

**No. 2989**

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**ISRAEL  
and  
FRANCE**

**Exchange of notes constituting an agreement regarding  
the reciprocal exemption from customs duties on pub-  
licity materials for the encouragement of tourism.  
Paris, 15 September 1952**

*Official text: French.*

*Registered by Israel on 1 November 1955.*

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**ISRAEL  
et  
FRANCE**

**Echange de notes constituant un accord relatif à l'exonéra-  
tion réciproque des droits de douane pour le matériel  
et les documents de propagande touristique. Paris, 15  
septembre 1952**

*Texte officiel français.*

*Enregistré par Israël le 1er novembre 1955.*

[TRANSLATION — TRADUCTION]

No. 2989. EXCHANGE OF NOTES CONSTITUTING AN AGREEMENT<sup>1</sup> BETWEEN ISRAEL AND FRANCE REGARDING THE RECIPROCAL EXEMPTION FROM CUSTOMS DUTIES ON PUBLICITY MATERIALS FOR THE ENCOURAGEMENT OF TOURISM. PARIS, 15 SEPTEMBER 1952

I

THE ISRAELI LEGATION

Paris, 15 September 1952

Sir,

I have the honour to acknowledge receipt of your letter of 15 September informing me that the negotiations between France and Israel with a view to the conclusion of an agreement for the reciprocal exemption from customs duties of French tourist publicity materials and documents in Israel, and of similar Israeli materials and documents in France, have resulted in the following agreement:

1. The following shall be admitted free of import duties and import taxes: printed matter and propaganda posters on paper without restrictions as to quantity (time tables in book or poster form, guides, pamphlets, folders, whether illustrated or not, illustrated posters), the essential purpose of which is to induce the public to visit foreign countries or localities or to attend abroad meetings or events of a touring or sporting character, provided that such documents are to be distributed free of charge, that they do not contain more than 25 per cent of advertising matter, and that they are obviously intended as touring or sports propaganda.

2. Subject to re-exportation and on such conditions as may be determined by each Contracting State to prevent abuse, temporary free admission shall be granted to touring propaganda material (documentary cinematograph films of a maximum width of 16 mm. and a maximum length of 500 m. imported for free exhibition, printing plates, lantern slides, dioramas, photographs) not prohibited, the essential purpose of which is to induce the public to visit foreign countries or localities or to attend abroad meetings or events of a touring or sporting character.

- (a) Propaganda material must be imported on the responsibility and with the guarantee of the official representative of the official national tourist agency of the exporting country established in the importing country.
- (b) The period of temporary importation shall be one year.

<sup>1</sup>Came into force on 15 September 1952 by the exchange of the said notes. Was prolonged for one year from 15 September 1953 by an exchange of notes dated 12 November 1953 and was further prolonged for one year from 15 September 1954 by an exchange of notes dated 11 October 1954.

- (c) The material re-exported must be absolutely identical with that imported, and material must be re-exported by the agency which imported it.
- (d) The discharge of temporary importation papers may be effected by destruction of the material in the presence of the customs authorities in such conditions as they may determine.

I have the honour to inform you that the Government of Israel has approved the above text.

Accordingly, your letter and mine constitute an agreement between our two Governments.

I have the honour to be, etc.

(Signed) Maurice FISCHER

Envoy Extraordinary and Minister Plenipotentiary

His Excellency the Minister of Foreign Affairs

Quai d'Orsay

Paris

## II

FRENCH REPUBLIC

MINISTRY OF FOREIGN AFFAIRS

DEPARTMENT OF ECONOMIC AND FINANCIAL AFFAIRS

Paris, 15 September 1952

Sir,

I have the honour to acknowledge receipt of your letter of 15 September 1952 informing me that the negotiations between France and Israel with a view to the conclusion of an agreement for the reciprocal exemption from customs duties of French tourist publicity materials and documents in Israel, and of similar Israeli materials and documents in France, have resulted in the following agreement:

[See note I]

I have the honour to inform you that the French Government has approved the above text.

Accordingly, your letter and mine constitute an agreement between our two Governments.

I have the honour to be, etc.

(Signed) CHARPENTIER

Mr. Maurice Fischer

Minister of Israel

Paris