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Mr. Vigil Popa
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Paris, 2nd December 1996

Dear Mr Popa,


We were extremely pleased to learn that you are planning to organise the first ECR National Symposium very shortly under the auspices of the Romanian Committee of Distribution and we would like to take the opportunity to welcome this initiative and to congratulate you on your efforts in promoting ECR in your country.

Many thanks for your kind invitation to attend your December event. Unfortunately, however, due to a very tight schedule and other commitments, none of our team members are able to join your group on that occasion.

You might be interested to note that initial studies commissioned in 1995 by the ECR Executive Board which are focusing on the Distribution/Supply side are now available for sale. Please find attached a copy of the ECR Europe leaflet and order form*.

Please note also that the 2nd official European ECR Conference will be held in Amsterdam on the 13th and 14th March 1997. The advance programme will be sent to you shortly.

Yours sincerely *


Jacques Le Roux
Senior Vice-President