

Chapter IV will assist you in answering the questions raised in Chapter III. It discusses the issues in the same order as they are presented in Chapter III. It explores the export and investment strategies you can use to enter the EC market, as well as the marketing, distribution, and financing issues that will determine your choices. And it reviews some factors that can enhance your company's skills and production capabilities.

The role of SMEs in the Single Market is such an important one that it has been put in a separate chapter. **Chapter V, SMEs — What Does 1992**

Mean for You?, describes the impact 1992 will have on SMEs, issues SME managers should consider, and the excellent programs the EC has created to assist SMEs.

Do not ignore the Appendices. They are packed with useful information. Ten important EC market indicators are given, as well as descriptions of industrial sectors and the economies of the EC countries. You will find this information extremely useful as you develop your business strategy. The Appendices also include a description of several government programs and a list of useful addresses.