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FILE No.

PART

NB K 6/548/1

USEFUL INFORMATION RELATED TO CONTENTS OF THIS FILE

LAST FILE: PART C

NEXT FILE: /

OTHER RELATED FILES: _____

Mr Allen

Mr Steel has
not been in
touch

LAST PAPER

[Handwritten signature/initials]

[Handwritten signature]
20/2/71

G T McGurk Esq OBE
KUWAIT

[Handwritten note:]
to see (in case he
contacts us while I'm
away next week)

RECEIVED IN
REGISTRY No. 9
-7 FEB 1972
NBR 6/548/1

16 December, 1971

[Handwritten note:]
He did not contact me
though I wrote him
from Kuwait 4/12

1. Nigel Trench (ex-Ambassador, Seoul) invited me to lunch yesterday with a Mr John E Steel, who had been in Korea for six years as Head of the UNESCO Fine Instruments Centre. Mr Steel, who is a slightly eccentric ex-army officer and qualified engineer, gave me a copy of the attached paper on "How an Aid Programme can assist British firms", and a copy of his curriculum vitae. I promised to commend him to you, and to ask you to pass him on to your successor, because he seems to be that rather rare bird, a British member of an international body who is quite determined to use his position to further British commercial interests. Indeed he has expressed profound contempt for British employees of UN bodies who do not act in this way as, he said, (with a good deal of truth as we all know) practically all UN employees of other nationalities do. I should add that he disclaimed any intention, and Nigel Trench supported him in this, of hanging himself around your Embassy's neck, or indeed of wanting to be too openly associated with it.

2. I am copying this letter to Don Allen in Arabian Department, and Pinch in the DTI, because Steel may get in touch with them before he leaves for Kuwait sometime in January.

(LAST PAPER)

D T West
Export Promotion Department

cc D G Allen Esq
Arabian Department

N A Pinch Esq
CRE4,
DTI
1 Victoria Street

[Handwritten:]
enter c
pa
37/2

Set information & filing pl.
14.

John E Steel.

Experience- engineering design, development, Manufacture;
technical training of engineers, technicians
and craft apprentices;
consultancy, moving and reorganising firms,
introduction of management techniques;
interpretation of legal documents, negotiating
etc.

Work in the following countries:-

Europe - UK, Belgium.

Asia - Singapore, Thailand, Korea with short
period negotiations in Japan, most
Far East countries.

Africa - all some years ago, army engineering
appointments in Kenya, Ethiopia, Ghana,
Gambia; inspection visits to Nigeria,
S & N Rhodesia, countries of East and
West Africa.

Qualifications

Chartered Mechanical engineer; chartered-elec.
engineer; chartered instrument and management
engineer; Fellow of the Institute of Directors;
H.A.(Eng).Cantab.; Barrister at Law.

Types of Work

1965-71 Chief Tech Advr and Head of 2.5 Million
Dollar Project in Korea for UNESCO.

Consulting Engineer; reorgn and move firms;

Orgn of training programs for Industry and Army;

Assessment of Indus. training programs;

Head of two Research & Development programs (2 Mil. ^{9th} 12th)

Patch production and some mass production work.

Sales and Management techniques.

An example of how an AID programme can assist British Firms .

After sales maintenance

Provision of after sales maintenance in developing countries is expensive and difficult; agents in these countries require after sales "backup" ; -it promotes sales and many times can be a decisive factor.

The case of Rank Precision of Leicester.

Papers are not to hand but the following is a direct example of how an "AID program" can assist a firm.

Early in 1971 in Seoul Korea, either thro' the Agent of Rank Precision or thro' the British Embassy, the Chief Technical Adviser of the UNESCO Fine Instruments Centre, ^(FIC) Seoul, was approached to ^{find out} require how a repair and maintenance course could be set up for an engineer from Rank Precision, to run a 10 day course on the repair of T.V. zoom lenses. .

At the suggestion of the C.T.A., Rank Precision presented spare parts to the Centre and sent an engineer to run the course. Maintenance staff came to Korea from Taiwan, Hong Kong, and one or two ~~other~~ countries in the S.E. Asia region. Rank Precision paid for hotel bills and transport. The F.I.C. supplied two senior engineers, (E.Eng. and suitable experience) and set up the lecturing and lab. facilities with tools and instruments etc. Students from Korea brought their T.V. lenses for repair and calibration; all students and the FIC engineers were supplied with repair and test procedures; in some cases the students learned about the latest equipments with special performance characteristics. All received practical and theoretical instruction on the maintenance, repair and calibration of all equipments.

Rank precision lenses are fitted to many makes of T.V. cameras; hence they were not aware of the numbers of their lenses in the East, until they made special enquiries.

Maintenance Courses at Colleges.

Practical maintenance courses with a theoretical content are generally welcomed at colleges in developing countries. College staff can generally perform advisory work in their spare time; they can be expected to welcome the opportunity to become expert in the maintenance and repair of some special equipments. Maintenance saves countries much foreign exchange as equipment will last for a longer period.

Maintenance and repair courses are good training for student engineers and technicians.

Firms should prepare repair and maintenance course notes beforehand and these should be translated where required.

Lecturers from firms should be degree men and associated with a college, maybe, preferably; they can be part-time staff.

"Sister relationships" between a College in the UK and a College in a developing country is often favoured.

Maintenance of Equipment Programmes

Many Firms will take a part in Maintenance of Equipment programmes to remedy an existing situation or in preparation for a sales campaign.

Lecturers from firms with prepared notes and course schedules are preferred to regular college lecturers.

It is suggested that a Maintenance of Equipment Programme be introduced as a policy in third Programmes. Such a programme will show immediate results and assist Firms. Such a Programme could include:-

Special programmes at selected colleges to meet the requirement.

Additional special courses added to existing Bilateral Projects as at NK Wulsan Tech College, Korea.

Advantages

Advantages include- increased training, sales, maintenance etc.

RESTRICTED



BRITISH EMBASSY

KUWAIT

16 December 1971

In Beaver
I would like to discuss
this with you and in office
after Christmas & we should
perhaps arrange a meeting with
DTI. Meanwhile a copy of
this letter ch. go to DTI.

A A Acland Esq
Arabian Department
Foreign & Commonwealth Office
LONDON SW1

Dear Anthony,

CITY OF LONDON SEMINAR

1. In my despatch No 6/1 of 9 November about the lessons of the trade drive, I referred to our disappointment at a decision taken in London by the Trade Drive Steering Committee not to proceed with a banking seminar during the British Week in October. The arguments in favour of a seminar were largely covered in the despatch and in the earlier correspondence resting with McGurk's letter to Beaven T/BAN of 8 March this year.

2. We have consulted two of the British bank general managers here and are reasonably sanguine that the others, as well as the Deputy Governor of the Central Bank of Kuwait, would once again welcome the idea of a general seminar, which might be held under the title of "City of London Seminar" in an attempt to distract attention from its principal object, which would be to give our banks and other appropriate City institutions positive help in the efforts which some of them are making to attract Kuwaiti money to London. A secondary aim would be to generate more interest in Kuwait in the City. Given the considerable anticipated increase in Kuwait's revenues from oil it seems to me that the arguments in favour of such an exercise are self-evident, but we would be ready to spell them out in detail if this was thought necessary.

3. A recent addition to the banks who visit Kuwait are Baring Brothers, who recently joined with Lombard Odier of Switzerland to form a joint Swiss company known as Lombard SA. Under this arrangement Barings will pass some of their portfolio work to Lombard Odier and receive in return a share of the Swiss bank's operations in London. Both have decided to study the Middle East market in some depth and chose Kuwait as an obvious starting point. Our main contact in the British merchant bank is Mr. Nicholas Baring, who was so taken with the concept of a City of London Seminar that he promised to give the project every support if it were put to, for example, the Accepting Houses Committee. Baring went so far as to say that if a government-sponsored seminar did

/not

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189

cc @ EMB

① Mr. P. R. D. DTI

② DTI VESD

Export House

copied
3/12

2 enter

23/12

I have copied this letter to DTI. There is not much more we can do until next week, when both Mr. P. R. D. & Mr. Acland return from leave. By that time Mr. Sinclair should have added from its scene.

REGISTRY NO. 9
23 DEC 1971
NSK 6/548/4

NSK 6/548/4
183

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NSK 6/548/4
29
p. 3

to
p
3/1/71



not come off his bank would try to mount one in 1973 with the help of some of their associates in the City.

4. Subject to your views it seems to me that the next step will be to discuss the matter with the Committee for Invisible Exports and the DTI, whose Export Services Division has a section dealing with invisibles. If the idea of a seminar is acceptable in principle we shall then put the matter rather more formally to the Deputy Governor of the Central Bank and to all the British general managers here. If they agree, we shall then let you have their and our ideas in rather greater detail and perhaps suggest a reconnaissance visit by a representative of the Committee for Invisible Exports.

5. At the time of writing I am inclined to think that it would be advisable to consider the project as a form of outward mission, or perhaps even an exhibition on joint venture terms if the organisers were ambitious enough to think of putting on a modest City of London display (another of our ideas for the British Week which came to nothing, despite the willingness of the British Bank of the Middle East to assist). If there were a measure of official financial assistance we would be better placed to exercise some control over the proceedings both here and in London.

Yours etc.

J. J. Wilton

A J Wilton

RESTRICTED

188



Foreign and Commonwealth Office
London SW1

Telephone 01-

P G de Courcy Ireland Esq
British Embassy
KUWAIT

Your reference

Our reference NEK 6/548/1

Date

1 December 1971

Dear Paddy

MESSAGE TO THE AMIR OF KUWAIT

1. When, during the course of his visit to Kuwait, Mr Anthony Grant called on the Amir on 10 October, the Amir made a particular reference to his meeting with Mr Heath, who was then Leader of the Opposition, in 1969. On his return Mr Grant recommended that the Prime Minister should send a personal message to the Amir recalling this meeting and expressing his personal thanks to the Amir and all those in Kuwait who contributed to the success of the British Week.

2. This recommendation was accepted, and I enclose the Prime Minister's message, which I should be grateful if you would transmit to the Amir.

Yours sincerely

John

J A Beaven
Arabian Dept

ENC

Copy to:

N A Pinch Esq
DTI

*pg
2/12*

RESTRICTED



With the Compliments of

MR. MOON

10 DOWNING STREET,
WHITEHALL, S.W.1.

Copy

187
RECEIVED IN
REGISTRY No. 9
DEC 1971

10, Downing
Whitehall.

26 November 1971

original
sent to
Kuwait.

It gave me great pleasure to hear
from my colleague Anthony Grant that Your
Highness recently spoke so generously to
him about our meeting in April 1969. I
remember the occasion and your kind
reception very well.

I was most interested by the views
you expressed to Mr. Grant about development
in Kuwait. I was also pleased to hear
that the British Week went off so well.
We are all most grateful to Your Highness
and the Ministers and others concerned in

- 2 -

Kuwait who helped to make it such a success.

May I wish you every success and continuing good health.

(SGD) E.H.

His Highness the Amir of Kuwait.

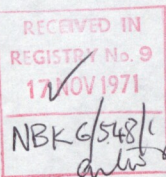
17 NOV 1971

Cutting dated

Trade drive lifts sales to Kuwait

THE results of the British Trade Drive in Kuwait—a rolling 10-month promotion which ended last month—were described yesterday by Lord Denman, chairman of BNEC Committee for Middle East Trade (COMET) as "most encouraging."

He said that sharp increases in trade had already been recorded in product areas where industry and the Department of Trade and Industry had staged joint ventures during the trade drive. During the first nine months of 1971 foodstuffs were up from £738,000 to £1.05m., an increase of 43 per cent.; British furniture which sold £305,000 in 1970 gained a 73 per cent. increase to £528,000; toys jumped from £60,000 to £94,000, a 57 per cent. rise; pharmaceuticals were up from £697,000 to £838,000; and office equipment from £74,000 to £94,000.





Department of Trade and Industry
Commercial Relations and Exports

1 Victoria Street London SW1H 0ET

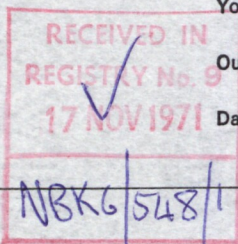
Telex 27366 Answer back DTIHQ London

Telegrams Advantage London SW1

Telephone 01-222 7877 ext

185

John Beaven Esq
Foreign and
Commonwealth Office
SW1



Your reference

Our reference

Date 12 November 1971

Dear John

I attach copies of a draft letter for the P/S to our Parliamentary Under Secretary of State for Trade to send to the P/S at No 10, together with the proposed enclosures, which I think are self-explanatory.

Could you let me know whether we can include in the proposed letter to No 10 a sentence to the effect that the FCO endorse our suggestion that the PM should write to the Amir in Kuwait?

Yours sincerely

N A Pinch

N A Pinch

Reference to FCO in
draft agreed
with Mr Pinch
by telephone

fa 317/11

(Kuwait Trade
Done)

DRAFT

File No. _____

Addressed to:

Board of Trade

P J S Moon Esq
Private Secretary to the
Prime Minister
10 Downing Street
SW1

Mr Grant visited Kuwait last month for the opening of the British Shopping Week. ^{During his stay} While there he had a meeting with the Amir of Kuwait, His Highness ^{he} Saikh Sabah As Salem As Sabah, who spoke of the visit he had received from Mr Heath, prior to his becoming Prime Minister. The Amir said he remembered the meeting very well and had found it particularly interesting. He wished to be remembered to the Prime Minister and wished him continuing good health.

Against this background Mr Grant has suggested ^{not} it might well have a beneficial effect on our commercial interests if the Prime Minister were ^{could} agreeable to sending an appropriate letter to the Amir. ^{Perhaps you could ask the Prime Minister about this suggestion.} I attach a draft letter which the Prime Minister may like to use and as background a note of Mr Grant's meeting with the Amir.

Originated by:
(Initials and date)

Seen by
(Initials and date)

Type for signature of
PS/Parliamentary Under
Secretary of State for
Trade
(Initials and date)

Copies to:

Enclosures:

Form 55/29

DRAFT

File No. _____

Addressed to:

His Highness Shaikh
Sabah As Salem As Sabah
Amir of Kuwait

Board of Trade

I was very touched to hear from my
colleague Anthony Grant that Your
Highness recently spoke so generously
to him about our meeting in April 1969.
I remember the occasion and your
king^d reception very well.

It was especially interesting for me
to read of the views you expressed to
Mr Grant about development in Kuwait
and I was also pleased to hear that
the British Week went off so well. We
are all most grateful to Your Highness
and the Ministers and others concerned
in Kuwait who helped to make it such a
success.

May I wish you every success and
continuing good health.

Originated by:
(Initials and date)

Seen by
(Initials and date)

Type for signature of

Prime Minister
(Initials and date)

Copies to:

Enclosures:

SUMMARY NOTE OF MR ANTHONY GRANT'S
AUDIENCE WITH HIS HIGHNESS THE RULER
OF KUWAIT ON SUNDAY 10 OCTOBER 1971
at 10.00 a.m.

Present:

The Rt.Hon. Mr Anthony Grant MP	His Highness the Amir of Kuwait
Mr A J Wilton	
Lord Denman	Sayyid Ibrahim Shatti (His Highness's Secretary and Interpreter)
Mr A J Stroud	Sayyid Khaled al Adsani, Kuwaiti Minister of Commerce (present for first ten minutes)

The Ruler received Mr Grant with great affability, asked after the health of Her Majesty The Queen and transmitted greetings to the Prime Minister and many Members of Parliament with whom His Highness is acquainted.

2. He then said that he wished to speak of serious matters; but did not, in fact, raise any controversial or, indeed, political topics. Mr Grant took the opportunity to ask how His Highness saw the future development of Kuwait taking shape - whether primarily by development and industrialisation in Kuwait or by investment outside the country; and said that the United Kingdom was willing and able to help in either case. The Ruler opted firmly for industrialisation. The Planning Board, which was the body vested with the authority to deal with the problem, was preparing a series of ten-year plans which would take the country through to the end of the century. The plans would, of course, be subject to continual review and

amendment in the light of progress made, new development, etc. But the firm intention was to continue on the path Kuwait had been travelling since the discovery of oil so that future generations would have no cause to reproach those who had gone before.

3. The Ruler spoke with great feeling and conviction. He did not go into details about the sort of industrialisation envisaged, though he mentioned the expansion of the petro-chemical industry and the smelting of aluminium as fields of industrialisation which the Planning Board had under study.

You may like to see this
AB 12
M. R. H. 17.1
M. Beaven
M. McC
M. Asquith
MR BELLAMY (May care to see the last item if no others)

(184)
Mr Stroud
Mr Pinch
Mr News
Mr Ashwood
Mr Mann EFD
Mr Parsons FCO

COMET INFORMAL MEETING ON NOVEMBER 5

Kuwait Trade Drive

The Chairman said he thought the British Week had pleasantly disturbed the course of life in the state and was a very good show for Britain. He thought that about £2 million worth of orders had been taken - this was something I did not and could not confirm.

As regards clothing, in retrospect it seems that manufacturers ready to take orders should have been in the wings.

Tributes were paid to McGurk and Burton, Miss Rothnie and Chisman.

On the follow-up, which the Committee thought it should engage in, the following points were put forward.

1. The idea of encouraging better window display locally which would bring in orders.
2. Putting in of capital together with local capital.
3. We should aim to produce at home some publicity about the whole success of the venture. So far this had not been done. They would try through Fraser to get something in the Financial Times. This should have a factual background. (On this we should see what information there now is about the success of all events, about the return of exhibitions and groups to the Gulf under their own steam etc.)
4. The Chairman thought a meeting of the various groups and associations which had taken part to consider future moves would be advantageous and this was agreed. I voiced a note of dissent saying that individual follow-up was the important thing now, but I did not press this.
5. It was not important, in retrospect, that the banking seminar should have been dropped, but it would be a good idea to have one.
6. One should consider bringing in a group of businessmen from Kuwait.

Pamphlets on Invisibles

Lord Limerick's collaborator, a Mr Wilson, had been away and the draft as it stood was not a good one (I asked if we might have it in advance but this was not thought worthwhile).

As regards dealing in shares locally Lord Limerick mentioned that under an Act in Kuwait no-one can sell stocks and shares readily - the idea is to stop bucket-shop activity. Two US dealers had



closed down and a third one was closing because there was not enough business. There are to be weekly broadcasts in Arabic about stocks and shares by a Mr Coalbird. This should improve interest.

It was unlikely that the pamphlets could go to press before the end of the year.

105. Lord Limerick pointed out that the Kuwaiti investors had rather been burnt by things going wrong in the financial world for example. IOC had got some of their money and they had later thought that the dollar was OK when the pound was not. Local banks were being flooded with dinars at the present time.

Comet's activities recently in the Gulf

Qatar

Lord Limerick mentioned that he and Mr Thomson had spent a short time (less than 48 hours) in Qatar before the recent British Week. Both had been astonished at the warmth of their reception. The Qataris were trying to be "undifficult" and the climate for British business appeared to be very much better.

In Bahrain, where there was also always a friendly reception and which was efficient relative to the other states with much more realism, the Development Ministry were full of ideas and pro-British. The smelter was now in production and all was going well. The First National City bank were moving their headquarters from Beirut to Bahrain (in the Middle East). Other companies were thinking of doing this. There were few restrictions for such institutions locally.

There was a new trade in imports of Chinese goods from the mainland. It was prohibited to import these directly.

Oman

Sunday
nr. Muscat was beginning to change physically. There was a total change in outlook as a result of lots of Omanis coming home and there was a lot of work available. Port and road construction had gone to first with Costains losing out.

The budget next year is fully committed. So far Qubus was paying cash. The Government were contacting international agencies such as the IMF to get credit for major development.

Egypt

Lord Denman had paid a visit on the way back: he said he still regarded Egypt as the centre of the Arab world and decisive in the long run.

The Government had formed an International Bank and created three zones for industry for producing exports. The trading climate was

now good and the extent of Anglo/Egyptian trade will depend on the amount of credit given. HMG have provided £5 million aid on favourable terms.

BEB and the Future of Comet

Mr Earl confirmed that private funds had been made available to finance Comet for the first 6 months of 1972 and BNEC had written to DMI to say they hope that BNEC would be reimbursed. It was confirmed that in fact the funds would go to MEA and Comet would be an economic committee of MEA.

Copies of Lord Thorneycroft's letter of 1 November were handed round and the Chairman explained he had not taken action on it as the meeting of Comet had been so near ahead. He proposed to write (as he subsequently did) saying they had previously presented their case (the letter to Sir Max Brown) for continuing and he would now re-present this case with the addition of the point that they thought there was a good deal of work to do on the follow-up of the Kuwait Shopping Week.

Lord Limerick asked about the sentence in Lord Thorneycroft's letter about inviting the appropriate Commercial Relations and Exports Division to make direct contact. I had explained that I had contacted the Chairman on this in order to offer any services required - though the future on this would be dependant on a meeting between Lord Denman and Lord Thorneycroft. I explained that the reason for the insertion of this sentence in these standard letter, which had gone to all area chairmen, was that some of the area committees were likely to be left without services at the year end or earlier. I explained that Lord Thorneycroft had seen the five or so Chairmen already and would be at the dinner on Monday and the AGM on Tuesday and that the purposes of the meetings were to take preliminary soundings from area Chairmen.

T H SINCLAIR

CRE 4

Room 312 Ext 3391

V/S

10 November 1971

Mr Allen

Mr Acland

KUWAIT TRADE DRIVE

1. We have now received, at folio 183, Mr Wilton's second despatch on the Kuwait Trade Drive.

2. I recommend that the despatch should be printed and given economic distribution. I attach a copy marked accordingly, and a copy for distribution to Under Secretaries. I have sent copies to Export Promotion Department, Information Administration Department, and the COI.

3. The despatch will be a useful reference work for those organising similar manifestations in the future, and provide a blue-print for follow-up action in Kuwait on the part of the Embassy, DTI, and British industry. I have no comments of substance on it, and since Mr Acland anticipated its receipt in paragraph 2 of his letter of 4 November to Mr Wilton (folio 182) I do not think a separate acknowledgement is required.

J L Beaven

J L Beaven

16 November 1971

Mr. Beaven "The Kuwait Trade Drive - Follow Up" is item no. 6 on next week's (25 November) COMET meeting agenda. I shall probably be representing the ECO at the meeting until Mr. Parsons (who will be late) arrives. I assume however that the 'HQS view' on item 6 falls to be expressed by the DTI representative rather than us? Wd. you check please that Mr. Pinch (?) will be briefing the DTI rep. accordingly. A number of the points in HQ's despatch can, I think, be made without announcement in the COMET forum?

to all
-19.xi.71

183

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FOREIGN AND COMMONWEALTH OFFICE

DIPLOMATIC REPORT No. 519/71

NBK 6/548/1

Economic Distribution

KUWAIT

9 November, 1971

**KUWAIT : LESSONS OF THE TRADE DRIVE AND
THE FOLLOW THROUGH**

*Her Majesty's Ambassador at Kuwait to the
Secretary of State for Foreign and Commonwealth Affairs*

SUMMARY

The Trade Drive was originally conceived as a consumer-goods drive and although efforts were made to widen the scope it remained, in effect, an enlarged consumer-goods drive (paragraphs 1-2).

2. With the resources of staff, money and equipment available this was just as well: we would hardly have been able to cope with anything more (paragraph 3).

3. Two sectors we hoped to cover but did not were banking and engineering. Banking is a growth industry in Kuwait. We are well placed here at present but will have to exert ourselves to remain so as the Kuwaitis increasingly seek a larger share in management (paragraphs 4-5).

4. In engineering much of our competitors' work in recent years has not stood the test of time and we lost an opportunity to push our own wares. We should repair this omission, possibly with an Engineering Week, before too long (paragraph 6).

5. The Drive itself was spread over rather too long a period but the preparations could have used more time (paragraphs 7-10).

6. Failure to take full advantage of the cheap Press advertising available. More pressure should be put on future exhibitors in the Gulf to do so (paragraph 11).

7. Promotional gimmicks should be more directly geared to retail sales (paragraph 12) and could usefully have been more widely extended to the other Gulf States (paragraphs 13-14).

8. Kuwaiti journalists expect a golden carpet. Dangers of inviting them unless you are prepared to unroll one (paragraph 15).

9. The Palestine issue and the boycott still exert their baleful influence (paragraphs 16-17).

10. Staffing arrangements, publicity work and all aspects of a venture of this kind need to be under the clear command of the Commercial Department and staff physically sited in the commercial offices. This is especially true when the latter are downtown. Failure to use mechanical aids not only necessitates more staff but makes it impossible to get through necessary work in time (paragraphs 18-20).

CONFIDENTIAL

11. Exploitation of the opening. Some things, such as the Fashion Show associated with the Clothing Mission, can probably be run in future as a commercial venture. In other cases, in order to maintain the impetus we must be prepared to shift the venue to neighbouring States with whom much business is also done; or reverse thrust by bringing Kuwaiti merchants to the United Kingdom where this is likely to pay better than an outward mission (paragraphs 21-24).

12. Kuwait has many contacts with the United Kingdom and a lot of Kuwaiti money gets spent in the United Kingdom. Our task is to provide new contacts and expand the opportunities for this beneficial process to continue and increase (paragraph 25).

(Confidential)

Sir,

Kuwait,

9 November, 1971.

Introduction

In my despatch of 26 October describing the principal features of the British Trade Drive in Kuwait this year I undertook to see what lessons for the future could be extracted from our performance on this occasion, and to indicate the lines on which British industry might be encouraged to follow up the Drive in order to consolidate and, where possible, expand their share of the market in Kuwait. I am emboldened to take on this exercise in teaching the art of egg-sucking by the fact that my Commercial Counsellor, Mr. Colin McGurk, had also played a large part in organising the British trade promotions in Belgium in 1967-68 and has now, therefore, a field experience of these occasions probably unrivalled in the Service.

2. The first point upon which any trade promotional exercise has to be clear is what it wishes to do: how much of the market does it aim to attack and in what depth; and which British firms and industries should be brought in. In the case of Kuwait an originally modest proposal for an attack on some of the more promising consumer-goods sectors was, as I have said in my despatch of 26 October, transformed into a more ambitious Trade Drive intended to cover a far more comprehensive range of British industries and firms and a far wider sector of the Kuwait market. The time available for such a transformation was less than, in retrospect, I would have advocated; and the departure of my predecessor between the inception of the idea and its execution may well also have led to some loss of continuity in pursuing some aspects. But whatever the causes the Drive as it finally took shape was, in fact, little more than an enlarged consumer-goods drive. Few of the many suggested additions outside this range came to anything and one which did, a business consultants' seminar, was run by a team of such startling inability either to plan or to improvise that their apparent success in their chosen profession is, on their performance here, a mystery.

3. The second requirement, once the nature of the operation has been decided, is to ensure that the necessary means are available to carry it through. We suffered, as will emerge from much of what follows from inadequacies of staff, equipment and funds; and we were to that extent lucky that the Drive did not achieve the dimensions at one time envisaged. On the programme as it in fact emerged we were able to scrape through without any of our omissions or improvisations showing so obviously as to impair the outward success of the operation.

The scope of the Drive

4. One of the more disappointing absences from the programme was banking, a subject in which Britain could have been expected to have a great interest here and which the Deputy Governor of the Central Bank warmly advocated. We have a good record in Kuwait as a result of our past involvement. Banking and general financial management has indeed, been a near British monopoly here for years and even now four of the five banks operating in Kuwait have British managers and many have also a large proportion of British senior staff. This situation cannot be expected to last. The British Bank of the Middle East is about to be transformed into the Bank of Kuwait and the Middle East; and although it will continue at first under British management Kuwaitis will inevitably look for an increasing participation in it and in the other banks operating here. It is right that they should. It is a commonplace that Kuwait lacks indigenous development opportunities. Money management is one of the few industries for which four prime requisites generally regarded as necessary for success exist: the raw material; a reasonably competent labour force; some indigenous management skills; and an assured domestic market on which to build. Of these the weakest aspect is, without doubt, that of personnel. Both management and staff have far to go in training and the acquisition of experience of modern international financial conditions. External operations are, necessarily, going to remain a large part of banking in Kuwait and it is in this respect in particular that I should like to see a great effort made to maintain the British connections. The French, Germans, Americans and others, who are already frequent visitors in search of Kuwaiti money to invest, will have no difficulty in supplying Kuwait's requirements in this sphere if we do not.

5. Suggestions that a banking seminar should form part of the Trade Drive met with no enthusiastic response in the City of London though the British bankers in Kuwait see the point and supported the idea strongly. Fortunately, the subject is not one which had to be tackled in the context of the Drive or not at all; there is still time for a concerted and sustained effort to see that Kuwait's financiers retain a largely British orientation. Interest might usefully be developed in such activities as the bullion and commodity markets, Lloyd's and the insurance world, investments and the stock exchange and, indeed, any other organs of the City of London which contribute significantly to our invisible earnings. I have already said as much to our BNEC visitors during British Week and shall continue to urge the point on British bank managers here and their visiting directors.

6. The case of the various British engineering industries is rather different. There, too, we were at one time in a very dominant position in Kuwait both in the field of constructional and civil engineering and in the supply of industrial plant and machinery for such installations as power stations, distillation plants and so on. We suffered the inevitable reaction as the Kuwaitis felt the urge to see if they could do better by shopping around and our competitors were quick to take advantage of their mood. The law requiring the acceptance of the lowest tender helped them and there have been many examples in recent years of shoddy work, substandard equipment, gross delays and prices escalating as projects progressed. There has been a perceptible shift in opinion in Kuwait on this subject lately and both the Minister of Commerce and Industry and the President of the Chamber of Commerce and Industry spoke to Mr. Anthony Grant, during his calls on them during British Week, in terms which made it clear that they at any rate would welcome a change to a more realistic policy on tendering. They are not alone in this and the time is, in my opinion, ripe for a campaign by the British engineering industries, stressing the reliability and long-term competitiveness of

British work and machinery much of which, in marked contrast to many later installations, has functioned uninterruptedly here for a couple of decades. That could well have been done as part of the Trade Drive. It was not, except verbally by Mr. Grant, our other visitors and myself when we saw an opportunity to put the word in; and it must be reckoned an opportunity missed. The possibility of a British Engineering Week in 1973 should be borne in mind.

Timing

7. As it turned out the Trade Drive covered a somewhat longer period than the March-October months envisaged in the Board of Trade's Press release of July 1970; and it could be argued that the effect would have been greater had it been concentrated into six rather than nine months. In fact the dispersal of effort was not quite so great as first impressions might suggest, as the summer weather effectively prevents exhibitions and similar activities for four months in Kuwait and this period was used for the complex business of organising inward missions. Nevertheless in view of the considerable time necessary to prepare projects of this nature if they are to be properly executed, and to work up publicity for the whole venture, it is clear in retrospect that it would have been better if the Drive had not started until March as originally projected. The first exhibition, in January, opened on time but with no more than eight companies participating. And although it was successful so far as it went and set new standards of presentation and organisation for events of this kind in Kuwait, it left a certain impression that the British office equipment industry had shown only a limited interest in the local market. The subsequent Building Materials and Hospital Equipment Exhibitions were an unqualified success; and the Toy Exhibition did very useful business off-stage though the exhibitors, child-haters to a man, found the enthusiastic presence of the end-users an obstacle to serious selling during opening hours.

8. The diffuseness of the first phase of the Drive not only affected the success of the opening exhibitions: it also diminished the impact of that stage of the operation as a whole. After some four months of even a carefully selective British assault on their market, the Kuwaiti merchants began to lose interest. The novelty had worn off, and it became more difficult to attract the business community to receptions given for our exporters. It was, quite coincidentally, unfortunate that this period of waning interest also saw in Kuwait some of the less able business elements of the Drive: a mixed bag of querulous toy manufacturers and a petulant group of furniture salesmen with an unusually high proportion of lame ducks. Such weaker brethren are bound to occur in any team, however carefully assembled; but their imperfections can be more easily carried if things are moving at a brisk pace.

Publicity

9. Though the execution could with advantage have been compressed preparations should have been expanded to fill the resultant interval. The period between the first public announcement in Britain about the Drive and the opening of the first exhibition some seven months later was too short and the first exhibition suffered accordingly (paragraph 6 above). One reason advanced for the timing of the publicity was that British industry might be confused by virtually simultaneous publicity about Trade Drives in California and Kuwait. I doubt whether this was much of a risk; and in these days when the hallmark of good commercial work is said to be selectivity, it might have done no great harm if companies whose export managers could not distinguish between the two had been allowed to fall by the wayside.

10. Another, more cogent, reason for deferring publicity was the impending arrival on United Kingdom leave of my Commercial Counsellor. It was felt that if the initial announcement coincided with the beginning of his commercial tour, he could address Chambers of Commerce in different parts of the country on Kuwait in general and the Trade Drive in particular. Although some six weeks was spent in this activity and contact was made with over 200 firms and trade associations, the tour was valuable only in the sense that it helped to keep some of the intending participants on the right lines: there is no evidence that it increased participation in the Drive. One Chamber of Commerce was persuaded to mount an outward mission in 1971 but this was offset by the need to discourage another from doing so, as it intended to send a mission of senior individuals with nothing to sell. A later start and a longer period of preparation would have enabled more time to be spent concentrating on those sectors which did show signs of responding and working on the waverers. Generalised publicity without such detailed follow-up is, on this showing, largely wasted activity.

11. The arrangements for publicising the Trade Drive in Kuwait and the neighbouring Arab countries also fell short of the ideal. Insufficient money was available from public funds for a systematic advertising campaign to publicise the various exhibitions nor could the trade associations concerned be persuaded to finance such a campaign, despite the very low cost of Press advertising in Kuwait. I think that for any future joint venture exhibitions planned in Kuwait or the other Arab States in the Gulf, it should be made a condition of official assistance that the trade association concerned undertake that a specific amount of paid advertising will be taken out on behalf of the exhibitors. It is no problem in the Gulf to place such advertising and the cost is not high. It is folly not to use our opportunities in this respect.

Aid to consumer sales

12. In other countries where British Weeks have been held a number of stereotyped means are used to attract the money-spending masses into the principal shopping zones. British pubs have been erected at strategic points; the main streets are festooned with flags, banners and other colourful material; and military bands give performances in central shopping areas. None of these devices could be used in Kuwait. After discussion with the local business community, proposals were put forward whereby tickets for the wrestling bouts, and perhaps the soccer match, would be issued through retail outlets to members of the public who bought specific quantities of British goods. Unfortunately, a shortage of funds made it essential for the Department of Trade and Industry to seek sponsors for most of the main events from the larger British companies who, not unnaturally, were concerned mainly with promoting their own name and products. BP gave every shopkeeper in Kuwait who participated in the British Week a small number of football tickets but they could have been far more generous: in the event they contrived to get only about a third of the available places in the stadium occupied. Similarly Messrs. Carreras (Overseas), who sponsored the wrestling, sold no more than 8,000 of the 38,000 tickets which they had printed for the six nights on which wrestling was featured (though there is no doubt that many more Kuwaitis managed to attend than bought tickets). People wanting to buy tickets were unable to get them, as there were not enough selling outlets; and a good promotional gimmick was under-exploited and, incidentally, cost the promoters more than it need have done.

Participation in the Trade Drive by neighbouring posts

13. It had always been intended that, as far as possible, the attention of Kuwait's Arab neighbours should be drawn to the Trade Drive and its impact widened to include as much of the Arab Gulf as possible. To achieve this, special issues of the Embassy's Trade News Letter were circulated in greater numbers than usual in some of the neighbouring countries, though, owing to staffing problems in the Information Section much of this publicity material did not reach the posts concerned in time. None the less, an encouraging number of visitors from Saudi Arabia, Iraq and the small Gulf States attended the various exhibitions and placed substantial orders. Certain of the smaller posts were allocated funds by BNEC, who paid for the travelling expenses and in some cases hotel accommodation of appropriate merchants.

14. So far as they went, these arrangements were adequate. Should they have gone further? Had matters been entirely in our own hands we would certainly have wished to make even greater use of this opportunity to hit the markets in the Lower Gulf States as well as in Kuwait. Once financial considerations placed the organisation of most of the main events held during the Week in the hands of the major British companies who paid for them, however, the matter was not in our hands and the companies concerned took their own decisions about the distribution of tickets and invitations to participate by neighbouring countries. In the event they were less generous and far-sighted (or perhaps, simply less competent) about this than we would have wished. We achieved less impact than we hoped for down the Gulf in consequence. But this was largely the consequence of sacrificing control to financial considerations. We got as much as we were prepared to pay for.

Inward mission of journalists

15. Despite the inherent difficulties of collecting any number of Arab journalists together at a particular time, it should always be the aim of any Embassy involved in an exercise of this nature to send a useful selection of journalists to the United Kingdom on a sponsored tour. We did so and in the event publicity in the local Press was reasonably good; but I believe that this was due more to our taking out a certain amount of paid advertising than to the inward mission. The journalists did not like the hotel in London into which they were originally put; and one of them, in particular, returned in a carping mood. This led to the only sour note struck by the Press—an article criticising the firework display as not worth all the fuss and the traffic jam which it occasioned. You can't win 'em all. The lesson to be drawn from this is, I hope, of Kuwaiti rather than general application: few Kuwaitis—journalists, officials or businessmen—are going to be flattered by being put into any but the most expensive hotel in sight. Unless we are prepared to adjust our hospitality to the inflated notions many Kuwaitis have on this point we must accept the risk that an invitation may, on some people, produce the opposite effect to that we intended.

The dead hand of Palestine

16. One problem which was only partly overcome was the strong opposition by some British manufacturers of Jewish faith to any form of trade promotion in a country which, as one of them put it, was helping "to kill their brothers in Israel". The clothing, jewellery and toy industries were particularly affected and in the context of trade with Kuwait this was unfortunate as these were sectors of the local market which we had identified as targets on which we ought to concentrate.

17. Another sector, in which we would have been glad to make a greater effort had there been any prospect of a worthwhile return, was the motor industry. But that, too, suffers here from the effects of the boycott, which excludes both British Leyland and Ford. Our sponsor, the GMC agent, did the best he could for us with Vauxhall and Bedford; and the Rootes products were well displayed by their dealer. But the Japanese are making hay in what has traditionally been "our" share of the market in the absence of our best selling lines in recent years, the BMC 1100 and 1300 range, the Ford Cortinas and Capris and the Jaguars.

Staffing arrangements

18. At the outset it had been decided not to open a separate Trade Drive Office, but to follow the more efficient and economical practice used in Copenhagen of reinforcing the Commercial Department. In the case of Kuwait, the commercial reinforcements were limited to a Higher Executive Officer from the Department of Trade and Industry who had already served abroad and gained experience of exhibition work; a Grade 10 officer of the Diplomatic Service acting for the first time as a commercial officer; and two locally-engaged typists. The reinforcements, although working within the Commercial Department's operational plan, referred to themselves as the "Trade Drive Office", primarily to serve notice to the local business community that something unusual was in the offing. In practice the advantages of this separate identity seems to have been no more than marginal; and in the months ahead the Commercial Department will have to convince the merchants that the additional official interest in business in Kuwait was not merely a spasm.

19. Even with the reinforcements staffing remained a problem. When the exercise was originally planned it could not be foreseen that I would be without a Head of Chancery for March and most of April. The Department was not able to reinforce my Information Section and it eventually became clear that my Information Officer (a part-time job for a member of Chancery who at the time was also Acting Head of Chancery) could not cope with the necessary publicity work. His task, already made impossible by the burden of other work upon him, was rendered totally unmanageable by the physical separation of the Chancery from the Commercial Department's downtown offices. For the British Week the only solution was to transfer the information work also to the broad backs of the Commercial Department, and a locally-engaged officer from the Information Section to the already overcrowded commercial offices. This rearrangement, which we should have made much sooner, led to an immediate improvement in output and, as the Week got under way, both purchased publicity and news items began to appear in the Press and on television in gratifying quantities. Even had this solution not been forced upon us it was abundantly demonstrated that information work in connection with a trade drive of this kind is best organised from, and under the direct control of, the Commercial Department.

Office equipment

20. We were mistaken not to press hard enough for the modern aids which are indispensable to large-scale promotions of this type. Plates for the Addressograph machine held by the Information Section have to be punched in Beirut; a plate-punching machine and equipment for sealing and franking envelopes should have been regarded as indispensable. The lack of this equipment obliged us to engage a second typist; and, more important, frustrated the original plans for sending monthly circulars about the Trade Drive to the business community, not only in Kuwait, but in the Lower Gulf countries.

The follow up

21. *Exhibitions.* Already, some companies and trade associations are talking of repetitions of the joint venture exhibitions which were held during the Trade Drive and an exhibition of 22 firms manufacturing building materials is scheduled for February 1972. To my mind this is too soon and risks bringing into operation the law of diminishing returns. In order to widen the impact, and follow up Lower Gulf contacts made here in February it might well be better to hold this exhibition in a neighbouring country, perhaps Bahrain, and that possibility is under discussion with the appropriate Departments.

22. Although they are an expensive means of assisting our companies to export, the standard and general professionalism of the British exhibitions do us credit and I have been told that the Japanese Embassy have recommended to Tokyo that Japanese industry should hold a similar series of specialised exhibitions. Whether or not our competitors try to emulate us I will welcome proposals for further joint-venture exhibitions, provided that the relevant trade associations realise that they cannot reasonably expect the same degree of assistance which a temporarily expanded Embassy was able to give during the Trade Drive.

23. *Inward missions.* The 1971 inward mission of buyers of ladies' clothing was so successful in commercial terms that it should, clearly, be repeated. To obtain the maximum results there should also be a repetition of the associated fashion show organised by the Clothing Export Council. This could well be a purely commercial venture paid for by the interested merchants and the Hilton Hotel. On this year's showing I reckon that the public would pay for admission and that the costs could to a large extent be covered. There is some enthusiasm among the local merchants for this, and the majority would probably prefer to have a repeat performance in 1972. But my Commercial Department's programme for 1972 is already full and time is short for organising such an occasion properly. I recommend that the DTI discuss with the Clothing Export Council the possibilities of a repeat performance in 1973.

24. In 1972, we should also organise an inward mission of buyers of furniture and carpets. A mission of 10-12 of the principal merchants could be expected to place worthwhile orders if introduced to companies manufacturing products suitable for the market in Kuwait. I believe that an inward mission is likely to be very much more successful than the outward variety: the market exists and some of our more successful exporters of, in particular, carpets do good business here on an individual basis. But the furniture export club has shown itself ineffective and its annual visits to Kuwait have recently produced little in the way of results.

25. The full commercial benefits of the Trade Drive are unlikely to be felt for a year or two and may not even be much reflected in the figures of our visible exports. Perhaps this can be shown most strikingly by the results, actual and expected, of the jewellery exhibition. Although the seven companies which participated in this display admit to having sold £35,000-worth of their products (in fact there is evidence to suggest that their actual sales were much higher) the real benefit is likely to come during the follow up contacts which, if they are wise, they will maintain with the rich Kuwaitis to whom they were introduced. Similarly, there will probably be a considerable additional benefit in the form of purchase of jewellery from retail outlets in the United Kingdom by Kuwaiti visitors. Although jewellery is a specialised product, this applies, to a greater or lesser degree, to the other goods which were featured: a lot of Kuwaiti money gets spent every year in the United Kingdom and if contacts are energetically pursued even more should be.

Conclusion

26. This despatch is intended to be read in conjunction with its companion piece of 26 October. The latter depicted the scene from the auditorium and this one has taken a look back-stage. Nothing is ever as good or as bad as it seems. Despite all that we knew of what things were like behind the scenes my Commercial Counsellor and I achieved an occasional suspension of disbelief during the show; and told each other that it could, after all, be a hit. If the present despatch does anything to help future producers in their task we shall be content.

I have, etc.,

A. J. WILTON.

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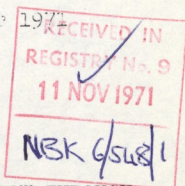
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BRITISH EMBASSY

KUWAIT

9 November 1971



SUMMARY

KUWAIT: LESSONS OF THE TRADE DRIVE: AND THE FOLLOW THROUGH

1. The Trade Drive was originally conceived as a consumer-goods drive and although efforts were made to widen the scope it remained, in effect, an enlarged consumer-goods drive (paragraphs 1 and 2).
2. With the resources of staff, money and equipment available this was just as well: we would hardly have been able to cope with anything more (paragraph 3).
3. Two sectors we hoped to cover but did not were banking and engineering. Banking is a growth industry in Kuwait. We are well placed here at present but will have to exert ourselves to remain so as the Kuwaitis increasingly seek a larger share in management (paragraphs 4 and 5).
4. In engineering much of our competitors' work in recent years has not stood the test of time and we lost an opportunity to push our own wares. We should repair this omission, possibly with an Engineering Week, before too long (paragraph 6).
5. The Drive itself was spread over rather too long a period but the preparations could have used more time (paragraphs 7-10).
6. Failure to take full advantage of the cheap press advertising available. More pressure should be put on future exhibitors in the Gulf to do so (paragraph 11).

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7. Promotional gimmicks should be more directly geared to retail sales (paragraph 12) and could usefully have been more widely extended to the other Gulf States (paragraphs 13 and 14).
8. Kuwaiti journalists expect a golden carpet. Dangers of inviting them unless you are prepared to unroll one (paragraph 15).
9. The Palestine issue and the Boycott still exert their baleful influence (paragraphs 16 and 17).
10. Staffing arrangements, publicity work and all aspects of a venture of this kind need to be under the clear command of the Commercial Department and staff physically sited in the commercial offices. This is especially true when the latter are downtown. Failure to use mechanical aids not only necessitates more staff but makes it impossible to get through necessary work in time (paragraphs 18-20).
11. Exploitation of the opening. Some things, such as the Fashion Show associated with the Clothing Mission, can probably be run in future as a commercial venture. In other cases, in order to maintain the impetus we must be prepared to shift the venue to neighbouring states with whom much business is also done; or reverse thrust by bringing Kuwaiti merchants to the United Kingdom where this is likely to pay better than an outward mission (paragraphs 21-24).
12. Kuwait has many contacts with the United Kingdom and a lot of Kuwaiti money gets spent in the United Kingdom. Our task is to provide new contacts and expand the opportunities for this beneficial process to continue and increase (paragraph 25).

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The Right Honourable
Sir Alec Douglas-Home KT MP
etc etc etc

Sir

KUWAIT: LESSONS OF THE TRADE DRIVE; AND THE FOLLOW THROUGH
INTRODUCTION

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11. The arrangements for publicising the Trade Drive in Kuwait and the neighbouring Arab countries also fell short of the ideal. Insufficient money was available from public funds for a systematic advertising campaign to publicise the various exhibitions nor could the trade associations concerned be persuaded to finance such a campaign, despite the very low cost of press advertising in Kuwait. I think that for any future joint venture exhibitions planned in Kuwait or the other Arab states in the Gulf, it should be made a condition of official assistance that the trade association concerned undertake that a specific amount of paid advertising will be taken out on behalf of the exhibitors. It is no problem in the Gulf to place such advertising and the cost is not high. It is folly not to use our opportunities in this respect.

AID TO CONSUMER SALES

12. In other countries where British Weeks have been held a number of stereotyped means are used to attract the money-spending masses into the principal shopping zones. British pubs have been erected at strategic points; the main streets are festooned with flags, banners and other colourful material; and military bands give performances in central shopping areas. None of these devices could be used in Kuwait. After discussion with the local business community, proposals were put forward whereby tickets for the wrestling bouts, and perhaps the soccer match, would be issued through retail outlets to members of the public who bought specific quantities of British goods. Unfortunately, a shortage of funds made it essential for the Department of Trade and Industry to seek sponsors for most of the main events from the larger British companies who, not unnaturally, were concerned mainly with promoting their own name and products. BP gave every shopkeeper in Kuwait who participated in the British Week a small number of football tickets but they could have been far more generous: in the event they contrived to get only about a third of the available places in the stadium occupied. Similarly Messrs Carreras (Overseas), who sponsored the wrestling, sold no more than 8,000 of the 38,000 tickets which they had printed for the six nights on which wrestling was featured (though there is no doubt that many more Kuwaitis managed to attend than bought tickets). People wanting to buy tickets were unable to get them, as there were not enough selling outlets; and a good promotional gimmick was under-exploited and, incidentally, cost the promoters more than it need have done.

PARTICIPATION IN THE TRADE DRIVE BY NEIGHBOURING POSTS

13. It had always been intended that, as far as possible, the attention of Kuwait's Arab neighbours should be drawn to the Trade Drive and its impact widened to include as much of the Arab Gulf as possible. To achieve this, special issues of the Embassy's Trade News Letter were circulated in greater numbers than usual in some of the neighbouring countries, though, owing to staffing problems in the Information Section much of this publicity material did not reach the posts concerned in time. Nonetheless, an encouraging number of visitors from Saudi Arabia, Iraq, and the small Gulf States attended the various exhibitions and placed substantial orders. Certain of the smaller posts were allocated funds by BNEC, who paid for the travelling expenses and in some cases hotel accommodation of appropriate merchants.

14. So far as they went, these arrangements were adequate. Should they have gone further? Had matters been entirely in our own hands we would certainly have wished to make even greater use of this opportunity to hit the markets in the Lower Gulf States as well as in Kuwait. Once financial considerations placed the organisation of most of the main events held during the Week in the hands of the major British companies who paid for them, however, the matter was not in our hands; and the companies concerned took their own decisions about the distribution of tickets and invitations to participate by neighbouring countries. In the event they were less generous and far-sighted (or

perhaps, simply less competent) about this than we would have wished. We achieved less impact than we hoped for down the Gulf in consequence. But this was largely the consequence of sacrificing control to financial considerations. We got as much as we were prepared to pay for.

INWARD MISSION OF JOURNALISTS

15. Despite the inherent difficulties of collecting any number of Arab journalists together at a particular time, it should always be the aim of any Embassy involved in an exercise of this nature to send a useful selection of journalists to the United Kingdom on a sponsored tour. We did so and in the event publicity in the local press was reasonably good; but I believe that this was due more to our taking out a certain amount of paid advertising than to the inward mission. The journalists did not like the hotel in London into which they were originally put; and one of them, in particular, returned in a carping mood. This led to the only sour note struck by the press - an article criticising the fireworks display as not worth all the fuss and the traffic jam which it occasioned. You can't win 'em all. The lesson to be drawn from this is, I hope, of ~~Kuwaiti~~ rather than general application: few Kuwaitis - journalists, officials or businessmen - are going to be flattered by being put into any but the most expensive hotel in sight. Unless we are prepared to adjust our hospitality to the inflated notions many Kuwaitis have on this point we

THE DEAD HAND OF PALESTINE

16. One problem which was only partly overcome was the strong opposition by some British manufacturers of Jewish faith to any form of trade promotion in a country which, as one of them put it, was helping "to kill their brothers in Israel". The clothing, jewellery and toy industries were particularly affected and in the context of trade with Kuwait this was unfortunate as these were sectors of the local market which we had identified as targets on which we ought to concentrate.

17. Another sector, in which we would have been glad to make a greater effort had there been any prospect of a worthwhile return, was the motor industry. But that, too, suffers here from the effects of the Boycott, which excludes both British Leyland and Ford. Our sponsor, the GMC agent, did the best he could for us with Vauxhall and Bedford; and the Rootes products were well displayed by their dealer. But the Japanese are making hay in what has traditionally been "our" share of the market in the absence of our best-selling lines in recent years, the BMC 1100 and 1300 range, the Ford Cortinas and Capris and the Jaguars.

STAFFING ARRANGEMENTS

18. At the outset it had been decided not to open a separate Trade Drive Office, but to follow the more efficient and economical practice used in Copenhagen of reinforcing the Commercial Department. In the case of Kuwait, the commercial reinforcements were limited to a Higher Executive Officer from the Department of Trade and Industry who had already served abroad and gained experience

of exhibition work; a Grade 10 officer of the Diplomatic Service acting for the first time as a commercial officer; and two locally-engaged typists. The reinforcements, although working within the Commercial Department's operational plan, referred to themselves as the "Trade Drive Office", primarily to serve notice to the local business community that something unusual was in the offing. In practice the advantages of this separate identity seems to have been no more than marginal; and in the months ahead the Commercial Department will have to convince the merchants that the additional official interest in business in Kuwait was not merely a spasm.

19. Even with the reinforcements staffing remained a problem. When the exercise was originally planned it could not be foreseen that I would be without a Head of Chancery for March and most of April. The Department was not able to reinforce my Information Section and it eventually became clear that my Information Officer (a part-time job for a member of Chancery who at the time was also acting Head of Chancery) could not cope with the necessary publicity work. His task, already made impossible by the burden of other work upon him, was rendered totally unmanageable by the physical separation of the Chancery from the Commercial Department's downtown offices. For the British Week the only solution was to transfer the information work also to the broad backs of the Commercial Department, and a locally-engaged officer from the Information Section to the already over-crowded commercial offices. This re-arrangement, which we should have made much sooner, led to an immediate

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improvement in output and, as the Week got under way, both purchased publicity and news items began to appear in the press and on television in gratifying quantities. Even had this solution not been forced upon us it was abundantly demonstrated that information work in connexion with a trade drive of this kind is best organised from, and under the direct control of, the Commercial Department.

OFFICE EQUIPMENT

20. We were mistaken not to press hard enough for the modern aids which are indispensable to large-scale promotions of this type. Plates for the Addressograph machine held by the Information Section have to be punched in Beirut; a plate punching machine and equipment for sealing and franking envelopes should have been regarded as indispensable. The lack of this equipment obliged us to engage a second typist; and, more important, frustrated the original plans for sending monthly circulars about the Trade Drive to the business community, not only in Kuwait, but in the lower Gulf countries.

THE FOLLOW UP

21 EXHIBITIONS. Already, some companies and trade associations are talking of repetitions of the joint venture exhibitions which were held during the Trade Drive and an exhibition of 22 firms manufacturing building materials is scheduled for February 1972. To my mind this is too soon and risks bringing into operation the law of diminishing returns. In order to widen the impact, and follow up Lower Gulf contacts made here in February it might well be better to hold this exhibition in a neighbouring country.

perhaps Bahrain; and that possibility is under discussion with the appropriate Departments.

22. Although they are an expensive means of assisting our companies to export the standard and general professionalism of the British exhibitions do us credit and I have been told that the Japanese Embassy have recommended to Tokyo that Japanese industry should hold a similar series of specialised exhibitions. Whether or not our competitors try to emulate us I will welcome proposals for further joint-venture exhibitions, provided that the relevant trade associations realise that they cannot reasonably expect the same degree of assistance which a temporarily expanded Embassy was able to give during the Trade Drive.

23. INWARD MISSIONS. The 1971 inward mission of buyers of ladies' clothing was so successful in commercial terms that it should, clearly, be repeated. To obtain the maximum results there should also be a repetition of the associated fashion show organised by the Clothing Export Council. This could well be a purely commercial venture paid for by the interested merchants and the Hilton Hotel. On this year's showing I reckon that the public would pay for admission and that the costs could to a large extent be covered. There is some enthusiasm among the local merchants for this, and the majority would probably prefer to have a repeat performance in 1972. But my Commercial Department's programme for 1972 is already full and time is short for organising such an occasion properly. I recommend that the DTI discuss with the Clothing Export Council the possibilities of a repeat performance in 1973.

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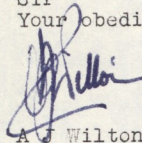
24. In 1972, we should also organise an inward mission of buyers of furniture and carpets. A mission of 10-12 of the principal merchants could be expected to place worthwhile orders if introduced to companies manufacturing products suitable for the market in Kuwait. I believe that an inward mission is likely to be very much more successful than the outward variety: the market exists and some of our more successful exporters of, in particular, carpets do good business here on an individual basis. But the furniture export club has shown itself ineffective and its annual visits to Kuwait have recently produced little in the way of results.

25. The full commercial benefits of the Trade Drive are unlikely to be felt for a year or two and may not even be much reflected in the figures of our visible exports. Perhaps this can be shown most strikingly by the results, actual and expected of the jewellery exhibition. Although the seven companies which participated in this display admit to having sold £35,000-worth of their products (in fact there is evidence to suggest that their actual sales were much higher) the real benefit is likely to come during the follow up contacts which, if they are wise, they will maintain with the rich Kuwaitis to whom they were introduced. Similarly, there will probably be a considerable additional benefit in the form of purchase of jewellery from retail outlets in the United Kingdom by Kuwaiti visitors. Although jewellery is a specialised product, this applies, to a greater or lesser degree, to the other goods which were featured: a lot of Kuwaiti money gets spent every year in the United Kingdom and if contacts are energetically pursued even more should be.

CONCLUSION

26. This despatch is intended to be read in conjunction with its companion piece of 26 October. The latter depicted the scene from the auditorium and this one has taken a look back-stage. Nothing is ever as good or as bad as it seems. Despite all that we knew of what things were like behind the scenes my Commercial Counsellor and I achieved an occasional suspension of disbelief during the show; and told each other that it could, after all, be a hit. If the present despatch does anything to help future producers in their task we shall be content.

I have the honour to be
Sir
Your obedient Servant


A J Wilton

Copies to: CRE Department 4, Department of Trade & Industry

HM Political Resident, Persian Gulf

HM Representatives:

Bahrain

Doha

Muscat

Beirut

Baghdad

Jedda

HM Political Agents:

Abu Dhabi

Dubai



Foreign and Commonwealth Office
London SW1

Telephone 01-

HE
Mr A J Wilton CMG MC
British Embassy
Kuwait

Your reference

Our reference

Date 4 November, 1971

My dear John,

KUWAIT TRADE DRIVE

- (B1)
1. Very many thanks for your despatch of 26 October which is being printed in the economic series.
 2. I have no comments of substance on it at this stage but it is most useful to have a fairly detailed account of how the trade drive was set up and then organised on the spot; and your further despatch will I am sure provide additional guidelines for future organisers.
 3. It seems clear from what you say that the trade drive is going to prove well worth while in terms of increased exports, although the results are always very difficult to quantify exactly. Charles Denman, who spoke to me on his return, was enthusiastic both about the British Week as a whole and about its likely results.
 4. One absolutely certain fact is that the trade drive involved you and your staff, and in particular Colin McGurk, in an immense amount of work and planning. All concerned at this end realise the great effort which was expended and those of us who have served in Kuwait can only too vividly imagine the immense difficulties in getting a programme of this kind organised even without last minute distractions such as Sadat's visit. The account given in your despatch (though I know you did not mean it that way) and the success of the trade drive is the best possible tribute to all the work which the Embassy as a whole put in.

John Acland
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A A Acland

PA 35M

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Reference

NBK 6/5481

W-181

Mr Adland *has seen*

RECEIVED IN
REGISTRY No. 9
-4 NOV 1971

NBK 6/5481

Kuwait Trade Dove

Mr Wilton has written a despatch, dated 26 October, on the British Trade Dove in Kuwait.

2. I recommend that the despatch be given general and economic distribution. I do not think that Q distribution is appropriate in this case. This is hardly likely to be of great interest to developed Commonwealth countries except as a lesson in trade promotion - and they are our commercial competitors. I attach a copy of the despatch marked for printing, and a copy for distribution to Under Secretaries.

3. I submit a draft acknowledgement
DHW Wilton

John Beaven
2/11/71.

PM 2/11

(181)

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FOREIGN AND COMMONWEALTH OFFICE

DIPLOMATIC REPORT No. 496/71

NBK 6/548/1

Economic Distribution

KUWAIT

26 October, 1971

THE BRITISH TRADE DRIVE IN KUWAIT, 1971

*Her Majesty's Ambassador at Kuwait to the
Secretary of State for Foreign and Commonwealth Affairs*

SUMMARY

In the past decade our exports to Kuwait declined both in absolute terms and as a percentage of an increasing market. A special effort was needed to retain our place in what must to the United Kingdom remain a vital area. 1971 was a particularly appropriate year in which to demonstrate a continuing determination to maintain our interests in the Gulf. (Paragraphs 1-4.)

2. Decision to go for more than just an exhibition of consumer goods. A fairly wide range of specialised exhibitions and inward and outward missions to be topped-off with a carnival-type shopping week, the various parts of the operation to be dove-tailed wherever possible. (Paragraphs 5-10.)

3. Kuwaitis largely apathetic unless they saw a sure prospect of profit to themselves. Ottoman inertia in the Administration only partly overcome. Such ill-will as we encountered was overcome by the vigorous support of the Minister of Commerce. (Paragraphs 11-12.)

4. President Sadat's unexpected visit threatened to disrupt the first two days of the shopping week, but we were able to recover by some swift footwork. (Paragraph 13.)

5. Local conditions shape the carnival aspect of the Week: wrestling and discotheques rather than ballet or military bands. (Paragraphs 14, 15 and 25.)

6. The Week, blow by blow. Local interest finally aroused. (Paragraphs 16-24.)

7. Has it helped our exports? Yes, though we shall have to wait to see by just how much and for just how long. (Paragraph 26.)

8. As publicity the Week—and, indeed, the whole drive—was a great success. We had the good fortune to assemble a particularly agreeable and efficient team of ambassadors extraordinary. Even the wrestlers proved to be charmers. (Paragraph 27.)

9. A heartfelt tribute to my long-suffering staff. (Paragraph 28.)

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(Confidential)
Sir,

Kuwait,
26 October, 1971.

Introduction

In 1959 the United Kingdom exported to Kuwait products to the value of nearly £26 million. We were the State's principal supplier and enjoyed a 28 per cent share of the market. Eight years later, although Kuwait's total imports had doubled in value, she was purchasing less from us even in absolute terms. We had slipped into third place and our share of the market was down to 12 per cent. Devaluation helped to arrest this decline but in the merchant community there was a feeling that companies which traded almost exclusively with Britain had little to look forward to. Some representatives of British firms were particularly gloomy: the boom in Kuwait was levelling off; competition was becoming even more intense; and it was now much harder to sell. Although some steps could be and were taken to improve the effectiveness of our official trade promotion work in Kuwait, it seemed clear that if we were not to slip even further some specially organised "promotion" was necessary, if only to publicise in the United Kingdom opportunities offered by the Kuwait market.

2. It was fully realised that Kuwait was not, and never would be, one of the United Kingdom's major export markets. None the less, it is an important market and takes second place in the Arab world so far as our exports are concerned. If invisibles, sterling and oil are taken into account the importance of Kuwait to the United Kingdom's economy is very much greater than its position in our export table would suggest.

3. A further factor was the impending expiry of our special relationship with the other Gulf States in 1971. A successful trade drive could also bring some political benefits by helping to show the Kuwaitis that we did not intend to abandon interest in the area after the departure of our troops.

4. Finally (a consideration not present in the original calculations) Kuwait's income almost doubled in the period between the inception of the idea and its execution. By the time the drive began it was clear that the cake we were competing to slice up was a very much bigger cake than it had been.

The development of the idea

5. The then Kuwaiti Minister of Commerce and Industry, Shaikh Abdullah al Jabir, told my predecessor that it was high time that Britain put on an exhibition in Kuwait; and through all the subsequent stages of the scheme Shaikh Abdullah gave it his firm and active support even after he ceased to be Minister of Commerce in February this year.

6. In March of 1969 the idea was mooted of a modest form of British Week in Kuwait based on the newly-built Hilton Hotel and involving a number of the leading stores in promotions of British consumer products. The Department of Trade and Industry (DTI) (then Board of Trade) suggest that we should be rather more ambitious and join with them and the British National Export Council (BNEC) in a protracted and more comprehensive Trade Drive. Preliminary investigations of the various possibilities were accordingly begun and the original concept was expanded to include more than just an assault on selected sections of the consumer goods market. It did not, in the event, prove possible to include as wide a range of other activities as was hoped—the engineering and banking industries withstood all our blandishments—but a respectable programme finally emerged in which the various activities were divided into three clearly defined chronological stages.

The final shape

7. In the first stage, beginning in late December 1970 and lasting until the end of April, Kuwait was the target of a series of Joint Venture Exhibitions and Outward Missions. The Joint Venture Exhibitions were mounted, one a month from January to April, at the Hilton Hotel by:

The Business Equipment Association;

The Building Materials Export Group;

The British Hospital Export Group with the Association of British Pharmaceutical Industry; and

The London Chamber of Commerce, sponsoring an exhibition of British toys.

The Outward Missions were mounted between late December 1970 and April 1971 by:

The Merseyside and District Chamber of Commerce;

The Manchester Chamber of Commerce;

The British Hosiery and Knitwear Export Group;

The Lighting Industry Federation;

The Hull Branch of the Institute of Export;

The Council of British Manufacturers of Petroleum Equipment; and

The British Furniture Manufacturers Export Club.

8. Both tactical and climatic considerations suggested that the scene should shift to the United Kingdom for the second stage, and a series of Inward Missions took place between June and September in the course of which we sent home the Fire Chief of Kuwait, a group of Kuwaiti importers of women's clothing, three prominent personalities connected with industrial development and a number of Kuwaiti journalists. Detailed reports on these various operations have already been made to the Departments concerned.

9. The third stage, and climax of the whole operation was the British Shopping Week which was held from 10-18 October: the Kuwait summer and the movable feast of Ramadhan having imposed strict limits on the available dates. Copies of the official programme are enclosed.* The Week aimed at producing, by a variety of promotional devices such as fireworks, go-karts, all-in wrestlers, etc., a widespread awareness among the Kuwaiti public that a British trade effort was in progress; and at attracting them into the normal retail shops and showrooms where, as a result of careful previous promotional work, a considerable range of British goods was on display and available to be bought. Fashion shows, a jewellery exhibition and a display of British cheeses further stimulated on-the-spot buying. The Week was timed immediately to precede Ramadhan, always a big shopping month, in order to take advantage of that traditional Kuwaiti spending spree.

10. The earlier stages of the drive, although they stood on their own feet as hard selling exercises, were also used wherever possible to increase the impact and effectiveness of the Shopping Week. The inward mission of importers of women's clothing, for example, attended the London Fashion Fair and bought about £200,000 worth of clothes which were subsequently displayed in the series of fashion shows put on by the Clothing Export Council; and the importers not only had these clothes on the racks in their shops—several of them also took rooms at the Hilton Hotel and did good business among those who came to the shows. The toy shops, similarly, had from April until October to fill their shelves with the best-selling British lines and many did so.

* Not printed.

Attitude of the Kuwaitis

11. Very many of the leading merchants in Kuwait were from the outset politely complimentary about the concept of a Trade Drive though, with the exception of our sponsor, Yusuf Ahmad Al-Ghanim, and those who stood to gain directly from the various promotions, the numerous expressions of interest were seldom translated into effective help. While the Government of Kuwait readily agreed to our holding a number of exhibitions and organising missions, they were less certain about the wisdom of allowing us to hold a British Week. During the build up to the Week, the Commercial Department received little practical co-operation from the local authorities. The Municipality and appropriate Ministries would not in the end grant permission for us to set up a temporary ideal home on the site which they themselves had originally proposed; we were told that regulations prohibited the affixing of publicity posters to the lamp posts in the main shopping streets; and the Red Crescent felt unable to collaborate with us over a charity film show which we proposed to hold for their benefit. But this sort of difficulty is to be expected, at any rate where the Turk has trod, and much of it can be ascribed more to uncertainty or incompetence than to ill will. The Kuwaitis never really grasped what we were trying to do until the Week was upon them. Then, for the most part, they entered into the spirit of things with belated enthusiasm and the proceedings went with a swing.

12. Mention must, however, be made of one notable example of active malevolence. Throughout the Trade Drive difficulties of one sort or another had been encountered with the Under-Secretary at the Customs. He attempted to charge duty on the disposable display material sent out by the DTI; he confiscated some cartons in which material had been packed because they bore the trade mark of the boycotted Ford Motor Company; cardboard display cubes bearing photographs of London were confiscated because he knew that an Israeli flag appeared on a BP advertisement to be found in Piccadilly Circus (he was not moved by the fact that the flag did not appear in the photograph on the cubes). At the last minute he also objected to the arrangements for the sale of the dresses displayed at the fashion show and held up release of the jewellery imported for the jewellery exhibition and the equipment for the discotheque. That he did not succeed in wrecking a large part of the Week's activities was due to the forceful intervention of the Minister of Commerce and Industry, who on each occasion weighed in whole-heartedly, at our request, to frustrate his compatriot's obstructiveness.

The British Shopping Week

13. Brushes with the Municipality and the Customs were, however, not the last of the difficulties we had to surmount before our show could actually go on. When, just before I returned from leave in September, I gave the Parliamentary Under-Secretary in the Department of Trade and Industry the draft programme for his visit to Kuwait to open the Week, I remarked that the best laid programmes went even more afloat in Arab countries than in many places; but even I did not foresee quite the extent of the disruption that would be caused to the first two days of our programme by the last-minute announcement of the visit of President Sadat of Egypt to Kuwait on precisely the day we had chosen for our opening ceremonies. I was officially asked to postpone for 24 hours the massive fireworks display scheduled to take place immediately after the official opening (the projected visit of an American destroyer was similarly cancelled). I resisted the suggestion that I should also postpone the large inaugural reception at the Embassy though I was unable to attend it myself; and Mr. Grant, supported by

my wife and Lord Denman, Chairman of the Committee for Middle East Trade, welcomed the guests while I went to the Ruler's State Banquet for President Sadat. The Minister of Commerce and Industry, Sayyid Khaled al Adsani, whose support for our Drive never wavered, obtained permission to absent himself from the banquet and attended our opening reception to make the speech on behalf of the Kuwait Government to which Mr. Grant responded. A large number of senior merchants who would ordinarily have been at the Amir's banquet also attended our reception; and it was made clear to us that our quiet agreement to postpone the fireworks had been well received. I was also able to absent myself by agreement from the farewell ceremonies for President Sadat at the airport the following morning and so free myself to accompany Mr. Grant on his business tour of Kuwait. In the event, the postponement of the fireworks worked out to our advantage as the extra publicity given by the announcement of the changed timing on television, Press and radio for 48 hours before the display certainly produced an even larger crowd than we expected.

14. Despite all last minute problems, therefore, the Week got away to a satisfactory start; and the quality and professionalism of the various events kept up the momentum. We had not, of course, been able to imitate in this small city the more ambitious (and much more costly) British Weeks in other parts of the world; and local conditions ruled out some of our standard plays. Prohibition prevented the erection of the traditional English pubs; military bands were judged to be inapposite in an Arab context; and the Islamic traditions of the country imposed a greater degree of decorum on some events than might have been thought necessary elsewhere. In addition we felt that London buses, bobbies and the other usual appendages of British Weeks had no obvious relevance to the Kuwait scene, though we failed to prevent the Hilton Hotel from forcing two of their swarthier employees to masquerade, dolefully, as Beefeaters.

15. However, Kuwaiti taste for other contemporary British cultural phenomena is well developed. Mr. Tom Jones has a very strong following here even among some of the more elderly merchants, one of whom was prepared to put up £30,000 for a two-hour performance. But it emerged that Mr. Jones, and even Mr. Englebert Humperdinck, were already committed for months, if not years, ahead. A further attempt to arrange an Anglo-Kuwaiti pop session featuring the Kinks and a local pearl fishers song and dance group, came to naught when the sponsor backed out at a very late stage. In the sporting field, however, wrestling, soccer and swimming all have their following in both countries and these possibilities were energetically exploited.

The soccer match

16. As their contribution towards the British Week, BP sponsored the visit of a team of British soccer stars, including Sir Stanley Matthews, Mr. Jimmy Greaves, Mr. Danny Blanchflower, and other well-known names of yesterday (or the day before). Other Ambassadors in other places have paid tribute to Sir Stanley as Britain's Ambassador of Soccer. The game he and his team played on this occasion against a representative local 11, including at least six internationals, was a model of its kind. The British team won, but by four goals to three in a game in which the issue was in the balance from the first goal (scored by Kuwait) until the last. A large and enthusiastic crowd could have been several times as large if the local BP representative had been as competent at distributing tickets as his headquarters had been in producing the team.

The karting track

17. Although it had been intended to locate this in Kuwait City, in the grounds of a co-operative, the latter's sudden demand for an exorbitant rent caused the sponsors, Messrs. Carreras, to transfer the event to the oil town of Ahmadi. There, despite the fact that it was 30 miles from Kuwait, long queues formed and the go-karts ran non-stop. They survived the gruelling test of Kuwaiti driving but Kuwaiti temperament finally proved too much for the organisers. Enthusiasm turned to jostling and jostling to fist-fights among those waiting for a turn and the whole operation had to be closed a day early.

The swimming team

18. A team of British swimmers brought out by the British Bank of the Middle East spent a week coaching and demonstrating at the Kuwait University, schools and clubs and finished with a match against a representative Kuwaiti team. They engendered such an atmosphere of competitive enthusiasm that although the local swimmers were beaten in every event but one they broke no less than six of their previous Kuwaiti records.

The discotheque

19. I am allergic to discotheques and only the strongest pull of duty took me to the one installed in the Phoenicia Hotel as part of the attempt to project our trendy image for young Kuwait. Forty-five minutes was enough for me, but I am assured that it was excellent of its kind and the manager, having seen his premises filled to overflowing on three successive nights until 3.30 a.m., unhesitatingly bought the set-up lock stock and barrel. Another amenity has been added to the Kuwait night scene.

The fashion shows

20. The Clothing Export Council mounted a fashion extravaganza, set to music and with 14 models carefully rehearsed to the last second. We had, luckily, been able to observe the attempts of the Iraqis, Czechs and Germans in this field earlier in the year and did not repeat their errors of overcrowding, poor ventilation, blinding television lighting and inadequate staging. (The unfortunate Minister of Commerce and Industry fainted half-way through the Germans' gala performance and had to be carried out; at our show his wife complained that the air-conditioning was too cold.) Despite our determination to limit numbers to those who could be comfortably seated the demand was so great that attendance averaged over 400 at each of the six shows; and in addition, the Hilton Hotel commissioned a seventh show, at their own expense, and filled every seat at five dinars a head. This was without question the most successful event of the Week and there have already been several suggestions that it be repeated, annually, on a commercial basis.

The jewellery exhibition

21. This was an excellent display, with imaginative stands designed, with their usual professionalism, by the Central Office of Information. Some £2.5 million worth of jewellery was on display (with only two somnolent policemen to guard it, incidentally) and even the Cartier-hardened Kuwaitis were impressed. The exhibitors appeared to be selling their wares with great success, though with tight lips: too many competitors were at hand, and we shall probably never learn just how much our balance of payments will benefit from this exhibition.

22. The fashion shows, the jewellery and cheese exhibitions, all the exhibitions earlier in the year and the BOAC-sponsored British Food Week were all staged at the Hilton Hotel, which provided a uniformly high standard of competence and service throughout. If there was one respect in which our performance most obviously outshone that of most of our rivals it was in the fact that so much of our display took place in the comfort of the Hilton instead of in the dusty and peeling vaults of the Exhibition Ground.

The book and record exhibition

23. The opening of this exhibition was the first "event" of the Week and an encouraging note was struck by the attendance of two Ministers and one ex-Minister: the Acting Minister of Education, who opened it; the Minister of Posts, who has (and reads) the best private library of serious English books in Kuwait; and the former Minister of Public Works. They all took a keen interest in the exhibition, which consisted of a display of books organised by the British Council and a display of gramophone records and tapes provided by the local Decca agent.

The professional wrestlers

24. Mr. Mick McManus has for long been much admired by Kuwaiti viewers of television. As the programme will show, this admiration extended into the higher reaches of the Amir's private office and it was particularly sad that the sudden advent of President Sadat caused the shakily banquet for the wrestlers to be cancelled. A further abrupt change of plan was made when, at a very late stage, Shaikh Abdullah al Jaber, the previous Minister of Commerce, who is always ready to lend the lustre of his presence to an occasion of this kind, decided that he wished to patronise the gala evening. The date was hurriedly postponed 24 hours to suit his convenience, an additional night of wrestling was inserted, and the British Week extended for a few hours beyond the advertised time for its closure. Mr. McManus and his troupe (appearing by courtesy of Messrs. Carreras) rose to the occasion with undimmed virtuosity and brought the Week to a close with a display of choreographic inventiveness which I have not seen surpassed at the ballet or the music hall.

Conclusion

25. It may be asked (it was, by the *Financial Times* correspondent in conversation with my Commercial Counsellor) what all this has to do with trade. The answer is that in Kuwait Mr. McManus will draw the crowds and the Royal Ballet will not; a commercial sponsor will pay for the former, but not for the latter; the Rothmans firework display assembled the biggest crowd (and the biggest—and best-tempered—traffic jam) Kuwait has ever seen. Even those who attended none of the events could not escape being aware that the British were making an effort this year. It will be some time before anyone who wishes to make any impact with a Trade Exhibition in Kuwait will risk reverting to the old formula, where apathetic crowds shuffle past stands bearing marvels they can gawp at but cannot buy.

26. But has it helped the balance of payments? We shall not know by how much for a year or so but it certainly has. The frivolous side of the Shopping Week should not obscure the solid selling that went on simultaneously. I have mentioned the £200,000 worth of women's clothing and the unknown figure for jewellery sales. The Vauxhall dealer, who had ordered some 300 extra vehicles solely because of the Trade Drive, told me that he had already sold 20 Vauxhalls in

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October—a figure he would last year have regarded as not a bad total for the year. The Shopping Week itself was merely the closing episode in the drive. The exhibitions in the earlier part of the year also did good business (the Building Materials Export Group seem determined to try to come again next year). And the contacts made throughout the year ought to lead to new business in a number of lines. None of this, of course, will avail us much unless our prices, products and delivery dates remain competitive; but equally, mere inertia can lose us business in a hard competitive market such as Kuwait is.

27. This account of our Trade Drive in Kuwait cannot be ended without genuine tributes to those on whose efforts the whole operation depended. First, and most indispensable of all, was our Kuwaiti sponsor, Yusuf al Ghanim, without whom literally nothing (Kuwaiti law on the subject being what it is) could have been done at all. But Yusuf's enthusiasm and assistance went far beyond the legal responsibilities he assumed as sponsor or even what the promotion of the interests of his own considerable trading empire would have suggested. The whole weight of his name and the resources of his organisation were put unstintingly at our disposal throughout. Next there was the team of sportsmen, models, beauty queens, jewellers, etc., as well as the other visitors who worked behind the scenes, who assembled in Kuwait to play their parts in this strange five-ring circus. They were unfailingly charming and patient and they all performed superbly in their particular roles. No ringmaster ever had an easier series of graceful "entries-on-cue" to make than I; and I doubt whether Britain has often shown to better advantage on such an occasion than in the persons of this thoroughly agreeable and competent band. I am no less grateful to Mr. Anthony Grant, who cheerfully bore with the narrowly averted chaos of the first two days and fulfilled his exacting programme with a good humour which was reflected by all those he met; to the Department of Trade and Industry for their help here in Kuwait and their solid backing from London; and to the British National Export Council for the enthusiasm (and money) they contributed to the successful outcome.

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I have, etc.,

A. J. WILTON.

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1. Mr. Deaven
2. Ref OPA
Arabian Department

..... Kuwait despatch no. 6/1 of 26 October
received in Department 28 October

I have ~~have not~~ sent this despatch for printing in the Economic Series.

Deaven
Assistant

~~I recommend that it be given priority printing.~~

I ~~propose~~/do not propose to submit the minuted copy unless
otherwise instructed.

This is interesting and
instructive. We shall face the same
kind of competition elsewhere in the
Gulf post-1971 - it is already on us of
course to some extent. Mr. Acland & I are
considering with the DTI, COMET some means of keeping our
Exports in the S. Gulf before the eyes of
the customers.

[Mr. Acland has seen]

Head of Department

Mr. Parsons

Sir W. Lucas

Sir D. Greenhill

Asians

5/11

Dei.

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REGISTRY No. 9
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BRITISH EMBASSY
KUWAIT

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28 OCT 1971
RECEIVED IN
REGISTRY No. 9
29 OCT 1971
NBK 6/543 1

26 October 1971

329/2

SUMMARY

THE BRITISH TRADE DRIVE IN KUWAIT 1971

1. In the past decade our exports to Kuwait declined both in absolute terms and as a percentage of an increasing market. A special effort was needed to retain our place in what must to the United Kingdom remain a vital area. 1971 was a particularly appropriate year in which to demonstrate a continuing determination to maintain our interests in the Gulf. (paragraphs 1-4)
2. Decision to go for more than just an exhibition of consumer goods. A fairly wide range of specialised exhibitions and inward and outward missions to be topped-off with a carnival-type shopping week, the various parts of the operation to be dove-tailed wherever possible. (paragraphs 5-10)
3. Kuwaitis largely apathetic unless they saw a sure prospect of profit to themselves. Ottoman inertia in the administration only partly overcome. Such ill-will as we encountered was overcome by the vigorous support of the Minister of Commerce. (paragraphs 11 and 12)
4. President Sadat's unexpected visit threatened to disrupt the first two days of the shopping week, but we were able to recover by some swift footwork. (paragraph 13)
5. Local conditions shape the carnival aspect of the Week: wrestling and discotheques rather than ballet or military bands. (paragraphs 14, 15 and 25)

6. The Week, blow by blow. Local interest finally aroused.
(paragraphs 16-24)

7. Has it helped our exports? Yes, though we shall have
to wait to see by just how much and for just how long.
(paragraph 26)

8. As publicity the Week - and, indeed, the whole Drive -
was a great success. We had the good fortune to assemble
a particularly agreeable and efficient team of ambassadors
extraordinary. Even the wrestlers proved to be charmers.
(paragraph 27)

9. A heartfelt tribute to my long-suffering staff.
(paragraph 28)

BRITISH EMBASSY

KUWAIT

6/1

26 October 1971

The Right Honourable
Sir Alec Douglas-Home KT MP
etc etc etc

Sir

THE BRITISH TRADE DRIVE IN KUWAIT 1971

INTRODUCTION

1. In 1959 the United Kingdom exported to Kuwait products to the value of nearly £26 million. We were the State's principal supplier and enjoyed a 28% share of the market. Eight years later, although Kuwait's total imports had doubled in value, she was purchasing less from us even in absolute terms. We had slipped into third place and our share of the market was down to 12%. Devaluation helped to arrest this decline but in the merchant community there was a feeling that companies which traded almost exclusively with Britain had little to look forward to. Some representatives of British firms were particularly gloomy: the boom in Kuwait was levelling off; competition was becoming even more intense; and it was now much harder to sell. Although some steps could be and were taken to improve the effectiveness of our official trade promotion work in Kuwait, it seemed clear that if we were not to slip even further some specially organised "promotion" was necessary, if only to publicise in the United Kingdom opportunities offered by the Kuwait market.

2. It was fully realised that Kuwait was not, and never would be, one of the United Kingdom's major export markets. Nonetheless, it is an important market and takes second place

in the Arab world so far as our exports are concerned. If invisibles, sterling and oil are taken into account the importance of Kuwait to the United Kingdom's economy is very much greater than its position in our export table would suggest.

3. A further factor was the impending expiry of our special relationship with the other Gulf States in 1971. A successful trade drive could also bring some political benefits by helping to show the Kuwaitis that we did not intend to abandon interest in the area after the departure of our troops.

4. Finally (a consideration not present in the original calculations) Kuwait's income almost doubled in the period between the inception of the idea and its execution. By the time the Drive began it was clear that the cake we were competing to slice up was a very much bigger cake than it had been.

THE DEVELOPMENT OF THE IDEA

5. The then Kuwaiti Minister of Commerce and Industry, Shaikh Abdullah al Jabir, told my predecessor that it was high time that Britain put on an Exhibition in Kuwait; and through all the subsequent stages of the scheme Shaikh Abdullah gave it his firm and active support even after he ceased to be Minister of Commerce in February this year.

6. In March of 1969 the idea was mooted of a modest form of British Week in Kuwait based on the newly-built Hilton Hotel and involving a number of the leading stores in promotions of British consumer products. The Department of Trade and Industry (DTI) (then Board of Trade) suggested^d that we should be rather more ambitious and join with them and the British National Export Council (BNEC) in a protracted

and more comprehensive Trade Drive. Preliminary investigations of the various possibilities were accordingly begun and the original concept was expanded to include more than just an assault on selected sections of the consumer goods market. It did not, in the event, prove possible to include as wide a range of other activities as was hoped - the engineering and banking industries withstood all our blandishments - but a respectable programme finally emerged in which the various activities were divided into three clearly defined chronological stages.

THE FINAL SHAPE

7. In the first stage, beginning in late December 1970 and lasting until the end of April, Kuwait was the target of a series of Joint Venture Exhibitions and Outward Missions. The Joint Venture Exhibitions were mounted, one a month from January to April, at the Hilton Hotel by:

- The Business Equipment Association;
- The Building Materials Export Group;
- The British Hospital Export group with the Association of British Pharmaceutical Industry; and
- The London Chamber of Commerce, sponsoring an exhibition of British toys.

The Outward Missions were mounted between late December 1970 and April 1971 by:

- The Merseyside and District Chamber of Commerce;
- The Manchester Chamber of Commerce;
- The British Hosiery and Knitwear Export Group;
- The Lighting Industry Federation;
- The Hull Branch of the Institute of Export;
- The Council of British Manufacturers of Petroleum Equipment; and
- The British Furniture Manufacturers Export Club.

8. Both tactical and climatic considerations suggested that the scene should shift to the United Kingdom for the second stage, and a series of Inward Missions took place between June and September in the course of which we sent home the Fire Chief of Kuwait, a group of Kuwaiti importers of women's clothing, three prominent personalities connected with industrial development and a number of Kuwaiti journalists. Detailed reports on these various operations have already been made to the Departments concerned.

9. The third stage, and climax of the whole operation was the British Shopping Week which was held from the 10th to the 18th of October: the Kuwait summer and the movable feast of Ramadhan having imposed strict limits on the available dates. Copies of the official programme are enclosed. The Week aimed at producing, by a variety of promotional devices such as fireworks, go-karts, all-in wrestlers, etc., a widespread awareness among the Kuwaiti public that a British trade effort was in progress; and at attracting them into the normal retail shops and showrooms where, as a result of careful previous promotional work, a considerable range of British goods was on display and available to be bought. Fashion shows, a jewellery exhibition and a display of British cheeses further stimulated on-the-spot buying. The Week was timed immediately to precede Ramadhan, always a big shopping month, in order to take advantage of that traditional Kuwaiti spending spree.

10. The earlier stages of the Drive, although they stood on their own feet as hard selling exercises, were also used wherever possible to increase the impact and effectiveness of the Shopping Week. The inward mission of importers of women's clothing, for example, attended the London Fashion Fair and bought about £200,000

worth of clothes which were subsequently displayed in the series of Fashion shows put on by the Clothing Export Council; and the importers not only had these clothes on the racks in their shops - several of them also took rooms at the Hilton Hotel and did good business among those who came to the shows. The toy shops, similarly, had from April until October to fill their shelves with the best-selling British lines and many did so.

ATTITUDE OF THE KUWAITIS

11. Very many of the leading merchants in Kuwait were from the outset politely complimentary about the concept of a Trade Drive though, with the exception of our sponsor, Yusuf Ahmad al-Ghanim, and those who stood to gain directly from the various promotions, the numerous expressions of interest were seldom translated into effective help. While the Government of Kuwait readily agreed to our holding a number of exhibitions and organising missions, they were less certain about the wisdom of allowing us to hold a British Week. During the build up to the Week, the Commercial Department received little practical co-operation from the local authorities. The Municipality and appropriate Ministries would not in the end grant permission for us to set up a temporary ideal home on the site which they themselves had originally proposed; we were told that regulations prohibited the affixing of publicity posters to the lamp posts in the main shopping streets; and the Red Crescent felt unable to collaborate with us over a charity film show which we proposed to hold for their benefit. But this sort of difficulty is to be expected, at any rate where the Turk has trod, and much of it can be ascribed more to uncertainty or incompetence than

to ill will. The Kuwaitis never really grasped what we were trying to do until the Week was upon them. Then, for the most part, they entered into the spirit of things with belated enthusiasm and the proceedings went with a swing.

12. Mention must, however, be made of one notable example of active malevolence. Throughout the Trade Drive difficulties of one sort or another had been encountered with the Under-Secretary at the Customs. He attempted to charge duty on the disposable display material sent out by the DTI; he confiscated some cartons in which material had been packed because these bore the trade mark of the boycotted Ford Motor Company; cardboard display cubes bearing photographs of London were confiscated because he knew that an Israeli flag appeared on a BP advertisement to be found in Piccadilly Circus (he was not moved by the fact that the flag did not appear in the photograph on the tubes). At the last minute he also objected to the arrangements for the sale of the dresses displayed at the fashion show and held up release of the jewellery imported for the jewellery exhibition and the equipment for the discotheque. That he did not succeed in wrecking a large part of the Week's activities was due to the forceful intervention of the Minister of Commerce and Industry, who on each occasion weighed in whole-heartedly, at our request, to frustrate his compatriot's obstructiveness.

THE BRITISH SHOPPING WEEK

13. Brushes with the Municipality and the Customs were, however, not the last of the difficulties we had to surmount before our show could actually go on. When, just before I returned from leave in September, I gave the Parliamentary Under-Secretary in the Department of Trade and Industry the

draft programme for his visit to Kuwait to open the Week, I remarked that the best laid programmes went even more awry in Arab countries than in many places; but even I did not foresee quite the extent of the disruption that would be caused to the first two days of our programme by the last-minute announcement of the visit of President Sadat of Egypt to Kuwait on precisely the day we had chosen for our opening ceremonies. I was officially asked to postpone for 24 hours the massive firework display scheduled to take place immediately after the official opening (the projected visit of an American destroyer was similarly cancelled). I resisted the suggestion that I should also postpone the large inaugural reception at the Embassy though I was unable to attend it myself; and Mr Grant, supported by my wife and Lord Denman, Chairman of the Committee for Middle East Trade, welcomed the guests while I went to the Ruler's State Banquet for President Sadat. The Minister of Commerce and Industry, Sayyid Khaled al Adsani, whose support for our Drive never wavered, obtained permission to absent himself from the Banquet and attended our opening reception to make the speech on behalf of the Kuwait Government to which Mr Grant responded. A large number of senior merchants who would ordinarily have been at the Amir's banquet also attended our reception; and it was made clear to us that our quiet agreement to postpone the fireworks had been well received. I was also able to absent myself by agreement from the farewell ceremonies for President Sadat at the airport the following morning and so free myself to accompany Mr Grant on his business tour of Kuwait. In the event, the postponement of the fireworks worked to our advantage as the extra publicity given by the announcement of the changed timing on television, press and radio for forty-eight hours before the display certainly produced an even larger crowd than we expected.

14. Despite all last minute problems, therefore, the Week got away to a satisfactory start; and the quality and professionalism of the various events kept up the momentum. We had not, of course, been able to imitate in this small city the more ambitious (and much more costly) British Weeks in other parts of the world; and local conditions ruled out some of our standard ploys. Prohibition prevented the erection of the traditional English pubs; military bands were judged to be inapposite in an Arab context; and the Islamic traditions of the country imposed a greater degree of decorum on some events than might have been thought necessary elsewhere. In addition we felt that London buses, bobbies and the other usual appendages of British Weeks had no obvious relevance to the Kuwait scene, though we failed to prevent the Hilton Hotel from forcing two of their swarthier employees to masquerade, dolefully, as Beefeaters.

15. However, Kuwaiti taste for other contemporary British cultural phenomena is well developed. Mr Tom Jones has a very strong following here even among some of the more elderly merchants, one of whom was prepared to put up £30,000 for a two hour performance. But it emerged that Mr Jones, and even Mr Englebert Humperdinck, were already committed for months, if not years, ahead. A further attempt to arrange an Anglo-Kuwaiti pop session featuring the Kinks and a local pearl fishers song and dance group, came to nought when the sponsor backed out at a very late stage. In the sporting field, however, wrestling, soccer and swimming all have their following in both countries and these possibilities were energetically exploited.

16. THE SOCCER MATCH As their contribution towards the British Week, BP sponsored the visit of a team of British soccer stars,

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including Sir Stanley Matthews, Mr Jimmy Greaves, Mr Danny Blanchflower, and other well-known names of yesterday (or the day before). Other Ambassadors in other places have paid tribute to Sir Stanley as Britain's Ambassador of Soccer. The game he and his team played on this occasion against a representative local eleven, including at least six internationals, was a model of its kind. The British team won, but by four goals to three in a game in which the issue was in the balance from the first goal (scored by Kuwait) until the last. A large and enthusiastic crowd could have been several times as large if the local BP representative had been as competent at distributing tickets as his headquarters had been in producing the team.

17. THE KARTING TRACK Although it had been intended to locate this in Kuwait City, in the grounds of a co-operative, the latter's sudden demand for an exorbitant rent caused the sponsors, Messrs Carreras, to transfer the event to the oil town of Ahmadi. There, despite the fact that it was 30 miles from Kuwait, long queues formed and the go-karts ran non-stop. They survived the gruelling test of Kuwaiti driving but Kuwaiti temperament finally proved too much for the organisers. Enthusiasm turned to jostling and jostling to fist-fights among those waiting for a turn and the whole operation had to be closed a day early.

18. THE SWIMMING TEAM A team of British swimmers brought out by the British Bank of the Middle East spent a week coaching and demonstrating at the Kuwait University, schools and clubs and finished with a match against a representative Kuwaiti team. They engendered such an atmosphere of competitive

enthusiasm that although the local swimmers were beaten in every event but one they broke no less than six of their previous Kuwaiti records.

19. THE DISCOTHEQUE I am allergic to discotheques and only the strongest pull of duty took me to the one installed in the Phoenicia Hotel as part of the attempt to project our trendy image for young Kuwait. Forty-five minutes was enough for me, but I am assured that it was excellent of its kind and the manager, having seen his premises filled to overflowing on three successive nights until 3.30 a.m., unhesitatingly bought the set-up lock stock and barrel. Another amenity has been added to the Kuwait night scene.

20. THE FASHION SHOWS The Clothing Export Council mounted a fashion extravaganza, set to music and with 14 models carefully rehearsed to the last second. We had, luckily, been able to observe the attempts of the Iraqis, Czechs and Germans in this field earlier in the year and did not repeat their errors of overcrowding, poor ventilation, blinding television lighting and inadequate staging. (The unfortunate Minister of Commerce and Industry fainted half-way through the Germans' gala performance and had to be carried out; at our show his wife complained that the air-conditioning was too cold.) Despite our determination to limit numbers to those who could be comfortably seated the demand was so great that attendance averaged over 400 at each of the six shows; and in addition, the Hilton Hotel commissioned a seventh show, at their own expense, and filled every seat at five dinars a head. This was without question the most successful event of the Week and there have already been several suggestions that it be repeated, annually, on a commercial basis.

21. THE JEWELLERY EXHIBITION This was an excellent display, with imaginative stands designed, with their usual professionalism, by the Central Office of Information. Some \$2.5 million worth of jewellery was on display (with only two somnolent policemen to guard it, incidentally) and even the Cartier-hardened Kuwaitis were impressed. The exhibitors appeared to be selling their wares with great success, though with tight lips: too many competitors were at hand, and we shall probably never learn just how much our balance of payments will benefit from this exhibition.

22. The Fashion Shows, the Jewellery and Cheese Exhibitions, all the Exhibitions earlier in the year and the BOAC-sponsored British Food Week were all staged at the Hilton Hotel, which provided a uniformly high standard of competence and service throughout. If there was one respect in which our performance most obviously outshone that of most of our rivals it was in the fact that so much of our display took place in the comfort of the Hilton instead of in the dusty and peeling vaults of the Exhibition Ground.

23. THE BOOK AND RECORD EXHIBITION The opening of this exhibition was the first "event" of the week and an encouraging note was struck by the attendance of two Ministers and one ex-Minister: the Acting Minister of Education, who opened it; the Minister of Posts, who has (and reads) the best private library of serious English books in Kuwait; and the former Minister of Public Works. They all took a keen interest in the exhibition, which consisted of a display of books organised by the British Council and a display of gramophone records and tapes provided by the local Decca agent.

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CONCLUSION

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I have the honour to be
Sir
Your obedient Servant



Copies to: CRE Department 4, Department of Trade & Industry

HM Political Resident, Persian Gulf

HM Representatives:

Bahrain
Doha
Muscat
Beirut
Baghdad
Jedda

HM Political Agents:

Abu Dhabi
Dubai

Enclosures of FOLIO (181)

BRITISH WEEK IN KUWAIT 10-18 October 1971

The British Week in Kuwait from 10—18 October 1971 will bring to an unusual and spectacular close the Trade Drive mounted by the United Kingdom during 1971. The Trade Drive was only the third of its type held by Britain anywhere in the world; it is the first to have been held in an Arab country. As the by now familiar symbol suggests, its principal aim has been to enable Kuwaiti and British businessmen to get to know each other better and thus reinforce the trading relationship between their countries.

In the United Kingdom the Trade Drive has been organised by the Department of Trade and Industry and the British National Export Council, with the cooperation of the British Overseas Airways Corporation. In Kuwait, the administration of the various event has been in the hands of the British Embassy, who would like to take this opportunity of recording their gratitude for the aid and encouragement they have received from the Government of the State of Kuwait and numerous Kuwaiti and British companies and individuals.

A particular tribute must be paid to His Excellency Shaikh Abdullah Jaber Al-Sabah and His Excellency Sayyid Khalid Al-Adsani who as Ministers of Commerce and Industry during the period in question gave generous assistance without which it would not have been possible to hold the Trade Drive. The indispensable collaboration and advice of His Excellency Sayyid Abdul Aziz Al-Sagar, President of the Kuwait Chamber of Commerce and Industry, was also very much valued.

Finally, the British Embassy's warm thanks are due to Sayyid Yusuf Ahmad Al-Ghanim who willingly undertook the very heavy burden of acting as the sponsor of the Trade Drive. His assistance was always unstinting and invaluable.



Message from His Excellency Mr. Anthony Grant, a Minister in the British Department of Trade and Industry

Her Majesty's Government in the United Kingdom were very glad to collaborate with British industry and respond in a very positive manner to proposals put forward by eminent personalities in Kuwait for a promotion of British products. For my part, I am delighted to be the Minister given the privilege of visiting Kuwait for the grand climax to the British Trade Drive of 1971, where we shall be seeking to show the people of Kuwait not only some of the consumer goods we can supply, but also some aspects of our social and sporting life. I shall look forward to seeing for myself something of the unusual and indeed unique achievements which have made Kuwait renowned in the world.



Message from His Excellency Sayyid Khalid Al-Adsani Minister of Commerce and Industry in Kuwait

The British Trade Drive in Kuwait has been very successful since its inauguration at the beginning of 1971, and I am certain that the British Week will bring these activities to a spectacular close.

Kuwait and the United Kingdom have been associated for a very long period in the field of commerce. The economic links between the two countries have existed for over 50 years.

Today, the commercial exchanges between our two countries are satisfactory, and our statistics show that in 1970 exports from the United Kingdom to Kuwait exceeded KD. 26.4 million. We hope that British goods will continue to play an important role in the ever increasing competition of our free market.



Message from His Excellency Mr. John Wilton, British Ambassador in Kuwait

I am very pleased to have this opportunity of thanking the Government, Chamber of Commerce and Industry, and business community of Kuwait for the assistance and encouragement which they have given the British Trade Drive during 1971. The British Week will bring the Trade Drive to a close but the reinforcement of commercial relations between Kuwait and the United Kingdom, which was the primary object of the Trade Drive, will remain as a tribute to its success. I feel sure that the people of Kuwait will find much to enjoy during the British Week. There is something for all.



SOME OF THE SPECIAL PROMOTIONS AND EVENTS WHICH WILL FEATURE IN THE BRITISH WEEK

10-18 October 1971

His Excellency Mr. Anthony Grant will visit Kuwait to open the British Week. During his stay Mr. Grant proposes to carry out an intensive programme of visits to shops, cooperatives and other Kuwaiti organisations which are participating in the British Week.

Visitors to Kuwait will include a high level delegation from the British National Export Council's Committee for Middle East Trade, headed by Lord Denman.

Mr. Alastair Fairlie, the Middle East representative of Barclays Bank Limited, will be in Kuwait during the Week to deal with any inquiries relating to the Bank's affairs. Mr. Fairlie can be contacted at the Hilton Hotel.

Sporting attractions will include association football, karting, free style wrestling and swimming. Full details are available in this programme but readers will be interested to know that the visitors include such famous personalities as Sir Stanley Matthews and Mr. Mick McManus.

Miss Brenda Wheeler (Miss British Week in Kuwait) will be in attendance at most functions. Residents of Kuwait will recall that Miss Wheeler visited the country for the exhibition of office equipment held in January of this year at the Hilton Hotel.

Miss Speedbird (Miss Eleanor Bradburn), BOAC's personality girl of the year, will also be in Kuwait during the Week.

A display of British furniture and household equipment will be held at the showrooms of Ali Abdul Wahab and Sons.

Sample promotions of Brooke Bond tea will be held in a number of cooperatives under arrangements made by the agents in Kuwait, the Kuwait Indo Trading Company.

The Gulf Trading and Refrigeration Company are organising a "Win your weight in Mars Bars" competition. Details will appear in the press.

Decoration Centre are arranging a display of British decorating materials in their Shuwaikh showroom.

Vauxhall cars will be exhibited at the Yusuf Ahmad Al Ghanim & Sons showrooms in Ahmad al-Jaber Street and Salmiyah.

A display of British historical costumed figures will take place during the Week in the showroom of "Versailles" in Salmiyah.

Bonsack Baths Limited are organising a special display of their products in the showroom of Misayel Trading Company, Salmiyah.

Gulf Trading and Refrigerating Company are arranging displays of British foodstuffs and industrial equipment at their showroom in Tareq bin Ziyad Street.

"Miss Rothmans" of Rothmans of Pall Mall Limited will be present at a number of events during the Week.

The Kuwait Hilton in association with BOAC takes pleasure in offering its patrons a selection of British foods in menus prepared and presented under the personal supervision of BOAC Chef Mr. Tony Eckles. Additionally patrons of the Fallaka Grill and Starlight Supper Clubs will have the opportunity of winning two return tickets to London by BOAC VC 10.

A karting track, erected at Ahmadi by courtesy of Carreras, will be open to the public on 7, 8, 9, 14, 15 and 16 October, at times which will be announced in the press. At 1400 on Friday 15 October, there will be a "Craven A" race meeting at the track; Miss British Week will present a trophy to the winner.

BRITISH WEEK IN KUWAIT

10 — 18 OCTOBER 1971

Any enquiries about the British Week should be addressed to the Commercial Department of the British Embassy by

Telephone 39221/2
Telex Kuwait 215
Post P. O. Box Safat 300

Friday 8 October

- 1925 Arrival of British amateur swimming team on Kuwait Airways flight from London. The team's visit to Kuwait is by courtesy of the British Bank of the Middle East. The group will include the following:
Mr. C. Walkden
1956 & 1960 Olympic Games — Swimming.
Mr. A. Wilson
Great Britain under 18 Waterpolo/Great Britain Swimming; 1964—66.
Mr. N. Chapman
Great Britain's current waterpolo goalkeeper.
Mr. D. Manning
England under 18 Waterpolo 1971.
Mr. P. Manning
National Junior Butterfly Champion 1971.
Mr. C. Ayling
Great Britain Waterpolo 1969—71.
Mr. A. Dickle
Member of County National team winner.
Mr. J. Thurley
1964—68 Olympic Games/British record holder — swimming.
Mr. S. Norman
Great Britain Swimming team 1968—69/English record holder.
Mr. M. Clarke
University Games — Member of Amateur Swimming Association Committee.
Miss Shelagh Burrow
National Highboard Champion/Great Britain International 1969—71.
2000 Arrival of BOAC flight from London with the fashion models and associates.

Saturday 9 October

- 1300 Lunch offered by Mr. Hardcastle of the Commercial Bank for the swimming team (invitation only).
1700 Opening by the acting Minister of Education of the Decca Record Exhibition and British Council Book Exhibition at the Universal Hotel (open to the public).
2230 Arrival of a group of free style wrestlers on Kuwait Airways flight from London. The wrestlers are visiting Kuwait by courtesy of Carreras, the manufacturers of "Craven A" Filter King Size cigarettes. The following personalities will be among the group:
Mr. Mick McManus

Mr. Sid Cooper
Mr. Julien Morice
Mr. Kalman Gaston
Mr. Johnny Eagles
Mr. Robby Baron
Mr. Peter Szakacs
Mr. Johnny Saint
Mr. Al Nicol
Mr. Johnny Kwango
Mr. Reg Trood (referee)

- 2345 Arrival of BOAC flight from London with:
His Excellency Mr. Anthony Grant, representing Her Majesty's Government.
Miss Eleahor Bradburn (Miss Speedbird of BOAC)

Sunday 10 October

- 0800- Tour of Kuwait organised by Sayyid Saleh
1330 Shehab, Assistant Under-Secretary, Ministry of Information, for visitors to Kuwait from the British National Export Council and Department of Trade and Industry.
1530 The swimming team will carry out a training programme at the Shuwaikh Secondary School, for pupils selected by the Ministry of Education, consisting of:
A demonstration by the team
One hour's coaching of the pupils
A session with the local coaches
1630 The British Ambassador will open the Exhibition of British Jewellery at the Hilton Hotel. The exhibition will be open until 15 October.
1900 Reception at the British Embassy to mark the opening of the British Week (invitation only).
2000 Firework display mounted on the sea coast opposite the British Embassy. The display is by courtesy of Rothmans of Pall Mall, the manufacturers of the world's largest selling King Size Virginia cigarette.
2100 Dinner offered by His Excellency Shaikh Khaled al-Ahmad al-Jaber, President of the Amiri Diwan, in honour of the wrestling team (invitation only).
2100 Dinner offered by Shuaib and Sons for the cigarette traders of Kuwait (invitation only).
2230 Arrival of Kuwait Airways flight from London with an association football team including Sir Stanley Matthews and other former international and distinguished players. The team's visit to Kuwait is by courtesy of BP.

Monday 11 October

- 0800 Tour of selected shops and cooperatives by HM Ambassador and the Minister representing HM Government
1100 Press conference at the Commercial Department of the British Embassy, given by Sir Stanley Matthews, Mr. Jimmy Hill and Mr. Jimmy Greaves.
1515 Soccer match at the Shuwaikh Secondary School ground between a team of British former internationals and a Kuwait XI. The players will receive commemorative medals from Mr. Julius Edwards of BP, who will also present a trophy to mark the occasion. The trophy will be retained in Kuwait
1830 The two football teams will attend a tea party given by the Kuwait Oil Company at the Sheraton Hotel.
1930 Wrestling exhibition at Ahmadi.
1950 Opening of the Milk Marketing Board's exhibition of British cheese at the Hilton Hotel.
2015 His Excellency Sayyid Khalid al-Adani will visit the exhibition of British Jewellery.
2030 Gala Fashion show at the Hilton, at which HM Ambassador and Mrs. Wilton will be the hosts. Refreshments will be served. Admission by invitation only.
2230 Reception for the visiting footballers given by the Commercial Counsellor, British Embassy.

Tuesday 12 October

- 0930 Demonstrations and coaching by the Swimming team at British Bank of the

Middle East pool for pupils of English School, Shuwaikh, and new English School.

- 1130- Motorcade of British cars through Kuwait City.
1300 British Bank of the Middle East lunch at the Sheraton Hotel in honour of the swimming team.
1530 The swimming team will again visit the Shuwaikh Secondary School to carry out a programme similar to that organised on Sunday.
1700 Ladies' Fashion show at the Hilton Hotel (invitation only).
1930 Gala ladies' fashion show at the Hilton, under the patronage of HE Shaikha Badria as-Saud as-Sabah (invitation only).
1930 Wrestling exhibition at the al-Arabi Club, Kuwait.

Wednesday 13 October

- 0930 The swimming team will spend the whole day at Kuwait University carrying out a programme of coaching etc.
1130- Motorcade of British cars through Kuwait City.
1300 City.
1700 Fashion show at the Hilton Hotel (invitation only).
1800 Industrial lectures by Harold Whitehead and Partners at the Hilton Hotel.
1930 Fashion show at the Hilton Hotel (invitation only).
1930 Wrestling exhibition at the al-Arabi Club, Kuwait.
2000- Reception by the Royal Society of St. George at the Sheraton Hotel (invitation only).

Thursday 14 October

- 0930 Possible visit by the swimming team to a school in Ahmadi.
1600 The swimming team will carry out a programme of demonstrations etc, at the Hubara Club, Ahmadi.
1930 Wrestling exhibition at the al-Arabi Club, Kuwait.
2000 Opening of the discotheque by a fashion model at the Phoenixia Hotel.
2030 Hilton Hotel buffet/fashion show (admission charge to be fixed by the hotel management).

Friday 15 October

- 1000 The swimming team will carry out a programme at the Sea Club.
1730 The swimming team will carry out a programme at the Gazelle Club.
1800 Commercial Counsellor's cocktail party for BOAC/BEA travel agents.
2000- Discotheque open to the public; Mr. Mick McManus in attendance.

Saturday 16 October

- 1500 Swimming contest and water polo match at Shuwaikh Secondary School against Kuwait representative teams to be selected by the Ministry of Education.
1800 Tea party offered by His Excellency Shaikh Abdullah Jaber as-Sabah on behalf of the swimming team (invitation only).
1830 Industrial lectures by Harold Whitehead and Partners at the Hilton Hotel.
1930 Wrestling exhibition at Ahmadi
2000 Party for the swimmers at Mr. Hardcastle's house.
2000- Discotheque open to the public; Miss British Week in attendance.

Sunday 17 October

- 1930 Gala wrestling exhibition at the Al-Arabi Club.

Monday 18 October

- 1230 Lunch offered by the Committee for Middle East Trade of the British National Export Council at the Hilton Hotel for prominent personalities connected with the capital goods field.

British Embassy
Commercial Department
KUWAIT
1 September 1971

— ستحضر معظم الوقائع الانسة برندا ويلر (فتاة الاسبوع البريطاني في الكويت) ويذكر اهالي الكويت ان الانسة ويلر زارت البلاد لحضور معرض المعدات المكتبية الذي اقيم في شهر يناير من هذا العام في فندق هيلتون .

— وستحضر الى الكويت ايضا خلال الاسبوع البريطاني المس سيد بيرد (الانسة الينور براد بيرن) شخصية شركة الخطوط الجوية البريطانية لما وراء البحار لعام ١٩٧١ .

— سيقام عرض لقطع الاثاث والمعدات المنزلية البريطانية في معارض السادة علي عبد الوهاب واولاده .

— ستقدم عينات من شاي بروك بوند ترويجا له في عدد من الجمعيات التعاونية طبقا لترتيبات اتخذها وكلاء الشركة المنتجة في الكويت، وهم الشركة الكويتية الهندية .

— ستنظم شركة الخليج للتجارة والتبريد مسابقة « اكسب ما يساوي وزنك من شكولاته مارز بارز » وستظهر تفاصيل المسابقة في الصحف المحلية .

— سينظم مركز الديكور عرض لمواد الديكور البريطانية في معرضه في الشويخ .

— ستعرض سيارات فودسهول فسي معارض السادة يوسف احمد الغانم واولاده في شارع احمد الجابر وفي السالمية .

— سيقام عرض لتماثيل لشخصيات تاريخية بريطانية في معرض «فرساي» في السالمية خلال الاسبوع .

— ستنظم شركة بونساك بائز المحدودة عرضا خاصا لمنتجاتها في معرض شركة مسايل التجارية في السالمية .

— ستنظم شركة الخليج للتجارة والتبريد عروضاً خاصة للمواد الغذائية والمعدات الصناعية البريطانية وذلك في معرضها في شارع طـارق بن زياد .

— ستحضر الى الكويت خلال الاسبوع فتاة سجاثر روثمان وهي من شركة سجاثر روثمان وذلك لحضور عدد من الوقائع .

— يسر فندق هيلتون الكويت وشركة الخطوط الجوية البريطانية لما وراء البحار ان تقدم لزبائن الكرام مجموعة منتقاة من المأكولات البريطانية ستعد وتقدم تحت اشراف كبير طباطخي شركة الخطوط البريطانية السيد توني ايكلز .

اما زبائن صالتي فيلكا وستارلايت فستكون لديهم فرصة الفوز بتذكريتي عودة للسفر الى لندن على متن طائرات في.سي. ١٠ التابعة لشركة الخطوط الجوية البريطانية .

— سيقام في الاحمدي مضمار لسباق العربات الصغيرة المكشوفة باشراف شركة كاريراز وسيفتح المضمار ابوابه للجمهور في ١٤٤٩، ٨٤٧، ١٤٤٩، ١٥ أكتوبر في مواعيد سيعلن عنها في الصحف.

اما في الساعة الثانية من بعد ظهر يوم الجمعة الموافق ١٥ أكتوبر فسيجري سباق سجاثر « كرافن اي » في المضمار المذكور حيث ستقدم فتاة الاسبوع البريطاني جائزة تذكارية للفائز .

الاسبوع البريطاني في الكويت من

١٠ الى ١٨ أكتوبر ١٩٧١

يرجى توجيه كافة الاستفسارات حول الاسبوع البريطاني الى الدائرة التجارية في السفارة البريطانية بالكويت :

تلفونيا : ٣٩٢٢١/٢

بالتلكس : كويت ٢١٥

بالبريد : صندوق بريد رقم صفاء ٢٠٠

الجمعة ٨ أكتوبر

الساعة

١٩ر٢٥ وصول طائرة الخطوط الجوية الكويتية من لندن وسيكون على متنها فريق سباحة بريطاني من الهواة في زيارة للكويت تحت رعاية البنك البريطاني للشرق الاوسط ويتألف من :

المستر سي ولكن : عضو فريق السباحة البريطاني الاولمبي لعامي ١٩٥٦ و ١٩٦٠ .

المستر اي ولسون : عضو فريق البولو المائي البريطاني لمن هم دون الثامنة عشرة وعضو فريق السباحة البريطاني للفترة من ١٩٦٤ - ١٩٦٦ .

المستر ان جابمان : حامي هدف بريطانيا الحالي للالعاب البولو المائية .

المستر دي ماتينك : لاعب في فريق البولو المائي لمن هم دون الثامنة عشرة لعام ١٩٧١ .

المستر بي ماتينك : بطل سباحة الفراشة الوطني لسنة ١٩٧١ .

المستر اي ايلنك : لاعب بولو مائي لبريطانيا للسنين ١٩٦٩ - ١٩٧١ .

المستر اي ديكي : عضو الفريق الفائز في مباريات السباحة الوطنية .

المستر جي ثرلي : عضو فريق السباحة البريطاني الاولمبي لعامي ١٩٦٤ و ١٩٦٨ وحامل رقم قياسي بريطاني في السباحة .

المستر اس نورمان : عضو فريق السباحة البريطاني لعام ١٩٦٨ - ١٩٦٩ وحامل رقم قياسي انكليزي في السباحة .

المستر ام كلارك : مشترك سابق في الالعاب الجامعية وعضو حالي في لجنة اتحاد السباحة للهواة .

المس شيلا بورو : بطلة القفز المائي الوطنية في بريطانيا وسباحة بريطانية دولية لسنة ١٩٦٩ - ١٩٧١ .

٢٠ر٠٠ وصول طائرة الخطوط الجوية البريطانية وعلى متنها عارضات الازياء واعضاء فريقهن الاخرون .

السبت ٩ أكتوبر

الساعة

١٢ر٠٠ حفل غداء لفريق السباحة بيقمه المستر هارد كاسل من البنك التجاري (الحضور بدعوات فقط) .

١٧ر٠٠ السفير البريطاني يفتتح معرض اسطوانات ديكا ومعرض كتب المعهد الثقافي البريطاني في فندق يونيفرسال والدعوة عامة للجمهور .

٢٢ر٣٠ وصول فريق من ابطال المصارعة الحرة على متن احدى طائرات الخطوط الجوية الكويتية من لندن في زيارة للكويت باشراف شركة كاريراز التي تصنع سجاثر كرافن اي الكبيرة ذات الفلتر ويتألف الفريق من :

المستر مك ماكماناس

المستر سد كوير

المستر جوليان موريس

المستر كالمان غاسنون

المستر جوني ايفلز

المستر روبي بارون

المستر بيتر زاكاش

المستر جون سينت

المستر آل نيكول

المستر ريفر تروود (حكم)

٢٢ر٤٥ وصول طائرة الخطوط الجوية البريطانية وعلى متنها سعادة السيد انتوني غرانت ممثلا عن حكومة صاحبة الجلالة والمس الينور برادبيرن ، الفائزة بلقب المس سيد براد لشركة الخطوط الجوية البريطانية .

الاحد ١٠ أكتوبر

الساعة

٨ر٠٠ جولة في الكويت ينظمها السيد صالح شهاب الوكيل المساعد لوزارة الاعلام لراثري الكويت من المجلس الوطني البريطاني للتصدير ودائرة التجارة والصناعة.

١٥ر٣٠ يقوم فريق السباحة برنامج تدريبي في مدرسة ثانوية الشويخ لبعض الطلبة الذين تختارهم وزارة التربية ويشمل البرنامج :

عرض من قبل الفريق .

تدريب الطلبة لمدة ساعة واحدة واجتماع مع المدربين المحليين .

١٦ر٣٠ السفير البريطاني يفتتح معرض الهلي البريطاني في فندق هيلتون وسيستمر المعرض حتى ١٥ أكتوبر .

١٩ر٠٠ حفل استقبال في السفارة البريطانية ايدانا بافتتاح الاسبوع البريطاني (الحضور بدعوات فقط) .

٢٠ر٠٠ عرض للالعاب النارية يجري على ساحل البحر مقابل السفارة البريطانية وتحت رعاية شركة سجاثر روثمان التي تصنع سجاثر روثمان كينغ سايز وهي اكثر سجاثر الكنغ سايز رواجاً في العالم .

٢١ر٠٠ حفل عشاء على شرف فريق المصارعة بيقمه سعادة الشيخ خالد الاحمد الجابر رئيس الديوان الامري (الحضور بدعوات فقط) .

٢١ر٠٠ حفل عشاء لتجار السجاثر في الكويت بيقمه شركة شميب واولاده (الحضور بدعوات فقط) .

٢٢ر٣٠ وصول طائرة الخطوط الجوية الكويتية من لندن نقل فريقا من اتحاد كرة القدم يضم المسير ستانلي ماتنيز ولاعبين كرة قدم عالميين سابقين بارزين آخرين في زيارة للكويت تحت رعاية شركة بريثيس بترولويوم .

الاثنين ١١ أكتوبر

الساعة

٨ر٠٠ جولة في بعض المخازن واسواق الجمعيات التعاونية يقوم بها السفير البريطاني والوزير الذي يمثل حكومة صاحبة الجلالة .

١١ر٠٠ مؤتمر صحفي يعقده في الدائرة التجارية التابعة للسفارة البريطانية المسير ستانلي ماتنيز والمستر جيمي هيل والمستر جيمي غريغز .

١٥ر١٥ مباراة في كرة القدم تقام على ملاعب ثانوية الشويخ بين فريق من لاعبي كرة القدم البريطانيين الدوليين السابقين وفريق كويتي منتخب . وسيعطى للاعبين ميداليات تذكارية من المستر جولويس ادواردز من شركة بريثيس بترولويوم الذي سيقدم ايضا كاسا بهذه المناسبة سيحتفظ به في الكويت .

١٨ر٣٠ يحضر فريقا كرة القدم حفل شاي بيقمه شركة نفط الكويت في فندق شيراتون .

١٩ر٣٠ مباراة في المصارعة في الاحمدي

١٩ر٥٠ افتتاح معرض الاجبان البريطانية الذي ينظمه مجلس تسويق الابان في فندق هيلتون .

٢٠ر١٥ سعادة السيد خالد المدستاني يزور معرض الهلي البريطاني .

٢٠ر٣٠ عرض ازياء في فندق هيلتون بضيافة سعادة السفير البريطاني والسيدة عقيلانه وستقدم اشاءه المرطبات.

(الحضور بدعوات فقط) .

٢٢ر٣٠ حفل استقبال للاعبين كرة القدم بيقمه المستشار التجاري للسفارة البريطانية .

الثلاثاء ١٢ أكتوبر

الساعة

٩ر٣٠ استعراض وتدريب على السباحة يقوم بهما فريق السباحة لطلاب المدرسة الانكليزية في الشويخ والمدرسة الانكليزية الجديدة في حوض سباحة البنك البريطاني للشرق الاوسط .

١١ر٣٠ مسيرة السيارات البريطانية في شوارع مدينة الكويت .

١٢ر٠٠ حفلة غداء في فندق شيراتون بيقمها البنك البريطاني للشرق الاوسط على شرف فريق السباحة .

١٥ر٣٠ يقوم فريق السباحة بزيارة مدرسة ثانوية الشويخ للمرة الثانية ليؤدي برنامجا مماثلا للبرنامج الذي اداه نهار الاحد .

١٧ر٠٠ عرض ازياء للسيدات في فندق هيلتون (الحضور بدعوات فقط) .

١٩ر٣٠ عرض ساهر لازياء السيدات في فندق هيلتون تحت رعاية سعادة الشيخة بديرة سمود الصباح (الحضور بدعوات فقط) .

١٩ر٣٠ مباراة مصارعة في النادي العربي بالكويت .

الاربعاء ١٣ أكتوبر

٩ر٣٠ يقضي فريق السباحة طول النهار في جامعة الكويت لاداء برنامج تدريبي وغيره .

١١ر٣٠ مسيرة للسيارات البريطانية في شوارع الكويت .

١٢ر٣٠ عرض ازياء في فندق هيلتون (الحضور بدعوات فقط) .

١٨ر٠٠ محاضرات عن الصناعة بليقها هارولد وايتهيد وشركاه في فندق هيلتون .

١٩ر٣٠ عرض ازياء في فندق هيلتون (الحضور بدعوات فقط) .

١٩ر٣٠ مباراة مصارعة في النادي العربي بالكويت .

٢٢ر٠٠ حفل استقبال في فندق شيراتون بيقمه الجمعية الملكية للكتيس جورج .

الخميس ١٤ أكتوبر

الساعة

٩ر٣٠ زيارة محتملة لاحدى المدارس في الاحمدي يقوم بها فريق السباحة .

١٦ر٠٠ يقوم فريق السباحة ببرنامج استعراضى وغيره في نادي الحباري بالاحمدي .

١٩ر٣٠ مباراة مصارعة في النادي العربي بالكويت .

٢٠ر٠٠ تفتتح احدى عارضات الازياء الديسكوتيك (صالة الرقص على انغام الموسيقى المسجلة) في فندق فينيقيا .

٢٠ر٣٠ عرض ازياء مع عشاء بارد في فندق هيلتون وتحدد اجور الدخول من قبل ادارة الفندق .

الجمعة ١٥ أكتوبر

الساعة

١٠ر٠٠ يقوم فريق السباحة باداء برنامج في النادي البحري الكويتي .

١٧ر٣٠ يقوم فريق السباحة باداء برنامج سباحة في نادي الغزال .

١٨ر٠٠ حفلة كوكتيل بيقمها المستشار التجاري لوكلاء سفر الخطوط الجوية البريطانية لما وراء البحار والخطوط الجوية البريطانية الأوروبية .

٢٠ر٠٠٠ تفتح صالة الديسكوتيك ابوابها ويكون المستر ميك ماكماناس حاضرا لمقابلة الجمهور .

السبت ١٦ أكتوبر

الساعة

١٥ر٠٠ مباريات سباحة ومباريات بولو مائية في مدرسة ثانوية الشويخ مع فرق كويتية تنولى اختيارها وزارة التربية .

١٨ر٠٠ حفلة شاي بيقمها سعادة الشيخ عبد الله الجابر الصباح على شرف فريق السباحة (الحضور بدعوات فقط) .

١٨ر٣٠ محاضرات عن الصناعة بليقها هارولد وايتهيد وشركاه في فندق هيلتون .

١٩ر٣٠ مباراة مصارعة في الاحمدي .

٢٠ر٠٠ حفلة بيقمها المستر هارد كاسل في داره لفريق السباحة (الحضور بدعوات فقط) .

٢٠ر٠٠ تفتح صالة الديسكوتيك ابوابها وتكون فتاة الاسبوع البريطاني موجودة لمقابلة الجمهور .

الاحد ١٧ أكتوبر

الساعة

١٩ر٣٠ مباراة مصارعة ساهرة في النادي العربي بالكويت

الاثنين ١٨ أكتوبر

الساعة

١٣ر٠٠ حفلة غداء بيقمها لجنة تجارة الشرق الاوسط للتابعة لمجلس التصدير الوطني البريطاني في فندق هيلتون للشخصيات البارزة ذات العلاقة بتجارة البضائع الرسالية .

سبتمبر
١٩٧١

الأسبوع البريطاني

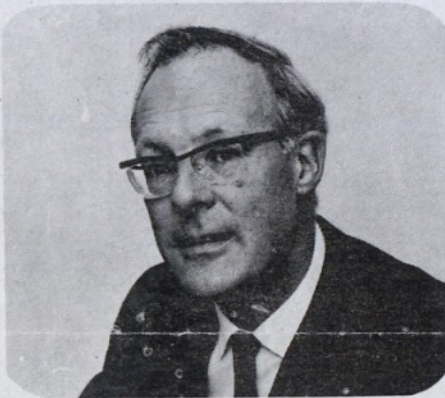
العدد
الواحد
والثلاثون

المصوّره من برطانيا

الأسبوع البريطاني في الكويت ١٠-١٨ أكتوبر ١٩٧١

سيكون الاسبوع البريطاني الذي سيقام في الكويت في الفترة ما بين العاشر والثامن عشر من شهر أكتوبر ١٩٧١ ، خاتمة مثيرة لا مثيل لها للمجهود التجاري الذي قامت به المملكة المتحدة خلال عام ١٩٧١ . ولقد كان ذلك المجهود ثالث مجهود من نوعه فقط تقوم به بريطانيا في اية سولة في العالم . وهو اول مجهود من نوعه يقام في قطر عربي . وهدف المجهود الرئيسي ، كما يظهر من الرمز الخاص به والذي اصبح مألوفاً الان هو تمكين رجال الاعمال الكويتيين والبريطانيين من التعرف على بعضهم البعض على نحو افضل ، وبالتالي تعزيز العلاقات التجارية بين البلدين .

قامت بتنظيم المجهود التجاري في المملكة المتحدة وزارة التجارة والصناعة ومجلس التصدير الوطني البريطاني بالتعاون مع شركة الخطوط الجوية البريطانية . اما في الكويت فتتولى ادارة الوقائع المختلفة السفارة البريطانية التي تود ان تنتهز هذه الفرصة لتسجل امتنانها للمساعدة والتشجيع اللذين تلقتهما من حكومة دولة الكويت ومن شركات وافراد عديدين في كل من الكويت وبريطانيا . ويستحق ثناء خاصا كل من سعادة الشيخ عبد الله الجابر الصباح وسعادة السيد خالد العدساني اللذين لولا المساعدة المسخية التي قدمهاها في الفترة المذكورة بصفتها وزيري التجارة والصناعة لما كان من المستطاع اقامة المجهود التجاري . ولقد كان لما قدمه سعادة السيد عبد العزيز حمد الصقر ، رئيس غرفة تجارة وصناعة الكويت من تعاون ومشورة لا غنى عنها قيمة كبيرة جدا . وفي الختام تود السفارة البريطانية ان تتقدم بشكرها الخالص الى السيد يوسف احمد الفانم الذي تحمل عن طيب خاطر ، العبء الثقيل المتمثل بتبنيه المجهود التجاري . ولقد كانت لمساعدته التي فاقت كل حدود السخاء قيمة لا تقدر بثمن .



رسالة من سعادة السيد جون ولتون السفير البريطاني في الكويت

يسعدني ان انتهز هذه الفرصة لاتقدم بشكري لحكومة دولة الكويت ولغرفة تجارة وصناعة الكويت ، ولرجال الاعمال في الكويت لما قدموه من مساعدة وتشجيع التجاري البريطاني لعام ١٩٧١ .

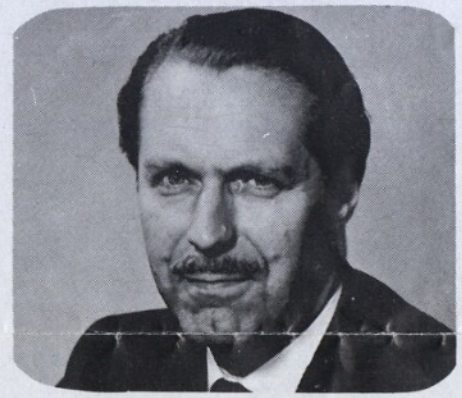
وعلى الرغم من ان الاسبوع البريطاني سيكون خاتمة ذلك المجهود الا ان تعزيز العلاقات التجارية بين الكويت والمملكة المتحدة الذي كان الهدف الرئيسي للمجهود التجاري ، سيبقى

رمزا لنجاحه . وانني لعلي يقين من ان شعب الكويت سيستمتع بالاسبوع البريطاني استمتاعا كبيرا اذ انه يشتمل على وقائع ترضي كافة الاذواق .



رسالة من سعادة السيد خالد العدساني وزير التجارة والصناعة في دولة الكويت

لقد كان اسبوع المنتجات البريطانية في الكويت ناجحا جدا منذ مطلع عام ١٩٧١ وانني مقتنع جدان ان الاسبوع الحالي للمنتجات البريطانية سينتهي بنهاية طيبة للنشاطات التجارية ولقد كانت العلاقات التجارية بين الكويت والمملكة المتحدة مشتركة لفترة طويلة جدا وذلك في مجال التجارة ، وان الروابط الاقتصادية تربط بين البلدين منذ اكثر من خمسين سنة . واليوم ان العلاقات والمبادلات التجارية بين بلدينا مرضية . ونظرة الى الاحصائيات ترى ان صادرات المملكة المتحدة الى الكويت خلال سنة ١٩٧٠ تعادل ٢٦ مليون دينار كويتي ، ونأمل ان تظل البضائع البريطانية تلعب دورا مهما ومتزايدا في مجال المنافسة الحرة في سوقنا المفتوحة .



رسالة من سعادة السيد انتوني غرانث الوزير في وزارة التجارة والصناعة البريطانية

لقد كان من دواعي سرور حكومة صاحبة الجلالة في المملكة المتحدة ان تعاون مع القطاع الصناعي البريطاني وان تتجاوب على نحو ايجابي مع مقترحات تقدمت بها شخصيات بارزة في الكويت بقصد ترويج المنتجات البريطانية ، وانا من ناحيتي ، سعيد لكوني الوزير الذي حظي بشرف زيارة دولة الكويت بمناسبة بلوغ المجهود التجاري البريطاني لعام ١٩٧١ ذروته حيث سنحاول ان نرى شعب الكويت ليس بعض البضائع الاستهلاكية التي يمكننا توفيرها بحسب ، وانما بعض نواحي حياتنا الاجتماعية والرياضية ايضا ، وانني لاتطلع الى التعرف شخصا على بعض الانجازات غير العادية بل والفريدة في نوعها التي حققت للكويت شهر عالمية .



10-18 October 1971

بعض وقائع الاسبوع البريطاني الخاصة

سيقوم سعادة السيد انتوني غرانث بزيارة الكويت لافتتاح الاسبوع البريطاني ويعتزم ان يقوم خلال اقامته ببرنامج زيارة حافل للمخازن والجمعيات التعاونية وغيرها من المؤسسات الكويتية المشتركة في الاسبوع البريطاني .

سيكون من بين زائري الكويت وفد يضم عددا من كبار المسؤولين في لجنة تجارة الشرق الاوسط التابعة لمجلس التصدير الوطني البريطاني . وسيكون على رأس الوفد اللورد دنمان .

سينتاجد المستر الاستر فيرلي ، ممثل بنك باركليز الحدود في الشرق الاوسط في الكويت للاجابة على اية استفسارات تتعلق بشؤون مصرفه . ويمكن الاتصال بالمستر فيرلي في فندق هيلتون .

ستشتمل الوقائع الرياضية على مباراة في كرة القدم ، وسباق للعربات الصغيرة المكشوفة ، ومباريات في المصارعة الحرة والسباحة . وعلى الرغم من ان التفاصيل الكاملة لهذه الوقائع موجودة في هذا البرنامج الا ان القارئ يهه ان يعرف بلا شك ، ان الزائرين سيضمون شخصيات شهيرة مثل السير ستانلي ماتيويز والسيد مك ماكماناس .

20 October 1971

Miss E Kenny
PA to The Rt.Hon. Mr Anthony
Grant, MP
Department of Trade & Industry
Victoria Street
London SW1



enlis
(K.T.D)
321/10

I enclose some notes I have written on
Mr Grant's official calls here. They do not
purport to be records of all that was said: they
are merely a series of impressions which I thought
it was perhaps worthwhile to record.

A J Wilton

cc: Arabian Department, FCO

pa
321/10

SUMMARY NOTE OF MR ANTHONY GRANT'S
MEETING WITH THE KUWAITI MINISTER
OF COMMERCE AND INDUSTRY ON SUNDAY
10 OCTOBER at 9.20 a.m.

Present:

The Rt.Hon Mr Anthony Grant MP	Sayyid Khaled al Adsani
Mr A J Wilton	Sayyid Hassan al Rajeh (Director of Public Relations at Ministry of Commerce and Industry)
Lord Denman	
Mr A J Stroud	and, briefly, Sayyid Khalid al Kharafi (PUS, Ministry of Commerce and Industry)

Sayyid Khaled al Adsani, who had also met Mr Grant at the airport at midnight the previous night, was showing understandable signs of fatigue (he had been meeting delegations to the Arab Industrial Congress since 0430 the previous morning and had just come from an early morning Cabinet meeting to keep his appointment with Mr Grant. He then accompanied Mr Grant on his call on the Amir but had to leave after a few minutes in order to meet Major Jallud and the Libyan delegation).

2. Despite his exhausting routine and other preoccupations Sayyid Khaled put himself out to be amiable. He began by instructing his Permanent Under-Secretary to resolve a problem that had arisen with the Kuwaiti Customs over retail sales of clothing during our Trade Week. He made several complimentary references to the British Government's present Middle East policy and to the Foreign and Commonwealth Secretary's recent speeches and visit to

Egypt. He then, unfortunately, embarked on a long disquisition on the subject of Zionist influence on the United States Administration, which he saw and interpreted entirely in yellow press terms of conspiracy and corruption. On this subject, though his manner was most friendly throughout, it was quite impossible to achieve any rational discussion with him (indeed it was difficult to get a word in at all) and as it lasted for the rest of the interview and during the drive to the Palace, no other subjects were touched upon.

SUMMARY NOTE OF MR ANTHONY GRANT'S
AUDIENCE WITH HIS HIGHNESS THE RULER
OF KUWAIT ON SUNDAY 10 OCTOBER 1971
at 10.00 a.m.

Present:

The Rt.Hon. Mr Anthony Grant MP	His Highness the Amir of Kuwait
Mr A J Wilton	
Lord Denman	Sayyid Ibrahim Shatti (His Highness's Secretary and Interpreter)
Mr A J Stroud	Sayyid Khaled al Adsani, Kuwaiti Minister of Commerce (present for first ten minutes)

The Ruler received Mr Grant with great affability, asked after the health of Her Majesty The Queen and transmitted greetings to the Prime Minister and many Members of Parliament with whom His Highness is acquainted.

2. He then said that he wished to speak of serious matters; but did not, in fact, raise any controversial or, indeed, political topics. Mr Grant took the opportunity to ask how His Highness saw the future development of Kuwait taking shape - whether primarily by development and industrialisation in Kuwait or by investment outside the country; and said that the United Kingdom was willing and able to help in either case. The Ruler opted firmly for industrialisation. The Planning Board, which was the body vested with the authority to deal with the problem, was preparing a series of ten-year plans which would take the country through to the end of the century. The plans would, of course, be subject to continual review and

amendment in the light of progress made, new development, etc. But the firm intention was to continue on the path Kuwait had been travelling since the discovery of oil so that future generations would have no cause to reproach those who had gone before.

3. The Ruler spoke with great feeling and conviction. He did not go into details about the sort of industrialisation envisaged, though he mentioned the expansion of the petro-chemical industry and the smelting of aluminium as fields of industrialisation which the Planning Board had under study.

SUMMARY NOTE OF MR ANTHONY GRANT'S
MEETING WITH THE PRESIDENT OF THE
KUWAITI CHAMBER OF COMMERCE, SAYYID
ABDUL AZIZ AL SAGAR ON SUNDAY, 10
OCTOBER at 11.00 a.m.

Present:

The Rt.Hon Mr Anthony Grant MP Sayyid Abdul Aziz al Sagar
 Mr A J Wilton
 Lord Denman
 Mr A J Stroud

Sayyid Abdul Aziz had just returned to Kuwait from a vacation in the United Kingdom and had a heavy head cold. Although he has a reputation for "plain speaking" and has, on occasion, a painful bite, he was affability itself during his discussions with Mr Grant.

2. Mr Grant took the opportunity to ask him specifically whether he was satisfied with the way Anglo-Kuwaiti trade was going or whether he thought there were any things we ought to be doing or doing differently. This question might well have produced a tirade, but in fact Sayyid Abdul Aziz's response was remarkably mild. He based himself, as usual, upon a Kuwaiti version of the trade statistics which under-estimates our performance, but even so his criticisms were few and temperate. He thought we were on the way to correcting most of the faults which had caused us trouble in the past. He mentioned that late delivery, due to strikes, etc., was still a problem in some cases. In the matter of price we had lately

achieved a more competitive level. British quality was still highly esteemed in Kuwait and British standards were regarded as the touchstone. British businessmen were the easiest in the world to deal with because they could be trusted. He hoped to see an even greater increase in the volume of trade between the two countries and a return of British contractors and constructional engineers to a more active role in Kuwait's future development plans.

3. The interview was mainly notable for the fact that Sayyid Abdul Aziz, who can usually be relied upon to catalogue any shortcomings with some force, appeared to have virtually nothing to complain of.

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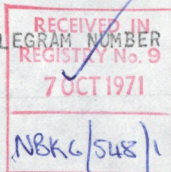
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CYPHER CAT -A-
FROM KUWAIT. 071000Z OCTOBER.
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TO IMMEDIATE FOREIGN AND COMMONWEALTH OFFICE, TELEGRAM NUMBER 458.
DATED 7 OCTOBER 1971., INFO IMMEDIATE CAIRO.



BRITISH WEEK.

1 HAVE BEEN ASKED BY KUWAITI MINISTER OF COMMERCE, ON INSTRUCTIONS FROM PRIME MINISTER, NOT TO HAVE FIREWORK DISPLAY DURING VISIT OF PRESIDENT SADAT.
THEY FEAR THAT IT WOULD BE MISUNDERSTOOD.

2. AS TIMED, MY RECEPTION AND THE FOLLOWING FIREWORK DISPLAY CLASHED WITH THE RULER'S STATE DINNER FOR THE PRESIDENT.

3. I AM ACCORDINGLY ARRANGING WITH SPONSORS TO HAVE FIREWORK DISPLAY POSTPONED TO FOLLOWING EVENING.

4. I CANNOT POSTPONE RECEPTION AND FORMAL OPENING WHICH WILL HAVE TO TAKE PLACE WITHOUT ME, ADASANI AND MANY PROMINENT GUESTS.

5. KUWAIT AUTHORITIES HAVE UNDERTAKEN TO ASSIST WITH PUBLICITY FOR REVISED ARRANGEMENTS AND I SHALL ALSO ENLIST HELP OF POLICE, AS DESPITE ALL AMENDING ANNOUNCEMENTS A LARGE CROWD IS VERY LIKELY TO GATHER ON SUNDAY EVENING EXPECTING FIREWORKS.

REFCO PLEASE PASS ADVANCE COPIES TO D.T.I. FOR P.S. TO MR. GRANT AND CRE4.

WILTON
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FM KUWAIT 031021Z OCTOBER

'COMMERCIAL IN CONFIDENCE'

DESKBY 040900Z

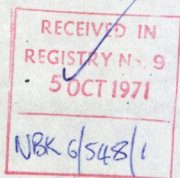
ADDRESSED PRIORITY DTI TELEGRAM NO ESBOT 500 OF 3RD
OCTOBER 1971.

SWINTON FROM MCGURK.

JEWELLERY EXHIBITION / FASHION SHOW.

1. AS YOU KNOW, WE PLANNED TO INVITE HER EXCELLENCY
SHAIKHA BADRIA AND THE WIVES OF 45 SENIOR SHAIKHS TO THE
FASHION SHOW GALA PERFORMANCE FOR LADIES ON 12 OCTOBER. IT
WAS AOR AIM TO DIRECT THEM SUBSEQUENTLY TOWARDS THE JEWELLERY
EXHIBITION. UNFORTUNATELY A CLOSE RELATIVE OF SHAIKHA
BADRIA'S HAS JUST DIED. THIS MEANS THAT THE SHAIKHA WILL NOT
ATTEND THE FASHION SHOW OR VISIT THE JEWELLERY EXHIBITION.
IN ADDITION, IT IS UNLIKELY THAT THE SENIOR SHAIKHAS WHOM WE
WERE ABOUT TO INVITE WILL FEEL ABLE TO ACT DIFFERENTLY.

2. PLEASE CONVEY THIS INFORMATION TO THE JEWELLERY
EXHIBITORS WITH OUR REGRETS. WE SHALL NATURALLY FILL IN THE
GAPS IN THE LADIES GALA FASHION SHOW WITH APPROPRIATE ARAB
LADIES BUT THE RESULT WILL NOT BE QUITE THE SAME.



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Mr Beaver

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GR 95

CYPHER/CAT 'A'

FM KUWAIT 031010Z OCTOBER

RESTRICTED

ADDRESSED PRIORITY DTI TELEGRAM NO CREDA 74 OF 3RD OCTOBER 1971.

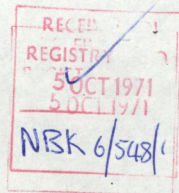
I AM A LITTLE WORRIED AT THE WAY MR GRANT'S PROGRAMME FOR 11 OCTOBER HAS FILLED UP. AS IT STANDS IT INVOLVES A FIVE HOUR TOUR OF SHOPS AND BUSINESSES IN THE MORNING, LUNCH WITH YUSUF AL GHAMIN, ATTENDANCE AT THE FOOTBALL MATCH IN THE AFTERNOON, AND A SERIES OF EVENING ENGAGEMENTS FROM 1945 TO ABOUT 2330. THE ONLY FREE PERIOD WOULD BE FROM ABOUT 1745 TO 1930.

2. IS THIS ASKING TOO MUCH.? IF NECESSARY ALL OR PART OF THE FOOTBALL MATCH (AT WHICH MR. GRANT WILL BE A GUEST NOT A FORMAL PARTICIPANT) AND THE COUNSELLOR'S RECEPTION AT 2230 ARE EXPENDABLE.

WILTON.

NNNN

COR (AT WHICH MR. GRANT ETC ETC)



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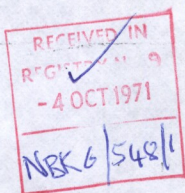
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175
TO PRIORITY KUWAIT TELNO 15 OF 4 OCTOBER INFO ROUTINE BAHRAIN
RESIDENCY AND DTI (CRE 4).

YOUR TELNO 50 TO BAHRAIN EMBASSY: BRITISH WEEK IN KUWAIT.

NO INTEREST HAS BEEN EXPRESSED HERE IN THE WEEK.

2. THIS IS NO DOUBT DUE IN PART TO OUR NOT HAVING PUBLICISED
IT SUFFICIENTLY, BUT OUR COMMERCAIL ATTACHE HAS BEEN ON LEAVE OVER
THE LAST SIX WEEKS AND THERE HAVE BEEN MANY OTHER PRESSURES ON THE
STAFF REMAINING. WE ARE UNFORTUNATELY STILL NOT IN A POSITION TO
UNDERTAKE THE WORK WHICH WOULD BE INVOLVED IN ORGANISING A PARTY.

FCO PASS PRIORITY KUWAIT AND ROUTINE DTI (CRE 4).

GREAVES

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CYBER CAT -A-

FROM KUWAIT. 020950Z OCTOBER.

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TO IMMEDIATE BAHRAIN EMBASSY, TELEGRAM NUMBER 50, DATED 2 OCTOBER 1971, AND TO DUBAI, DOHA, ABU DHABI, BAHRAIN RESIDENCY, MUSCAT AND D.T.I. (CRE4). NR
MY TELEGRAM NO. 47:--

BRITISH WEEK.

1. IN VIEW OF THE POSITIVE INTEREST IN BRITISH WEEK REPORTED BY POSTS, I WOULD BE VERY HAPPY TO INVITE APPROPRIATE MERCHANTS FROM THE LOWER GULF TO THE OPENING RECEPTION ON 10 OCTOBER AT 1900.

WE COULD ALSO FIT A NUMBER (SAY UP TO 30) INTO THE GALA FASHION SHOW AND BUFFET ON 11 OCTOBER AT 2030, BEFORE WHICH THEY COULD TAKE IN THE JEWELLERY EXHIBITION. WE COULD ALSO ALLOCATE 50 OR EVEN MORE TICKETS FOR THE SOCCER MATCH ON THE AFTERNOON OF 11 OCTOBER, BUT THESE WOULD BE UNNUMBERED., THE VIP STAND IS VERY SMALL INDEED.

2. IF YOU WANT TO TAKE ADVANTAGE OF THIS IT WOULD BE BEST IF MERCHANTS WERE INVITED TO CONTACT THE COMMERCIAL SECRETARY ON ARRIVAL IN KUWAIT. IT WOULD BE HELPFUL TO KNOW IN ADVANCE HOW MANY WE SHOULD EXPECT, AND NAMES IF POSSIBLE.

WILTON.

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[REPEATED AS REQUESTED]

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TO IMMEDIATE KUWAIT TELNO 287 OF 30 SEPTEMBER.
FOLLOWING FROM WIGAN.

JARULLAH, MUNAWWIR, SABTI, ALYAN AND DUWAISAN WILL TRAVEL TO
KUWAIT BY BA 210 ON 1 OCTOBER. KHREBIT AND MUBARAK WILL TRAVEL
INDEPENDENTLY.

DOUGLAS-HOME

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