

DOMESTIC COMMERCE
INDEXED
FILE No. 722.1
China

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BU. FOR. & COM. COM.
APR 21 1936
FOREIGN MAIL

SHANGHAI
March 23, 1936.

L-380

To: Conferences and Expositions Section
From: Commercial Attache, Shanghai
Subject: International Exhibition and Fair, Shanghai

A letter has been received by me from the International Exhibition
1/ & Fair, Shanghai, a copy of which is enclosed. The Fair is located in
the International Settlement and is sponsored by the Chinese as men-
tioned in the letter. It is quite likely that many of the firms here
in Shanghai will exhibit at this Fair as the Chinese public is very
favorably disposed toward the idea of expositions and fairs, in fact,
every one thus far held here has had in attendance far larger numbers
than were anticipated.

2/ A circular describing the Fair is also enclosed.

JA:ER

Julian Arnold,
Commercial Attache.

Enclosures: No. 95945

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23

INTERNATIONAL EXHIBITION & FAIR
Industrial. Commercial. Educational
356 Bubbling Well Road

Shanghai, March 19th, 1936.

Mr. Julean Arnold,
Commercial Attache, United States,
Department of Commerce,
51 Canton Road,
Shanghai.

Sir,

With reference to the forthcoming International Exhibition & Fair, we have pleasure in submitting the following supplementary information.

The Exhibition is promoted by important Chinese Financial Interests under the sponsorship of the following Gentlemen:-

P. W. Kuo, Esq.

Director, Bureau of Foreign Trade, Ministry of Industry.

K. P. Chen, Esq.

President, Chinese Bankers' Association.

Tu Yueh Sen, Esq.

Chairman of Shanghai Civic Association.

Ling Kang Hou, Esq.

Chairman, National Associated Chambers of Commerce of China.

Yue Tso Ting, Esq.,

Chairman, Chinese Chamber of Commerce.

Dr. J. Usang Ly,

President, Chiaotung University.

It was originally intended to arrange exhibits in "National Sections". This idea, however, has been abandoned, and a system of display by commodities will probably be substituted. That is, there will probably be Textile, Engineering, Electrical, Native Products, Public Utilities and Domestic Sections, depending, of course, upon the situation when a large percentage of final applications have actually been received.

At present we are actively engaged in attending to the special requirements of the more important firms who will exhibit in specially designed Kiosks and/or Pavilions. These Kiosks and/or Pavilions will be allotted to those applying for 3/5 units of space and will be designed to display in the most advantageous manner, in favourable locations, the commodities exhibited. While conforming to the general scheme of construction for the Exhibition as a whole, these Kiosks and/or Pavilions will have certain special features of a novel nature in order to attract especial attention.

You may have noted that in Paragraph 6 of our Application Form there is a condition requiring the deposit of 25% of the cost of space applied for with each application. It will be appreciated, of course, that such a condition is necessary when dealing with firms of minor importance, but that, naturally, in the case of merchants of reputation and standing this precautionary condition will obviously be waived.

The basis upon which charges for space are made is upon that of one "Unit" measuring 14' x 9'. This costs Sh.\$430.- (corner units Sh.\$100.-extra) for the period of two months (July & August), including rates, taxes, light, water and other similar utility services. On a daily basis each unit costs the exhibitor approximately Sh.\$7.- and he is entitled to make retail sales in addition to displaying commodities quite apart from the general advertising value attached thereto.

Thanking you for the initial interest you have displayed in this important enterprise and assuring you of our willingness to afford every possible assistance and information.

We have the honour to be,

Sir,

Your Obedient Servants,

INTERNATIONAL EXHIBITION & FAIR

(Signed)

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UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

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BU. FOR. & DOM. COM.
APR 21 1936
OFFICE OF COMMERCIAL ATTACHÉ
3 CANTON ROAD
SHANGHAI, CHINA

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May 1, 1936

To: Shanghai Office
From: Conferences and Expositions Section
Subject: International Exhibition and Fair, Shanghai

Your memorandum of March 23, transmitting a descriptive circular on the above project, is appreciated. A brief note on this undertaking has been released in "Commerce Reports."

Harriet M. Sweet, Chief,
Conferences and Expositions Section.

Forwarded:

Lacey C. Zapf, Chief,
Foreign Service Division.