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From the Private Secretary

22 August 1988

BRISBANE: EXPO 88

The Prime Minister has seen your Secretary of State's minute of 18 August about Brisbane: Expo 88, and has commented that she looks forward to discussing this with him on his return.

P. A. BEARPARK

Neil Thornton, Esq.,
Department of Trade and Industry

cc pfe

Pinn Bristol²

PRIME MINISTER

Look forward to the

BRISBANE: EXPO '88

discussion of

One of my very first acts on coming to this Department was to confirm the decision of my predecessor not to support a contribution of a quarter of a million pounds from my Export Promotion Vote towards the cost of a British Pavilion at the Brisbane Exposition. I thought it might help if I were to rehearse the reasons why I so decided.

My Department spends about £12 million each year towards encouraging exporters, particularly those exporting for the first time, to venture overseas to show their products at international trade fairs.

The difficulty with Expositions is that they are not directly related to particular products or individual companies' activities. Indeed, as they are aimed at the general public rather than a specialist audience, they are not regarded by industry as particularly effective occasions for promoting our exports.

The clearest market demonstration of this arose from a lunch we funded through the Australia and New Zealand Trade Advisory



the department for Enterprise

Committee. This enabled Tim Eggar to speak to a cross section of businessmen and bankers to invite them to put up financial support in exchange for promotional advertising in some form. I have to report that not one company came forward with an offer.

It may well be that there is a very good but different case to be made for taking space at Expositions. I am just not sure that it is one that should be made out of specific export promotion funds but I shall be visiting Expo '88 with an open mind and would like to take the opportunity to raise this matter with you on my return.

A handwritten signature in blue ink, appearing to be 'Ruf', is written over a horizontal line. Below the signature, the initials 'DY' are printed.

DY

Department of Trade & Industry

18 August, 1988