

An Environment of Challenge and Opportunity

Over the last 20 years accelerating scientific and technological change has created a complex global economy in which technology is a prime determinant of competitiveness. At the same time, globalization has opened up domestic markets to international competition and companies must now contend with the best the world has to offer both at home and abroad. In today's economy, a company's success increasingly depends upon its ability to compete on a global basis.

These challenges however, come with unique opportunities. New products and new processes can lead to entirely new types of business activity. Meanwhile, the European Community, a dynamic North America, and the expanding Pacific Rim will present huge markets to companies able to expand and compete on a global basis.

Doing business in a technology-driven economy, however, is expensive. R&D costs continue to escalate while product life-cycles grow shorter. And many companies lack the resources they need to develop new products.

Investment offers such companies the means of accessing the new sources of capital, technology and expertise they need to cut costs, increase productivity and restore or enhance competitiveness.

43-256-061 (e)
43-256-067 (f)