



DEPARTMENT OF TRANSPORTATION

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REMARKS PREPARED FOR DELIVERY BY U.S. SECRETARY OF TRANSPORTATION
JOHN A. VOLPE AT A PRESS CONFERENCE ON THE INTERNATIONAL TRANSPORTATION
EXPOSITION, WEDNESDAY, APRIL 28, 1971, WASHINGTON, D.C. 2:00 P.M.

This press conference has been called, as you know, in connection
with the International Transportation Exposition coming up next year.

Before making a brief opening statement, I would like to recognize
the presence of two local gentlemen who are working closely with us on
this project:

Mr. Thomas Bolger of the C&P Telephone Company who is Chairman of
the Regional Co-ordinating Group, and Tom Goodfellow of the Association
of American Railroads and the National Defense Transportation Association
who is Chairman of the Transportation Association's co-ordinating group.

The first United States International Transportation Exposition will
be the largest showcase in the world for transportation products and
technology. It will be held at Dulles International Airport May 27 through
June 4, 1972.

The preliminary master development plan you are receiving today outlines
the Exposition's physical characteristics. We'll have two main pavillions --
one for U.S. exhibitors and one for international exhibitions. There will
also be several outdoor ground exhibits, a grandstand for viewing the airshow
and other transportation demonstrations and 130 sales centers for the dissemination
of information to potential customers.

I want to emphasize that unlike the Paris Airshow, or the Farmingborough
Airshow in England, the U.S. Exposition will feature all modes of transportation.

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This is a sales-oriented Exposition designed to stimulate development of new international markets and expand export sales. The marketplace we intend to create at Dulles will be the first of its kind in the world. Prospective buyers will have within one area a **comprehensive** display of all modes of transportation.

This inaugural International Transportation Exposition provides the United States with an unparalleled opportunity to improve our balance of payments while at the same time protecting existing markets for the sale of transportation products abroad. Such a marketplace is not currently available in a single medium anywhere in the world.

Our market surveys indicate that the Exposition will attract more than a million visitors during the nine day period it will be open to the public. Approximately 350,000 of these visitors will be business-oriented with at least 50,000 coming from other countries. This will provide a unique opportunity for American manufacturers to display their wares to foreign interests.

We are currently in the process of lining up exhibitions by both foreign and domestic manufacturers. I will soon be having periodic meetings with the Exposition Advisory Committee, with Vice-Chairman Charles Thornton, Board Chairman of Litton Industries, and Jack Shaffer, my FAA Administrator, and with various other officials to solidify the details of the Exposition.

I would like to introduce Chester Spurgeon, Managing Director of the Transportation Exposition, who will provide additional information.

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