\_\_iv\_

## Contents

				Page		
List of ta	List of tables					
Part One.	WORI	LD MAI	RKET FOR MACHINE TOOLS	1/2		
I.	Wor]	World production and trade				
II.	Obje	Objectives of the study				
III.	Prin	8				
	A.	Market requirements		9		
		1.	Quality	10		
		2.	After-sales service	10		
		3.	Prices	11		
		4.	Delivery	12		
		5.	Payment	12		
		6.	Export packing	12		
		7.	Standards	13		
	в.	Dist	tribution of imported machine tools	14		
	C. Sales promotion			15		
	D.	Appı	roaching a new market	17		
		1.	Correspondence	17		
		2.	Trade missions to target markets	17		
		3.	Exporters' visits to target markets	18		
		4.	Trade missions to suppliers	18		
		5.	Importers' visits to suppliers	18		
		6.	Advertising in trade journals	18		
		7.	Participation in specialized trade fairs	18		
Part Two.	COUN	COUNTRY STUDIES				
I.	Unit	United States				
	A.	21				
	В.	22				
	c.	24				
	D. Distribution of imported machine tools			28		
	E.	Marl	ket access	28		
	F.		ket opportunities for developing country	29		

			Page
II.	Japa	33	
	A.	Market trends	33
	в.	The machine tool industry	35
	c.	Foreign trade	38
	D.	Distribution of imported machine tools	<b>4</b> 0
	E.	Market access	43
	F.	Market opportunities for developing country suppliers	43
III.	Fede	48/49	
	A.	Market trends	48/49
	B.	The machine tool industry	50
	c.	Foreign trade	52
	D.	Distribution of imported machine tools	57
	E.	Market access	58
	F.	Market opportunities for developing country suppliers	59
IV.	The	64/65	
	A.	Market trends	64/65
	B.	The machine tool industry	66
	C.	Foreign trade	67
	D.	Distribution of imported machine tools	69
	E.	Market access	70
	F.	Market opportunities for developing country suppliers	70
ν.	<u>Unit</u>	73	
	A.	Market trends	73
	В.	The machine tool industry	71
	C.	Foreign trade	77
	D.	Distribution of imported machine tools	80
	E.	Market access	81
	F.	Market opportunities for developing country suppliers	82

		Page
Annexes		
I.	Member organizations of the European Committee for Co-operation of the Machine Tool Industries (CECIMO)	90
II.	Product descriptions	91
III.	Schedule of international machine tool expositions, 1977 and 1978	95
Bibliography		