

Goods from the East: Trading Eurasia 1600-1830

Conference at the Palazzo Pesaro-Papafava, Venice

Friday 11 to Sunday 13 January 2013

Organised by the 'Europe's Asian Centuries - Trading Eurasia 1600-1830 project'
Global History & Culture Centre, Warwick University

European Research Council



**Global History
& Culture Centre**
AT THE UNIVERSITY OF WARWICK



Europe's Asian Centuries
< Trading Eurasia 1600-1830 >

Programme Overview

Friday 11 January

17.00-17.30	Registration
17.30-18.00	Welcome
18.00-19.00	Keynote Address - Professor Jan De Vries
19.00	Drinks
20.00	Dinner

Saturday 12 January

9.30-11.00	Panel I: Global Goods – India
11.00-11.30	Refreshments
11.30-13.00	Panel II: Global Goods – China
13.00-14.15	Lunch
14.15-15.45	Panel III: Global Goods – Tea
15.45-16.15	Refreshments
16.15-17.45	Panel IV: Regional Goods – Global Perspectives
19.00	Dinner

Sunday 13 January

9.30-11.15	Panel V: Retail & Consumption – Northern Europe
11.15-11.30	Refreshments
11.30-13.00	Panel VI: Retail & Consumption – The French Connection
13.00-14.15	Lunch
14.15-15.15	Panel VII: Private Trade & Empire
15.15-15.30	Refreshments
15.30-16.00	Conclusion

Welcome

Dear Participants,

Many warm welcomes to our Venice conference, 'Goods from the East: Trading Eurasia 1600-1830'. The long engagement and encounter of Venice and her merchants with many parts of Asia makes this a fitting place to hold the major conference of the European Research Council Advanced Fellowship, 'Europe's Asian Centuries: Trading Eurasia 1600-1830' (Grant no. 249362).

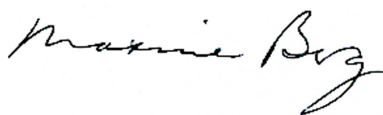
The fascination of Europe's monarchs, courts and elites with the fabulous wealth, exotic flora and fauna and exquisitely crafted fine luxury goods goes back to the Bronze Age. The opening of the sea routes to India and China from the end of the fifteenth century changed the game, and by the beginning of the seventeenth century Northern Europe had established its famed companies to ply a regular commerce to India, South East Asia and China. The surprise packages that filled the cabinets of curiosities of Europe's elites were displaced over the course of the eighteenth century by the cargoes, auctions, toy shops, drapers, china shops and pedlars that brought Asian export ware onto the bodies and into the cupboards of Europe's merchants and townspeople. We are only now uncovering how deeply these goods penetrated European social structures, and especially now beyond those core regions of Britain and the Netherlands.

'Europe's Asian Centuries' sets out to discover how those Asian goods were made in India, Southeast Asia and China, tailored to European tastes, and distributed throughout Europe. It is a collaborative project which combines and connects all the East India Companies of Northern Europe and the private traders who interacted with these and with merchants in Asia. While I lead this project and work on the English East India Company, postdocs Felicia Gottmann, Hanna Hodacs and Chris Nierstrasz and PhD student, Meike Fellingner and Research Assistant, Tim Davies work on a range of other companies and private traders. They connect interests in the China trade, in compiling data of the types and qualities of goods traded and auctioned by the Companies, in re-export and smuggling and in economic policy. Helen Clifford, our museum consultant plays the vital role of opening access to us historians to the extensive stores of Asian goods in European museums and to the connected research and curatorial knowledge of their staff. Anna Boneham, our highly-valued administrator not only keeps us all on track, but initiates new actions.

The conference will result in a co-edited volume, and we hope to move fairly quickly to publication. Most of you have produced papers in advance of the conference which will help with this. I am particularly pleased that we have such focussed contributions covering different parts of Europe's encounter with Asian goods, bringing together the fresh voices and findings of new researchers and a re-orientation of ideas among more experienced scholars. I know this will be a very successful volume.

We are delighted to bring you all together in Venice; it is a chance for us to meet and to share our knowledge of this exciting subject in the special winter light of this wonderful place. The Warwick in Venice programme gives us access to the Palazzo Papafava, and I hope you will all enjoy the days you have here.

With very best wishes,



Maxine Berg

Professor of History, Warwick University

Principal Investigator: Europe's Asian Centuries: Trading Eurasia 1600-1830

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Europe's Asian Centuries
◀ Trading Eurasia 1600-1830 ▶

Programme Details

Friday 11 January

- 17.00-17.30** **Registration**
In the Palazzo Pesaro-Papafava
- 17.30-18.00** **Welcome**
Opening remarks by Maxine Berg, project leader of 'Europe's Asian Centuries: Trading Eurasia 1600-1830'
- 18.00-19.00** **Keynote Address**
Opening lecture by Jan de Vries, University of Berkeley, California
- 19.00-19.30** **Drinks**
- 20.00** **Dinner**

Saturday 12 January

- 9.30-11.00** **Panel I: Global Goods – India**
- Chair: Giorgio Riello
- Ghulam Nadri - Indigo in Euro-Asian trade in the early seventeenth century: challenges and opportunities*
Om Prakash - The Dutch and the English East India Company's trade in Indian textiles in the seventeenth and the eighteenth century: a comparative view
Tijl Vanneste - Competition or complementarity? – Market interaction in the early modern Indian diamond trade
- 11.00-11.30** **Refreshments**
- 11.30-13.00** **Panel II: Global Goods – China**
- Chair: Anne Gerritsen
- Brigitte Nicolas - Evocation des cargaisons de Chine de la Compagnie des Indes à travers un dessin inédit de la vente des marchandises de l'Amphitrite*
Xu Xiaodong - Europe-China-Europe: the communication of the painted enamel craft in the seventeenth and eighteenth century
Dagmar Schäfer - Patterns of design in Qing-China and Britain during the seventeenth and eighteenth century
- 13.00-14.15** **Lunch**
- 14.15-15.45** **Panel III: Global Goods – Tea**
- Chair: Maxine Berg
- Chris Nierstrasz - Have your tea and drink it too! How the trade of rogue Companies, private traders and smugglers popularised the consumption of tea in Western Europe, 1700-1760*
Leos Müller & Hanna Hodacs - The European market for tea and the Swedish East India Company, c. 1730-1760
Andrew MacKillop - 'Provincial Virtue' & 'Asiatick Luxury': Post-Union Scotland & the British Empire in Asia
- 15.45-16.15** **Refreshments**
- 16.15-17.45** **Panel IV: Regional Goods – Global Perspectives**
- Chair: Luca Molà
- Jos Gommans - Continuity and change in the Indian Ocean basin (1400-1800)*
Romain Bertrand - Spirited transactions: The morals and materialities of trade contacts between the Dutch, the British and the Malays (sixteenth to seventeenth centuries)
Olivier Raveux - The Orient and the dawn of Western industrialization: the Armenian calico printers from Istanbul in Marseilles (1669-1686)
- 19.00** **Dinner**

Sunday 13 January

9.30-11.15

Panel V: Retail & Consumption – Northern Europe

- Chair: Maxine Berg

Bruno Blondé & Wouter Ryckbosch - Think local, act global? Hot drinks and the urban consumer culture of the eighteenth-century Southern Low Countries

Sofia Murhem & Göran Ulväng - Widening the audience: second-hand consumption of goods from the East in Sweden during the eighteenth-century

Anne McCants - Becoming consumers: Eastern goods in migrant and native-born households in eighteenth-century Amsterdam

John McAleer - Ships, spices and museum spaces: the public history of goods from the East

11.15-11.30

Refreshments

11.30-13.00

Panel VI: Retail & Consumption – The French Connection

- Chair: François-Joseph Ruggiu.

Natacha Coquery - Selling China and India in eighteenth-century Paris: advertising Asian goods

Felicia Gottmann - Troublesome textiles: Asian cottons in France

Kévin Le Doudic - 'Exotic' Goods? Far-Eastern Commodities for the French Market in India in the Eighteenth Century

13.00-14.15

Lunch

14.15-15.15

Panel VII: Private Trade & Empire

- Chair: Helen Clifford

Tim Davies - New perspectives on European private trade in the eighteenth century: British merchant networks and the Western Indian Ocean

Meike Fellinger - Big business: wholesalers, mariners and the prediction of markets for Chinese export wares in Europe, 1720-1770

15.15-15.30

Refreshments

15.30-16.00

Conclusion

- Concluding discussion chaired by François-Joseph Ruggiu and Luca Molà

Participant Biographies

Maxine Berg is Professor of History and Director of the European Research Council funded project 'Europe's Asian Centuries: Trading Eurasia 1600-1830' at the University of Warwick. Her major publications include *Luxury and Pleasure in Eighteenth-Century Britain* (OUP, 2005); ed. with Elizabeth Eger, *Luxury in the Eighteenth Century: Debates, Desires and Delectable Goods* (Palgrave 2002); ed. with Helen Clifford, *Consumers and Luxury in Europe 1650-1850* (Manchester University Press, 1999); ed. With Kristine Bruland, *Technological Revolutions in Europe 1760-1860* (Edward Elgar, 1997); *The Age of Manufactures. Second Edition* (Routledge, 1994); as well as numerous articles in the field of global history including 'In Pursuit of Luxury: Global Origins of British Consumer Goods in the Eighteenth Century', *Past and Present*, 182, 2004. She has edited *Writing the History of the Global: Challenges for the Twenty-first Century* (OUP for the British Academy), forthcoming 2013.

Romain Bertrand is Senior Research Fellow with the Center for International Research and Studies in Paris (CERI-Sciences Po). A specialist of early modern and colonial Indonesia, he has published extensively on the history of the multifaceted engagement of Javanese aristocratic polities with the Dutch, both during the 'first contact' moment (by the late 1590s) and during the late colonial period (1880-1920). His books include *Indonésie, la démocratie invisible. Violence, magie et politique à Java* (Paris, Karthala, 2002), *La Tradition Parfaite. Etat colonial, noblesse et nationalisme à Java (16e-20e siècle)* (Paris, Karthala, 2005), and *L'Histoire à parts égales. Récits d'une rencontre Orient-Occident (16e-17e siècle)* (Paris, Seuil, 2011). He teaches Southeast Asian history and the history of early modern Eurasian encounters at Sciences Po Paris and has been a visiting professor at the New School for Social Research (NYC) and a visiting fellow at Oxford (Nuffield College). He's a board member of the quarterly "Annales. Histoire, sciences sociales".

Bruno Blondé is Research Professor at the Centre for Urban History at the University of Antwerp. His major research interests include the history of transportation, economic growth and social inequality, material culture and consumption. Currently he is, with Ilja Van Damme, writing a new synthesis on the material culture of Antwerp, sixteenth-eighteenth centuries. His recent publications include B. Blondé & I. Van Damme, 'Retail growth and consumer changes in a declining urban economy: Antwerp (1650-1750)', *The Economic History Review*, 63:3 (2010), pp. 638-663; B. Blondé & J. Hanus, 'Beyond Building Craftsmen. Economic Growth and Living Standards in the Sixteenth-Century Low Countries. The case of 's-Hertogenbosch (1500-1560)', *European Review of Economic History* 14:2 (2010), pp. 179-207; B. Blondé, 'Entre cheval et chose banale. Anvers et les paradoxes de la naissance de la consommation, XVIIe-XVIIIe siècle', in : *La grande chevauchée : faire de l'histoire avec Daniel Roche / Milliot, Vincent [edit.]*; Genève, Droz, 2011, pp. 181-203 ; B. Blondé. 'At the cradle of the transport revolution? Paved roads, traffic flows and economic development in eighteenth-century Brabant,' in *Journal of Transport History* - 31:1 (2010), pp. 89-111.

Helen Clifford is currently Museum Consultant to the 'Europe's Asian Centuries' Project, and a member of the 'East India Company at Home 1757-1857' project which began in the Global History Centre at Warwick and is now based at University College London. She combines her academic work with running the Swaledale Museum in Reeth, North Yorkshire and freelance research, writing, and exhibition curation in the field of seventeenth and eighteenth century luxury goods.

Natacha Coquery is Professor of Early Modern History at the University of Lyon (France). Her work focuses on the luxury and semi-luxury market in eighteenth-century Paris. She is the author of *L'hôtel aristocratique. Le marché du luxe à Paris au XVIIIe siècle* (Publications de la Sorbonne, 1998) and *Tenir Boutique. Luxe et demi-luxe à Paris au XVIIIe siècle* (Comité des Travaux historiques et scientifiques, 2011). She is the co-editor of several books, including most recently, with Bruno Blondé, Eugénie Briot, Laura Van Aert, *Retailers and consumer changes in Early Modern Europe. England, France, Italy and the Low Countries* (PUFR, 2005), with Bruno Blondé, Jon Stobart et Ilja Vandamme, *Fashioning Old and New. Changing Consumer Patterns in Western Europe (1650-1900)* (Brepols, 2009) and with Isabelle Paresys, *Se vêtir à la cour en Europe (1400-1815)* (Centre de recherche du château de Versailles/Éditions de la Maison des sciences de l'homme, 2011).

Tim Davies completed his doctoral studies at the University of Warwick in 2012 and is now a Research Assistant on the Europe's Asian Centuries project. His thesis research, conducted under the supervision of Professor Maxine Berg, was concerned with the private trade of English East India Company servants on India's west coast during the first half of the eighteenth century. This work aimed to challenge prevailing perspectives on this significant branch of European trade in Asia. More generally, Timothy's research interests include global history and network theory, particularly with regard to employing social network analysis to explore early modern mercantile trade.

Jan de Vries studied at Columbia University (A.B., 1965) and Yale University (Ph.D., 1970) and teaches at the University of California at Berkeley, where he is Sidney Hellman Ehrman Professor of History and Economics. He is a past president of the Economic History Association and past editor of the *Journal of Economic History*. He was appointed to the American Academy of Arts and Sciences and the Dutch Royal Academy, among others, and is a Fellow of the British Academy. His recent publications include: (with A.M. van der Woude) *The First Modern Economy* (Cambridge University Press, 1997); *The Industrious Revolution: Consumer Behavior and the Household Economy, 1650 to the Present* (Cambridge University Press, 2008); "Connecting Europe and Asia: A Quantitative Analysis of the Cape-route Trade, 1497-1795," in Dennis Flynn, et al., eds., *Global Connections and Monetary History* (Ashgate, 2003); "The Economic Crisis of the Seventeenth Century after Fifty Years," *Journal of Interdisciplinary History* 40 (2009), 151-94; "The Limits of Globalization in the Early Modern World," *Economic History Review* 63 (2010), 710-33.

Meike Fellingner is a PhD researcher at the University of Warwick. Her thesis is part of the 'Europe's Asian Centuries' project. Entitled 'Beyond company control: merchant mariners and European private trade in Chinese export wares, 1720-1770', looks at the private trade activities of British supercargoes and commanders of East Indiamen, in particular at their networks and business organization in Europe. Before commencing her PhD research, Meike obtained her B.A. in Cultural Studies at the European University Viadrina (Germany) before moving to Warwick for an MA in Global History, with an MA thesis on the material culture of returning Anglo-Indians in the late eighteenth century, supervised by Professor David Arnold.

Anne Gerritsen is Associate Professor (Reader) in the Department of History at the University of Warwick. She currently serves as the Director of the Warwick-based Global History and Culture Centre, and has recently completed the AHRC-funded project 'Global Jingdezhen: Local Manufactures and Early Modern Global Connections', which aimed to cast new light on the ways in which the southern Chinese city of Jingdezhen was linked to the early modern world. She has also published on the local culture of Ji'an prefecture in Jiangxi, and is working on a study that brings together local and global approaches to the study of history. Her publications include 'Material Culture and the Other: European Encounters with Chinese Porcelain, c. 1650-1800', *Journal of World History*, 23 (2012), 87-113 (with Stephen McDowall); 'Fragments of a Global Past: Ceramics Manufacture in Song-Yuan Ming Jingdezhen', *Journal of the Economic and Social History of the Orient*, 52 (2009), 117-152; and *Ji'an Literati and the Local in Song-Yuan-Ming China* (Brill, 2007).

Jos Gommans is Professor of Colonial and Global History at Leiden University. He is the author of two monographs on early-modern South Asian history: *The Rise of the Indo-Afghan Empire, 1710-1780*, (Delhi: Oxford University Press 1999) and *Mughal Warfare: Indian Frontiers and High Roads to Empire* (London: Routledge 2002). He edited several volumes on South Asia's interaction with the outside world (with Central Asia, Southeast Asia and Europe) and produced various Dutch source publications including one archival inventory and two historical VOC-atlases. From 2000-2010 he served as editor/editor-in-chief of the *Journal of the Economic and Social History of the Orient* and he has recently joined the editorial board of *Itinerario*. As director of the NOW Horizon project on Eurasian Empires (<http://hum.leiden.edu/history/eurasia>) and the Cosmopolis programme (<http://hum.leiden.edu/history/cosmopolisprojects>) his current work takes a global and connective turn by exploring various early-modern manifestations of Eurasian Cosmopolitanism.

Felicia Gottmann studied at the Universities of Oxford and Toulouse, receiving her D.Phil from the former in 2010 for her thesis entitled *The Eighteenth-Century Luxury Debate: the Case of Voltaire*. Since then she has worked as a research fellow as part of the project 'Europe's Asian Centuries – Trading Eurasia 1600-1830' at the University of Warwick. Her research focuses on the role of Asian textile in France in the seventeenth and eighteenth centuries, with a particular interest in the fields of political economy and Enlightenment thought.

Hanna Hodacs is currently working on two postdoctoral projects, one as part of the project 'Europe's Asian Centuries – Trading Eurasia 1600-1830' at the University of Warwick (researching early modern Eurasian trade and the Scandinavian East India Companies) and one at the Center for History of Science, Royal Swedish Academy of Science, Stockholm, where she is working on a project on Swedish naturalist in late eighteenth-century London. She has previously worked on natural history teaching and travelling in eighteenth-century Sweden as well as on evangelicalism and Anglo-Swedish contacts in the nineteenth century. The latter was the main topic of her doctoral dissertation (2003, University of Uppsala, Sweden).

Kévin Le Doudic is a PhD Candidate in Modern History at the Université de Bretagne-Sud and works on the encounter between Asia and West in the material culture of the French in the Indian Ocean during the eighteenth century. His research topics are: definition and evolution of the notion of exoticism and of hybrid cultures; logics and motivations in the consumption and in the interior furnishing; social and cultural dynamics in the French Trading Posts in India; integration mechanisms in social and commercial networks through the material culture.

Andrew MacKillop Department of History, University of Aberdeen, studies the integration of Scotland into the Asian hemisphere of England's colonial system, exploring how Scots infiltrated the government, military, and mercantile systems of the English East India Company, and the profound effects this involvement had upon all aspects of Scottish political, social, economic, and cultural life. His recent publications on this subject include: *'Locality, Nation, and Empire: The Scots and the British Empire in Asia, c.1690-1813'*, in John M. MacKenzie & T.M. Devine (eds), *The Oxford History of the British Empire: Scotland & the British Empire* (Oxford, 2011); and *"A Reticent People?": The Welsh in British Asia, 1700-1815'*, in Huw V. Bowen (ed.), *Wales and The British Overseas Empire, 1680-1830* (Manchester, 2011).

John McAleer is Lecturer in History at the University of Southampton. For six years, he was Curator of Imperial and Maritime History at the National Maritime Museum, Greenwich. During his time at the NMM, he was involved in exhibitions on both the Atlantic and Asian trading worlds. He is the author of *Representing Africa: Landscape, Exploration and Empire in Southern Africa, 1780-1870* (Manchester: Manchester University Press, 2010) and (with H. V. Bowen and Robert J. Blyth) *Monsoon Traders: The Maritime World of the East India Company* (London: Scala, 2011). A collection of essays, co-edited with Sarah Longair, on *Curating Empire: Museums and the British Imperial Experience* will be published in October 2012.

Anne E.C. McCants is Margaret MacVicar Faculty Fellow and Director of the Concourse Freshmen Learning Community at the Massachusetts Institute of Technology, where she teaches European economic and social history and social science research methods. She is the author of *Civic Charity in a Golden Age: Orphan Care in Early Modern Amsterdam* (1997), and numerous articles on historical demography, material culture, and the standard of living in the Dutch Republic. She is currently working on an economic and institutional history of the movement to build cathedrals and other major churches in the Gothic style in North-western Europe in the 12th and 13th centuries.

Luca Molà has taught for ten years at the University of Warwick and since 2010 holds a chair in early modern European History at the European University Institute in Florence. He has written on late Medieval and Renaissance trade, technology and intellectual property rights.

Leos Müller is Director of the CEMAS, the Centre for Maritime Studies, and professor in History at Stockholm University. His major research interests relate to Sweden's foreign trade and shipping in early modern period (1600-1800), Sweden's trade in the Mediterranean Sea and the diplomatic relations between Sweden and North Africa, the Swedish East India Company, neutrality in maritime context, maritime international order and small states. His latest book on the Swedish consular service and shipping in southern Europe and the Atlantic (2004) has been well received and broadly reviewed. He has been engaged in the debate about global history in Scandinavia and recently edited text book on global history from a Nordic periphery. He is currently working on a Scandinavian eighteenth-century neutrality and shipping, the different concepts of neutrality and the League of Armed Neutrality 1780-1783. He is leading the Maritime Seminar at Vasa Museum, Stockholm. He was editor in chief of *Forum navale* (2001-2010), the journal of Swedish Society for Maritime History, and edited a number of volumes published by this society. He is member of the Editorial Board of *International Journal of Maritime History*, and of the steering committee of Swedish Society for Eighteenth-Century Studies.

Sofia Murhem is Associate Professor in Economic History at Uppsala University. Her research interests include second-hand consumption, pawn-broking and industrial relations.

Ghulam A. Nadri is Assistant Professor of History at Georgia State University, Atlanta, USA. He specialises in the history of early modern South Asia (seventeenth to nineteenth centuries) and studies its society and economy in the larger framework of the Indian Ocean world and global history. Besides his book, *Eighteenth-Century Gujarat: The Dynamics of Its Political Economy, 1750-1800*, he has published several research papers and book reviews in different journals, books, and proceedings. Currently, he holds the Newton International Fellowship at the Economic History department of the London School of Economics and Political Science (LSE), U.K. His new research project 'The Political Economy of the Indigo Production and Trade in India, 1500-1900' explores the history of commercial indigo and investigates the trajectory of its production and trade from the perspectives of India's political economy, early-modern globalization, and colonialism.

Brigitte Nicolas is Director and Curator of the Musée de la Compagnie des Indes in Lorient, France. Her research interests lie in French imported Asian textiles and their impact in France as well as in the role of prestigious private orders placed with the French East India Company. Her recent publications and exhibitions include *Les portes de la Chine*, catalogue de l'exposition éponyme organisée en partenariat avec le musée d'art de Hongkong, Juin-septembre 2004 (musée de la Compagnie des Indes, Ouest imprimerie, Lorient, 2004); *Carnet du Mékong* (musée de la Compagnie des Indes, Ville de Lorient, 2005); *Le goût de l'Inde*, sous la direction de Gérard le Bouédec et Brigitte Nicolas, recueil des actes du colloque éponyme, Lorient, 5-6 juin 2007 (Presses universitaires de Rennes-Musée de la Compagnie des Indes, 2008); *Féerie Indienne, des rivages de l'Inde au royaume de France*, catalogue de l'exposition éponyme, Musée de l'impression sur étoffe, Mulhouse, Nov 2008- Mai 2009; Musée de la Compagnie des Indes, Lorient, Juin – Décembre 2009. Sous la direction de Jacqueline Jacqué et Brigitte Nicolas (Somogy, 2008); *De Lorient à L'Orient*, château royal de Blois, Octobre-Novembre, 2011; and *L'Odyssée de l'Imari*, Hôtel Gabriel, Lorient, Juin-Septembre 2012.

Chris Nierstrasz is currently a research fellow in the 'Europe's Asian Centuries' project at the University of Warwick. During his PhD, he was part of the TANAP-program at Leiden University, where he defended his thesis in 2008. In 2012, his thesis will be published as a book, entitled '*In the Shadow of the Company: The Dutch East India Company and its Servants in the Period of its Decline (1740-1796)*'. He has previously worked on private trade and on comparisons between the Dutch and English East India Companies. Currently, he is interested in a comparison between the trade to Europe of the Dutch and English East India Companies.

Om Prakash gained a BA in Economics at the University of Delhi, an MA in Economics at the Delhi School of Economics and a PhD in Economic History at the Delhi School of Economics. He has since held a number of prestigious positions, including most recently at the Delhi School of Economics as Head of the Department of Economics (1989-92), Director (2001-2) and Professor of Economic History. Professor Prakash is an elected Member of the Executive Committee, International Economic History Association (2002-2009). He has been a permanent Foreign Fellow of the Royal Netherlands Academy of Arts and Sciences, Amsterdam, The Netherlands, since 2000 and has been a permanent Foreign Member of the Royal Dutch Academy of Sciences, Haarlem, The Netherlands, since 1992. He was also Associate Editor of the *Indian Economic and Social History Review* from 1965 to 1996. His most recent publications include Co-editor (with D.P. Chattopadhyaya), *The Trading World of the Indian Ocean, 1500-1800*, vol. 3, part 7 of the History of Science, Philosophy and Culture in Indian Civilization series. (New Delhi: Pearson, 2012); *The Dutch factories in India: a collection of Dutch East India Company documents pertaining to India*. Vol. II, 1624-1627. (New Delhi: Manohar Publishers 2007); *Bullion For Goods, European and Indian Merchants in the Indian Ocean Trade, 1500-1800*. (New Delhi: Manohar Publishers, 2004); *Euro-Asian Encounter in the Early Modern Period* (Kuala Lumpur: Sephis-University of Malaya, 2003); co-editor (with Jos J.L. Gommans), *European Commercial Enterprise in Pre-colonial India*, vol. II.5 in the New Cambridge History of India series. (Cambridge: Cambridge University Press 2000 - Paperback edition of 1998 publication.); ed. with Denys Lombard, *Commerce and Culture in the Bay of Bengal, 1500-1800* (New Delhi: Manohar Publishers, 1999); and *European Commercial Expansion in Early Modern Asia*, vol. X in the Expanding World series. (Hampshire, UK: Variorum, 1997).

Olivier Raveux is a researcher at the CNRS (Centre National de la Recherche Scientifique) in Aix-en-Provence (UMR TELEMME-Aix-Marseille Université). His works focus on trade and technology networks in the seventeenth-century Mediterranean. His main publications include *Entre réseau communautaire intercontinental et intégration locale : la colonie marseillaise des marchands arméniens de la Nouvelle-Djoulfā (Ispahan), 1669-1695*, *Revue d'Histoire Moderne et Contemporaine*, 59-1, 2012, 81-100; *Adaptación tecnológica y cambios en la localización industrial: una revisión de las investigaciones sobre la industria de hilados de algodón en Cataluña (1772-1885)*, *Investigaciones de Historia Económica*, nº17, 2010, 65-94 (with Alex Sánchez) and *The Birth of a New European Industry : l'indiennage in Seventeenth-Century Marseilles in Riello* (Giorgio) et Parthasarathi (Prasannan) (dir.), *The Spinning World : A Global History of Cotton Textile, 1200-1850*, Oxford, OUP-Pasold Research Fund, 2009, 291-306.

Giorgio Riello teaches Global History at the University of Warwick. He is the author of *A Foot in the Past* (Oxford UP 2006) and has edited several books on the history of textiles, dress, fashion and design in early modern Europe and Asia among which *The Spinning World* (with P. Parthasarathi) (Oxford UP 2009; pb 2012); *How India Clothed the World* (with T. Roy) (Brill 2009; pb 2012) and *Global Design History* (with G. Adamson and S. Teasley) (Routledge, 2011). He recently completed a book entitled *Global Cotton: How an Asian Fibre Changed the European Economy* (Cambridge UP, forthcoming 2013).

Wouter Ryckbosch is a temporary lecturer in Early Modern History at the Vrije Universiteit Brussel (Belgium), and a postdoctoral research fellow at Ghent University (Belgium). His research focuses on social structures and change during the early modern era and its relation to material culture and economic growth. In 2012 he successfully defended his PhD thesis "A consumer revolution under strain? Consumption, wealth and status in eighteenth-century Aalst (Southern Netherlands)," in which he seeks to question the close association between eighteenth-century consumer change on the one hand, and early modern economic and social 'modernization' on the other.

François-Joseph Ruggiu is Professor of Early Modern History at the University of Paris-Sorbonne, and is a specialist of social and family history. He has extensively published about nobilities and middle classes in seventeenth- and eighteenth-century towns. Since the beginning of the 2000s, he has developed, through different articles, a growing interest for the French and English colonial societies and especially for their elites: *La noblesse du Canada aux XVIIe et XVIIIe siècles*, *Histoire, Economie et Société*, n°4, 2008, p. 67-85; *Extraction, wealth and industry: The ideas of noblesse and of gentility in the English and French Atlantics (17th–18th centuries)*, *History of European Ideas*, 34:4, 2008; *Une noblesse atlantique ? Le second ordre français de l’Ancien au Nouveau Monde*, *Outre-Mers*, tome 97, n° 362-362, 2009, p. 39-63; and *The kingdom of France and its overseas nobilities*, *French History*, 2011, 25(3), p. 298-315. He is also trying to reevaluate the management of the first French colonial Empire by the metropolitan authorities during the second half of the eighteenth-century (*India and the Reshaping of the French Colonial Policy (1759-1789)*, *Itinerario. International Journal on the History of European Expansion*, vol. XXXV, issue 2, 2011, 25-43; *Falling into oblivion. Canada and the French Monarchy, 1759-1783*”, in *Revisiting 1759: The Conquest of Canada in Historical Perspective*, ed. Phillip Buckner and John G. Reid, University of Toronto Press, 2012). Since 2010, he is Deputy Director of the Institut des Sciences Humaines et Sociales (CNRS).

Dagmar Schäfer is Director of the Centre for Chinese Studies at the University of Manchester, U.K. She is a specialist in the History of Chinese science and technology and received her Ph.D. from the University of Würzburg, Germany in 1996 and worked and studied at the Zhejiang University PRChina, the Ts’inghua University ROC, the University of Pennsylvania, U.S.A. and the Max-Planck-Institute for the History of Science, Berlin, Germany. Her publications include *The Crafting of the 10,000 Things* (University of Chicago Press, 2011), and *Cultures of Knowledge: Technology in China* (Brill, 2012).

Göran Ulväng has a PhD in economic history, Uppsala University, and is currently a researcher in the Department of Economic History. His research interests include second-hand consumption, material culture, pawn-broking and agricultural history.

Tijl Vanneste is a Belgian historian who obtained his PhD in 2009 at the European University Institute in Florence, with a thesis entitled *Commercial Culture and Merchant Networks: Eighteenth-Century Diamond Traders in Global History*, under the supervision of Prof. Diogo Ramada Curto. After his time in Italy, he has worked as postdoctoral researcher for Oxford Brookes University on medico-legal expertise in *Ancien Régime* France and for Utrecht University on the project *There’s Something About Diamonds...The Role of Formal and Informal Institutions in the Organization of the Diamond Trade in Pre-industrial Europe*. He has spent time at the Universidade Federal de Minas Gerais in Belo Horizonte, Brazil, at Berkeley and most recently at Yale University, with a Beinecke Fellowship. Currently, he is an associated researcher in the working group ‘Identités, Cultures, Territoires’ at Université Paris-VII Diderot and at the Centro de Estudos de Sociologia of the Universidade Nova de Lisboa. From October onwards, he will be a research fellow at Exeter University’s Centre for Maritime Historical Studies, working with Prof. Maria Fusaro on the project *Sailing into modernity: Comparative Perspectives on the Sixteenth and Seventeenth Century European Economic Transition*. He has published his first monograph in 2011, with Pickering & Chatto, and his research continues to focus on the development of modernity, economically as well as culturally, on identity within diaspora movements, and on Brazilian history.

Xu Xiaodong is a Research Associate at the Department of Antiquities of The Palace Museum in Beijing having studied at Peking University and the Chinese University of Hong Kong. Her main research interests lie in Ancient Chinese jade, gold, and in artistic interactions between ancient China and the west. Her recent publications include *The Jade of Liao dynasty* (The Forbidden City Press, 2003), *Ancient Chinese Amber Art* (The Forbidden City Press, 2001), as well as several essays and articles including ‘A study on Hindustan and Mughal Jades’, *Gugong Xuekan* (Forbidden City Academic Journal), 2011; ‘Interactions of painted enamel technique between the imperial workshop and the local during the reigns of Kangxi and Yongzheng’, *Between the Court and the local: technological interactions during 17th -18th centuries in China* (The Forbidden City Press, 2011), and ‘Thumb ring, thumb ring-shaped pendant and banzhi ring’, *Gugong Bowuyuan Yuankan* (Forbidden City Journal), 2012.

Abstracts

Panel 1: Global Goods – India

Ghulam Nadri

Indigo in Euro-Asian trade in the early seventeenth century: challenges and opportunities

India was a major producer of commercial indigo and a supplier to Euro-Asian markets before the blue dye began to be imported on a large scale from Europe's trans-Atlantic colonies. In the first half of the seventeenth century, the European Companies trading in India exported large quantities of indigo to Europe. Indian indigo dominated the European markets replacing, almost completely, the dye produced in Europe from woad. Imports of Indian indigo into Europe had an impact on the continent's consumer culture. Large European demand for indigo offered commercial opportunities to a cross-section of people involved in the industry on both ends of the spectrum, i.e., peasants and producers, merchants, agents and brokers, textile dyers and printers. This paper examines how the English and the Dutch East India Companies took this opportunity and benefited from it and how they navigated the challenges in carrying out this branch of trade.

Om Prakash

The Dutch and the English East India Company's trade in Indian textiles in the seventeenth and the eighteenth century: a comparative view

In the seventeenth and the eighteenth century, India was central to both the Dutch and the English East India Company's trade between Europe and Asia. In the case of the latter, for example, imports from India accounted for 95% and 84% of the total imports during 1698 – 1700 and 1738 – 40 respectively when the textile trade was at its peak. Textiles and raw silk constituted by far the most important items of import at this time, generally affording a very large volume of profit. In the case of the Dutch, India provided textiles in a huge quantity not only for the Company's intercontinental trade, but also for its extensive and growing trade within Asia. This latter trade, which by the end of the seventeenth century, had assumed extremely important proportions covering practically all the major trading ports from Gombroon in the northwest of what I have called 'the great arc of Asian trade' to Nagasaki in the northeast, provided a large amount of profit to the Company substantially contributing to its prosperity through the seventeenth century. Drawing on the vast and detailed documentation available on this subject in respect of both the English and the Dutch East India companies, the paper will seek to analyze in some detail the various dimensions of the implications of this strategy on the fortunes of the two companies.

Tijl Vanneste

Competition or complementarity? – Market interaction in the early modern Indian diamond trade

This paper will take a fresh look at the history of the early modern diamond trade. Firstly, it will challenge the traditional interpretation of the 'rise and fall' of Europe's diamond centres. The shift from Venice to Bruges, from there to Antwerp, and then to London and Amsterdam in the late seventeenth and early eighteenth centuries is generally explained in terms of international political and economic factors, such as the role of the big national trading companies in India and the migration of merchants and craftsmen. This paper argues that these elements were indeed of crucial importance, not only in changing Europe's foremost 'diamond city' over time, but in structurally changing the fabric of the diamond market as a whole. This caused diversification, specialization, new interdependencies and altered competition. Secondly, this paper challenges the one-dimensional analysis of competition in the history of the diamond trade. It is

commonplace to write of two separate groups of Jewish merchants that held a large share of the market in precious stones Ashkenazic and Sephardic Jews. The former traded mostly in jewellery, active as peddlers, and the second group, who possessed more capital and better international connections were large-scale importers of diamonds from India, and later, Brazil. This paper argues, however, that such a division cannot be maintained in a clear-cut way, and that these groups were in fact competing with each other.

Panel II: Global Goods – China

Brigitte Nicolas

Evocation des cargaisons de Chine de la Compagnie des Indes à travers un dessin inédit de la vente des marchandises de l'Amphitrite

The *Amphitrite* was the first French vessel which was certain to have made the voyage to Canton. This was carried out as the private enterprise of a grocer who had become both a banker and ship-owner. On the vessel's return to Port-Louis, August 2nd 1700, the sale of goods from the *Amphitrite* under the direction of the East India Company at Nantes was a resounding success. No iconography has hitherto been associated with this event. However, following a practice in vogue at the time of Louis XIV, which consisted in commemorating important historical events with illustrations on fans, this sale was the object of one such project by the painter and cartographer Jean Guérard. Dated around 1700, this exceptional document provides insight into what can be considered as the inaugural act of French trade in China. It also offers the opportunity to analyse the cargos brought from China by means of the one hundred and fifty or so French vessels commissioned for this purpose in the 18th Century. This analysis is essential for a museum in search of objects which can illustrate this part of East India Company history which was at the origin of the fashion of "lachineage" or "chinoiserie".

Xu Xiaodong

Europe-China-Europe: the communication of the painted enamel craft in the seventeenth and eighteenth century

The painted enamel craft was introduced to China from the West during the 1680s and was promoted by the Kangxi Emperor. Small pieces of Italian and French painted enamel brought by the European envoys and missionaries were the direct inducement of the painted enamel practice. Potters from Jingdezhen and craftsmen from Guangzhou played a very important role in developing the painted enamel craft in the Qing Court. After many years of experimentation, the imperial kiln in Jingdezhen began to produce porcelain-bodied painted enamel and famille rose porcelain. The latter featured the attractive and sought-after non-transparent white color (commonly known as glass white) of the copper-bodied enamel. The firing of the famille-rose porcelain thrived in Yongzheng period (1723-1735) as the quality of the process and the crafts of enamel refining, firing and painting improved. Around this time, enamel painting also became popular in Europe. The emergence and flourishing of the famille rose in the eighteenth century coincided with the growth of enamel painting in Europe. Enamel painting is often referred to as 'Canton Enamel' in the West, from which we can infer that European enamel painting technique took references from the Chinese famille rose. The export of the porcelain from Jingdezhen, gave rise to the spread of the famille rose technique in Europe and promoted the production of enamel painting.

Dagmar Schäfer

Patterns of design in Qing-China and Britain during the seventeenth and eighteenth century

Discussions on the trade and exchange of Qing-China and Britain in the seventeenth and eighteenth century assign an important role to books, paintings and goods as templates and inspirational source for the arts and crafts production in both the East and West. In both parts of the world, state actors, merchants and artisans also used pattern books, textual and managerial guides, planning drawings and the exchange of samples and templates to control and circulate aesthetic and technical information. Contemporary British and Qing Chinese approaches to design vary, as well as the political, economic and social structures in which these communication devices were functionalized. Yet, the instrumentarium itself is in fact quite similar. Discussing these differences and similarities, this paper analyzes the role of these “in-between” storage devices in the East-Western arts and crafts trade.

Panel III: Global Goods – Tea

Chris Nierstrasz

Have your tea and drink it too! How the trade of rogue Companies, private traders and smugglers popularised the consumption of tea in Western Europe, 1700-1760

This paper investigates how the trade of rogue companies, private traders and smugglers popularised the consumption of tea in Western Europe, 1700-1760. The globalisation of the tea trade led to new ways of organising trade to Europe, substantially increasing the amounts and the varieties of teas brought to Europe. By exploring the import of different varieties of tea of the Dutch (VOC) and English East India Companies (EIC), new light will be shed on the popularisation of tea drinking and its origins. In the creation of a market for popular tea, however, rogue companies, private traders and smugglers played a vital role, while the two big companies simply seem to follow in their footsteps. The interaction between the official Company trade and the trade of these actors will help us to understand where the popularisation of tea in Europe came from and may even challenge our views on how the monopolies of East India Companies functioned.

Leos Müller & Hanna Hodacs

The European market for tea and the Swedish East India Company, c. 1730-1760

The European trade in tea is one of the most dynamic components of the eighteenth-century global trade. In the course of the eighteenth century tea revolutionized the drinking habits of Europeans, particularly in Britain and the Dutch Republic. Imports of tea increased many times and the prices dropped; already by the mid-century tea had become an everyday beverage for many Dutch and British subjects, including the poor. All the tea consumed in eighteenth-century Europe was imported from China by a limited number of competing suppliers – chartered companies – and one of the most important actors was the Swedish East India Company. What distinguished among others the Swedish company was that most of the tea it brought to Gothenburg was re-exported. This paper analyses this trade focusing on volumes, assortments, qualities, prices and purchasers of this tea. The aim is to illuminate the role of the Swedish tea on the European market, and aspects to do with how quantities and qualities were negotiated with long distance producers as well as long distance consumers. In the paper we will draw on two types of sources, firstly a near unique series of sales catalogues from the Company auctions in Gothenburg, covering a series of years stretching between 1733 and 1759, secondly the correspondence of a group of merchants, all involved in the whole sale tea trade in Sweden but operating from Hamburg, Amsterdam, Rotterdam, London and Gothenburg.

Andrew MacKillop

'Provincial Virtue' & 'Asiatick Luxury': Post-Union Scotland & the British Empire in Asia

Scotland experienced a unique, arguably extreme, trajectory within the wider phenomenon of early modern European expansion in Asia. In the space of two generations the country went from near complete non-involvement with Asia to a pattern of disproportionate participation in key areas of the United East India Company's administrative, military, medical, and free trade activities as well as full exposure to its burgeoning luxury- import economy. The results for Scotland were to be profound and provide a telling example of how a European society rationalised and normalised what was an unusually intense and concentrated pattern of exposure to Asia.

This paper explores some of the ways in which Scots sought to comprehend this abrupt shift. The paper stresses the deep cultural anxieties that direct involvement in the East India Company's expansion and burgeoning commodity imports from Asia induced. It charts the almost existential angst that afflicted Scottish society by the middle decades of the eighteenth century, and how, finally, the country came to reconcile and domesticate its links with Asia by the early 1800s through perfecting a crucial cultural realignment that secured its status as Britain's virtuous 'metropolitan province' par excellence, while also proclaiming its profound commitment to the imperial project in Asia. This marrying of provincial civic virtue and empire transformed Scotland's ability to accommodate and even embrace the inflow of goods and influences from Asia.

Panel IV: Regional Goods – Global Perspectives

Jos Gommans

Continuity and change in the Indian Ocean basin (1400-1800)

This paper will be a draft version of a chapter to the *The Cambridge World History Volume VI: The Construction of a Global World, 1400-1800*. As such it offers an attempt to integrate economic, political and cultural developments and realignments in the Indian Ocean basin. After examining the broad but often ignored geopolitical infrastructure of the Indian Ocean region as a whole, the paper will particularly highlight the changing interaction between early-modern empires, trading networks and cultural cosmopolies.

Romain Bertrand

Spirited transactions: the morals & materialities of trade contacts between the Dutch, the British and the Malays (sixteenth to seventeenth centuries)

This paper explores the very first trade transactions involving VOC and EIC officials in Java and Aceh at the turn of the seventeenth century, with an emphasis on both the material problems the Europeans encountered and the underlying moral views of trade that - on both sides - guided (or misguided) the interactions.

Olivier Raveux

The Orient and the dawn of Western industrialization: the Armenian calico printers from Istanbul in Marseilles (1669-1686)

This paper deals with a small group of Armenian calico printers from Constantinople who went to work in Marseilles during the period 1669-1686. This case study seeks to make a contribution to our understanding of how the East became involved in the economic, social and technical transformations of Western society during the seventeenth and eighteenth centuries through its key role in the trade and manufacture of printed cottons. By combining two methods, microstoria and an incursion in connected history, this work will highlight the benefits generated by analysing the role that Oriental communities played in the construction of new consumption markets, the establishment of innovative manufacturing activities in Europe and initiatives of transferring techniques from Asia in the early modern period.

Panel V: Retail & Consumption – Northern Europe

Bruno Blondé & Wouter Ryckbosch

Think local, act global? Hot drinks and the urban consumer culture of the eighteenth-century Southern Low Countries

This paper aims to explore some of the ways in which the rapidly spreading and expanding consumption of sugar and hot drinks during the eighteenth century impacted upon the material culture of urban households in the Southern Low Countries. The rapid diffusion of hot drinks consumption, its accompanying utensils and consuming practices, among a broad social spectrum of society during the eighteenth century, has by now been well established. This can be confirmed for the Southern Low Countries by probate inventory research for both a commercial Atlantic port city such as Antwerp, as for a secondary, provincial urban town of regional economic importance as Aalst. This wide and rapid diffusion had a strong influence in transforming European consumer mentalities and attitudes towards materiality, in the material expression of respectability, and in the patterns of domestic sociability. Without denying the fundamental importance of this new cluster of consumer behaviour, a closer examination of the materiality, location and use of these consumer goods as recorded in the probate inventories, nevertheless suggests that the mental categories which accompanied them were already deeply rooted in the pre-existing social, cultural and behavioural codes of European urban society.

Sofia Murhem & Göran Ulväng

Widening the audience: second-hand consumption of goods from the East in Sweden during the eighteenth century

This paper shows that imports of luxury goods such as porcelain in Sweden during the eighteenth century through auctions did reach even the landless, and that auctions were widely used for accessing and distributing Chinese porcelain. In spite of the fact that Chinese porcelain was imported in vast number to Sweden, and despite the fact that millions of objects remained in the country, little has hitherto been known about how it reached the customers. From the auction records of Stockholm, it is clear that the auctions were an important way of distributing Chinese porcelain, both used and unused and both to re-sellers and end consumers. For many merchants, the auctions were a useful way of distributing new goods to consumers and thus cutting back on costs for keeping a stock. Many merchants found the auctions helpful in finding new stock for their shops at a reasonable price. But private individuals bought too, and about 15 per cent of all Chinese porcelain sold by merchants was bought by the landless.

Anne McCants

Becoming consumers: Eastern goods in migrant and native-born households in eighteenth-century Amsterdam

Much has been written about the dismal living conditions of poor immigrants to Amsterdam in the Golden Age, as well as about the material achievements of the mercantile elite. But very little is known about the material standard of living of middling residents, especially how it differed between the native born and those who moved to Amsterdam later in life. Using the household inventory records of the Burgerweeshuis it is possible to show that while native Amsterdammers were more likely to live in the heart of the old city center than their immigrant peers, they were nonetheless not as materially successful as the immigrants. The latter typically occupied housing with a greater number of rooms, filled with more and trendier possessions, were more likely to run their own shops, and possessed both greater total assets and higher debt burdens than their native peers.

John McAleer

Ships, spices and museum spaces: the public history of goods from the East

This paper considers how the complex history of Europe's relationship with 'goods from the East' might be realised in practice for general museum audiences. It examines the role of museums, and the UK's National Maritime Museum in particular, as crucial conduits through which the stories of Eurasia's trading worlds might be brought to a wider general public. This paper investigates the possibilities offered, as well as the challenges presented, by surviving material culture for displaying the general themes of the conference: goods and production; retail and consumption; and networks of trade. It suggests that the maritime context of Eurasian trading networks (the central role of ships, sailors and the sea in bringing Asian goods to European consumers) is a key issue for presenting and understanding the world of the East India companies. To this end, it considers ways in which maritime-related material culture might be employed to highlight important historical moments and to challenge established historiographical approaches.

Finally, the paper explores how multiple interpretations of objects can offer avenues to access the complex nature of this history. Can the immediacy of the story be preserved while, at the same time, paying attention to the nuances and complexities of the history? Is it possible to use European East India companies – and the wider ramifications of Europe's centuries-long maritime trade with Asia – as a springboard for introducing broader themes about the history of European imperialism and global history to general audiences?

Panel VI: Retail & Consumption – The French Connection

Natacha Coquery

Selling China and India in eighteenth-century Paris: advertising Asian goods

This paper will show how Parisian shopkeepers played a crucial role in the diffusion of Oriental goods in the French market. It will discuss how product innovation, consumption and distribution were linked. In the consumer sector, over the whole of western Europe and its overseas territories, social elites, the middling and even lower classes, each in their own manner, fell for the charms of the new consumer goods imported by international – and often colonial – trade. Among these new imported goods, fine manufactures from China and India were some of the most attractive products, and featured prominently in shops of Paris. Luxury and semi-luxury goods were available in a great variety of qualities and prices. One way of understanding this process is to show how shopkeepers advertised different products to a wide range of urban and rural clients; another way is to track these goods in account books. Emphasising the benefits of consuming goods from the East became an important advertising strategy; these luxury products became basic necessities in less than a century.

Felicia Gottmann

Troublesome textiles: Asian cottons in France

In Paris during the summer of 1729 several dozen people were fined exorbitant sums for having been caught wearing 'toiles peintes,' printed and painted fabrics, usually Indian chintzes or their Levantine imitations. Their importation, production, sale, and usage had been illegal in France since the 1680s and 90s and yet hundreds of people were arrested for dabbling in them throughout France for over six decades. This paper investigates how French people would have managed to get hold of these textiles in the first place. It gives a comprehensive account of how such fabrics were smuggled into France or produced in secret, how they were circulated, hidden, and sold and what challenges this posed, not only for the people involved, but also for the absolutist French state, and, ultimately, also for the aspiring global historian of today.

Kévin Le Doudic

'Exotic' goods? Far-Eastern commodities for the French market in India in the eighteenth century

Through the setting up of a trading post in Pondicherry (Southern India) in the second half of the seventeenth century, the East India Company was to acquire the logistic means to carry out its business activities in the Indian Ocean and Asia. A small society organised around the Company and its commercial and administrative staff: military personnel, crew members, servants, clergymen, etc. To meet the needs of this population, the Company had to supply the trading post so as to make up for shortages in local consumer goods. This, however, did not suffice. It was therefore necessary to find alternative sources of supply, and products from the Far East were naturally used to fill the gap. The French, through the country trade, had indeed already built networks that enabled them to assemble the necessary cargo for their ships returning to Europe.

The analysis of both the supply and the practice of private trade makes it possible to understand how goods were circulated not only throughout Asia, but also within the Pondicherry trading post itself. Depending on their nature, the roles played by such products could vary. From simple raw materials to the most sought-after collector's items, a powerful taste for the exotic, and a growing interest for the Chinese and Japanese civilisations in the eighteenth century have enriched the interiors of Pondicherry Frenchmen's homes, as evidenced in notarial archives.

Panel VII: Private Trade & Empire

Tim Davies

New perspectives on European private trade in the eighteenth century: British merchant networks and the Western Indian Ocean

This paper focuses on the private trade of British free merchants and East India Company servants in the western Indian Ocean. It explores – through a number of case studies – how the intra-Asian trade of these men intersected with global networks. It looks at the metropolitan dimensions of their trade, and discusses flows of goods and capital between London and Bombay, but also draws attention to the circulation of private correspondence that closely linked Europe and Asia. Letters were the architecture that upheld the business of British merchants in the East Indies: they carried commercial information, and helped to forge merchants' reputations and ties of trust. Existing studies of British private trade that have looked beyond the intra-Asian world have rarely privileged this type of connection, concentrating on financial mechanisms, shipping patterns and attempts to quantify imports and exports. This paper highlights the central role of social ties and interpersonal networks for this branch of commerce. These linkages were also transcontinental in scope, and underpinned the private trade of goods from the East.

Meike Fellingner

Big business: wholesalers, mariners and the prediction of markets for Chinese export wares in Europe, 1720-1770

This paper discusses the informal networks and commercial activities of British mariners in the service of different European East India Companies in the first half of the eighteenth century. At that time, only few merchants and mariners enjoyed direct access to the profitable trade in Canton. Those who did, however, developed sophisticated trade schemes that allowed them to profit enormously from their private trade allowances, insider knowledge and patronage networks within Company hierarchies. An aspect that has hitherto been ignored is the way in which China traders were also deeply involved in the profitable intra-European trade in Chinese consumer wares. The central concern of this paper is to reveal the close cooperation between British China traders and leading wholesalers on the continent - a transnational partnership that helped both groups to transform the uncertainties involved in long-distance trade into manageable risks. The sharing of information, privileges and investments between the highly mobile group of Company supercargoes and captains and sedentary dealers in Europe generated new opportunities for these syndicates to actively shape markets for Chinese export wares. Through the scrutiny of private correspondence and account books of merchant seamen, we can learn a great deal about the missing link between the arrival of goods from the East in the different Company headquarters and the eventual re-distribution to all parts of Europe.



'Europe's Asian Centuries- Trading Eurasia 1600-1830' is a research project funded by the European Research Council led by Professor Maxine Berg at Warwick University. The project team is engaged in a comparative study of Europe's trade with India and China during this period by drawing on the records of Europe's East India companies, the papers of private traders, and major museum collections. They are exploring how Europe's pursuit of goods moved it from a premodern to a modern trading world, against the backdrop of the industrial revolution.

The Europe's Asian Centuries project team at Warwick University

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