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THE WHITE HOUSE

WASHINGTON

LIMITED OFFICIAL USE

October 18, 1968

NATIONAL SECURITY ACTION MEMORANDUM NO. 371

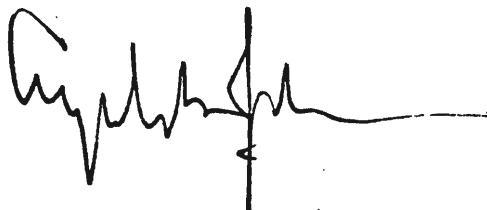
TO: Secretary of State
AID Administrator
Secretary of Commerce
Secretary of Agriculture
Secretary of the Treasury

SUBJECT: Central American Export Development Program

At my recent meetings with the Presidents of Central America we agreed on the critical importance of accelerating growth and diversification of exports from the Central American countries to both U.S. and third country markets. A series of follow-up meetings among officials of the Central American Common Market, U.S., and Central American officials, and prominent members of the U.S. private sector, reinforce my conviction that it is important to maintain momentum toward a solution of these problems. Accordingly I have approved the initiation of a Central American Export Development Program to be organized at the regional and country levels to insure participation of all elements necessary to exploit successfully Central America's export potential.

The U.S. Coordinator of the Alliance for Progress is charged with the responsibility for organizing the program, and in particular for establishing effective administrative arrangements to link key groups from the U.S. government and private sector to public and private authorities in Central America.

All U.S. Departments and Agencies should, to the maximum possible extent, assist the Coordinator to make this program a success.



DECLASSIFIED

Authority NSC Dir. 5/12/81 re NLJ-80-101

By Shu, NARS, Date 8/6/81

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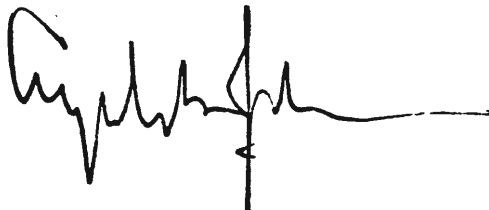
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MEMORANDUM

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ACTION

Thursday - October 17, 1968

MEMORANDUM FOR THE PRESIDENT

SUBJECT: Central American Export Program

Since your meetings with the Central American Presidents in early July, we have been working hard on AID and key US business groups to assist more energetically Central America's export diversification efforts.

AID sent a team of experts to meet with key Central American officials, following up talks that I had during your visit. The AID team included Mr. Amicus Most, ex-businessman who achieved outstanding success in Korea for AID in organizing an export promotion drive. Most is joining Covey Oliver's staff permanently to work on this problem and will be operating out of the Regional AID Mission in Central America. He has already been instrumental in getting a large group of US business concerns to work closely with AID to identify products which Central America can export successfully to the US or third country markets. David Rockefeller's Council for Latin America is deeply involved with us in this effort.

Although this is obviously a long-term program, the response from key Central American officials to your initiative has been enthusiastic. If we can keep up the momentum generated out of your trip, I think some real results can begin to appear in the near future. Central America is one region where the principle of economic integration is already well established. This export drive can help to guarantee its success.

Covey Oliver and his staff have cooperated fully on this effort and share our conviction about its importance. Nonetheless, to make sure no momentum is lost, I think it important formally to record your continuing interest and endorsement for this program. The attached NSAM, which has been cleared with both Bill Gaud and Covey Oliver, would achieve this objective. I recommend that you sign it.

W. Rostow
W. Rostow

Attachment - Proposed NSAM.

Approve ____.

Disapprove ____.

Call me. ____

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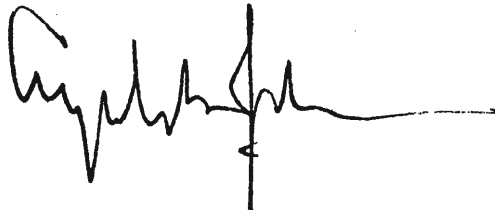
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LBJ/SWLewis:mmm

October 8, 1968

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

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October 1, 1968

MEMORANDUM FOR WALT ROSTOW

SUBJECT: NSAM on Central American Export Program

Attached is a draft NSAM intended to give Most extra White House support for this effort. This draft defines his duties somewhat more broadly than the paper which Covey Oliver has approved, but it represents what I think is a minimum definition if he is to be free of bureaucratic entanglements.

I'd like your reaction to the draft before setting out to clear it with Jim Fowler and the other agencies involved. Could I see you for five minutes at your convenience?



Samuel W. Lewis

Attachment

Draft NSAM