

MANUFACTURERS' AGENTS

Manufacturers' agents are in a position to market automotive electric equipment, flash lights and batteries, and domestic appliances. These firms carry no stock, and all orders are secured from dealers on an indent basis. Two prominent American firms have branches in the Netherland East Indies, and either of these concerns is in a position to market light electrical-equipment lines.

CHINESE IMPORTERS

The importance of the independent Chinese importer has been increasing steadily in the Netherland East Indies during the last 10 years. At present several of these firms are holding direct agencies for American electric equipment, particularly for domestic appliances, flash lights and batteries, and automotive equipment. The Chinese importer probably should not be considered as a possible agent for a line of heavy equipment, but some of the larger firms are able to obtain fairly good distribution for lighter lines.

ADVERTISING

American manufacturers interested in bringing their products to the attention of prospective buyers in the Netherland East Indies should have their literature printed in Dutch. Most of the educated Dutch people in the islands speak and read English, but it is preferable to have technical discussions printed in Dutch. In sending literature to the Netherland East Indies, American manufacturers should endeavor if possible to include quotations in Dutch currency c. i. f. Java ports. Considerable criticism of the methods employed by American firms in advertising their products in the islands was heard by the writer in the preparation of this report. Public-utility companies in particular hesitate to place orders for various types of equipment with American firms as prices usually can not be determined until after the goods have been received.

The usual mediums of advertising exist in the Netherland East Indies newspapers, billboard, trade directories, and trade journals. These facilities are sufficient to keep a well-known trade name before the public. In the case of equipment which is unknown it is, of course, desirable to hold demonstrations or exhibits if possible. American manufacturers should avail themselves of the opportunity to secure stalls in the annual fairs that are held in the principal centers of population, Bandoeng, Batavia, and Surabaya.

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