

- IT WILL PROBABLY CHANGE YOUR COMPETITIVE ENVIRONMENT SIGNIFICANTLY;
- IT PRESENTS BOTH RISKS AND OPPORTUNITIES;
- YOU NEED TO KNOW; YOU NEED TO KEEP ON TOP OF IT; YOU MAY WELL HAVE TO DO SOMETHING ABOUT IT.

19. IF YOU ARE HERE TO TALK ABOUT THE PROSPECTS OF CHANGE IN INTERNATIONAL BUSINESS OVER THE NEXT DECADE, THIS IS ONE OF THE MAJOR FACES OF CHANGE.

THANK YOU.