When considering the appointment of agents of distributors in these areas the factor of Government buying must be kept in mind. Many export managers, with good reason, are reluctant to appoint the large merchandising houses to represent their products but, if Government buying is to be aimed at, then it would be unwise to choose an agent of a caliber insufficient to have ready access to the heads of Government buying Departments.

Although, Exchange control in some form is operative in the East African area import licenses are usually obtain-able without difficulty and the release of currency for payment is prompt. There is, however, a general dislike of the practice of establishing Letters of Credit. In the case of consumer goods. It is more usual for up to 180 days credit to be asked for and given. Suppliers who cannot meet the “Custom of the Trade” in their particular product will find themselves at a disadvantage in getting order.

For items of machinery credit is usual.