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**NEW FROM THE
NATIONAL COUNCIL**

DIRECTORY of Foreign Trade Exhibitions in the People's Republic of China (1971-1976)

China's Technology Preferences
in the 1970s

- What is the real China market?
- What specific types of foreign technology are of interest to the People's Republic of China?

- What exact products and technology has your competition displayed in China in the past six years? And sold to China?
- How have China's foreign technology preferences changed during the 1970's and what opportunities do these represent for your firm?
- What happens at a foreign exhibition in Peking?

In providing the answers to these questions, the National Council's *Directory of Foreign Trade Exhibitions in China (1971-1976)* represents an essential market research tool for companies involved in doing business with the PRC, with cross-referenced details of over 10,000 models and products displayed—and, in most cases, sold—by over 2,200 foreign companies in China since 1970. As a tool for analysis of the present and future China market, this 500-plus page Directory is unique and vital for your PRC strategy.

About the Directory

There have been over forty industrial exhibitions in the People's Republic of China by foreign countries during the past six years. Twenty-six of these trade fairs were by western nations, including nearly all European countries and Japan. These exhibitions are showcases of the types of foreign technology China is interested in.

- The *Directory* is an essential reference guide to what other companies have displayed in the PRC
- the products and technologies exhibited in the PRC, 1971-1976, by model number and/or type
- how exhibitions are organized in China—and where China exhibits abroad • floorplans of major

exhibits in the PRC • China's technology preferences, and how these preferences have changed • what happens at an exhibition in China

- what technical seminars in the PRC accomplish and how they work.

The *Directory* has been prepared by Molly Bruce Jacobs, a Chinese-speaking specialist in the subject of trade shows in China. The 500-plus page volume will be available in early 1977.

Countries included in the *Directory* are Australia, Austria, Belgium, Britain, Canada, Denmark, France, Germany, Italy, Japan, Mexico, Netherlands, Sweden and Switzerland.

**The Directory costs \$200.
Outside North America, add \$7.00 for airmail postage.
Copies may be ordered from the National Council in Washington, D.C.**