

ask, what do you mean by that, and then we explain to them we are doing this and that. I don't know about the term though if it's going to be used in a marketing plan.

Because it's generic, doesn't everybody relate to it fairly quickly then?

Do you think of generic as being a good product?

If they were to say that Canada is going global and then flash some pictures of INCO...

You see that's the problem, each one of us has a different idea about what it means. I think it means something about tourism, that they are trying to promote in Canada.

Q. WHAT DO YOU THINK OF WHEN I SAY PACIFIC RIM?

All the way around the Pacific Ocean.

Australia, New Zealand, Japan, China, Chile...

I always think of Asia...

Korea, Thailand and all those countries.

I'm relating it to the coast of North America. But when I think of Pacific Rim, it's more of the other side.

Q. WHAT ABOUT WHEN I SAY EUROPE 1992, WHAT DOES THAT MEAN?

Olympics.

The common market.

The common market is what I was thinking.

Common currency.

Q. WHAT ABOUT WHEN I SAY MTN? DOES THAT MEAN ANYTHING?

Mountain, I don't know.

I usually think of telephones.

Q. HOW ABOUT URUGUAY ROUND?

...that's with trade. It's the most recently finished round of world negotiation type stuff...

What does MTN stand for?

P. I HAVE NO IDEA, IT'S JUST ON MY SHEET OF QUESTIONS TO ASK. WHAT ABOUT EUROPEAN ECONOMIC COMMUNITY, WHAT COMES TO MIND?

The common market.

Isn't it the ten countries that have the common market?

P. IS COMMON MARKET AND EUROPEAN ECONOMIC COMMUNITY EXACTLY INTERCHANGEABLE?