

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

OFFICE OF COMMERCIAL ATTACHE  
PEKING, CHINA

May 1, 1925

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Director  
Bureau of Foreign and Domestic Commerce  
Washington, D. C.

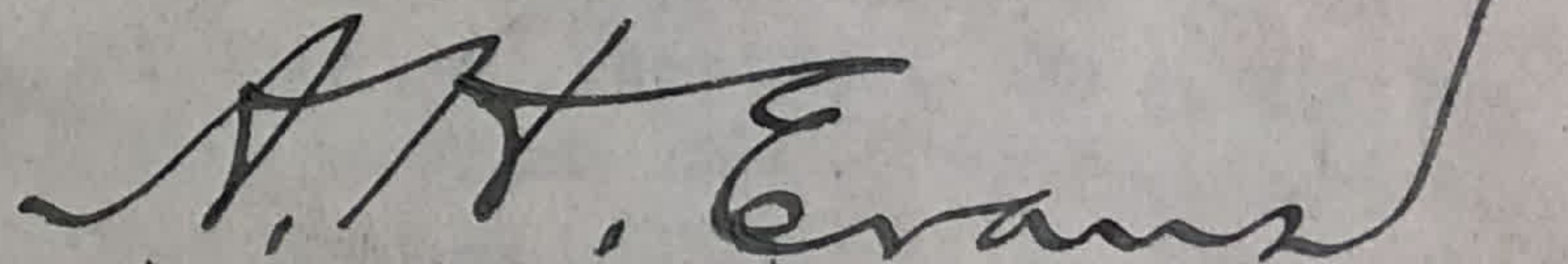
Sir:

SUBJECT: Plans for Permanent Trade  
Exhibition in Tientsin.

Mr. L. S. Regine of Peking has received quite a bit of publicity recently in efforts he is making to establish in Tientsin what is known as the "China Permanent International Trade Exhibition". So far, the enterprise is merely in the discussion stage. Efforts in the past made to promote such a project have not met with very much success in this part of the country.

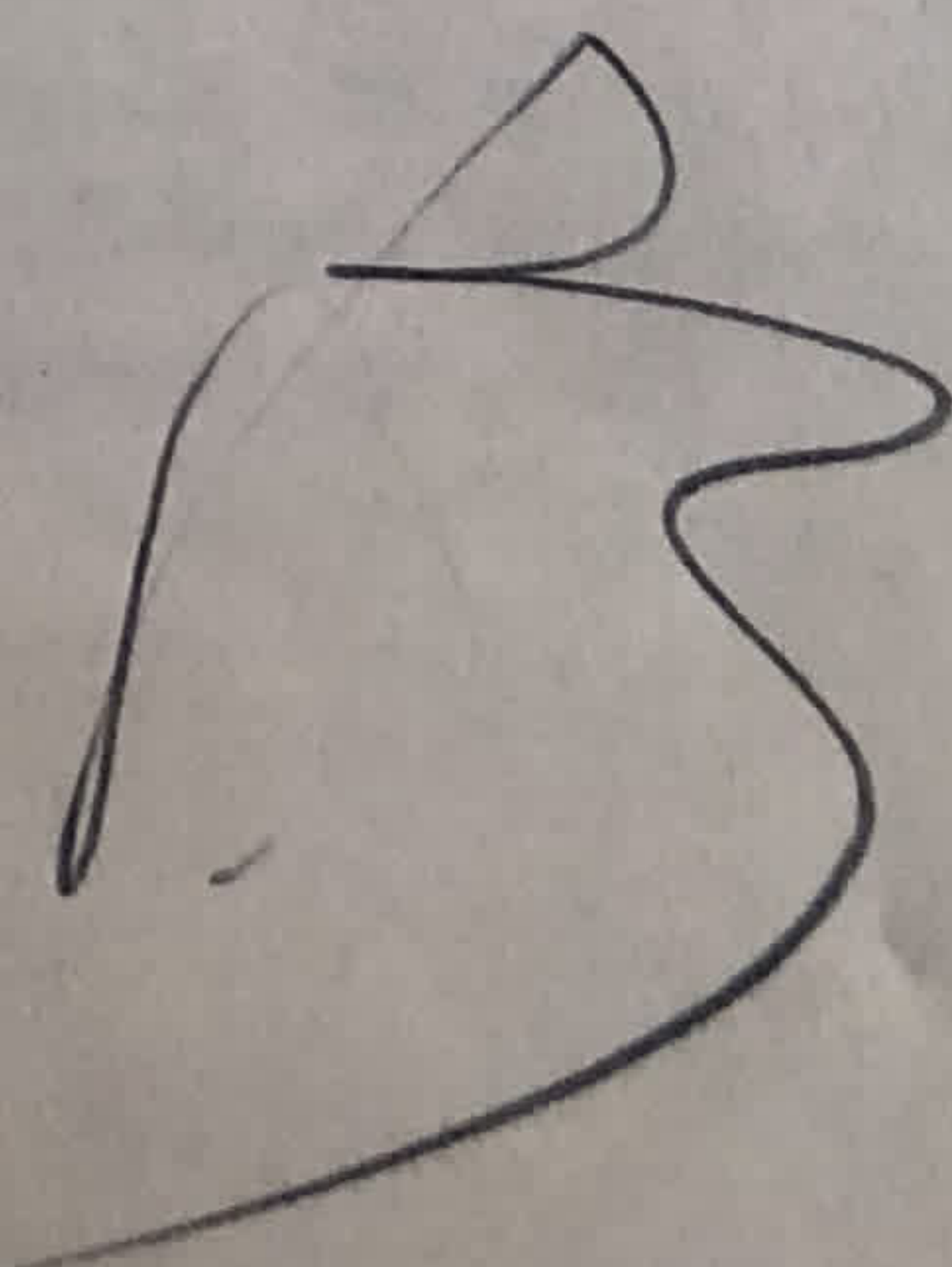
At present, conditions in trade and business are none too good, and the time seems somewhat inauspicious for the launching of the idea. We shall follow developments closely and keep the Bureau informed of the progress that is made.

Very truly yours,



A. H. Evans  
Ass't Commercial Attache'

AHE/HCC.



## China Permanent International Trade Exhibition in Tientsin Plan of Mr. L. S. Regine

Mr. L. S. Regine has returned from Tientsin where he made plans for the establishment of The China Permanent International Trade Exhibition in Tientsin, much encouragement having been given him by both Chinese and foreigners in North China. Mr. Regine gives the details of his plan as follows:

In co-operation with prominent Chinese and foreigners in North China, Mr. L. S. Regine, who has just been on a short visit to Tientsin, has completed plans for the establishment of The China Permanent International Trade Exhibition in Tientsin. Mr. Regine returned to Peking last evening after receiving encouragement from all sides for his idea to establish here a permanent trade exhibit.

Interviewed by a representative of the *North China Star*, Mr. Regine gave a full statement of his plan for the International Trade Exhibition. He said:

"A new era is bound to come, a revival of Trade and Commerce throughout the world might be very shortly expected. The quickening pulse of activity will be soon felt. To assist in the marketing and selling of manufactured products, no matter where they are made, to buyers of other lands—no matter where they may live, to effect sales cheaply, quickly and efficiently, there will be organized in the City of Tientsin (French Concession) a Per-

manent International Trade Exhibition. This Trade Exhibition will be open all the year round. Extensively advertised, it will help sell goods and merchandise to and from all parts of the world.

### From Antiquity To Our Days

"Meetings of buyers and sellers have been known from times immemorial—at points located on Trade routes or places well located for either land or sea transportation and such places of meetings have in time become great commercial centres and mighty cities. In modern life-fairs and exhibitions are still promoted but they are more individual, answering some form of more specialized trade—like, for instance, great fur auctions, automobile displays, furniture shows, book advertising, etc. The object we have in view is not individual trades and commodities, but to have in a building or in a group of buildings, in one city, representative lines of almost every kind of article that is manufactured.

"How much less expensive, how much simpler and easier it would be for buyers to visit one city and make their selections and purchases regardless of where the goods themselves were manufactured.

### Tientsin As A Centre

"The China Permanent International Trade Exhibition will be permanently located in Tientsin. Tientsin's growth and expansion for the last two decades has been phenomenal. To quote Mr. E. C. Peters, the

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Manager of the great house of Jardine-Matheson while speaking recently aboard the Canadian Pacific Liner *Empress of France* on her first visit to this place: "We hope this will be the fore-runner of a service not only to take care of passenger business, but also to tap these vast supplies of raw material emanating from an enormous territory bounded in the West by Tibet and Turkestan, in the East by the fertile plain of Manchuria and wonderful Kamchatka. When one contemplates the possibilities of this large stretch of the earth's surface, peopled by a thrifty and industrious folk with every conceivable kind of raw material for Export, with huge demands for manufactures from foreign lands, a vista of the future rises, compared to which the present trade of China is only a very puny effort. And the natural geographical center of this is Tientsin." Peking, the Capital City of the great Republic of China, with its beautiful Palaces, Temples, Gardens and Curio Stores, Peking, the City "once seen—never forgotten" is only within about 80 miles from Tientsin, China's future great trade mart.

### The Time Is Right

"Speaking on the important subject to Dr. C. C. Wang, one of the most brilliant men of present day China, said "With us the time is never right and never wrong. Certainly, civil strife and perturbances of this kind do not conduce to business or to economic expansion yet, we notice progress and advancement everywhere. We are frequently misrepresented. When, for instance, a great bridge is being built on some river in this country few hear or speak

about it, but when some trifling damage is done to one span, the whole world is being informed by wire and mail. Your proposition is quite timely. Tientsin is the right place for it. The many advantages that fast growing place would derive from an Exhibition are obvious."

### International In Extent

"The Exhibition will be just what the word "international" implies. It will be international in extent, and in scope, will bring together at one place sellers of the world's best merchandise and buyers from all parts of the world. Manufacturers from all countries will participate, while China with her unlimited resources in raw materials and finished articles will be represented as never before. The great economic advantages to be derived from this Exhibition—with the eyes of commercial and educational worldly focussing on China—the increase of passenger and freight traffic by land and sea, to and from this country, the linking up of China with the world's commercial and industrial centres, the prospect of Tientsin becoming within just a couple of years known as the foremost trading centre in the Orient—all this is obvious.

### Why Not Elsewhere?

"While talking on this project one hears the question Why not, say, in Shanghai? But the answer: Why not Tientsin? Because New York, Chicago or Detroit are many times larger and richer than New Orleans, it does not follow that the latter City is not the right place for an Exhibition. Just as New Orleans, for instance, owing to its position, happens to be the gateway to the

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Mississippi Valley, and is the centre of Trade with Mexico and South American Countries, so happens to be Tientsin in relation to Mongolia, Manchuria, Central China, Russia and even Japan—all of them nearer to Tientsin, than to any other part in China. Besides what might be good for any other place, might be good for Tientsin, just as well. We are not concerned with the question as to what Shanghai might think or feel about it, Tientsin's modern aspect, banking facilities, healthy climate, railways and waterways, the nearness of the Kailan coal fields, inviting or lending themselves to Industry on one hand and the most historic of the world's Capitals on the other all augurs well for this project.

#### Advertising Features

"The China Permanent International Trade Exhibition will be widely advertised in the newspapers, periodicals and trade journals. Booklets, Folders and direct by mail matter will be sent to buyers and sellers throughout the world. A special fund derived from Rentals to Exhibitors after the over-head has been taken care of, will be used for this purpose. Considerable sums, spent in advertising for Exhibition, will have an investment value in that the Exhibition will increase its

prestige and goodwill in course of time.

#### Rentals For Space

"One hundred and fifty square feet shall be the minimum space to let, the shortest period to be 6 months. The most reasonable charge will be made to Exhibitors. Such would not exceed one dollar

Mex., or, say, cts. 60 in U. S. Currency per square foot per month, and less when space shall be taken up on the 3rd and 4th floor. The total space to be let, according to present plans, would come to about 80,000 square feet. On this basis (32,000 square feet at one dollar, 32,000 at cts. 75 and 16,000 at cts. 50) and assuming that only 3/4 of the total will be taken up—which would seem most unlikely—the yearly rental should come to Mex. \$576,000, against some \$325,000, a 12% dividend to shareholders included, as yearly expenses. A very considerable balance might be rightly expected. After allowing an additional 3% dividend to shareholders, the whole of the remainder, over \$200,000, might be held as a Reserve Fund or even diverted towards the Hai-Ho Conservancy work or to some similar object.

"Here we would state if only one out of every 100 manufacturers in America, Great Britain, France, Germany, Italy, Holland, Japan, Belgium, Czecho-Slovakia, Poland, Soviet Russia and others, would take up even the smallest space in the proposed Exhibition, the 80,000 square feet would hardly accommodate one third of them. The indications are that applicants will be many and from all parts of the world.

#### Service

"The Exhibition will furnish light, heat and telephone service: A staff of intelligent interpreters will be maintained. Above all, it will furnish a selling service, that is a manufacturer may not care to maintain a salesman of his own in which case the Management of the Exhibition will put him in

touch with a salesman or a selling organization, representing several manufacturers, or with some local well known House, who would look after his Exhibits for a nominal sum.

"The Management will be entrusted to a body of foremost business men of Tientsin, while the executive power will be in the hands of a skilled Industrial Engineer, assisted by an efficient staff of five or six people. A conference hall, large enough to hold from 700 to 800 people, with a stage, which might be used also for lectures, concerts and theatrical performances a library containing the best Books on Economics, Banking, Finance, Commerce, Shipping, Mining, Sanitation, Afforestation, Architecture, Art and Science and, possibly, a Radio Broadcasting Station would make additional features to the Exhibition.

#### Auspices

"It is confidently expected that all the Foreign Powers represented in China, as well as the Government of this Country, Foreign and Chinese Chambers of Commerce, both here and abroad, Foreign and Chinese Banks, business organizations, Railway and Steamship Companies, Municipalities of all Tientsin Concessions, The China Maritime Customs, and men wishing to see this Country thrive and prosper—all of them will extend their goodwill and cooperation.

"Is there any reason why all Governments and Manufacturers of those Countries should overlook China with her mighty population, huge Exports and Imports and purchasing capacity?

"Prospectuses calling for subscription to 10,000 shares at Tls, 100 each, or for Tls, one million, particulars and sketches of the proposed buildings, will be issued in due time."

Belgium,  
France, Germany,  
Czecho-Slovakia and Russia  
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