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THE SOVIET EXHIBITION
EARLS COURT LONDON
7-29 JULY 1961

Dear Sir,

On behalf of Mr. M.V. Nesterov, President of the All Union Chamber of Commerce of the U.S.S.R., we have pleasure in inviting you to attend the Press Preview of The Soviet Exhibition at Earls Court, London, on Thursday, 6th July 1961.

The proceedings will begin with a Press Conference to be held in the Fashion Theatre on the first floor at 3 p.m., followed by a tour of the Exhibition, which will last approximately one hour. Finally, there will be a special performance of The Soviet Fashion Parade, which will last about an hour and a half.

The Chairman of the Press Conference will be H.E., the Soviet Ambassador, and other speakers will include Mr. N.S. Patolichev, the Soviet Minister for Foreign Trade, Sir James R.H. Hutchison, President of the Association of British Chambers of Commerce, and Mr. V.G. Sherren, Managing Director of Industrial & Trade Fairs Limited.

A large quantity of descriptive literature about the Exhibition, and photographic stills will be available.

Entrance to the Press Conference will be via Entrance 'A' on the left of the building as you drive onto the site from Warwick Road.

Please bring the enclosed Press Season Ticket with you.

Yours sincerely,

Valentin Mikhailov
Chief Press Officer

James Brewster
Public Relations Officer



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INFORMATION SHEET

- PURPOSE:** To demonstrate the potentialities for extending Anglo-Soviet trade, as well as to give a picture of the conditions in which the Soviet people work and live.
- SPONSORS:** Under the joint sponsorship of the Association of British Chambers of Commerce and the Chamber of Commerce of the U.S.S.R.
- PRESS PREVIEW:** Thursday, 6th July - 3 p.m.
Conference in Fashion Parade Theatre.
Fashion Parade: Thursday, 6th July - 5 p.m.
- OFFICIAL OPENING:** At 10.30 a.m. on Friday, 7th July, by a Soviet V.I.P. - Invitation only.
- PRESS OFFICE:** Warwick Road Entrance - first floor - Room 57.
- PRESS SEASON TICKET:** Enclosed with compliments.
- PHOTOGRAPHERS:** Soviet fashion models available on opening day.
- HAND-OUTS:** From Press Office.
- HAND-OUT PHOTOGRAPHS:** From Press Office, complete with captions.
- ADMISSION:** Public: Adults 3/6d. Children 1/9d.
Fashion Parades: 2/6d. extra.
- OPENING HOURS:** Daily: 10.0 a.m. - 10.0 p.m. (except Sundays)
Opening day: 12.30 p.m. - 10.0 p.m.
- FASHION PARADES:** Monday to Friday - 3.30 p.m. and 7.0 p.m.
Saturdays - 2.30 p.m., 5.0 p.m. and 7.0 p.m.
- CAR PARK:** Earls Court.
- TELEPHONES:** FULham 9834/9724/1234.

ORGANISED BY THE CHAMBER OF COMMERCE OF THE U.S.S.R.

IN CONJUNCTION WITH
INDUSTRIAL AND TRADE FAIRS LIMITED

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PRESS RELEASE

BRITISH PRIME MINISTER
TO ATTEND OPENING CEREMONY
OF THE SOVIET EXHIBITION

The Rt. Hon. Harold Macmillan, P.C., M.P., Prime Minister of the United Kingdom, the Rt. Hon. The Earl of Home, P.C., Secretary of State for Foreign Affairs, and several other members of the British Government have accepted invitations from the President of the Chamber of Commerce of the U.S.S.R. to attend the opening ceremony of the Soviet Exhibition, which will take place in Earls Court at 10.30 a.m. on Friday, July 7th.

The Chairman at the ceremony will be Mr. M.V. Nesterov, President of the Chamber of Commerce of the U.S.S.R., who will speak first. The second speaker will be the Rt. Hon. Reginald Maudling, P.C., M.P., President of the Board of Trade. The final speech will be made by Mr. N.S. Patolichev, Minister of Foreign Trade of the U.S.S.R., who will open the exhibition.

The Platform Party at the ceremony will be as follows:

Mr. N.S. Patolichev Minister of Foreign Trade	The Rt. Hon. Harold Macmillan Prime Minister of the United Kingdom
Mr. A.A. Soldatov H.E. The Soviet Ambassador	The Rt. Hon. the Earl of Home Secretary of State for Foreign Affairs
Mr. M.V. Nesterov The President, The Chamber of Commerce of the U.S.S.R.	The Rt. Hon. the Lord Mills Paymaster-General
Mr. B.A. Borisov Deputy Minister of Foreign Trade	The Rt. Hon. Reginald Maudling President of the Board of Trade
Mr. V.A. Loginov Minister - Counsellor of the U.S.S.R. Embassy	The Rt. Hon. Dennis Vosper Secretary of the Department for Technical Co-Operation
Mr. V.I. Rodnov Head of the Trade Delegation of the U.S.S.R.	The Rt. Hon. Frederick Erroll Minister of State, Board of Trade
Mr. A.I. Romanov Counsellor of the U.S.S.R. Embassy	Sir Frank Roberts H.E. The British Ambassador to the U.S.S.R.
Mr. V.I. Yarotsky Counsellor of the U.S.S.R. Embassy	Sir James Hutchison President, The Association of British Chambers of Commerce
Mr. A.G. Pavlov Counsellor of the U.S.S.R. Embassy	The Rt. Hon. the Lord Kilmarnock President, London Chamber of Commerce
Major-General I.P. Efimov U.S.S.R. Military Attache	The Rt. Hon. the Lord Ebbisham Past-President, London Chamber of Commerce

Cont/...

Mr. S.S. Malov
Head of the Export Department,
Ministry of Foreign Trade

Mr. A.G. Tikhonov
Deputy Head of the Trade Delegation
of the U.S.S.R.

Mr. S.F. Anfimov
Deputy Head of the Trade Delegation
of the U.S.S.R.

Mr. B.S. Gordeev
Director of the Soviet Exhibition

Mr. R.R. Kliks
Chief Architect of the Soviet
Exhibition

Mr. N.I. Kuzminsky
Interpreter

The Rt. Hon. the Earl of Drogheda
Chairman, Industrial & Trade Fairs Ltd.

Mr. V.G. Sherren
Managing Director, Industrial & Trade
Fairs Ltd.

The Rt. Hon. The Lord Robbins
Chairman, The Financial Times Ltd.

Mr. Cecil King
Chairman, Daily Mirror Newspapers Ltd.

Mr. C.S. Morris
Chairman, George Newnes Ltd.

Mr. J.M. Meyer
Chairman, Russo-British Chamber of
Commerce

After Mr. Patolichev has declared the Exhibition open, he will take Mr. Macmillan and the other members of the platform party on a tour of the exhibition, followed by over 1,000 other distinguished guests.

The ceremony and the tour of the exhibition will be televised live by Associated Television Ltd. throughout the ITV network. The programme will also be relayed through the Eurovision network to the Soviet Union.

Members of the public will not be admitted to the exhibition on July 7th until 12.30 p.m.

The Soviet Exhibition, like the British Trade Fair in Moscow, is being held under the joint sponsorship of the Chamber of Commerce of the U.S.S.R. and the Association of British Chambers of Commerce and is organised by the Soviet Chamber of Commerce in conjunction with Industrial & Trade Fairs Ltd.