



Mr Fowler (NAD) CONFIDENTIAL

PS
PS/Lady Young
PS/PJS
Sir W. Harding
Mr David Thomas

© Please file possible visit to Vancouver cm.

BRITISH HIGH COMMISSION
80 ELGIN STREET
OTTAWA K1P 5K7

The Rt Hon Sir Geoffrey Howe, QC MP
Secretary of State for Foreign and
Commonwealth Affairs

FCO
LONDON

29 November 1985

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Advice please.

New Secretary of State.

We spoke briefly about EXPO '86 during your visit here at the end of September. I had a meeting in Vancouver recently with all concerned about the plans for British participation. I am reasonably reassured about the nature and extent of our effort. Our pavilion should provide an interesting and impressive display of British achievement and potential in Transport and Communications, the theme of EXPO. We shall also be making a significant contribution to the related cultural festivities.

2. There are however one or two areas where we should try to make an even greater impact if we are to capitalise effectively on the commercial opportunities provided by EXPO and to counter the major and well-financed efforts being made by our commercial competitors.

3. EXPO '86 is going to be a fairly cut-throat competition. I am most anxious to ensure that we do not let the opposition steal a march on us. To achieve this, we need:

a. the highest possible British representation at the British Day/Week;

b. a significant overall British presence during that week, and other high profile activities throughout the EXPO period.

4. I will not burden this letter with details. These are set out in the enclosed note. What I very much hope is that:

a. it will after all be possible for the Prime Minister to attend the British Day which could, if necessary, be moved from July 8 to Saturday, July 12;

b. the Ministry of Defence will consider further and sympathetically, proposals for the involvement of the Armed Services in EXPO '86. We need Ceremonial Trumpeters for the British Day, a major Naval presence at some stage, and the Red Arrows if they can possibly be spared.



5. I know only too well the limitations on our resources. I hope nevertheless that you might feel able to put in a word for us with No 10 and with Mr Heseltine. We do need a push in both quarters if we are to get the most out of EXPO and to achieve an appropriate commercial return on our substantial financial investment.

Yours ever,
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D M Day



EXPO '86: BRITISH PARTICIPATION

The commercial background

1. EXPO '86 in Vancouver will be the major event in Canada and on the Western seaboard of North America in 1986. Forty-seven countries, including the UK, will have pavilions on the EXPO site. All participants will be seeking to project a favourable image of their country. The theme of EXPO is 'Transport and Communications'. EXPO is developing into a major commercial competition between the participating governments. All those involved will be out to capture markets not only in British Columbia and elsewhere in Canada, but throughout the United States (the States of Washington, Oregon and California, with a combined population of 32 million, are contiguous with British Columbia), and also in the Far East and South East Asia.
2. Our commercial competitors are mounting a major effort at EXPO '86. They are investing substantially more money in their participation than we are. The Japanese are believed to have a budget of £5 million, the French of £2.4 million. HMG are spending some £1.5 million and the FRG also around the £2.4 million mark. The Province of Ontario has a budget of £6 million.
3. The British pavilion is designed to make a major impact both politically and commercially. We will be displaying British achievements in transport and communications. We will be concentrating on today and tomorrow rather than on the past. Our pavilion will be a showcase for advanced British technology.
4. BREL/Leyland will be promoting their rail bus at EXPO '86. There is potential for significant sales in North America. The Canadian Government are already interested: they are financing winter trials in Canada to the tune of a quarter of a million dollars. Jaguar will be launching their new Cabriolet at EXPO '86.
5. To coincide with EXPO '86, a major store promotion programme is planned. Most of the BOTB store promotion budget for North America for 1986 is being dedicated to this programme. There will be special promotions of British goods during the British Week. These will be concentrated in British Columbia, but similar promotions will be taking place elsewhere in Canada at the same time. Firm orders for new business already exceed \$3 million and are expected soon to reach \$5 million or more.



Representation at the British Day

6. The British Day is tentatively fixed for Tuesday, July 8. The remainder of that week has been set aside for activities with a specifically British flavour. The British Day (as all other National Days), will commence with a formal ceremony on the EXPO site at which the British representative will be welcomed and appropriate speeches made. We are planning to incorporate in the opening ceremony a number of events to attract attention and commercial interest, eg fashion displays, demonstration of motor vehicles, etc. There will also be appropriate British musical and choral representation.
7. The presence of the Prime Minister in Vancouver for British Day would make a major political impact. It would be the first visit of a British Prime Minister to British Columbia for 10 years. The visit would be warmly welcomed by both the Federal and the Provincial Government. It would heighten the prestige of the UK and HMG in the Province, and more widely in Canada. It would undoubtedly attract interest on the West Coast of the United States. It would provide a clear demonstration of the United Kingdom's continuing involvement and interest in Canada. It would also counterbalance, if not outweigh, the impact of visits that may be made by other national leaders to Vancouver during EXPO.
8. Furthermore, a Prime Ministerial visit would give tremendous impetus to our commercial activities during EXPO. It could encourage others to join in with special displays (and purchase) of British goods. It would, more than anything else, reinforce our existing efforts to 'sell Britain' at EXPO '86.
9. July 8 has been chosen as British Day as it coincides with the opening night of performances by the Royal Ballet. If an alternative date in July would be more convenient for the Prime Minister, British Day could probably be fixed for Saturday, July 12. On that evening, the Royal Ballet will be giving the world premiere of a new ballet. The Prime Minister's presence would add lustre to the occasion.
10. A British Day on July 12 would perhaps permit the Prime Minister to fly from London to Vancouver by Concorde on Friday, July 11, spending July 12 and part of July 13 in Vancouver, returning overnight on July 13 to arrive back in London early on Monday, July 14. Arrival and departure by Concorde would stimulate additional interest, and be extremely appropriate, given the theme of EXPO '86.

/Participation



Participation by the Armed Services

11. The Ministry of Defence have already agreed that the Band of the Queen's Lancashire Regiment, which will be in Canada at the time, may appear in Vancouver on the British Day. The additional costs involved are coming out of our EXPO '86 budget.
12. The Royal Navy hope to arrange for a visit to Vancouver from 23-28 May 1986 by a new type 42 destroyer and an RFA tanker. A full or half Royal Marine band is expected to be embarked.
13. We have been discussing with the Ministry of Defence possible additional involvement in EXPO '86. Suggestions that have been made include:
- a. the presence of the Red Arrows team at the Abbotsford air show near Vancouver, which will be an integral part of EXPO '86;
 - b. a visit to Vancouver by a naval task force including HMS 'Illustrious' which is visiting the West Coast of the United States during the period of EXPO. The presence of 'Illustrious' with Harriers embarked, would make a major impact, and would provide the opportunity to demonstrate the remarkable qualities of the Harrier aircraft.
14. The presence of the Red Arrows or HMS 'Illustrious' (preferably both) would add enormously to the impact we wish to make at EXPO. There has been no major Naval visit to the West Coast of Canada since 1978. Canada's naval traditions are still firmly British. We are hoping to play a major part in the construction programme of the new Canadian submarines (value to the UK c. \$1/2 billion. A major naval visit would help to preserve the relationship and further our commercial cause. Nor, as far as we are aware, have the Red Arrows been seen in Western Canada. Their presence would provide exciting evidence of British technical, manufacturing and individual excellence.
15. It is strongly hoped that it might therefore still be possible for the Red Arrows and HMS 'Illustrious' to include Vancouver in their programme for 1986.
16. The British Day celebrations would also be much enhanced by the presence of the State Trumpeters from the UK or some similar group of trumpeters, eg those of the King's Troop Royal Horse Artillery. Furthermore, we could make effective use of any other Service team that could be made available, for example, one of the Service's motor cycle display teams, the Royal Air Force Queen's Colour Party, or the like.

CANADA : Expo 80 : July 1981

