



Foreign and Commonwealth Office

London SW1A 2AH

5 July 1982

Dear John,

*I think that would be too much. Minister now looks like pulling out of negotiations here & Japan has NOT been a friend not*

The Great Japan Exhibition and the Prime Minister's Visit to Japan

The Great Japan Exhibition is generally reckoned to have been very successful. The Prime Minister will be aware of its quality, the work that went into it and the degree of Japanese support and commitment to it, without which it could not have taken place.

In spite of Japanese feebleness in our support recently, we have been wondering whether this success is something which we can turn to our advantage, particularly in the context of the Prime Minister's visit to Japan in September. We believe that if the Prime Minister were prepared to give a small reception in September before her visit to Japan for the Exhibition's Policy Committee and perhaps one or two others this would have a number of advantages.

First it would be seen by the Japanese as a clear sign that the Government generally, and the Prime Minister in particular, share the general opinion of the success of the Exhibition and its importance for Anglo-Japanese cultural relations. The fact that the Prime Minister is Patron of the Exhibition would make the gesture seem appropriate. The Japanese themselves have attached exceptional importance to the Exhibition and the holding of a reception would have an effect on the general climate for the Prime Minister's visit. (Conversely, the lack of a gesture of this kind, particularly given the Prime Minister's position as Patron, would be noticed by the Japanese and perhaps given undue significance, particularly since the Crown Prince of Japan has offered parallel entertainment in Tokyo.)

/Secondly,





Secondly, business sponsorship of the Arts is comparatively new in this country. The Government have made no secret of their view that in present economic circumstances the private sector must play its part in supporting major cultural manifestations. In the case of the Great Japan Exhibition, private sponsorship subscribed over £1 million with several of the larger sponsors contributing over £100,000 each. A reception for the Policy Committee would be much appreciated by the sponsors themselves (and would undoubtedly strengthen the position of those responsible in their companies for support for the Japan Exhibition). It would also be seen generally as an indication of approval for business sponsorship of the Arts and could favourably influence future business sponsorship. I enclose a list of the Policy Committee which includes all of those chiefly responsible either for organising or sponsoring the exhibition. I suggest that only representatives of Grand Metropolitan Hotels and British Airways be added as the only two major sponsors not represented on the Policy Committee.

I also attach a list of a few other names who might also be invited to such a reception. For the most part they need no explanation. Both Mr Channon, the Arts Council and the British Council have been actively promoting business sponsorship of the Arts.

Yours ever

(J E Holmes)  
Private Secretary

A J Coles Esq  
10 Downing Street





GREAT JAPAN EXHIBITION

ROYAL ACADEMY OF ARTS, LONDON W1V ODS

Policy Committee Members (UK)

Sir Hugh Casson KCVO, Chairman  
President of the Royal Academy

Mr Antony Butterwick  
Director, Overseas Containers Ltd

Mr Roger de Grey RA  
Treasurer of the Royal Academy

The Earl of Drogheda KG KBE

Mr Joe Earle  
Assistant Keeper, Far Eastern Dept, Victoria and Albert Museum

Sir John Figgess KBE CMG

Mr Frederick Gore RA  
Chairman Exhibitions Committee, Royal Academy

Sir Denis Hamilton DSO

Mr Sydney C Hutchison CVO  
Secretary of the Royal Academy

Dr Oliver Impey  
Assistant Keeper, Department of Eastern Art, Ashmolean Museum  
Oxford

Sir John Keswick KCMG

Mr Roderick MacFarquhar MP

Mr J E C Macrae  
Head of Cultural Relations Dept, Foreign and Commonwealth Office

Mr Graham McCallum CBE  
Director, John Swire & Sons Ltd

Mr Brian Nicholson  
Joint Managing Director, The Observer

Sir John Pilcher GCMG

Mr Brian Quinn  
Managing Director, Visnews Ltd

Sir Julian Ridsdale CBE MP  
Chairman, British Japanese Parliamentary Group

Mr Tom Ross  
Shell Group Public Affairs Coordinator

Mr Lawrence Smith  
Keeper, Department of Oriental Antiquities, British Museum

Mr Geoffrey Taylor  
Director and Deputy Group Chief Executive, Midland Bank Ltd

Mr John Waterton  
Group Marketing Director, Dawson International Ltd (Pringle of  
Scotland)



Professor William Watson  
Head of the Percival David Foundation, University of London

Dr David Wilson  
Director of the British Museum

Mr Nicholas Wolfers  
Assistant Director, Samuel Montagu & Company Ltd  
Exhibition Coordinator for the Sponsors

Sir Philip de Zulueta

Mr Norman Rosenthal  
Exhibitions Secretary, Royal Academy

Others

The Rt Hon Paul Channon MP  
Minister of State, DES

Sir Roy Shaw  
Secretary General, Arts Council of Great Britain

Sir John Burgh CB  
Director General, British Council

Mr David Michels  
Director of Sales and Marketing, Grand Metropolitan Hotels

Mr R D Ganderton  
Chief of Promotional Sales, British Airways, West London Terminal

Mr Christopher Hammond  
Chairman, Sponsors Sub-Committee, Midland Bank International

Mr Tsuyoshi Hirahara  
Japanese Ambassador

Mr Natsuo Amamiya  
Director and London representative of Japan Foundation

Mr Koichi Tsutsumi  
Minister, Japanese Embassy

Mr Shoji Sato  
Second Secretary, Japanese Embassy

Mr H Ito  
JAL Vice-President (Europe) and Vice-President (Africa)

Mr Y Mayumi  
General Manager UK and Eire, JAL

Reserves

Executive Committee Members (not included on Policy Committee)

Mr Laurie Bray  
Registrar, Royal Academy





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Miss Griselda Hamilton-Baillie  
Assistant Secretary (Public Relations), Royal Academy

Mr Trevor Clark  
Bursar, Royal Academy

Mr Alan Irvine  
(Designer of the Exhibition), Buzas & Irvine

Mr Alan Macdonald  
(Manager, Press and External Affairs), Midland Bank International

Dr Michael Pascoe  
(Adviser on Conservation), Camberwell School of Arts & Crafts

Mr Denis Serjeant  
Surveyor, Royal Academy

Mr Kenneth Tanner MVO  
Comptroller, Royal Academy

Miss Annette Bradshaw  
Deputy Exhibitions Secretary, Royal Academy

Others

Mrs S Henny  
Assistant Director, Japan Foundation

Miss Beth Borchardt  
(Liaison) Midland Bank International

Miss Christine Smith  
(Shop Manager) 28 Neal Street WC2

Mr Akira Sugino  
Counsellor, Japanese Embassy

Mr Yukio Satoh  
Counsellor, Japanese Embassy





FWF

RM

10 DOWNING STREET

*From the Private Secretary*

6 July, 1982

THE GREAT JAPAN EXHIBITION AND THE PRIME MINISTER'S VISIT TO  
JAPAN

Thank you for your letter of 5 July recommending that the Prime Minister should give a small reception for the Policy Committee of the Great Japan Exhibition and one or two other guests.

The Prime Minister has considered this recommendation but has decided that she does not wish to give such a reception. It would be difficult to find time for the event between the Prime Minister's return to London on 6 September and her departure for the Far East ten days later. But I think the Prime Minister was also influenced by the attitude which Japan displayed during the Falklands crisis and the recent evidence suggesting that Nissan was likely not to go ahead with its earlier plans to invest in the United Kingdom.

A. J. COLES

John Holmes, Esq  
Foreign and Commonwealth Office

BPC



10 DOWNING STREET

Prime Minister

1. The contrary arguments are :-

(a) your visit to the Exhibition was a sufficient gesture

(b) you will have a mere 10 days between your visit to Balmoral and your departure for the Far East. You will probably want to concentrate on domestic matters

(c) we shall be asking you to fit in to that 10 day period a number of interviews with Far Eastern journalists, plus perhaps a meeting / reception with British businessmen.

2. I am therefore inclined to doubt whether you should agree to the F/C.O. recommendation. Decline? Yes

M A.S.C.  $\frac{5}{7}$