

commodity products, heavy industries, there was more production capacity around the world than probably was going to be used up in any reasonable period of time. And as a result, an individual company looks at a trading opportunity more from the stand point of saying: how can I use some of my existing capacity to market my products or services in a greater section of the world or to more countries than I currently am doing? Not, how do I build another plant in another location because we already have enough existing capacity? So again, you have something that relates back to what a company needs to do. That whole issue of capacity that already exists, how do we use it more effectively?

Intelligence Gathering:

3) And then, the final area that has a lot to do with trade and particularly the changes in trade patterns has to do with the whole aspect of competitiveness. There is a whole range of issues that go along with competitiveness that we will talk about for a few minutes.

This issue has something that is a very global phenomenon. They have to keep their own production facilities competitive, on a cost basis, with everyone else and very often that is very difficult to do because there is not a lot of control over things like currency adjustments that affect cost of production in comparison to cost of production in other locations. But there are some aspects of basic efficiency and application of technology that are under the control of the company. So a company looks at an