

Botschaft  
der Bundesrepublik Deutschland  
Embassy  
of the Federal Republic of Germany

*BT with BOT reply*  
Prime Minister

2

*I have acknowledged and asked  
Mr Biffen's office for a draft reply.*

August 24th, 1981

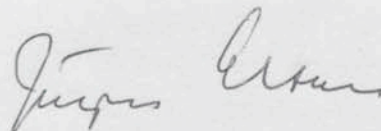
*WM  
25/8*

*Dear Prime Minister,*

I have the honour to transmit to you the enclosed letter of Dr. Otto Graf Lambsdorff, Minister of Economics of the Federal Republic of Germany.

*I am, dear Prime Minister,*

*Yours sincerely,*



Jürgen von Alten  
Minister

The Rt. Hon. Margaret Thatcher, MP  
Her Majesty's Prime Minister  
and First Lord of the Treasury

L o n d o n

10<sup>th</sup> of August 1981

The Right Honourable  
Margaret Thatcher MP  
No 10 Downing Street  
London SW1  
United Kingdom

Dear Prime Minister,

Thank you for the letter of 17 July 1981 which you handed to me in Ottawa.

As German Minister of Economics, it is of course gratifying to hear that German products enjoy a "high reputation for quality and reliability". Where consumers are known to react favourably, German manufacturers would naturally be quite ready to mark their products with the designation "Made in Germany" in light of the sales-promoting effect.

But for some exports - and this is to a large extent true for the goods included under the new British Order - the marking "Made in ..." unfortunately has a sales-impairing effect. The negative effect which the origin marking has on the subjective value of the product and also on the trademark is, objectively speaking, often undeserved.



Furthermore, in times of depressed economic activity, this measure tends to suggest to the consumer, repeatedly, and occasionally rather pointedly, that he choose domestically manufactured products.

It is naturally no consolation for the producer that it is not he, but the retailer in Great Britain, who is responsible for marking the goods. This does not lessen the resulting subjective depreciation in the value of the goods and the damage to the trademark.

With a view to avoiding a considerable disturbance of free trade in the Community, I welcome and will act upon your proposal to continue the bilateral exchange of opinions between officials of my Ministry and your Department of Trade.

Yours sincerely,

Walter Halliday



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25 JUNE 1991

