

They can establish joint ventures with European firms. They can export to Europe, either through their own sales organization or through marketing arrangements with European firms. In general, the greater the "presence" of a firm in the EC the better equipped it will be to profit from the Single Market. Firms with production facilities within the EC will normally have better information about market opportunities than firms without production facilities and will also likely be better informed about, and able to influence, relevant product standards decisions.

Firms that neither do business with the EC nor plan to do so cannot assume that they will be unaffected by Europe 1992. The Single Market is likely to increase the size and competitiveness of those firms that exploit it and they are likely to use their additional resources to increase their presence in North America, or in other world markets. Sooner or later, even firms without economic connection with the EC are likely to face greater competition as a result of Europe 1992.