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INTELLIGENCE MEMORANDUM

PARTICIPATION OF THE SINO-SOVIET BLOC
IN INTERNATIONAL TRADE FAIRS AND EXHIBITS

CIA/RR IM-430

1 May 1956

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CONTENTS

	<u>Page</u>
Summary	1
1. Scope and Trend	2
2. Economic Impact	8
3. Other Implications	10

Appendixes

Appendix A. Anticipated Participation of the Sino-Soviet Bloc in International Trade Fairs, 1956	13
Appendix B. Estimated Expenditures by the Sino-Soviet Bloc on International Trade Fairs, by Host Country, 1955	19
Appendix C. Source References	23

Tables

1. Summary of the Participation of the Sino-Soviet Bloc in International Trade Fairs and Exhibits, 1951-55 . . .	4
2. Participation of the Sino-Soviet Bloc in International Trade Fairs and Exhibits, by Size and Estimated Expenditure, 1955	6
3. Participation of the Sino-Soviet Bloc in International Trade Fairs and Exhibits, by Size and Estimated Expenditure, 1954	7
4. Estimated Expenditures by the Sino-Soviet Bloc on Inter- national Trade Fairs, by Host Country, 1955	19

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PARTICIPATION OF THE SINO-SOVIET BLOC
IN INTERNATIONAL TRADE FAIRS AND EXHIBITS*

Summary

The program of the Sino-Soviet Bloc for participation in international trade fairs is part of the battery of techniques used to implement the foreign economic policy of the Bloc. This program and the other techniques, which include trade agreements, attractive barter deals for agricultural surpluses, and credits for the purchase of capital equipment by underdeveloped countries, are being expanded considerably in what appears to be a closely coordinated effort by the entire Bloc. By employing foreign economic policy as an instrument of foreign political policy, the Bloc has scored recent diplomatic successes in the Middle East and Asia.

The planners of the Sino-Soviet Bloc believe that there are four internal conditions which make possible their successful entry into the new arenas of world diplomacy in Asia, the Middle East, Africa, and Latin America. These conditions, according to D.T. Shepilov, Soviet Communist Party Secretary and Chief Editor of Pravda, are "enough economic resources, cultural bases, technical personnel, and a sufficiently ordered domestic scene." In connection with the first condition, he remarked that the "current re-emphasis on heavy industry had helped to create a stockpile of capital goods for trade with underdeveloped countries." It is possible that the recent attempt to make Stalin the scapegoat for the Communist purges, coupled with the current emphasis on "collective leadership" and "socialist legality," will result in an eventual increase in domestic tranquility and morale, thus further satisfying another of the four conditions.

The foreign economic policy of the Sino-Soviet Bloc, using tested techniques and relying on satisfactory internal conditions, probably will continue to be expansive in the hope of gaining further diplomatic successes.

* The estimates and conclusions contained in this memorandum represent the best judgment of ORR as of 1 April 1956.

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1. Scope and Trend.

Mikhail V. Nesterov, President of the Soviet Chamber of Commerce, recently stated that the USSR plans to increase its participation in international trade fairs and exhibits in 1956 by 60 percent over 1955. * The other members of the Sino-Soviet Bloc also are expected to increase their participation in trade fairs in 1956. A preliminary list of fairs in which various members of the Bloc have announced their intention of participating is shown in Appendix A. Although only a partial compilation of fairs and exhibits in which the Bloc will participate in 1956 can be compiled at this time, the list indicates the expansive nature of the program. From this compilation and other available data, it is believed that the expansion will be manifested in three ways: (a) an increase in the number of trade fairs in the Free World in which the Bloc participates, (b) increased participation in trade fairs in underdeveloped countries, and (c) more impressive exhibits.

Information concerning trade fairs in 1956 indicates that in fairs within the Sino-Soviet Bloc, emphasis generally will be laid on those fairs which influence relations between the Bloc and the Free World. It is anticipated, therefore, that the major Bloc fairs in 1956 will be the Spring and Fall Leipzig Fairs and the Poznan and the Plovdiv Fairs.

A substantial expansion is expected in participation by the Sino-Soviet Bloc in Free World fairs. Major efforts by the Bloc in Europe will be made in Austria, the UK, France, Italy, West Germany, Sweden, Greece, and Yugoslavia. Noteworthy exhibits will also be sent to Afghanistan, Syria, Lebanon, Turkey, Egypt, India, Indonesia, and Japan. The Bloc also will venture into the relatively new markets of Africa and Latin America with participation at fairs in the Belgian Congo, Morocco, Tunisia, and the Union of South Africa, as well as Brazil, Colombia, Paraguay, Uruguay, and other Latin American countries.

A mounting body of evidence indicates that the exhibits of the Sino-Soviet Bloc in 1956 will be larger, better planned, and more impressive than they were in 1955. Reports from the sponsors of

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trade fairs indicate that almost invariably the Bloc authorities are requesting more space than they had in 1955. The Czechoslovaks, after experimenting with their large engineering exhibit within the Bloc, have announced their intention of displaying it in the Free World. Bulganin stated that the USSR may bring its "Atoms for Peace" show to Latin America. The Bloc has acquired considerable knowledge of Free World markets, and their exhibits probably will have a strong commercial appeal. Even their propaganda, although tailored to the prejudices of the host country, will be less obvious and therefore will increase the over-all appeal of the Bloc exhibits.

It appears that the plans of the Sino-Soviet Bloc in 1956 are to follow up and intensify their successful participation in trade fairs in Europe, the Near East, the Middle East, and the Far East in 1955 and to participate actively in fairs in Africa and Latin America.

The following quotation from an article by Mikhail V. Nesterov contains the essence of Soviet official policy concerning participation in trade fairs: "The international industrial expositions and fairs in which the Soviet Union takes an active part play a great role in developing international economic ties ... [and have] the function of helping to develop and strengthen economic relations between the USSR and foreign countries. Participation of the USSR in expositions has become especially broad and systematic since the end of the war." This policy, like most international Soviet economic policy, has been adopted by the Sino-Soviet Bloc as a unit. A summary of the participation of the Bloc in international trade fairs and exhibits during 1951-55 is shown in Table 1.*

The growth of participation by the Sino-Soviet Bloc in international commercial activity by means of the trade-fair technique also is shown in Table 1.* This participation was restricted in 1951 to a minor share in fairs organized by the major trading nations of Europe. The initial expansion and broadening of the program began in 1952. In that year the Bloc appeared for the first time in five fairs in underdeveloped countries. The trend of participation in underdeveloped areas continued in 1953. Exhibits were held in Egypt, French Morocco, Indonesia, Thailand, and Tunisia. The Bloc continued to participate in fairs in Greece and

* Table 1 follows on p. 4.

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Table 1

Summary of the Participation of the Sino-Soviet Bloc
in International Trade Fairs and Exhibits a/
1951-55

Year <u>b/</u>	<u>Bloc Exhibitions</u>				
	<u>Free World Countries</u>	<u>Bloc and Free World Countries</u>	<u>Number of Fairs and Exhibitions</u>	<u>Number of Bloc Exhibits</u>	<u>Estimated Bloc Expenditures (Thousand US \$)</u>
1951	6	8	8	20	N.A.
1952	13	15	20	92	N.A.
1953	21	23	58	120	N.A.
1954	23	26	60	125	10,000
1955	32	41	149	288	38,000

a. Summary of data in the tables and appendixes which follow.

b. Data for 1951, 1952, and 1953 are less firm than data for 1954 and 1955.

Turkey. In 1954 the size of the individual Bloc exhibits increased, and the Bloc further increased its participation in the fairs of the under-developed countries. For example, the Bloc participated on a larger scale in fairs in Turkey, Syria, Indonesia, Greece, and Egypt. Smaller efforts were made in fairs in Brazil, French Morocco, Iran, and Malaya.

The most significant increase in participation by the Sino-Soviet Bloc in trade fairs and exhibits took place in 1955. In this single year the Bloc participated in more trade fairs and exhibits than in the four preceding years. In 1954 the Bloc had 125 exhibits in some 60 fairs in 26 countries, with an estimated expenditure amounting to US \$10 million. In 1955 the Bloc had 288 exhibits in 149 fairs in 41 countries. Expenditures by the Bloc on such exhibits in 1955 are estimated to have been the equivalent of US \$38 million, of which approximately US \$18 million were spent on exhibits in the Free World

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and the remainder on fairs held in Bloc countries. The Bloc spent the equivalent of US \$9 million at the Spring and Fall Leipzig Fairs and the Poznan and the Plovdiv Fairs, of which approximately 40 percent may be charged to Bloc efforts to influence East-West trade relations. Thus it is estimated that total Bloc expenditures in 1955 on exhibits to affect trade between the Bloc and the Free World were approximately US \$22 million. Thus, although trade with the Free World constitutes only about 20 percent of total Bloc trade, approximately 58 percent of the Bloc expenditures on trade fairs was spent to influence relations between the Bloc and the Free World.

Tables 2* and 3** show the extent of participation by the various countries of the Sino-Soviet Bloc in trade fairs and exhibits both within the Bloc and in the Free World. Two noteworthy developments are apparent from these tables: (a) the emergence of Communist China as a substantial participant in trade fairs and (b) the leading role of Czechoslovakia as a participant in trade fairs. The role of Czechoslovakia lends some substance to the belief that the Czechoslovak export industry will concentrate principally on exports to non-Communist countries. It is probable that the Czechoslovak export drive is designed to make "practical propaganda" for the Communist economic system as well as to increase the economic dependence of certain countries on Bloc sources of supply.

Estimated expenditures by the Sino-Soviet Bloc on international trade fairs in 1955, by Bloc participant, by geographic area, and by host country, are shown in Table 4.*** This table shows the areas where Bloc activities in trade fairs have been concentrated.

Although Western Europe is the major trading area in the Free World for the Sino-Soviet Bloc, its expenditures on trade fairs in Western Europe were somewhat less than those in the Far East and Middle East. Bloc participation in trade fairs in India involved a greater financial outlay than in any other country of the Free World. Major outlays were also made in Pakistan, Indonesia, and Syria. The Bloc also participated extensively in trade fairs in Yugoslavia, Turkey, Austria, the Netherlands, and Sweden. Not so costly as these, but also noteworthy, were the one-nation shows in Argentina, Egypt, and Iceland.

* Table 2 follows on p. 6.

** Table 3 follows on p. 7.

*** Appendix B, p. 19, below.

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Table 2

Participation of the Sino-Soviet Bloc in International Trade Fairs and Exhibits by Size and Estimated Expenditure a/ 1955 (Free*World Figures in Parentheses)

Sino-Soviet Bloc Participant	Number of Exhibits				Total Exhibits	Total Estimated Cost b/ (Thousand US \$)
	Large	Medium	Small	Negligible		
USSR	16 (8)	6 (4)	6 (4)	9 (6)	37 (22)	11,688 (4,392)
Czechoslovakia	22 (15)	11 (9)	20 (14)	24 (23)	77 (61)	9,423 (5,976)
East Germany	10 (5)	8 (7)	23 (15)	10 (8)	51 (35)	5,880 (2,791)
Communist China	9 (7)	1 (0)	7 (5)	3 (2)	20 (14)	3,446 (2,654)
Hungary	4 (0)	1 (4)	17 (12)	20 (20)	48 (36)	2,630 (880)
Poland	5 (2)	2 (1)	6 (3)	11 (9)	24 (15)	2,492 (678)
Bulgaria	2 (0)	3 (2)	2 (1)	4 (3)	11 (6)	1,198 (446)
Rumania	2 (1)	2 (1)	5 (2)	3 (3)	12 (7)	906 (326)
North Vietnam	0	0	5 (0)	0	5 (0)	100 (0)
Albania	0	0	2 (0)	0	2 (0)	40 (0)
North Korea	0	0	1 (0)	0	1 (0)	20 (0)
Total	70 (38)	40 (28)	94 (56)	84 (74)	288 (196)	37,823 (18,143)

a. A large-scale expenditure involves 20,000 square feet of space or more, large delegations, and considerable transportation expense. A medium-scale expenditure involves approximately 10,000 to 20,000 square feet of space, often in a Pavilion of Nations permanently erected by the fair officials, which would obviate high construction costs. A small-scale expenditure utilizes less than 10,000 square feet and a negligible effort involving exhibition of a few products by a local agent or participation in a specialized exhibit, such as an automobile show or an office equipment show, where the number of products involved is minimal.

b. The Office of International Trade Fairs, Department of Commerce, has indicated that a US exhibit on a large scale might cost up to US \$600,000; on a medium scale, US \$150,000; and on a small scale, US \$20,000. Generally, a range from US \$200,000 to US \$500,000 was applied to large exhibits. It is estimated that in a few cases the Sino-Soviet Bloc expended more than US \$500,000 on individual large-scale exhibits, and in these cases a larger sum was used in the above estimate. The medium- and small-exhibit figures were applied as given, and a US \$2,000 figure was assigned to the negligible shows.

Table 3

Participation of the Sino-Soviet Bloc in International Trade Fairs and Exhibits by Size and Estimated Expenditure a/ 1954 (Free World Figures in Parentheses)

Sino-Soviet Bloc Participant	Number of Exhibits					Total Exhibits	Total Estimated Cost b/ (Thousand US \$)
	Large	Medium	Small	Negligible			
USSR	12 (10)	1 (0)	1 (1)	4 (4)	18 (15)	3,900 (3,028)	
Czechoslovakia	2 (2)	6 (5)	13 (12)	16 (16)	37 (35)	1,692 (1,522)	
East Germany	2 (1)	4 (4)	14 (13)	1 (1)	21 (19)	1,330 (1,112)	
Communist China	1 (1)	1 (0)	0	1 (1)	3 (2)	550 (402)	
Hungary	0	5 (5)	15 (13)	5 (5)	25 (23)	1,060 (1,020)	
Poland	0	4 (2)	4 (3)	0	8 (5)	680 (360)	
Bulgaria	0	1 (1)	7 (5)	0	8 (6)	290 (250)	
Rumania	0	0	3 (1)	2 (2)	5 (3)	60 (24)	
Albania	0	0	0	0	0	0 (0)	
Total	<u>17 (14)</u>	<u>22 (17)</u>	<u>57 (48)</u>	<u>29 (29)</u>	<u>125 (108)</u>	<u>2,562 (1,718) c/</u>	

a. See Table 2, footnotes a and b, p. 6, above.

b. The estimating procedure is identical with that of 1955 (see Table 1) except that in the estimate for 1954 a range from US \$200,000 to US \$500,000 was applied to the large exhibits. On balance, it is believed that this variation in estimating technique has resulted in no significant error.

c. Intra-Bloc expenditures in 1954 were low because the Floydly and Poznan Fairs were not held. The increase in 1955 in intra-Bloc expenditures can be traced almost directly to these two fairs and to the estimated US \$6 million spent on exhibits in Communist China. No estimate was made for expenditures on the Moscow Agricultural Fair, which opened for the first time since the war in 1954. It is not an international fair, although it attracts huge crowds and many foreign visitors.

2. Economic Impact.

Participation by the Sino-Soviet Bloc in international trade fairs and exhibits is frequently dismissed as propaganda. This point of view is reinforced by reports that in some cases the representatives of the Bloc at fairs were reluctant to quote prices or discuss definite delivery dates. The apparent unwillingness of the Communist representatives in these cases to negotiate an on-the-spot sale is contrasted with the willingness of Western exhibitors to do business immediately. Bloc trade, however, is controlled by a state monopoly which is normally more interested in the general development of trade relations than in single, isolated, on-the-spot sales. The "normalization of trade relations," which is the principal aim of Bloc participation in trade fairs, is accomplished primarily through the medium of subsequent trade and payment agreements. These agreements are reached only after negotiations involving governmental agencies, central banks, Bloc trade monopolies, and Free World trade companies. The Bloc generally uses a trade fair as a means of exhibiting a wide range of products as a step in the process of negotiating trade agreements. There are indications, however, that the commercial policy of the Bloc at trade fairs is becoming increasingly flexible. There are reports that some European Satellites prepare sales plans of exportable goods in order to be able to take on-the-spot orders. In several cases, items on display were offered to the host countries either for sale or as a gift. Some substantial contracts and trade agreements have been concluded at trade fairs. When it was not possible to conclude trade agreements, the groundwork was laid for future negotiations. From these and other indications, it is apparent that if necessary the Bloc will deviate from its normal trade practices in order to ensure the commercial success of its participation.

The USSR has commonly used what may be termed an "institutional" approach to the trade-fair medium by presenting its exhibits in an impressive display, usually under a single roof in a Soviet pavilion, rather than dispersed among the various exhibits of individual categories of products. There has been considerable comment concerning the withdrawal of the USSR from trade fairs coincidental with US announcements of intent to participate. This withdrawal has popularly been construed as Soviet reluctance to compete with the US exhibit. Examination of the details of Soviet withdrawal indicates that one of

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the principal motives was the unwillingness or inability of the sponsors of the fair to allocate sufficient space for a large, consolidated Soviet exhibit rather than fear of US competition, although the latter may have been a contributing factor.

An examination of the foreign trade of the Sino-Soviet Bloc with the underdeveloped countries in which the Bloc has participated in trade exhibits indicates that the trade-fair program does have an economic impact. The impact appears to be cumulative and thus offers the probability of a long-term increase in such Bloc trade. For example, the Bloc exhibits in recent Salonika trade fairs probably acted as a catalyst in the increase in Greek trade with the Soviet Bloc in 1953 and 1954, an increase which restored this trade to the levels of 1948. It is estimated that the trade of the Soviet Bloc with Greece in 1955 increased 35 percent over that of 1954. The Bloc has successfully obtained an important market for timber and petroleum in Greece, and in exchange it receives needed supplies of tobacco, fruits, vegetables, olive oil, and olives. The USSR is reported to be extremely interested in obtaining needed bauxite from Greece. Several trade agreements between the Bloc and Greece have been concluded, and trade delegations and agents have been sent to Greece. Prospects of further increases in foreign trade are believed to be good. Although Greece cannot be said to be economically dependent upon the Sino-Soviet Bloc, Bloc trade with Greece has increased to the highest point on record and has resulted in greatly improved economic relations which, in turn, have reduced the strain of political relations between the Soviet Bloc and Greece. Other countries in which Bloc participation in trade fairs and exhibits and attendant promotional activities have been instrumental in increasing trade, although to varying degrees, are Afghanistan, Finland, Iceland, Yugoslavia, Egypt, Syria, Turkey, India, Indonesia, Burma, and Argentina.

There is a striking correlation between the activities of the Sino-Soviet Bloc in trade fairs and Bloc offers of credit to underdeveloped countries. The Bloc has used participation in trade fairs in underdeveloped countries both as an opening wedge for the improvement of economic relations and as a means of maintaining interest in their further development. Almost without exception the underdeveloped countries mentioned above have been offered long-term credits for capital development. In perspective, both the long-term credit program and the trade-fair program appear to be parallel techniques for implementing the foreign economic policy of the Sino-Soviet Bloc.

- 9 -

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The total economic impact of the trade-fair program of the Sino-Soviet Bloc will be a strengthening of the economic ties between the Bloc and selected countries of the Free World and may result in a further increase in trade between the Soviet Bloc and the Free World in 1956.

3. Other Implications.

Participation in trade fairs gives the Sino-Soviet Bloc an opportunity to display its new foreign economic program. Soviet leaders have clearly indicated that they consider this program an important arm of their diplomacy and a means of competing with the US for world influence and leadership. Most recently, D.T. Shepilov, Soviet Communist Party Secretary and Chief Editor of Pravda, stated that the USSR now has enough economic resources, cultural bases, and technical personnel, as well as a sufficiently ordered domestic scene, to enter "new" arenas of world diplomacy such as Asia, the Middle East, Africa, and Latin America. Shepilov, remarked that the current re-emphasis on heavy industry had helped create a stockpile of capital goods for trade with underdeveloped countries.

Increased participation in trade fairs by the Sino-Soviet Bloc, therefore, has been accompanied by increased trade and by the offer and extension of credit to underdeveloped areas as well as by the establishment of trade representations and the signing of trade agreements.

The Sino-Soviet Bloc also employs the trade fair as a vehicle for propaganda. Statues of Communist leaders and photographs purporting to show life in the Bloc countries are shown (although to a lesser degree in 1955 than in 1954). Written material is disseminated, and political speeches are made that are filled with the current slogans calling for "peaceful coexistence," "relaxation of world tension," removal of trade embargoes, and the reunification of East and West Germany. Attempts are also made to secure formal trade agreements in order to gain de facto recognition of Communist China and East Germany. The size of the pavilion and the number and variety of products displayed are designed to impress the visitor with the wide variety and technical skill displayed in products from the Bloc. The assistance of the local affiliate of the Communist-front Committee for the Promotion of International Trade (CPIT) is enlisted by the

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Communist Party to insure the success of the fair. Trade fairs also bring into a country a large number of Bloc personnel. There are indications that some of these people have intelligence functions and that they attempt to make contacts with local groups to influence their political orientation.

The Sino-Soviet Bloc participates increasingly in trade fairs for a combination of economic and political reasons. Economically, the Bloc trades with the Free World to obtain raw materials and industrial products which it needs to supplement its own resources and production. Many of these raw materials are found in the countries of non-Communist Asia and the Middle East, which are underdeveloped and which are short of foreign exchange. The Bloc, by exhibiting an array of capital goods and offering to exchange them on favorable terms for raw materials, proposes to facilitate the industrialization of these underdeveloped areas. The increased economic influence of the Bloc unquestionably will be used for political purposes whenever and wherever an opportunity presents itself.

- 11 -

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APPENDIX A

ANTICIPATED PARTICIPATION OF THE SINO-SOVIET BLOC
IN INTERNATIONAL TRADE FAIRS
1956

The following is a list of those fairs or exhibitions scheduled for 1956 in which the countries of the Sino-Soviet Bloc have announced plans for participation or have otherwise indicated strong interest. Based on information available as of 6 February 1956, the list is probably only a partial compilation of those fairs in which the Bloc plans to participate.

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Place	Fair	Date	Bloc Participant(s)
Afghanistan			
Kabul	Industrial and Trade Fair	August	USSR; probably others
Austria			
Vienna	64th International (Fall) Fair	9-16 Sep	USSR, Poland, East Germany
Belgium			
Brussels	International Automobile Exposition	14-25 Jan	Czechoslovakia, East Germany
Brussels	30th International Fair	28 Apr-13 May	East Germany
Charleroi	International Industrial and Technical Exposition	15-30 Sep	USSR
Ghent	11th International Fair	8-23 Sep	Czechoslovakia
Belgian Congo			
Stanleyville	Commercial, Industrial, and Agricultural Fair	30 Jul-7 Aug	Hungary
Brazil			
Sao Paulo	2d International Trade Fair	Unknown	Czechoslovakia, Poland
Bulgaria			
Plovdiv	17th International Fair	6-20 Sep	Poland, East Germany, rest of Bloc (?)
Communist China			
Hankow Canton	International Trade Fair (?) Czechoslovak Industrial Exhibition	Unknown March	USSR Czechoslovakia
Colombia			
Bogota	3d International Trade Fair	23 Nov-9 Dec	USSR
Denmark			
Copenhagen	International Trade Fair	17-25 Mar (Technical) 7-15 Apr (Commercial)	Czechoslovakia, Hungary, possibly Poland
Copenhagen	International Fishing Fair	18-27 May	USSR, East Germany
East Germany			
Leipzig	57th International (Spring) Fair	26 Feb-8 Mar	USSR, Communist China, Czechoslovakia, Poland, Hungary, Bulgaria, East Germany, Others (?)
Leipzig	58th International (Fall) Fair	2-9 Sep	Bulgaria, East Germany, Others (?)

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Place	Fair	Date	Bloc Participant(s)
EGYPT			
Cairo	Czechoslovak Engineering Exhibit	Unknown	Czechoslovakia (with the exhibit shown at Brno in 1955)
Cairo and Alexandria	Hungarian Exhibit of Graphic Arts	Jan-Apr (?)	Hungary
Cairo	Communist Chinese Exhibit	(approx) 15 Feb- (?)	Communist China
Cairo	International Fair (?)	Unknown	USSR, East Germany
France			
Paris	45th International Fair	5-21 May	Communist China, Hungary, Poland, East Germany
Strasbourg	24th European Fair	3-17 Sep	USSR (?)
Greece			
Salonika	21st International Fair	2-23 Sep	USSR, Czechoslovakia, East Germany, Hungary, Rumania, Bulgaria
India			
New Delhi	2d Annual Indian National Art Exhibit	15 Jan (?)	Hungary, Communist China
New Delhi	Polish Art Exhibit (later to Calcutta, Madras, Bombay)	January	Poland
New Delhi	International Fair (?)	Unknown	Bulgaria, Poland
Hyderabad	Industrial Exhibition	31 Jan- (?)	USSR
Kanpur	USSR Textile Exhibition	March	USSR
Bombay	Bulgarian Industrial Products Exhibition	Unknown	Bulgaria
Calcutta	Czechoslovak Engineering Exhibit	Unknown	Czechoslovakia (with exhibit shown in Brno in 1955)
Indonesia			
Surabaya	4th Indonesian International Fair	29 Aug-7 Oct	USSR, Czechoslovakia, Poland, Hungary, Rumania, Bulgaria, East Germany
Italy			
Milan	34th International Samples Fair	12-27 Apr	USSR, Poland, Hungary, East Germany, Bulgaria, Rumania
Rome	3d International Exhibition of Electronics, Nuclear Energy, Radio, Television, and Cinematography	28 Jun-15 Jul	USSR
Bari	20th International Levant Fair	September	Albania
Japan			
Osaka	International Trade Fair	8-22 Apr	USSR, East Germany
Lebanon			
Beirut	Czechoslovak Engineering Exhibit	Unknown	Czechoslovakia (with the exhibit shown in Brno in 1955)

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Place	Fair	Date	Bloc Participant(s)
Mexico			
Mexico City	International Trade Fair	10 Jul-10 Aug	USSR, Poland
Morocco			
Casablanca	11th International Trade Fair	21 Apr-6 May	Poland, Communist China, Czechoslovakia, East Germany, and Hungary
Netherlands			
Utrecht	66th International (Spring) Fair	13-22 Mar	Czechoslovakia, Poland, Hungary, East Germany
Paraguay			
Asuncion	International Fair	March (?)	Czechoslovakia, Hungary, Rumania
Poland			
Poznan	25th International Fair	17 Jun-1 Jul	Bulgaria, Hungary, East Germany, Poland, USSR (?), and Others (?)
Sveden			
Goteborg	Swedish Industries Fair	12-21 May	USSR
Stockholm	14th St. Erik's Fair	1-16 Sep	Poland, East Germany
Stockholm	Czechoslovak Engineering Exhibit	Unknown	Czechoslovakia (with the exhibit shown at Brno in 1955)
Stockholm	International Tourists Publications Exhibition	Unknown	Poland
Switzerland			
Zurich	Zurich Air Show	May	USSR
Syria			
Damascus	3d International Trade Fair	1-30 Sep	USSR, Poland, East Germany, Bulgaria
Tunisia			
Tunis	International Trade Fair	October	Poland, Bulgaria, Hungary, Rumania, Czechoslovakia, East Germany
Turkey			
Izmir	25th International Fair	20 Aug-20 Sep	Bulgaria, Poland
Union of South Africa			
Johannesburg	Rand Easter Show	Mar-Apr	Czechoslovakia

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Place	Fair	Date	Bloc Participant(s)
UK			
London	Ideal Homes Exhibition	6-30 Mar	Czechoslovakia
London	4th British Food Fair	28 Aug-15 Sep	Czechoslovakia, Hungary, Poland, USSR (?)
London	4th International Handicrafts Exhibition	6-21 Sep	USSR, Hungary, Czechoslovakia
London	International Fair (?) a/	Unknown	Poland
Uruguay			
Montevideo	International Trade Fair	Unknown	USSR, Czechoslovakia
US			
New York	European Textile Exhibition	October	Czechoslovakia, Poland (interest)
USSR			
Moscow	Czechoslovak Engineering Exhibit	Unknown	Czechoslovakia (with exhibit shown in Brno in 1955)
Moscow	Industrial Exhibition	10 Feb- (?)	USSR, Others (?)
Moscow	Agricultural Exhibition	Summer	USSR, Others (?)
West Germany			
Frankfurt	33d International (Spring) Fair	4-8 Mar	Hungary
Hanover	German Industries Fair	29 Apr-8 May	USSR (?), Communist China (?)
Yugoslavia			
Zagreb	49th International (Fall) Fair	7-18 Sep	USSR, Communist China, Poland, Czechoslovakia, Rumania, Bulgaria
Latin America			
Cities not listed	Czechoslovak Engineering Exhibit	Unknown	Czechoslovakia (with exhibit shown in Brno in 1955)

a. Perhaps the same as the British Food Fair.

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APPENDIX B

ESTIMATED EXPENDITURES BY THE SINO-SOVIET BLOC ON INTERNATIONAL TRADE FAIRS
BY HOST COUNTRY
1955

Table 4

Host Country	Thousand US \$											
	USSR	Communist China	Czechoslovakia	East Germany	Hungary	Poland	Bulgaria	Rumania	Albania	North Vietnam	North Korea	Total
North America												
US			2		2							4
Canada			200		2							202
Total			202		2							206
Latin America												
Argentina	500											500
Bolivia		2	2		2							2
Ecuador		2			2							2
Total	502	2	4		2							514
Northwestern Europe												
Austria	202		290	265	152							909
Belgium	2		366	172	24		2					568
Denmark			200	2								202
France		400	158	152	28		2					764
Iceland	150	20	150			20				4		320
Netherlands	1,000		156	24	4							1,186
Sweden	350		300	170	20							840
Switzerland			4	2								8
UK			44	300	2		2					348
West Germany	2		24	442	64		2					534
Total	1,706	420	1,692	1,529	296	28	4			4		5,679

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Table 4
(Continued)

Host Country	Thousand US \$											
	USSR	Communist China	Czecho-slovakia	East Germany	Hungary	Poland	Bulgaria	Rumania	Albania	North Vietnam	North Korea	Total
Southern Europe												
Greece			150	300	20		150					620
Italy	22		236	192	8	22	2					462
Turkey			300		150	150	150	150				900
Total	22		686	492	178	172	302	150				2,002
Eastern Europe												
Finland			250		80	20						250
Yugoslavia	990		420	20		20		20				1,550
Total	990		670	20	80	20		20				1,800
Middle East												
Egypt		20	500									520
Ethiopia		300	200		150	200	20					200
Syria			250									1,120
Total		320	950	200	150	200	20					1,840
Other Asia												
Burma			150									150
India	770	542	650	400	20	250						2,882
Indonesia		450	300	150	150	2		250				1,072
Pakistan	402	470	300									1,172
Japan		450										450
Total	1,172	1,912	1,400	550	170	252		270				5,726

- 20 -
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Table 4
(Continued)

Host Country	Thousand US \$											
	USSR	Communist China	Czecho-slovakia	East Germany	Hungary	Poland	Bulgaria	Rumania	Albania	North Vietnam	North Korea	Total
Other Africa												
Belgian Congo			20									20
French Morocco			152		2							152
Tunisia				2								4
Total			172	2	2							176
Oceania												
Australia			200									200
Total			200									200
Free World Total	4,392	2,654	5,276	2,791	880	678	326	446				18,143
Sino-Soviet Bloc												
Bulgaria	500	200	300	370	270	370	520	250		20		2,800
Communist China	5,002	20	900	170								6,092
Czechoslovakia	250	152	40	20								310
East Germany	522	200	620	2,020	420	272	152	170	20	40	20	4,408
Hungary	200	20	170	190	650	20		20		20		1,270
North Vietnam		400	150	20								190
Poland	522	200	247	227	220	1,152	200	20	20	20		3,028
Rumania				242								242
USSR	300		1,020		20							1,340
Total	7,296	792	3,447	3,089	1,750	1,814	872	460	40	100	20	19,680
Grand total	11,688	3,446	9,423	5,880	2,630	2,492	1,198	906	40	100	20	37,823

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APPENDIX C

SOURCE REFERENCES

The material for this memorandum was obtained from newspaper clippings and from reports prepared by various Government agencies in response to standing requirements for reporting on trade fairs. Because hundreds of references were used, it was deemed impractical to list each source separately. A few important sources, however, are listed below.

Evaluations, following the classification entry and designated "Eval.," have the following significance:

<u>Source of Information</u>	<u>Information</u>
Doc. - Documentary	1 - Confirmed by other sources
A - Completely reliable	2 - Probably true
B - Usually reliable	3 - Possibly true
C - Fairly reliable	4 - Doubtful
D - Not usually reliable	5 - Probably false
E - Not reliable	6 - Cannot be judged
F - Cannot be judged	

Evaluations not otherwise designated are those appearing on the cited document; those designated "RR" are by the author of this report.

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1. "Red Bloc Plans Drive for More Outside Trade," New York Herald Tribune, 12 Feb 56, p. 2. U. Eval. RR 2.
2. Nesterov, M.V. "Soviet Participation in International Fairs and Expositions," USSR Information Bulletin, 24 Mar 52, p. 166. U. Eval. RR 2.
3. Radio Free Europe. Item no 1206/56, 3 Feb 56. U. Eval. RR 2.
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- 5.

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