

. IF YOU ARE ALREADY MARKETING IN EUROPE, DOES 1992 GIVE YOU AN OPPORTUNITY TO EXPAND INTO OTHER EUROPEAN MARKETS AT REASONABLE COST? DOES IT GIVE YOU AN OPPORTUNITY TO RATIONALIZE YOUR MARKETING AND DISTRIBUTION?

. DO YOU KNOW ALL YOU NEED TO KNOW ABOUT THE DEVELOPMENT OF EUROPEAN STANDARDS, WHICH ARE OFTEN TENDING TO BECOME WORLD STANDARDS? ABOUT HOW THEY MESH WITH EXISTING INTERNATIONAL STANDARDS?

. WE IN THE DEPARTMENT OF EXTERNAL AFFAIRS, AND MORE SPECIFICALLY IN THE EUROPEAN COMMUNITY BUREAU, STAND READY TO HELP YOU WITH ANY ADVICE OR INFORMATION YOU SEEK. YOU CAN EITHER ACCESS US DIRECTLY OR THROUGH THE INTERNATIONAL TRADE CENTRE IN YOUR AREA. WE HAVE JUST PUBLISHED THE FIRST PHASE OF A STUDY WHICH WE COMMISSIONED ON THE IMPLICATIONS OF A SINGLE EUROPEAN MARKET. IT WILL BE MADE AVAILABLE THROUGH THE INTERNATIONAL TRADE CENTRE.

18. THE MESSAGE I WOULD LIKE TO LEAVE WITH YOU IS FAIRLY SIMPLE, ALTHOUGH THE PROCESS I TALKED ABOUT IS COMPLEX:

- SOMETHING IMPORTANT IS HAPPENING OUT THERE IN EUROPE;