EXPLANATORY NOTE

(This Note does not form part of the Regulations, but is intended to indicate their general purport.)

These Regulations provide for the free admission of commercial samples (and certain advertising films imported in lieu of samples) which are temporarily imported into the United Kingdom for the sole purpose of being shown to potential customers and soliciting orders for goods to be supplied from abroad. The Regulations give effect to the provisions of Articles III and V of the International Convention to Facilitate the Importation of Commercial Samples and Advertising Material (Cmd. 9054).

1955 No. 1346

The Tourist Publicity Materials (Temporary Importation) Regulations, 1955

Made - - - - -	*26th August,* 1955
Laid before Parliament	*31st August,* 1955
Coming into Operation	*26th September,* 1955

The Commissioners of Customs and Excise in pursuance of the powers conferred on them by section forty of the Customs and Excise Act, 1952(a), and of all other powers enabling them in that behalf, hereby make the following Regulations:—

1. If any goods, to which these Regulations apply, are imported into the United Kingdom and the importer satisfies the Commissioners that the goods—

(*a*) have been consigned to him by the official national tourist agency of a country outside the United Kingdom or by a national tourist publicity agency affiliated therewith,

(*b*) are imported for the purpose of encouraging travel outside the United Kingdom,

(*c*) are intended to be re-exported, and

(*d*) are capable of identification on re-exportation,

and satisfies the Commissioners that the following provisions of these Regulations, and such other conditions as may be imposed by the Commissioners, are and will be complied with, the goods may be delivered without payment of duty, and duty shall not be payable so long as the Commissioners continue to be so satisfied.

(a) 15 & 16 Geo. 6 & 1 Eliz. 2. c. 44.

2. The importer shall at the time of importation—

(*a*) produce the goods to the officer for examination,

(*b*) deposit in accordance with the officer's directions such sum of money or other security as the officer may require to secure the duty and compliance with these Regulations, and

(*c*) allow the officer to fix to the goods such seals and marks of identification as the officer may deem necessary.

3. While in the United Kingdom—

(*a*) the goods, except sound recordings and the goods specified in Regulation 7 (*i*) and (*j*), shall only be used by being shown or displayed for the purpose of encouraging travel outside the United Kingdom,

(*b*) goods specified in Regulation 7 (*a*), (*b*) and (*c*) shall only be so shown or displayed in the premises at which the importer conducts his business or at such other places as the Commissioners may, on prior application, approve for the purpose of such showing or display,

(*c*) electrical and mechanical equipment shall only be used for the purpose of operating displays for encouraging travel outside the United Kingdom,

(*d*) printing blocks and photographic negatives shall only be used for the purpose of producing tourist publicity material of a kind designed to encourage travel outside the United Kingdom,

(*e*) films shall only be exhibited, and sound recordings shall only be played, for encouraging travel outside the United Kingdom, at performances for which no charge direct or indirect is made for admission,

(*f*) the goods shall not be (or be offered to be) sold or otherwise disposed of,

(*g*) save as the Commissioners may on prior application allow, the goods shall not be altered or have any seals or marks of identification removed or altered, and

(*h*) the goods shall be produced to the officer as he may require.

4. The importer shall at any time furnish information, keep and produce records and produce any other documents, relating to the goods, their location and use in the United Kingdom as the officer may require.

5. The importer shall re-export the goods from the United Kingdom before the expiration of twelve months from the date of importation, or within such further period as the Commissioners may in special circumstances allow:

Provided that the Commissioners may, subject to such conditions as they may see fit to impose, permit the destruction of the goods in lieu of re-exportation provided that the importer makes prior application to them for such permission.

6. The importer shall at the time of re-exportation produce the goods and the relevant import documents to the officer for examination.

7. The goods to which these Regulations apply are—

(*a*) photographs, framed or unframed,

(*b*) pictures (including engravings, lithographs and other prints), framed or unframed,

(*c*) sculptures, tapestries and similar works of art,

(*d*) flags, other than flags of the United Kingdom, imported in a consignment containing not more than fifty flags,

(*e*) specimen articles of local or national handicrafts or costumes of the country from which those articles are consigned, imported in a consignment containing not more than twelve articles of any one class or description,

(*f*) dioramas and scale models,

(*g*) lantern slides,

(*h*) show cases, stands and similar display accessories,

(*i*) electrical and mechanical equipment for operating displays of tourist publicity material,

(*j*) printing blocks and photographic negatives,

(*k*) documentary films and sound recordings, the primary purpose of which is to encourage travel outside the United Kingdom, not being goods of a kind produced in quantity for general sale or hire in the United Kingdom.

8. (*a*) In these Regulations "officer" means the proper officer of Customs and Excise.

(*b*) The Interpretation Act, 1889(**a**), shall apply for the interpretation of these Regulations as it applies for the interpretation of an Act of Parliament.

9. These Regulations may be cited as the Tourist Publicity Materials (Temporary Importation) Regulations, 1955, and shall come into operation on the twenty-sixth day of September, 1955.

Dated this twenty-sixth day of August, 1955.

J. E. B. Finlay,
Commissioner of Customs and Excise.

King's Beam House,
London, E.C.3.

EXPLANATORY NOTE

(This Note does not form part of the Regulations, but is intended to indicate their general purport.)

These Regulations provide for the free admission of tourist publicity materials of the kinds specified in the Regulations which are temporarily imported into the United Kingdom for the purpose of being used to encourage travel abroad.

The Regulations give effect to Articles 3 and 4 of the Additional Protocol to the United Nations Convention concerning Customs Facilities for Touring (Cmd. 9473).

(**a**) 52 & 53 Vict. c. 63.