

- THIRDLY, THERE WILL BE A SHORT-TERM TENDENCY ON THE PART OF POTENTIAL EUROPEAN PARTNERS TO BE MORE INWARD-LOOKING, TO BE CONCENTRATED ON ASSURING THEIR EUROPEAN "BASE".

14. BUT THERE WILL BE POSITIVE ASPECTS TOO:

- THE SINGLE MARKET WILL PROMOTE EUROPEAN GROWTH, AND THEREFORE WILL STIMULATE DEMAND (SLIDE THIRTEEN). TO ILLUSTRATE THAT, THE PROCESS STARTS FROM A HIGH BASE, AND IF IT RAISES EC AVERAGE NATIONAL INCOME ONLY TO THE LEVEL OF BELGIUM TODAY, THAT WOULD ADD \$700 BILLION OF EXTRA PURCHASING POWER (ABOUT EQUAL TO ITALY'S TOTAL GDP);
- THE EC WILL BE A MORE ATTRACTIVE PLACE TO INVEST BECAUSE OF MARKET AND PRODUCTION ECONOMIES, R AND D FACILITIES, AND ACCESS FACILITIES SUCH AS EC-WIDE ACCESS TO PUBLIC PROCUREMENT FOR EC-BASED COMPANIES;
- THE EC WILL BE AN EASIER MARKET-PLACE BECAUSE OF UNIFORM STANDARDS ESTABLISHED ON A FAIRLY COMFORTABLE BASIS OF MUTUAL RECOGNITION OF STANDARDS, BECAUSE OF ONE PATENT PROTECTION PROCEDURE WILL DO INSTEAD OF TWELVE, BECAUSE A SINGLE INCORPORATION WILL DO INSTEAD OF SEVERAL, AND BECAUSE OF RATIONALIZED WAREHOUSING AND DISTRIBUTION SYSTEMS.