

ve to what is happening in Europe and what is going to happen within the next two years. Europe 1992 is certainly a target year but not a deadline. Changes will occur after 1992 although most players will be already in place. It is therefore time for companies to build up their own strategies to take the best advantages of the opening of frontiers through tariffs elimination in additional countries of the EC and non-tariff barriers of the twelve countries of the EC.