

CLASSIFICATION SECRET

CENTRAL INTELLIGENCE AGENCY

INFORMATION REPORT

REPORT

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1. The 1954 ~~total~~ total exports by VEB Optik Carl Zeiss Jena to the ~~USSR and the~~ countries (including China) is 60 million rubles. So far in 1954, Zeiss has received and accepted orders from these countries for a total of ~~about 60~~ million rubles. 25X1
2. The total Zeiss 1954 ~~total~~ plan figure to all countries, including West Germany, is some 75 million DME. Since the beginning of the ~~trademark~~ trademark and patent fight with the East German Zeiss firm, the export share of Zeiss Jena items to Western countries, including West Germany, has been revised downward to close to 4 million DME. Adjustments and changes were made in other areas so as to keep as close as possible to the 75 million DME total ~~export figure~~ areas.
3. As a first step to offset some recent cancellations of orders from Western countries following the trademark and patent fight with the West German Zeiss firm, Zeiss Jena was promised by East German Minister Heinrich Rau that "soon" it would again be allowed to handle its own export negotiations with Western countries without having to go through DIA, but it appears that a final decision on an East German Cabinet level concerning the dropping of DIA with regard to Zeiss product sales to Western countries has not yet been made.
4. In the meantime, DIA is going ahead with plans to push the sales of Zeiss products in specific areas. It intends to hold special fair~~s~~ and send qualified sales and technical personnel to Greece in June/July 1954. Should this type of campaign prove successful, a similar campaign will then be undertaken for Turkey, followed by a systematic sales campaign throughout the Western world, area by area. 25X1
5. At the same time, DIA is endeavoring to negotiate new contracts with the Zeiss representatives in the various Western or non-Orbit countries, which would specify that these representatives only can handle Zeiss Jena products and are not allowed to represent the West German Zeiss firm or its various subsidiaries. DIA officials do not believe that these negotiations will be very successful. Most of the older and better-placed representatives will refuse to accept this clause. 25X1

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- 2 -

 Comments:

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1. DIA- Deutscher Innen- und Aussenhandel, Feinmechanik- Optik.
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