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Secretary of State for Trade and Industry

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14 January 1986 *Prime Minister*
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CONFIDENTIAL

Charles Powell Esq
Private Secretary to the
Prime Minister
10 Downing Street
London SW1

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Dear Charles,

EXPO '86: VANCOUVER

Thank you for copying to us your letter of 2 January to Len Appleyard.

The main thrust of exhibitions such as Expo '86 is usually cultural and informational. It is very difficult therefore to assess their commercial worth. There will be 47 leading British companies at Expo '86. We know that the Chairmen of British Rail and British Airways will both be visiting the exhibition, but any business is likely to be confined to the long term.

The situation is very different as regards stores promotions. The British Overseas Trade Board have planned a major stores promotion exercise to coincide with Expo '86. This will involve well over 800 stores throughout Canada. It will be on much the same scale as the recent very successful J C Penney promotion in the United States, and we hope just as successful.

The stores promotions will be concentrated in July and a visit by the Prime Minister at that time would undoubtedly provide a most welcome boost to the promotion.

I am copying this letter to Len Appleyard and to Sir Anthony Acland.

Yours sincerely,

C Bradley

CATHERINE BRADLEY
Private Secretary

CANADA
EXPO 86

7/87



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EXPO '86: TAVOUBASH

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