

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant <b>DEVELOPMENT COUNSELLORS INT'L</b> <b>220 Fifth Ave.</b> <b>NY, NY 10001</b>	2. Registration No.  <b>4777</b>
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3. Name of foreign principal  <b>GENEVA DEPARTEMENT DE L'ECONOMIE PUBLIQUE</b>	4. Principal address of foreign principal  <b>14 Rue de L'Hotel de Ville</b> <b>Case Postale 252</b> <b>1211 Geneve 3</b>
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5. Indicate whether your foreign principal is one of the following type:

Foreign government

Foreign political party

Foreign or  domestic organization: If either, check one of the following:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input type="checkbox"/> Other (specify) _____

Individual—State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant. **NOT APPLICABLE**

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

a) Principal address **NOT APPLICABLE**

b) Name and title of official with whom registrant deals.

c) Principal aim

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8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

**NOT APPLICABLE**

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal ..... Yes  No

Directed by a foreign government, foreign political party, or other foreign principal ..... Yes  No

Controlled by a foreign government, foreign political party, or other foreign principal ..... Yes  No

Financed by a foreign government, foreign political party, or other foreign principal ..... Yes  No

Subsidized in whole by a foreign government, foreign political party, or other foreign principal ..... Yes  No

Subsidized in part by a foreign government, foreign political party, or other foreign principal ..... Yes  No

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page may be used.)*

**NOT APPLICABLE**

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

**NOT APPLICABLE**

Date of Exhibit A

5/5/93

Name and Title

Kay Presar, Controller

Signature



**INSTRUCTIONS:** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant	Name of Foreign Principal
DEVELOPMENT COUNSELLORS INT'L.	GENEVA DEPT. DE L'ECONOMIE PUBLIQUE

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

ORGANIZE JUNE LUNCHEON TO PROMOTE THE CITY OF GENEVA TO FOREIGN INVESTMENT  
PREPARE LIST OF CONTACTS; PREPARE SUMMARY REPORT.

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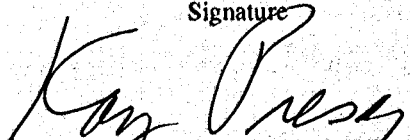
5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

SEE ITEM 4.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1</sup>  
Yes  No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

SOLICIT ATTENDANCE AT LUNCHEON, PUBLICIZE EVENT.

Date of Exhibit B	Name and Title	Signature
5/5/93	Kay Presar Controller	

<sup>1</sup>Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes, will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

• Development Counsellors International

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USA  
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FAX: (212) 725-2254

March 26, 1993

FAX: 011-22-310-29-25 (5 pages)

Robert A. Kuster  
Delegue AA La Promocion Economique  
Departement De L'Economie Publique  
14, Rue De L'Hotel-De-Ville  
Case Postale 252  
1211 Geneve 3

**Re: Positive Response to Your 3/24/93 Request for Proposal  
Combined with Letter of Agreement**

Dear Mr. Kuster:

On behalf of Development Counsellors (DCI), I wish to respond positively to your recent invitation to bid.

Our response, which is provided below, includes the following constituents: Scope of Work, Timing, Cost, and Acceptance of Terms.

Let us look briefly at each:

A. **Scope of Work:** Because your 3/24/93 letter was clear and precise, I felt the simplest response would be first to cover the few overall considerations and then to refer specifically to your note on a point-by-point basis. First, the general considerations:

- DCI has during the past 33 years developed about three dozen international investment seminars; we have found in the New York market that the best time period in terms of long term results is to combine a luncheon (where the CEOs and the more top decision makers can participate) with an afternoon session that will also include more technical and advisory personnel.

We would therefore suggest as the number one alternatives the period from 12 noon to 3:30 p.m.; as an alternative we believe this can be done on an afternoon basis leading toward a brief reception and therefore covering the period 2:30 - 6:30 p.m. we recommend the first alternative but could handle either.

- **Quality/quantity attendance objectives:** In this seminar we would aim for a minimum of 40 to 50 appropriate business executives in the New York metropolitan region and their pivotal advisors.

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(X)

With these two considerations in mind, let us now follow point by point your requirements as outlined on page one of your RFP.

**Specification 1**

Follow-up, by phone, of about 200 leads, mainly located in the East of the United States, and short written reporting to us about these contacts, during the months of April, May, June, August and September.

**Response 1:** We will follow up on all your extant leads, many of which come from advertising in the N.Y. TIMES and WALL STREET JOURNAL; our aim is to sift out from this small universe a much smaller number of active prospects with the common denominators of need and ability to expand their operations to Geneva in an appropriate manner.

**Specification 2**

Completion of our own mailing-list (about 200 leads) by a choice of 200 suitable leads being in the files of Development Counsellors.

**Response 2:** Based on experiences in this market with a number of investment areas, we believe an additional 200 leads is a good deal too small a prospect list. We would propose to increase this universe about seven-fold to a total of 1,400.

**Specification 3**

Organization of seminar of June 24th:

- reservation of the conference room at Waldorf Astoria Hotel or another suitable place to be chosen together, and organization of the following reception party;

**Response:** We have over the years utilized the Waldorf Astoria most frequently for such seminars, and I congratulate you on a good choice. We have in mind one of two specific rooms that we think are both elegant and fitting for the occasion.

- advising us and making suggestions about the program of the seminar;

**Response:** As discussed, we believe two components are particularly important: the selection of possible speakers including perhaps an appropriate representative of KPMG Geneva, Lane Kingstone, and yourself, and possibly two relevant U.S. company representatives with current successful operations in Geneva; second, a number of new developments or news announcements of private company operations that would add timeliness and importance to the gathering, i.e., recent decisions by the Tandy Group, Elizabeth Arden and Dell Computers (previously a client!), as well as any that may be occurring in June 1993. We also believe that some kind of tie-in with the Swiss-American Chamber of Commerce here in New York could be very fruitful. These are samples only of the kinds of suggestions and consultation we would offer to the program.

- reservation and installation of screen and video equipment;

**Response:** We have handled these logistics routinely especially with the Waldorf, and the eight-minute presentation you described appears right on target.

- writing and mailing of invitations;

**Response:** Again, we would handle this phase in toto, and we estimate based on previous experience that a total list of about 1,600 would be appropriate to attract the quantity and especially the quality of participants at this seminar that we regard as ideal.

- follow-up by phone;

**Response:** Again, we would handle all details here relative to telemarketing both before and after the event.

- presence and participation at said seminar.

**Response:** DCI would provide four to five staff people including myself as account supervisor, an account executive and at least two other persons to handle all on-the-spot details. We also believe it may be wise to arrange for a photographer not only for a record of the proceedings but because appropriate photographs may be useful for later publicity purposes.

#### Specification 4

Follow-up by phone and by mailing information/documentation to interested leads in August/September 1993.



**Response 4:** As discussed, we believe the telephone and mailing follow-up should begin right after the meeting and proceed throughout July, August and September, because in New York unlike Western Europe, the summer is an increasingly important business season. The objective of this follow-up would be to set up actual appointments with interested business prospects and their advisors with you and your associates for a further personal meeting which you indicated could take place in November 1993 as part of your upcoming Atlanta promotion.

**Specification 5**

Writing a short report (5-10 pages) about the experience.

**Response 5:** We provide this kind of report routinely and believe it should be objective in nature indicating both achievements and shortcomings and, most important, outlining recommendations for future action especially aimed at encouraging prospects to visit Geneva and inspect sites and facilities.

B. **Timing:** The resultant time period, then, would bridge six months, April through September 1993 ending with the preparation of the report and recommendations for future action.

C. **Cost:** We have calculated in the following a schedule of costs based upon DCI's analogous experience especially during the past five years in developing such seminars especially for foreign clients such as the Governments of France, Luxembourg and Barbados;

Time fees, 6 months, April-September 1993	
DCI minimum fee of \$5,000 per month	\$30,000
Out of pocket expenses for all invitation mailings	4,500
Out of pocket costs for the seminar including room, food and beverages, presentation arrangements, decoration, photography, video, etc.	7,500
Additional seminar expenses not otherwise defined	1,500



Continuing telemarketing cost during six-month period 2,000

Additional post seminar expenses June 25 - September 30, 1993, including prospect representation, entertainment, NYC travel, etc. 2,000

TOTAL \$47,500

Compensation shall be paid on the basis of a DCI bill for fee at the beginning of each month, April through September inclusive, with out-of-pocket expenses presented with documentation as they occur.

It should be noted that these expenses do not include travel by you or your associates from or to Geneva nor accommodations and travel while in New York.

D. Acceptance of Terms: Especially since time is now decidedly of the essence, we have presented this proposal in combination with a letter of agreement. Therefore, if you wish to signify its acceptance as quickly and easily as possible, you may simply sign one copy of this fax and return it to us to render it operative.

On a more personal note, in combination with all at DCI we look forward to this assignment with a pleasant combination of optimism and enthusiasm.

Respectfully submitted,

*Ted M. Levine*  
Ted M. Levine  
President

*[Handwritten signature]*

ACCEPTED: \_\_\_\_\_  
(Name and title)

FOR: \_\_\_\_\_

DATE: 2<sup>nd</sup> April 1993