

LETTER OF INSTRUCTIONS NO. 217, October 07, 1974

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TO: The Acting Secretary of Foreign Affairs
The Acting Secretary of Trade

In the current effort of our Government to encourage the growth of markets for Philippine products abroad, a more direct role must now be assumed by all Government personnel assigned in our Embassies, whether on diplomatic or non-diplomatic status, whether directly assigned to trade matters or not. Within the limits of normal practice and good sense, every officer of the Philippine Government on foreign assignment should function as a salesman of his country, his Government and its policies, and on a more visible plane, its products available for export.

In this connection, the Department of Foreign Affairs and the Department of Trade are now directed to circularize their respective personnel abroad, including not only commercial attaches and analysts but also ambassadors, ministers and others of diplomatic rank, to take a more direct hand in the Government's export promotion campaign. These personnel are to be informed that they are to be rated henceforth not only in accordance with the criteria previously laid down for assessing their performance, but also with the amount of trade that they can generate for Philippine products in their respective countries of assignment.

These ratings, which are to be made every June and December of each year, are to form part of the officers' personnel records, and are to be submitted in summarized form, to the Office of the President, for my consideration.

Immediate compliance is desired.

Manila, October 7, 1974.

(Sgd.) FERDINAND E. MARCOS
President of the Philippines

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