

raw wood, experience in the use of waste paper in the production of newsprint, using plant manufactured in the CMEA countries, could prove valuable.

Specialists of the firm could acquire experience in the international marketing field, and order special, in-depth studies to be carried out, in particular with respect to the future prospects and sales volume of markets. To the extent of its ability, the international firm would follow the example of the capitalist countries in building its own warehouses on its own territory to provide for the storage and timely shipment of newsprint to consumers.

A common problem in all of the socialist countries is presented by the anticipated rise in the growth rate of per capita consumption of newsprint. With respect to this index the socialist countries are still a long way behind the developed capitalist countries. In the USA, for example, the per capita consumption of newsprint in 1986 (in kilograms) was 51.3, in Canada it was 42.9, in Sweden 36.0, in Finland 35.8, in the FRG 23.7, in Japan 24.7, and in Great Britain 27.2.

But here the question arises: by means of which resources is this growth to be assured? Either it will be by means of redistribution processes through international trade channels and, as was the case previously, by the efforts of a single country within the framework of its specialization, or it will be by the collective efforts of interested countries, preeminently in the production sphere.

The prospective creation of an integrated market for newsprint in the socialist countries could manifest itself in particular, in joint action on the