



Prime Minister Foreign and Commonwealth Office

London SW1A 2AH

You wanted a fuller account of what was planned for British weeks in Kiev before deciding whether to

Jean Charles, met Mr. Gorbachev etc. It sounds all right, although it's hard to tell.

Prime Minister's Visit to the Soviet Union

In your letter of 28 April you asked for a fuller account of the nature of the exhibition to be mounted in Kiev.

In a Memorandum of Understanding signed during the Prime Minister's visit to the Soviet Union in March 1987, we agreed that a "Soviet Week" would be held in Birmingham in 1988 and that a "British Week" would take place in Kiev in 1990. It has been agreed that both events should last for roughly a month. The Soviet month was held in Birmingham last October and was reasonably successful (although it did not grab the headlines). Our month will be from 4-30 June next year, entitled "Britain in Kiev."

The objective will be to put across the message that Britain is a prosperous society, technologically advanced and culturally diverse and sophisticated: a country in which our own brand of "perestroika" has worked successfully. "Britain in Kiev" will consist of a large exhibition, plus a wide range of supporting activities. The event is under the umbrella of the GB/USSR Association. In practice the FCO's Soviet Department will be responsible for coordinating the various inputs, working closely with the DTI and the British Council. FCO's Information Department are in direct charge of the main exhibition itself.

The exhibition will be in one of the pavilions on Kiev's permanent exhibition ground. Previous foreign exhibitions held there, such as an American display in 1988, have attracted capacity crowds. We expect some 350,000 visitors to the exhibition over four weeks. The pavilion will cover 1,250m. There will also be an outside stage area.

Five leading British exhibition design firms and the COI have been invited to submit design proposals. These will be submitted to Ministers next month and the winning design finalised by August. The budget for the exhibition is £2m (of which £1m is the subject of a bid in the 1989 PES round): this allows £1,000 per square metre for the display, enough to produce a high quality of design and finish.

Not enough

/Designers

*£2m will NOT produce an effective exhibition - it will be miracle - British was done 1/2 m was useful CCLC.*

*Agree to plan on the basis of meeting Mr. Gorbachev etc? CBN*





Designers have been asked to produce proposals for displays which show vividly how Britain has tackled problems of the kind currently facing the Soviet Union such as regional development, the modernisation and restructuring of industry, and environmental improvements; how technology is applied to daily life in Britain; and how the quality of life in Britain has improved as a result. The display is to be pitched at an educated, urban Soviet audience and will aim to provide information in a lively way, using "hands-on" exhibits involving the audience and audio-visual techniques, as well as static displays. The exhibition will be staffed mainly by Russian speaking British guides.

We are also intending to introduce to Kiev as many "British" elements as possible during June 1990. Major cultural events should include a visit by the ENO, opening the first ever tour of the USSR by a major British opera company; a British Film Festival sponsored in part by BAFTA; other musical performances; a British Council fine arts exhibition possibly Henry Moore; a Book Exhibition (which would, we hope, offer the possibility of selling British books direct to Russian for roubles); and possibly a series of performances by the English Shakespeare Company. Other events which we hope to include are a visit by a military band and a display by the Red Arrows. We will also be involving the media: Capital Radio are already interested in broadcasting a whole range of programmes from Kiev and in sponsoring a series of rock concerts. The BBC (whether the External Services or Radio Four) will almost certainly want to be involved.

In addition, we and the DTI are looking into ways of involving British companies, whether as sponsors or exhibitors, possibly in a parallel trade event. Although Britain in Kiev is not a Trade Fair, we want to maximise the contribution of British business and to ensure that we take advantage of any potential opportunities for our exporters.

Our aim is that this should be a prestigious event with a greater impact than any British manifestation has ever had in the Soviet Union.

*Yours ever,*

*Richard Gozney*

(R H T Gozney)  
Private Secretary

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Soviet Union

PM's visit to the USSR Pt 3



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cele JW

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*From the Private Secretary*

18 May 1989

**PRIME MINISTER'S VISIT TO THE SOVIET UNION**

Thank you for your letter about the exhibition to be mounted in Kiev for British Week. The Prime Minister has considered this carefully. She has commented that £2 million is not enough to produce an effective exhibition. She recalls that Brisbane was done on £1½ million and was "awful". She is not prepared to reach a decision on whether to invite Mr. Gorbachev to attend the exhibition until further consideration has been given to finding sufficient funds to meet a really worthwhile event.

(C. D. POWELL)

Richard Gozney, Esq.,  
Foreign and Commonwealth Office.

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CPC  
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Foreign and Commonwealth Office

London SW1A 2AH

25 May 1989

Prime Minister

Dear Charles,

Kiev Exhibition

It is of course a  
prerequisite to approaching  
you for support for  
PES bid.

Thank you for your letter of 18 May. We

CAF  
25/5

The Foreign Secretary entirely agrees that it is important that the Kiev Exhibition should be a worthwhile event and that we need to ensure the appropriate funding. He is grateful for the Prime Minister's interest. In order to be absolutely certain of a suitably high quality exhibition, the Foreign Secretary has concluded that the budget should be increased from £2m to £3.5m. The maximum contribution the FCO can make is £1m; the FCO PES bid for Kiev has accordingly been increased from £1m to £2.5m in order to ensure a first-rate display.

As I explained in my letter of 17 May, we have invited five leading design firms (as well as the COI) to submit design proposals. The Foreign Secretary would be very happy to make a presentation in mid-June to the Prime Minister of the winning design so that she can see how effectively the money is being spent and that it will be a suitable event to which she could take Mr Gorbachev. The PES process and design timetables will allow us to make further adjustments to the budget if necessary.

Jans.  
Stephen Wall  
(J S Wall)  
Private Secretary

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SOVIET UNION : PM'S UNUS PT3

