



ASSISTANT SECRETARY OF DEFENSE
WASHINGTON, D.C. 20301

AW

2 APR 1976

PUBLIC AFFAIRS

MEMORANDUM FOR THE SECRETARY OF DEFENSE

SUBJECT: DoD Support of the 1976 Farnborough International Air Show - ACTION MEMORANDUM

Attached is the proposed reply to Secretary of Commerce Elliot L. Richardson responding to his request for DoD support of the 1976 Farnborough International Air Show.

This reply reaffirms DoD policy for International air shows of this nature, i. e., indirect participation and support. We anticipate leasing certain aircraft and equipment to industry for demonstration and display.

With your concurrence we will prepare a policy memorandum which will contain guidance for the Military Departments in consonance with the attached response to Secretary Richardson.

Recommend you sign the proposed response to Secretary Richardson. The response has been coordinated with the Office of the Special Assistant.

Bill
William I. Greener, Jr.

Attachment

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THE SECRETARY OF DEFENSE
WASHINGTON, D. C. 20301

APR 7 1976

Honorable Elliot L. Richardson
The Secretary of Commerce
Washington, D. C. 20230

Dear Elliot:

Thank you for your letter of March 16, 1976, regarding Department of Defense support and participation in the 1976 Farnborough Air Show. You may be assured of Department of Defense cooperation for an early start in the development of appropriate plans for United States representation.

I wish to reaffirm the Department of Defense policy with regard to previous International Air Shows; i. e., that United States industry should have the primary interest in and major funding responsibility for the display of United States military aircraft at the air show. The Defense role should consist of indirect participation and support. Defense, as before, will make available to industry certain aircraft and related aerospace equipment that have sales potential in the international market. Subject to operational restrictions, specific aircraft and equipment will be provided on lease to industry for purposes of presentation at the air show.

To the extent that Defense resources and operational capabilities permit, and within the policy limitations outlined above, I will authorize Department of Defense support for the 1976 Farnborough Air Show.

I am confident that our continued assistance and cooperation, as in the past, will be mutually beneficial and contribute significantly to an impressive and beneficial American presentation at the Farnborough Air Show.

Sincerely,





THE SECRETARY OF COMMERCE
Washington, D.C. 20230

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Honorable Donald H. Rumsfeld
Secretary of Defense
Washington, D.C. 20301

Dear Don:

The U.S. Department of Commerce will sponsor a major exhibition at this year's Farnborough International Air Show and Flying Display scheduled to be held September 5 through 12 in Farnborough, England. The Farnborough Air Show is a highly prestigious and well established British air show which became a fully international event in 1974. At that time the fair organizers, the Society of British Aerospace Companies, Ltd., permitted manufacturers from all over the world to exhibit for the first time.

Because it is such an international event, the Farnborough Air Show attracts a wide audience of British and overseas visitors. American manufacturers that exhibited in the 1974 show achieved excellent results. We view this year's event as an outstanding opportunity for the United States to present and market its latest technological advances in the aerospace field.

The Department of Defense has in the past closely cooperated with the Department of Commerce and American industry in staging an impressive and beneficial American presentation at the Paris Air Show. American manufacturers have been able to successfully participate in the Paris Air Show flightline as a result of Department of Defense assistance in making aircraft available on a bailment basis.

I am hopeful that your Department will be in a position to provide this support for U.S. manufacturers that wish to display their aircraft at this year's Farnborough Air Show. The Department of Commerce is eager to begin coordinating its efforts; therefore, your earliest advice as to the Defense Department's support of the Farnborough Air Show is essential.

With warm regard,

Sincerely,

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Elliot L. Richardson

