

MEMO# 8045

July 10, 1996

IOSCO QUESTIONNAIRE CROSS BORDER MARKETING

July 10, 1996 TO: INTERNATIONAL COMMITTEE No. 22-96 RE: IOSCO QUESTIONNAIRE
CROSS BORDER MARKETING

Working Party
No. 5 on Investment Management of the International Organization of Securities
Commissions (IOSCO) is conducting a survey of investment company industry participants
to better understand the industrys interest in distributing products and services in foreign
markets and to illustrate the difficulties of engaging in cross-border activities. The SECs
Division of Investment Management has asked the Institute to provide assistance to the
Working Party by responding to the Working Partys questionnaire. Please review the
attached Questionnaire on Cross-Border Marketing Problems and Difficulties and provide
comments to me by August 30, 1996. We are especially interested in information about the
specific practical problems and difficulties, as well as the legal barriers, that US asset
managers encounter in marketing their services and products abroad. You can reach me by
phone at 202 326-5826 or by fax at 202 326-5839. We will keep you informed of
developments. Mary S. Podesta Associate Counsel - International Attachment

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