promotion: Advertising	10.24
28	Branford M. Taitt	Travelling and Entertainment	500.00
29	Permanent Mission of B'dos	Rental of Offices	2,831.76
			<u>25,101.13</u>

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<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
August 3	American Express	Travelling and Ent.	\$ 145.55
6	E. Anton Norris	Salaries and Allowances	375.00
6	E. Anton Norris	Travelling and Ent.	100.00
10	International Business Machines Corp.	Stationery	9.02
13	E. Anton Norris	Salaries and Allowances	555.83
13	Patricia Elder	Salaries	216.66
13	Sydney Lawrence	"	194.16
18	Van Brunt & Co.	Advertising, P.R. fee and P.R. expenses	4,570.34
20	E. Anton Norris	Salaries and Allowances	1,111.66
21	Postmaster of N.Y.	Postage	42.56
24	New York Telephone	Telephone service	109.90
24	R.C.A. Global Communica- tions, Inc.	Cables	46.41
24	International Business Machines, Inc.	Stationery	10.60
24	Benart Mail Sales Service, Inc.	Storage of literature	75.00
24	Clyde's Photo Service, Inc.	Photographs	72.00
24	Western Union Intern'l	Cables	37.86
24	Pitney-Bowes, Inc.	Maintenance of machines	84.00
27	Patricia Elder	Salaries	216.67
27	Sydney Lawrence	Salaries	194.17
Sept. 15	Sydney Lawrence	Salaries	194.16
15	Patricia Elder	Salaries	216.66
15	Permanent Mission of B'dos	Rental of Offices	2,735.93
17	E. Anton Norris	Travelling and Ent. exp.	2.66
17	E. Anton Norris	Travelling and Ent.	100.00
18	Winnell Co., Inc.	Furniture	971.00
21	New York Telephone	Telephone service	82.05
21	Branford M. Taitt	Travelling and Ent.	133.60
23	Anthonsen & Kimmel Assoc.	Delivery charges on furniture	15.00
23	Postmaster of New York	Postage	87.22
28	E. Anton Norris	Salaries and Allowances	555.83
28	Patricia Elder	Salaries	216.67
28	Sydney Lawrence	Salaries	194.17
30	Gestetner Corp.	Stationery	93.25
30	Pioneer Rubber Engraving Co., Inc.	framing of coat of arms	36.00
30	M. Perlman, Inc.	Stationery	84.95
30	ITT World Communications	Cables	10.22
30	Permanent Mission of B'dos	Reimbursement of health ins., rental of offices, machines	7,084.87
30	Permanent Mission of B'dos	Rental of Offices	2,735.93
30	Buccaneer Travel Bureau	Airfares	307.00
Oct. 6	Patricia Elder	Salaries	125.00
7	Branford M. Taitt	Subsistence Allowance	50.00
7	E. Anton Norris	Promtion: Travelling & Ent.	258.59
7	E. Anton Norris	Travelling and Ent.	100.00
9	Errol Bailey	Travelling and Ent.	100.00
14	E. Anton Norris	Salaries and Allowances	555.83
14	Maureen Martin	Salaries	182.09
14	Sydney Lawrence	Salaries	194.16
14	Consulate General of B'dos	reimbursement of amt. paid to Van Brunt & Co. for mounting coat of arms	10.55
16	New York Telephone	Telephone service	105.57
			44,807.48

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<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
Oct. 20	Van Brunt & Co.	Advertising, PR fee and and P.R. exp.	\$ 6,379.96
20	Barnett/Freeslate	Freight charges on literature	115.80
20	Western Union	Cables	19.78
20	M. Perlman, Inc.	Stationery	16.10
22	The Central Bureau for Registered Addresses	Registration of cable address "Beehive"	15.00
22	Van Brunt & Co.	Advertising, P.R. fee and exps.	2,044.40
26	Postmaster of N.Y.	Postage	148.86
26	E. Anton Norris	Travelling and Ent.	100.00
26	E. Anton Norris	Travelling and Ent.	11.12
26	American Express	Travelling and Ent. exps.	146.59
27	Permanent Mission of B'dos	Rental of Offices	2,735.93
28	E. Anton Norris	Promotion: Travelling and Ent.	327.32
28	Branford M. Taitt	Subsistence Allowance	75.00
28	Maureen Martin	Salaries	223.75
28	Sydney Lawrence	Salaries	194.17
29	Buccaneer Travel Bureau	Airfares	200.00
29	Pitney-Bowes, Inc.	Maintenance of machines	27.50
29	The Summit	Hotel accommodation	155.01
29	Clyde's Photo Service	Photographs	50.00
29	New York Telephone	Telephone service	117.06
29	Van Brunt & Co.	Advertising	75.84
Nov. 6	Colbert Andrews	Travelling and Ent.- Cocktail Party	31.00
10	E. Anton Norris	Salaries: retroactive increments	2,149.62
10	E. Anton Norris	Travelling and Ent.	100.00
10	Branford M. Taitt	Travelling and Ent.	26.85
12	E. Anton Norris	Salaries and Allowances	622.66
12	Maureen Martin	Salaries	223.75
12	Sydney Lawrence	Salaries	194.16
12	Postmaster of N.Y.	Postage	217.65
17	Branford M. Taitt	Travelling and Ent.	101.40
18	Clyde's Photo Service	Photographs	25.00
18	Buccaneer Travel Bureau	Airfares	392.00
18	M. Perlman, Inc.	Stationery	14.75
18	Barnett/Freeslate	Freight charges on literature	39.90
18	Dun & Bradstreet	Renewal of service	575.00
18	R.C.A. Global Communications	Cables	4.20
18	E. Anton Norris	Promotion: Travelling & Ent.	895.92
18	Branford M. Taitt	Subsistence Allowance	200.00
24	Van Brunt & Co.	Advertising, P.R. fee and exps.	9,276.00
24	Western Union	Cables	28.75
24	Buccaneer Travel	Airfares	816.00
25	Maureen Martin	Salaries	223.75
25	Sydney Lawrence	Salaries	194.17
27	E. Anton Norris	Salaries and Allowances	622.66
27	Permanent Mission of B'dos	Rental of Offices	2,735.93
			<u>77,697.79</u>

BARBADOS TOURIST BOARD

November 30, 1970  
 Item 15 (a) As Amended

REGISTRATION SECTION

<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
6/ 8/70	Postmaster General	Postage-Operational Costs	\$ 770.25
6/12/70	Carol Cadogan	Salary	\$ 459.75
6/12/70	Merle Cummins	"	\$ 180.67
6/12/70	Colleen Speede	"	\$ 198.00
6/12/70	Michael Grannum	"	\$ 64.00
6/12/70	Franklin Typographers	Production Supplies	\$ 647.65
6/17/70	New York Telephone	Office Cost - Telephone	\$ 55.08
6/17/70	New York Telephone	Directory Representation	\$ 5.25
6/17/70	Contact Answering, Inc.	Answering Service & Advertising	\$ 25.50
6/17/70	M. Perlman	Stationery	\$ 124.50
6/17/70	Barnett/Freeslate Int.	Freight charges on Literature	\$ 31.90
6/17/70	Hi Tribune Films, Inc.	Film Distribution	\$ 107.82
6/22/70	Carol Cadogan	Salary	\$ 459.75
6/26/70	Carol Cadogan	Travelling Allowance	\$ 229.00
6/26/70	Merle Cummins	Salary	\$ 180.66
6/26/70	Colleen Speede	"	\$ 144.00
6/26/70	Michael Grannum	"	\$ 80.00
6/26/70	Colleen Speede	"	\$ 18.00
6/26/70	Carol Cadogan	Petty Cash-Reimbursement	\$ 38.18
7/13/70	Merle Cummins	Salary	\$ 180.67
7/13/70	Colleen Speede	"	\$ 180.00
7/13/70	Michael Grannum	"	\$ 88.00
7/13/70	Carol Cadogan	"	\$ 634.75
7/14/70	Van Brunt & Co.	Advertising	\$26,391.04
7/16/70	Pitney & Bowes, Inc.	Maintenance of Machines	\$ 75.00
7/16/70	Post master General	Postage-Operational Costs	\$ 580.49
7/16/70	New York Telephone	Office Cost-Telephone	\$ 106.00
7/16/70	New York Telephone	Directory Representation	\$ 5.25
7/16/70	Tribute Films, Inc.	Film Distribution	\$ 184.01
7/16/70	M. Perlman, Inc.	Stationery	\$ 89.80
7/16/70	Buccaneer Travel Bureau	Seminar-Atlanta Ga.	\$ 132.00
7/16/70	Peter Rothholz Assoc.Inc.	Overseas Press Club B'dos Dinner	\$ 272.97
7/16/70	International Business Machine Corporation	Office supplies for Typewriter	\$ 14.75
7/16/70	Benart Mail Sales Ser.	Promotion-Storage	\$ 170.00
7/61/70	B'dos Permanent Mission	Reimbursement for Health Insurance	\$ 1,023.58
7/16/70	Benart Photo Offset Corp.	Rental of office & Machines	\$ 719.75
7/21/70	Van Brunt & Co.	Stationery	\$ 518.54
7/21/70	Clear/Stat, Inc.	Advertising	\$ 7.00
7/21/70	Collier Photo Engraving Co.	Production Supplies	\$ 65.00
7/21/70	Headlines Overnight	Production Supplies	\$ 67.50
7/21/70	Screen Mart Corp.	Advertising production supplies	\$ 8.25
7/21/70	Knickerbocker Electro Type Co.	Production Supplies	\$ 126.23
7/27/70	Carol Cadogan	Salary	\$ 484.75
7/27/70	Michael Grannum	"	\$ 80.00
7/27/70	Merle Cummins	"	\$ 180.66
7/27/70	Colleen Speede	"	\$ 162.00
7/27/70	Carol Cadogan	Petty Cash-Reimbursement	\$ 41.17
7/28/70	Oliver H. Jackman	1 case of liquor for B'dos Mission	\$ 10.24

36,419.56

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<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
8/ 3/70	Postmaster General	Postage-Operational cost	\$ 436.67
8/ 3/70	Warwick Hotel	B'dos Bonanza Expenses	\$ 2,888.22
8/ 6/70	Carol Cadogan	Promotion-Entertainment	\$ 103.57
8/10.70	International Business Machines Corp.	Office Cost	\$ 9.02
8/13/70	Carol Cadogan	Salary	\$ 484.75
8/13/70	Merle Cummins	"	\$ 180.67
8/13/70	Colleen Speede	"	\$ 234.00
8/13/70	Michael Grannum	"	\$ 72.00
8/13/70	Michael Grannum	"	\$ 8.00
8/14/70	Carol Cadogan	Petty Cash-Reimbursement	\$ 47.47
8/18/70	Van Brunt & Co.	Advertising, Public Relation Fees July & August	\$18,936.33
8/18/70	Van Brunt & Co.	Public Relation Fees	\$ 1,000.00
8/21/70	Postmaster General	Postage- Meter	\$ 307.49
8/21/70	New York Telephone	Office cost-Telephone	\$ 109.90
8/24/70	New York Telephone	Directory Representation	\$ 5.25
8/24/70	ANTOR	Press Reception	\$ 7.00
8/24/70	Buccaneer Travel Bureau	Travelling JFK/B'dos/JFK C. Cadogan	\$ 259.00
8/24/70	Carol Cadogan	Office cost- Travelling	\$ 110.00
8/24/70	Gestetner Corporation	Office Cost-Stationery	\$ 34.05
8/24/70	M. Perlman	Stationery	\$ 48.30
8/24/70	International Business Machine Corp.	Rental of Machine	\$ 75.21
8/24/70	Benart Mail Sales Ser.	Promotion-Storage for August	\$ 85.00
8/24/70	Hi Tribure Films, Inc.	Film Distribution	\$ 242.82
8/24/70	Peter Rothholz Assoc.	Invitation Atlanta Ga.	\$ 76.30
8/24/70	Western Union Inter- national, Inc.	Telegrams & Cables	\$ 50.95
8/24/70	Hotel Travel Index	Subscription	\$ 15.00
8/24/70	Pitney Bowes, Inc.	Maintenance of machines	\$ 45.00
8/27/70	Carol Cadogan	Salary	\$ 484.75
8/27/70	Merle Cummins	"	\$ 180.66
8/27/70	Colleen Speede	"	\$ 180.00
8/27/70	Clydes' Photo Service	Photographs	\$ 35.00
8/27/70	Gotham Recording Corp.	Advertising	\$ 136.00
8/28/70	Carol Cadogan	Salary	\$ 484.75
9/15/70	Merle Cummins	"	\$ 180.67
9/15/70	Colleen Speede	"	\$ 198.00
9/21/70	New York Telephone	Directory Representation	\$ 5.25
9/21/70	New York Telephone	Office cost-Telephone	\$ 107.49
9/28/70	Carol Cadogan	Salary	\$ 484.75
9/28/70	Merle Cummins	"	\$ 180.66
9/28/70	Colleen Speede	"	\$ 162.00
9/29/70	Carol Cadogan	Promotion travelling to Conn.	\$ 84.50
9/30/70	Hi Tribune Film, Inc.	Film Distribution	\$ 195.03
9/30/70	Collier Photo Engraving	Advertising	\$ 128.67
9/30/70	Franklin Typographers Inc.	Advertising	\$ 36.50
9/30/70	Screen-Mart Copr	Advertising	\$ 68.02
9/30/70	Headlines Overnight	Advertising	\$ 57.00
9/30/70	M. Perlman. Inc.	Office Cost Stationery	\$ 61.34
9/30/70	Barbados Mission	Reimbursement of expenditure	\$ 1,046.25
9/30/70	Benart Mail SErvice	Miscellaneous Shipment	\$ 1,394.80
9/30/70	Benart Photo Offset Corp.	Stationery	\$ 347.80
9/30/70	Radio Centre Stationery Co.	Stationery	\$ 12.50
9/30/70	International Business Machine Copr.	Office Cost Stationery	\$ 8.35
9/30/70	Carol Cadogan	Petty Cash-Reimbursement	\$ 27.36
10/ 5/70	Merel Cummins	Vacation	\$ 180.67
10/14/70	Carol Cadogan	Salary	\$ 484.75
10/14/70	Colleen Speede	"	\$ 216.66
10/14/70	Catherine Jessamy	"	\$ 54.00
			\$ 69,514.71
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<u>DATE</u>	<u>TO WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT</u>
10/15/70	Esther Grossberg	cost of rum-Promotion	\$ 12.98
10/15/70	National Artist Material Co.	Promotion-framing photo	\$ 90.00
10/16/70	New York Telephone	Office Cost	\$ 143.01
10/16/70	New York Telephone	Directory Representation	\$ 5.25
10/20/70	Van Brunt & Co.	Advertising, P.R. Fees	\$ 4,802.79
10/20/70	The Village	Promotion Hotel Accommodation	\$ 249.70
10/20/70	Benart Sales Service	Promotion storage for Sept.	\$ 85.00
10/20/70	Bluebird Florist	Promotion-purchase of flowers	\$ 21.20
10/20/70	Western Union Int. Inc.	Operational - Telegrams	\$ 18.98
10/20/70	M. Perlmen Inc.	Stationery	\$ 35.05
10/20/70	Barbados Hilton	Hotel accommodation-Promotion	\$ 95.94
10/22/70	Van Brunt & Co.	Advertising	\$ 59.44
10/28/70	Carol Cadogan	Salary	\$ 484.75
10/28/70	Colleen Speede	"	\$ 216.67
10/28/70	Catherine Jessamy	"	\$ 180.00
10/29/70	New York Telephone	Office cost- telephone	\$ 254.76
10/29/70	Benart Mail Sales Service	Promotion storage for October	\$ 85.00
10/29/70	Pitney & Bowes, Inc.	Maintenance of Machine	\$ 27.50
10/29/70	Hi Tribune Film, Inc.	Film Distribution	\$ 106.56
10/29/70	M. Perlman, Inc.	Stationery	\$ 21.00
10/29/70	Van Brunt & Co.	Advertising	\$ 152.14
10/29/70	Van Brunt & Co.	Advertising	\$ 625.54
10/29/70	Hotel & Travel Index	Office cost- subscription	\$ 15.00
10/29.70	Carol Cadogan	Petty Cash - Reimbursement	\$ 46.13
11/10/70	Carol Cadogan	Salary	\$ 484.75
11/10/70	Carol Cadogan	Travelling allowance	\$ 130.00
11/12/70	Colleen Speede	Salary	\$ 216.66
11/12/70	Catherine Jessamy	"	\$ 198.00
11/17/70	Carol Cadogan	Travelling Allowance	\$ 260.00
11/17/70	Carol Cadogan	Salary	\$ 484.75
11/17/70	M. Perlman, Inc.	Stationery	\$ 47.50
11/17/70	Carol Cadogan	Staff cost Entertainment	\$ 400.00
11/18/70	Barnett/Freestate Int. Corp.	Freight charges on literature	\$ 39.40
11/18/70	Samuel F. Thomas	Office cost - Medical Expenses	\$ 15.00
11/18/70	The Central Bureau for Registered addressed	Office cost registration	\$ 15.00
11/18/70	Pam American Airways	Import service charge	\$ 2.50
11/20/70	Colleen Speede	Petty CAsh reibursement	\$ 42.50
11/24/70	Van Brunt & Co.	Advertising	\$ 15,261.21
11/24/70	Collier Photo Engraving Co.	Production Supplies	\$ 778.44
11/24/70	Ray Wolfe	Photograph	\$ 500.00
11/24/70	Buccaneer Travel Bureau, Inc.	Airfares to Huston	\$ 408.00
11/25/70	Colleen Speede	Salary	\$ 216.67
11/25/70	Catherine Jessamy	"	\$ 162.00

97,7011.48

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OFFICE OF JUSTICE

ITEM 11

NOV 5 4 28 PM '71

BARBADOS INDUSTRIAL DEVELOPMENT CORPORATION

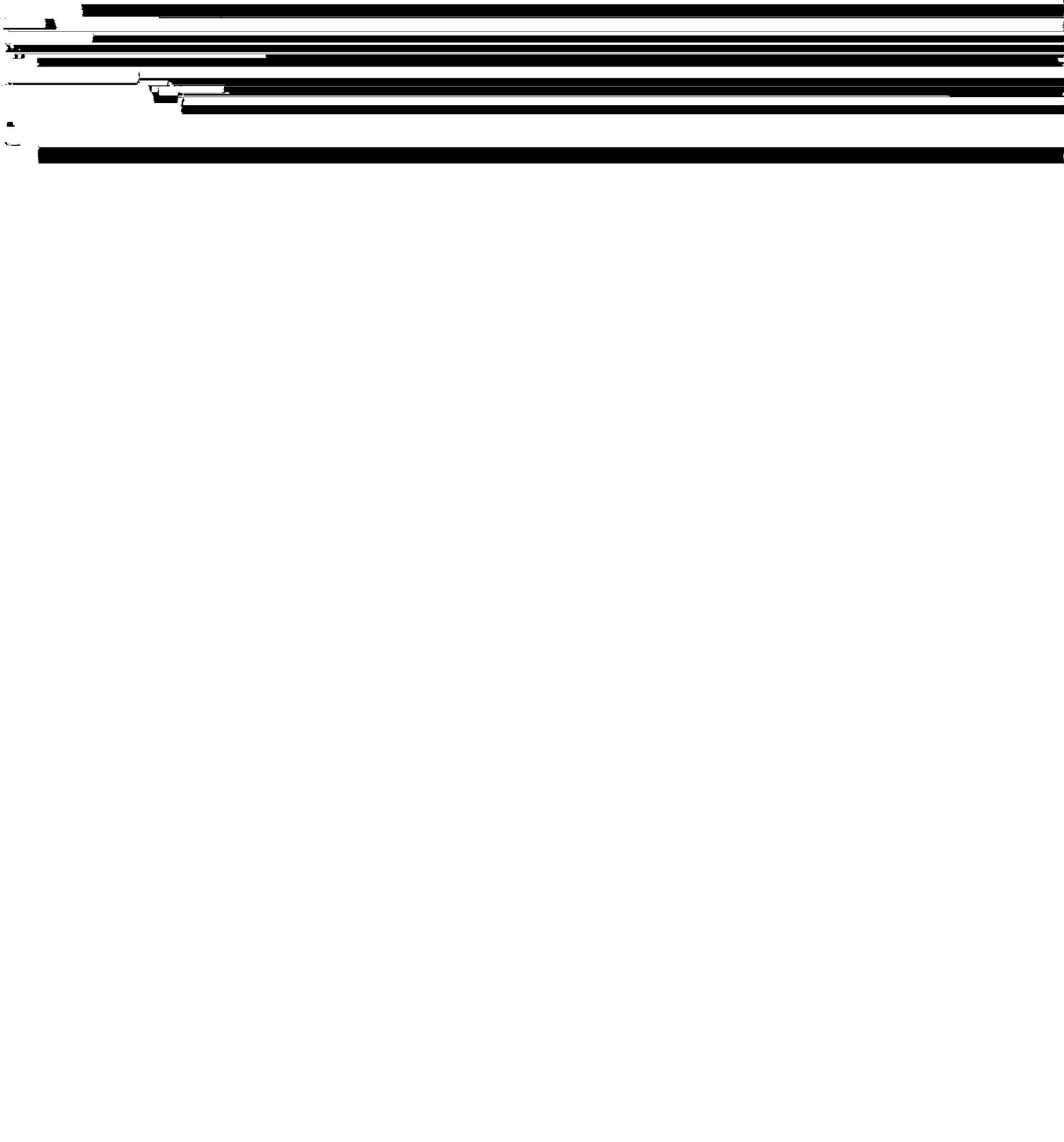
During the year 1970-71 the activities of the New York Office continued to reflect the keen interest which U.S. investors have shown in Barbados as a suitable location for overseas industrial investment. While the number of U.S. firms which were established during the year ended March 31, 1971 was somewhat less than during the previous year, there was a marked increase in the number of enquiries at the office, indicating that Barbados has become much better known throughout this country as an attractive location for industrial activities. As the U.S. economy continues to pick up, the coming year is expected to be a busy one for the U.S. Office.

There was a major development in the organisational structure of the office during the period under review. A new Manager, Mr. Roy Clarke was appointed late in 1970 and assumed duties on February 1, 1971. Mr. Anton Norris formerly U.S. Representative, became Assistant Manager, in which capacity he has been developing more effective and wider methods to reach potential clients. Mrs. Maureen Martin, formerly with the Tourist Board's New York Office, was appointed to act as secretary following the resignation of Miss Patricia Elder on September 30, 1970. Mail clerk/messenger duties continued to be performed by Mr. Sydney Lawrence.

The opening of a Trade Display Centre by the Prime Minister early in February 1971 provided a boost to the promotional activities of the New York Office. The Chairman and General Manager of the Corporation were also on hand to welcome the more than 150 guests who commented very favourably on the range of manufactured items on display.

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The Centre, designed by consultants to present the idea of activity and motion, uses a conveyor-belt shelving principle which



Direct mail was carried out, although to a somewhat limited extent. The rate of response to the heavy advertising and publicity programme rose markedly. As a result much time was spent in replying by letter to those coupon-requests for literature which came from well recognized companies or those engaged in manufacturing industries such as electronics and garments, in which we are particularly interested. There was also an increase in enquiries by letter as well as telephone, which in many cases required handling through correspondence.

Follow-up of clients was also carried out, although to a lesser extent than planned. However, with the recent addition to the executive staff, both the direct mail and the follow-up approaches will receive greater emphasis in the coming year.

Plans have already been made for the Assistant Manager, Mr. Norris to develop and embark on a systematic direct mail campaign, as well as a thorough follow-up of enquiries which resulted from our heavy advertising and publicity during the past year.

During 1970-71 the number of visits made to the offices and manufacturing facilities of potential clients continued to play an important role in the promotional work of the New York Office. About twelve such visits were made last year, mainly within the New York area, the most successful of which was that by the Consul General and the Canadian Manager to hold discussions with officials of Spalding Bros., Inc. in Massachusetts. Initial contact was made in Canada by the Canadian Manager.

Plans have already been made to increase the number of such visits during the coming year as they provide an opportunity for I.D.C.

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representatives to see at first hand the kind of operations which are proposed for Barbados. While visits to facilities located in the New York area would continue to be made more frequently than others, where the opportunity arises, visits to more distant cities will be planned to coincide with seminar activities in the respective areas.

The use of the Trade Display Centre in promotional work has already begun. Visitors to the office have been able to see at first hand samples of work being done in Barbados and many were pleasantly surprised to discover that our industrialisation efforts have already provided such results. The attraction of the Centre has also made it possible to induce more clients to visit the office for discussions rather than have their preliminary enquiries answered entirely over the telephone or by letter. Such visits by clients permit the establishment of personal contact at an early stage and provide I.D.C. staff an opportunity to make an assessment of personalities involved.