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**THE INTERNATIONAL FAIR – PLOVDIV BETWEEN THE  
PROPAGANDA AND TRADE IN THE PERIOD 1944–1948**

(Summary)

The article attempts to show the tasks placed at the International Exhibition in Plovdiv in the context of the so called people's democracy in Bulgaria in 1944–1948. They are most clearly seen in the Statute of Procedure of the Fair, which regulates its governance structure and its role in the economic sphere in the country. That is why the article discusses the amendments to the normative document adopted in the 1930s after the establishment of the new power in Bulgaria from September 1944 until the elaboration of a new Statute in 1948. The aim is to find out whether the development of the fair was in view of the internal logic of expansion of such institutions or depended on the changes in the foreign policy, foreign economic and domestic conditions in Bulgaria during the establishment of the Stalinist model of socialism during one of the most sharp phases of the Cold War. The article was based on archive material from the State Archives in Plovdiv related to the Plovdiv International Fair which has not been analyzed so far and on scientific studies revealing the main problems in the political, economic and commercial spheres in the country during the period considered.