- 4) Technology Monitoring One of the other areas that you can't really put a profit and loss on is basically the monitoring of technology and the application of technology in similar industries abroad. About one year and one half ago, IBM assigned something like 150 new professional staff to their IBM Japanese operations. IBM Japanese operations was a good, big, thriving, viable business and for a long time was the largest computer company in Japan and I guess now basically seesaws back and forth between Fujisu and NEC. But the whole issue is, did IBM really need another 150 expatriot professionals in Japan to essentially run and develop that market or were they looking at Japan and what was going on a technology basis more from the stand point of how this is going to affect their position on a world wide basis. Now this is inference believe me, I am not really trying to quote or identify IBM's strategy or purpose, I am just saying that there are examples of companies being able, and very often through trading companies type aspects, to look at technology and competition abroad for the basic purpose of making certain that they maintain their competitive production skills and technology application skills. And very often, companies find that it is easier to do it through a trading company because it is a separate organization within their operations and it is perceived of having a greater degree of flexibility and should be understanding and looking at things of that nature.
- 5) <u>Sales Consolidation and Packaging</u> Another thing that trading companies are very often formed to do, is to manage very complex deals that often involve countertrade and has also to do with companies that have wide number of divisions within their corporation that either sell a great deal