

including magazines, catalogs, and direct mail. An estimated 2 million new U.S. businesses will start up between 1994 and 1998, expanding demand for tags, decals, labels, and financial/legal materials, as well as for an array of advertising items.

The proliferation of print worldwide provides challenging opportunities to the U.S. printing industry. Joint ventures, licensing arrangements, direct investment, and exports should become increasingly familiar options to U.S. printers pursuing international markets. Anticipated completion of both NAFTA and GATT will underscore the need for U.S. participation in foreign markets if the industry is to play a vital role in the global information community. The growing dissemination of information in nonprint formats will require all the resources of the U.S. commercial printing industry—the world's largest—to remain competitive in an increasingly electronic world.—*William S. Lofquist, Office of Consumer Goods (202) 482-0379, September 1993.*

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