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Folder ID Number: 13532-007

Folder Title:
Ceremony to Highlight World Trade Week & to Present "E-Star" Awards 5/23/90 [OA 5374]

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

May 23, 1990

REMARKS BY THE PRESIDENT
AT CEREMONY TO HIGHLIGHT WORLD TRADE WEEK
AND TO PRESENT "E-STAR" AWARDS

The Rose Garden

2:04 P.M. EDT

THE PRESIDENT: To distinguished members of Congress and other guests, welcome to the White House. It's a pleasure to have two of our administration's top trade team people here today -- Secretary Bob Mosbacher and Ambassador Carla Hills. These two are working every single day, day and night, to open markets for American goods and services. And in my view, they're successful, and I am grateful to both of them.

And I also want to single out Susan Engleiter, head of the SBA here; and all members of the Congress, once again, welcome.

For American business, confronting protectionist barriers is like having a door shut rudely in your face. And more and more American business is looking to Carla to open the door and Bob to help them through it. But in the end it is up to American business to step beyond the open door to enter foreign markets. And that's why I'm here today to present the "E" Awards, honoring American firms that have been such outstanding competitors abroad. Later on I'll let you know what the "E" stands for. But first -- it does not stand for Elvis, I was asked to point out. (Laughter.)

Before I get to the awards, let me talk trade. I believe the protectionist path leads to closed markets, lower living standards, unemployment in our country. And so our direction is to open markets, expanding trade and negotiating a set of clear and enforceable rules to govern world trade. And this is the path to prosperity and growth and high employment. And that's why my top trade priority for this year is an ambitious multilateral agreement. We must conclude that Uruguay round of global trade talks by December. And unfortunately, world trade has outgrown the rules of the GATT, of the General Agreement on Tariffs and Trade, that served us so well for four decades.

The United States and almost a hundred other nations, representing more than 85 percent of the world's trade, are working with us to revise and improve GATT's rules. And this is what we're striving to achieve.

First, we seek to reform agricultural trade, a market inadequately covered by GATT rules and badly distorted by subsidies and trade barriers that cost farmers and consumers alike hundreds of billions of dollars. There simply cannot be a successful conclusion to the Uruguay round without fundamental agricultural reform.

Second, we want to expand market access. We challenge our trading partners to join us in creating a world of sharply reduced tariffs.

Thirdly, the United States wants to curb hundreds of billions of dollars of trade-distorting subsidies. And we believe that entrepreneurs should compete on the basis of price and quality, not on the basis of government's deep pockets.

MORE

Fourth, we want to ensure that the rules we have and those that we are negotiating, apply to developing countries, so these countries are no longer at the margin of the trading system.

Fifth, we want to develop fair rules for new areas -- services, investment, intellectual property -- not covered under current GATT rules.

Sixth and finally, we want to create swift and effective means to resolve trade disputes.

All told, we're striving to incorporate roughly \$1 trillion worth of goods and services -- a third of the world's trade -- that is not sufficiently covered by rules of fair play.

In our efforts, we will, of course, work closely with our friends in the Congress and the business community as well; especially the private sector advisors, many who are here today. But time is short; our task is great. I call on our trading partners to move these negotiations forward at the Organization for Economic Cooperation and Development meeting this month, and at our Houston Economic summit in early July.

This round of GATT is an ambitious undertaking. The last, best chance for the world to enter the next century with free and fair trade for all. So let me be blunt: to the United States, no agreement is better than a bad agreement.

Even as we're driving at full speed to complete the round, the United States is also making progress in market-opening negotiations with Japan; in keeping the flow of goods and services open with Canada and Mexico; by intensifying our dialogue with the dynamic states of the Pacific Rim; and by ensuring that America will have access to Europe after creation of this historic single market in 1992.

We're also negotiating trade and investment agreements with the democratic governments of Eastern Europe and engaging in market opening initiatives with Latin America. They stand to reap enormous gains from the Uruguay round and other steps to integrate their economies into this big global trading system. But the United States will also gain from their new found freedom to invent, to invest, and to imagine.

Our objective is to anchor these countries in the ideal of freedom; economic as well as political freedom. And so we're striving for free trade, not just because it is good for America, but because it is good for all mankind.

As the winds of freedom blow down old barriers and liberalize markets from Managua to Warsaw, we must be prepared to take advantage of this opportunity, historic opportunity, to compete and to win. And that's why today I directed the Economic Policy Council to undertake a Commercial Opportunities Initiative to encourage American business to move competitively into foreign markets.

The EPC will implement this initiative through a working group called the Trade Promotion Coordinating Committee -- TPCC -- to be chaired by Bob Mosbacher, our Secretary of Commerce. This committee will, for the first time, harness all the resources of the federal government to serve American exporting businesses. It will provide a focal point for business and industry in the markets of the world's emerging democracies. And I'm also directing the committee to promote U.S. businesses in new or neglected markets through official presidential trade missions. Missions to be headed by the Secretary of Commerce.

And so that is an overview of our trade picture. And now for the "E" Awards, a word. At the height of the Second World War, "E" Awards were presented to those war plants in recognition of

excellence in production. In a time of peace, we used the "E" symbol to celebrate excellence in American exports. And as it turns out, this is a very appropriate time to confer these awards.

You see this week, the Commerce Department is joining with state and local governments, international trade groups and universities throughout the nation to celebrate World Trade Week. And this week I think we really have something to celebrate: last Thursday's announcement that U.S. exports in March hit \$33.3 billion -- a record high.

And this is yet another sign that America remains a superpower in world trade. But America's exporting strength is no accident, as all of you here today know. It's the result of the hard work of leaders, like our Secretary of Commerce, and our dynamic Trade Representative, Carla Hills, here with us here today. But first and foremost, it's because of the leadership of the American worker, the American farmer, the American entrepreneur.

You and all the other "E" and "E" Star Award winners that we honor today, started the decade off in a winning spirit. And you've done something more than just represent your firms. You've represented American drive and creativity to the world. And for that you have our gratitude and my congratulations and my thanks.

And so it's a pleasure now to join Bob and Carla in presenting this prestigious award for exporting excellence to 11 outstanding companies that have earned the highest level "E" Award, the "E" Star.

And now, Bob, if you will take over from here.

(The awards are presented.)

THE PRESIDENT: Thank you all very much. Thank you for coming, and congratulations to all these winners. Now, everybody else go out there and work harder. Thanks a lot.

END

2:18 P.M. EDT

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FROM/LOCATION

John S. Gardner/White House

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TO/LOCATION/TIME OF RECEIPT

James W. Cicconi/Dallas

1. _____

Andrew H. Card/Dallas

2. _____

Fred McClure/Dallas

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Sig Rogich/Dallas

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Marlin Fitzwater/Dallas

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Chriss Winston/ Dallas

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7. _____

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SPECIAL INSTRUCTIONS/REMARKS:

The attached has been staffed to your offices in Washington.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/18/90 ACTION/CONCURRENCE/COMMENT DUE BY: 5/21/90 NOON

SUBJECT: PRESIDENTIAL REMARKS: E AWARDS

	ACTION FYI			ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Monday, May 21, with a copy to my office. Thank you.

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

1990 MAY 18 PM 3.39

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Four

**PRESIDENTIAL ADDRESS: E AWARDS, THE ROSE GARDEN
Wednesday, May 23, 1990, 2:00 P.M.**

((Acknowledgements -- Ambassador Hills and Secretary Mosbacher.))

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Before I get to the awards, let me talk trade. I believe the protectionist path leads to closed markets, lower living standards and highest unemployment. So our direction is toward open markets, expanding trade and negotiating a set of clear and enforceable rules to govern world commerce. This is the path to prosperity, growth and high employment.

And that is why my top trade priority for this year is an ambitious multilateral agreement. We must conclude the Uruguay Round of global trade talks by December.

Unfortunately, world trade has outgrown the rules of the General Agreement on Tariffs and Trade, or GATT, that served so well for four decades. The United States and almost 100 other nations representing more than 85 percent of the world's trade agree, and are working with us to revise and improve GATT rules.

This is what we are striving to achieve:

*** First, we seek to reform agricultural trade, a market inadequately covered by GATT rules, and badly distorted by subsidies that cost farmers and consumers alike hundreds of billions of dollars. There cannot be a successful conclusion to the Uruguay Round without fundamental agricultural reform.

*** Second, we challenge our trading partners to envision a world free of tariffs.

*** Third, the United States wants to curb hundreds of billions of dollars of trade-distorting subsidies. We believe that entrepreneurs should compete on the basis of price and quality, not by government's deep pockets.

*** Fourth, we want to ensure that the rules we have, and those that we are negotiating, apply to developing countries no longer at the margin of the trading system.

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All told, we are striving to incorporate roughly one trillion dollars worth of goods and services -- a third of world trade that is not sufficiently covered by rules of fair play.

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This round of the GATT is an ambitious undertaking -- the last, best chance for the world to enter the next century with free and fair trade for all. So let me be blunt: **To The United States no agreement is better than a bad agreement.**\\\

Even as we are driving at full-speed to complete the Round, the United States is also making progress in market-opening negotiations with Japan; in keeping the flow of goods and services open with Canada and Mexico; in starting a dialogue with the dynamic states of the Pacific Rim; and in ensuring that America will have access to Europe after the historic union of 1992.

We are also negotiating trade and investment agreements with the reform governments of Eastern Europe and Latin America. They stand to reap enormous gains from integration into the global trading system; but the United States will also gain from their long pent-up industry and imagination. Our objective is to anchor these countries in the ideal of freedom -- economic, as

well as political freedom. So we are striving for free trade, not just because it is good for America, but because it is good for all mankind.

As the winds of change sweep out old barriers and liberalize markets from Managua to Warsaw, we must be prepared to take advantage of this historic opportunity, to compete and win. That is why today I directed the Economic Policy Council to undertake a Commercial Opportunities Initiative to encourage American business to be more competitive.

The EPC will implement this initiative through the Trade Promotion Coordinating Committee, or TPCC, to be chaired by the Secretary of Commerce. This committee will, for the first time, bring all the resources of the federal government to bear to serve American exporting businesses.

I am also directing the committee to promote U.S. businesses in new or neglected markets by leading Presidential Trade Missions, missions to be headed by the Department of Commerce. The EPC will report to me with a strategy for implementing this Commercial Opportunities Initiative by September 30.\\

Now, for the matter at hand.

At the height of the Second World War, "E" awards were presented to war plants in recognition of excellence in production. In a time of peace, we use the "E" symbol to celebrate excellence in American exports. And as it turns out, this is a very appropriate time for us to confer these awards.

You see, this week the Commerce Department and its International Trade Administration is joining with state and local governments, international trade groups and universities to celebrate World Trade Week. **And this week, we really have something to celebrate -- last Wednesday's announcement that U.S. exports in March hit \$33.3 billion -- a record high.**

This is yet another sign that America is a resurgent power in world trade. And America exporting strength is no accident. It is a result of the leadership of the American worker, the American entrepreneur and an outstanding Secretary of Commerce, Bob Mosbacher.\\

And so it is my pleasure to join Bob in presenting this prestigious award for exporting excellence to eleven outstanding companies:

First: The Aerotech World Trade Corporation of White Plains, New York.\\\

*** The American Bureau of Collections of Buffalo, New York.\\\

*** The American Hardware Manufacturers Association, of Schaumburg, Illinois.\\\

*** Applied Communications, Inc., of Omaha.\\\

*** Bruce Foods Corporation of New Iberia, Louisiana. Now, let me say something about Bruce Foods and their claim to fame. You see, they have a contract to build more than forty Cajun and Mexican restaurants in the Soviet Union. ((So imagine that, tacos in Tashkent and crawdaddies in Kiev.))\\\

*** Commerce Bank of Kansas City.\\\

*** The Jacobsen Division of Textron, Racine, Wisconsin.\\\

*** The Midamar Corporation of Cedar Rapids.\\\

*** The Mid-South Exporter's Roundtable of Memphis.\\\

*** Proler International Corporation of Houston.\\\

And last: Valmont Industries of Valley, Nebraska.\\\

You've all started the 1990s off in a winning spirit. And you've done something more than just represent your firms -- you've represented American drive and creativity to the world.

For that you have my gratitude and my congratulations.

Thank you, God bless you, and may God bless the United States of America.

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RESPONSE: May 22, 1990

TO: CHRISS WINSTON

The NSC staff concurs with the attached Presidential remarks, as revised.


Brent Scowcroft

cc: James Cicconi

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

Davis/Martin
Title: Edward
May 15, 1990
Draft: Four

1990 MAY 18 PM 3.39

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Wednesday, May 23, 1990, 2:00 P.M.

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And that is why my top trade priority for this year is an ambitious multilateral agreement. We must conclude the Uruguay Round of global trade talks by December.

Unfortunately, world trade has outgrown the rules of the General Agreement on Tariffs and Trade, or GATT, that served so well for four decades. The United States and almost 100 other nations representing more than 85 percent of the world's trade agree, and are working with us to revise and improve GATT rules.

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*** Third, the United States wants to curb hundreds of billions of dollars of trade-distorting subsidies. We believe that entrepreneurs should compete on the basis of price and quality, not by government's deep pockets.

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All told, we are striving to incorporate roughly one trillion dollars worth of goods and services -- a third of world trade that is not sufficiently covered by rules of fair play.

In our efforts, we will, of course, work closely with our friends in Congress and the business community. But time is short, our task is great. I call on our trading partners to move these negotiations forward at the Organization for Economic Cooperation and Development meeting this month, and at the ~~end of~~ ^{Houston} ~~the~~ Economic Summit in ^{early} July.

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Davis/Martin
Title: Eaward
May 15, 1990
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I am also directing the committee to promote U.S. businesses in new or neglected markets through official Presidential Trade Missions, missions to be headed by the Secretary of Commerce.

Now, for the "E" Awards.

At the height of the Second World War, "E" awards were presented to war plants in recognition of excellence in production. In a time of peace, we use the "E" symbol to celebrate excellence in American exports. And as it turns out, this is a very appropriate time for us to confer these awards.

You see, this week the Commerce Department is joining with state and local governments, international trade groups, and universities throughout the nation to celebrate World Trade Week. And this week, we really have something to celebrate -- last Thursday's announcement that U.S. exports in March hit \$33.3 billion -- a record high.

This is yet another sign that America remains a superpower in world trade. But America's exporting strength is no accident. It is the result of the hard work of leaders like our outstanding Secretary of Commerce, Bob Mosbacher, and our our dynamic Trade Representative Carla Hills here with us today.\\ But, first and foremost, it is because of the leadership of the American worker, the American farmer and the American entrepreneur.

You and all the other "E" and "E" Star Award winners that we honor today started the decade off in a winning spirit. And

you've done something more than just represent your firms --
you've represented American drive and creativity to the world.

For that you have my gratitude and my congratulations.

And so it is my pleasure to now join Bob in presenting this
prestigious award for exporting excellence to eleven outstanding
companies that have earned the highest level "E" Award, the "E"
Star. [SEC. MOSBACHER WILL READ AWARD BIOS WHILE YOU PRESENT
PLAQUES.]

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**E AWARDS \ THE ROSE GARDEN
WEDNESDAY, MAY 23, 1990 \ 2:00 P.M..**

**((IT IS A PLEASURE TO HAVE TWO OF OUR
ADMINISTRATION'S "TRADE TEAM" HERE TODAY -- SECRETARY
BOB MOSBACHER AND AMBASSADOR CARLA HILLS. TOGETHER
THESE TWO ARE WORKING DAY AND NIGHT TO OPEN MARKETS TO
AMERICAN GOODS AND SERVICES AND THEY ARE SUCCESSFUL AND
I AM GRATEFUL TO BOTH OF THEM. I ALSO WANT TO WELCOME
SUSAN ENGELEITER AND ALL THE MEMBERS OF CONGRESS WITH
US TODAY.))**

- 2 -

**FOR AMERICAN BUSINESS, CONFRONTING PROTECTIONIST
BARRIERS IS LIKE HAVING A DOOR SHUT RUDELY IN YOUR
FACE. AND MORE AND MORE, AMERICAN BUSINESS IS LOOKING
TO CARLA TO OPEN THE DOOR, AND BOB TO HELP THEM THROUGH
IT.**

**BUT, IN THE END, IT IS UP TO AMERICAN BUSINESS TO
STEP BEYOND THE OPEN DOOR, TO ENTER FOREIGN MARKETS.
AND SO THAT'S WHY I AM HERE TODAY, TO PRESENT THE "E"
AWARDS HONORING AMERICAN FIRMS THAT HAVE BEEN SUCH
OUTSTANDING COMPETITORS ABROAD.**

((AND LATER ON, I'LL LET YOU IN ON WHAT THE "E" STANDS FOR; BUT FIRST, A HINT -- IT DOESN'T STAND FOR ELVIS.))\\\

BEFORE I GET TO THE AWARDS, LET ME TALK TRADE. I BELIEVE THE PROTECTIONIST PATH LEADS TO CLOSED MARKETS, LOWER LIVING STANDARDS AND UNEMPLOYMENT. SO OUR DIRECTION IS TOWARD OPEN MARKETS, EXPANDING TRADE AND NEGOTIATING A SET OF CLEAR AND ENFORCEABLE RULES TO GOVERN WORLD TRADE. THIS IS THE PATH TO PROSPERITY, GROWTH AND HIGH EMPLOYMENT.

AND THAT IS WHY MY TOP TRADE PRIORITY FOR THIS YEAR IS AN AMBITIOUS MULTILATERAL AGREEMENT. WE MUST CONCLUDE THE URUGUAY ROUND OF GLOBAL TRADE TALKS BY DECEMBER.

UNFORTUNATELY, WORLD TRADE HAS OUTGROWN THE RULES OF THE GENERAL AGREEMENT ON TARIFFS AND TRADE, OR GATT, THAT SERVED SO WELL FOR FOUR DECADES.

THE UNITED STATES AND ALMOST 100 OTHER NATIONS REPRESENTING MORE THAN 85 PERCENT OF THE WORLD'S TRADE ARE WORKING WITH US TO REVISE AND IMPROVE GATT RULES.

THIS IS WHAT WE ARE STRIVING TO ACHIEVE:

***** FIRST, WE SEEK TO REFORM AGRICULTURAL TRADE, A MARKET INADEQUATELY COVERED BY GATT RULES, AND BADLY DISTORTED BY SUBSIDIES AND TRADE BARRIERS THAT COST FARMERS AND CONSUMERS ALIKE HUNDREDS OF BILLIONS OF DOLLARS.**

THERE SIMPLY CANNOT BE A SUCCESSFUL CONCLUSION TO THE URUGUAY ROUND WITHOUT FUNDAMENTAL AGRICULTURAL REFORM.

***** SECOND, WE WANT TO EXPAND MARKET ACCESS. WE CHALLENGE OUR TRADING PARTNERS TO JOIN US IN CREATING A WORLD OF SHARPLY REDUCED TARIFFS.**

***** THIRD, THE UNITED STATES WANTS TO CURB HUNDREDS OF BILLIONS OF DOLLARS OF TRADE-DISTORTING SUBSIDIES.**

WE BELIEVE THAT ENTREPRENEURS SHOULD COMPETE ON THE BASIS OF PRICE AND QUALITY, NOT ON THE BASIS OF THEIR GOVERNMENT'S DEEP POCKETS.

***** FOURTH, WE WANT TO ENSURE THAT THE RULES WE HAVE, AND THOSE THAT WE ARE NEGOTIATING, APPLY TO DEVELOPING COUNTRIES SO THESE COUNTRIES ARE NO LONGER AT THE MARGIN OF THE TRADING SYSTEM.**

***** FIFTH, WE WANT TO DEVELOP FAIR RULES FOR NEW AREAS -- SERVICES, INVESTMENT AND INTELLECTUAL PROPERTY -- NOT COVERED UNDER CURRENT GATT RULES.**

***** SIXTH AND FINALLY, WE WANT TO CREATE SWIFT AND EFFECTIVE MEANS TO RESOLVE TRADE DISPUTES.**

ALL TOLD, WE ARE STRIVING TO INCORPORATE ROUGHLY ONE TRILLION DOLLARS WORTH OF GOODS AND SERVICES -- A THIRD OF THE WORLD'S TRADE -- THAT IS NOT SUFFICIENTLY COVERED BY RULES OF FAIR PLAY.

IN OUR EFFORTS, WE WILL, OF COURSE, WORK CLOSELY WITH OUR FRIENDS IN CONGRESS AND THE BUSINESS COMMUNITY, ESPECIALLY OUR PRIVATE SECTOR ADVISORS, MANY WHO ARE HERE TODAY. BUT TIME IS SHORT, OUR TASK IS GREAT. I CALL ON OUR TRADING PARTNERS TO MOVE THESE NEGOTIATIONS FORWARD AT THE ORGANIZATION FOR ECONOMIC COOPERATION AND DEVELOPMENT MEETING THIS MONTH, AND AT THE HOUSTON ECONOMIC SUMMIT IN EARLY JULY.

THIS ROUND OF THE GATT IS AN AMBITIOUS UNDERTAKING -- THE LAST, BEST CHANCE FOR THE WORLD TO ENTER THE NEXT CENTURY WITH FREE AND FAIR TRADE FOR ALL. SO LET ME BE BLUNT: TO THE UNITED STATES, NO AGREEMENT IS BETTER THAN A BAD AGREEMENT.

EVEN AS WE ARE DRIVING AT FULL-SPEED TO COMPLETE THE ROUND, THE UNITED STATES IS ALSO MAKING PROGRESS IN MARKET-OPENING NEGOTIATIONS WITH JAPAN; IN KEEPING THE FLOW OF GOODS AND SERVICES OPEN WITH CANADA AND MEXICO; BY INTENSIFYING OUR DIALOGUE WITH THE DYNAMIC STATES OF THE PACIFIC RIM; AND BY ENSURING THAT AMERICA WILL HAVE ACCESS TO EUROPE AFTER CREATION OF THE HISTORIC SINGLE MARKET OF 1992.

WE ARE ALSO NEGOTIATING TRADE AND INVESTMENT AGREEMENTS WITH THE DEMOCRATIC GOVERNMENTS OF EASTERN EUROPE AND ENGAGING IN MARKET OPENING INITIATIVES WITH LATIN AMERICA. THEY STAND TO REAP ENORMOUS GAINS FROM THE URUGUAY ROUND AND OTHER STEPS TO INTEGRATE THEIR ECONOMIES INTO THE GLOBAL TRADING SYSTEM; BUT THE UNITED STATES WILL ALSO GAIN FROM THEIR NEW FOUND FREEDOM TO INVENT, TO INVEST AND TO IMAGINE.

OUR OBJECTIVE IS TO ANCHOR THESE COUNTRIES IN THE IDEAL OF FREEDOM -- ECONOMIC, AS WELL AS POLITICAL FREEDOM. SO WE ARE STRIVING FOR FREE TRADE, NOT JUST BECAUSE IT IS GOOD FOR AMERICA, BUT BECAUSE IT IS GOOD FOR ALL MANKIND.

AS THE WINDS OF FREEDOM BLOW DOWN OLD BARRIERS AND LIBERALIZE MARKETS FROM MANAGUA TO WARSAW, WE MUST BE PREPARED TO TAKE ADVANTAGE OF THIS HISTORIC OPPORTUNITY, TO COMPETE AND WIN.

THAT IS WHY TODAY I DIRECTED THE ECONOMIC POLICY COUNCIL TO UNDERTAKE A COMMERCIAL OPPORTUNITIES INITIATIVE TO ENCOURAGE AMERICAN BUSINESS TO MOVE COMPETITIVELY INTO FOREIGN MARKETS.

THE EPC WILL IMPLEMENT THIS INITIATIVE THROUGH A WORKING GROUP CALLED THE TRADE PROMOTION COORDINATING COMMITTEE, OR TPCC, TO BE CHAIRED BY THE SECRETARY OF COMMERCE. THIS COMMITTEE WILL, FOR THE FIRST TIME, HARNESS ALL THE RESOURCES OF THE FEDERAL GOVERNMENT TO SERVE AMERICAN EXPORTING BUSINESSES.

IT WILL PROVIDE A FOCAL POINT FOR BUSINESS AND INDUSTRY IN THE MARKETS OF THE WORLD'S EMERGING DEMOCRACIES.

I AM ALSO DIRECTING THE COMMITTEE TO PROMOTE U.S. BUSINESSES IN NEW OR NEGLECTED MARKETS THROUGH OFFICIAL PRESIDENTIAL TRADE MISSIONS, MISSIONS TO BE HEADED BY THE SECRETARY OF COMMERCE.

NOW, FOR THE "E" AWARDS.

AT THE HEIGHT OF THE SECOND WORLD WAR, "E" AWARDS WERE PRESENTED TO WAR PLANTS IN RECOGNITION OF EXCELLENCE IN PRODUCTION.

IN A TIME OF PEACE, WE USE THE "E" SYMBOL TO CELEBRATE EXCELLENCE IN AMERICAN EXPORTS. AND AS IT TURNS OUT, THIS IS A VERY APPROPRIATE TIME FOR US TO CONFER THESE AWARDS.

YOU SEE, THIS WEEK THE COMMERCE DEPARTMENT IS JOINING WITH STATE AND LOCAL GOVERNMENTS, INTERNATIONAL TRADE GROUPS, AND UNIVERSITIES THROUGHOUT THE NATION TO CELEBRATE WORLD TRADE WEEK.

AND THIS WEEK, WE REALLY HAVE SOMETHING TO CELEBRATE -- LAST THURSDAY'S ANNOUNCEMENT THAT U.S. EXPORTS IN MARCH HIT \$33.3 BILLION -- A RECORD HIGH.

THIS IS YET ANOTHER SIGN THAT AMERICA REMAINS A SUPERPOWER IN WORLD TRADE. BUT AMERICA'S EXPORTING STRENGTH IS NO ACCIDENT. IT IS THE RESULT OF THE HARD WORK OF LEADERS LIKE OUR OUTSTANDING SECRETARY OF COMMERCE, BOB MOSBACHER, AND OUR DYNAMIC TRADE REPRESENTATIVE CARLA HILLS HERE WITH US TODAY.

BUT, FIRST AND FOREMOST, IT IS BECAUSE OF THE LEADERSHIP OF THE AMERICAN WORKER, THE AMERICAN FARMER AND THE AMERICAN ENTREPRENEUR.

YOU AND ALL THE OTHER "E" AND "E" STAR AWARD WINNERS THAT WE HONOR TODAY STARTED THE DECADE OFF IN A WINNING SPIRIT. AND YOU'VE DONE SOMETHING MORE THAN JUST REPRESENT YOUR FIRMS -- YOU'VE REPRESENTED AMERICAN DRIVE AND CREATIVITY TO THE WORLD. FOR THAT YOU HAVE MY GRATITUDE AND MY CONGRATULATIONS.



- 19 -

AND SO IT IS MY PLEASURE TO NOW JOIN BOB AND CARLA
IN PRESENTING THIS PRESTIGIOUS AWARD FOR EXPORTING
EXCELLENCE TO ELEVEN OUTSTANDING COMPANIES THAT HAVE
EARNED THE HIGHEST LEVEL "E" AWARD, THE "E" STAR.
[SEC. MOSBACHER WILL READ AWARD BIOS WHILE YOU PRESENT
CERTIFICATES.]

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/18/90 ACTION/CONCURRENCE/COMMENT DUE BY: 5/21/90 NOON

SUBJECT: PRESIDENTIAL REMARKS: E AWARDS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>BOSKIN</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Monday, May 21, with a copy to my office. Thank you.

RESPONSE: *See Comments. Thanks.
Nelly Williamson*

5-21-90


James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Four

1990 MAY 18 PM 3:39

**PRESIDENTIAL ADDRESS: E AWARDS, THE ROSE GARDEN
Wednesday, May 23, 1990, 2:00 P.M.**

((Acknowledgements -- Ambassador Hills and Secretary Mosbacher.))

But it's especially great to have Carla and Bob here. For American business, confronting protectionist barriers is like having a door shut rudely in your face. And more and more, American business is looking to Carla to open the door, and Bob to guide them to it.

But, in the end, it is up to American business to step beyond the opening, to enter foreign markets. And so that's why I am here today, to present the "E" awards honoring American firms that have been such outstanding competitors abroad. ((And later on, I'll let you in on what the "E" stands for; but first, a hint -- it doesn't stand for Elvis.))\\\

Before I get to the awards, let me talk trade. I believe the protectionist path leads to closed markets, lower living standards and highest unemployment. So our direction is toward open markets, expanding trade and negotiating a set of clear and enforceable rules to govern world trade-commerce. This is the path to prosperity, growth and high employment.

And that is why my top trade priority for this year is an ambitious multilateral agreement. We must conclude the Uruguay Round of global trade talks by December.

* this is important --
re: TPEC is
mandate.
Vepc +
commerce
help through
to guide them to it.

Vepc

Vepc

trade

Unfortunately, world trade has outgrown the rules of the General Agreement on Tariffs and Trade, or GATT, that served so well for four decades. The United States and almost 100 other nations representing more than 85 percent of the world's trade ~~agree~~, and are working with us to revise and improve GATT rules.

This is what we are striving to achieve:

*** First, we seek to reform agricultural trade, a market inadequately covered by GATT rules, and badly distorted by subsidies ^{and trade barriers} that cost farmers and consumers alike hundreds of billions of dollars. There ^{simply} cannot be a successful conclusion to the Uruguay Round without fundamental agricultural reform.

*** Second, ^{we want to expand market access.} we challenge our trading partners to envision a world free of tariffs.

*** Third, the United States wants to curb hundreds of billions of dollars of trade-distorting subsidies. We believe that entrepreneurs should ^{on the basis of their} compete on the basis of price and quality, not ~~by~~ government's deep pockets.

*** Fourth, we want to ensure that the rules we have, and those that we are negotiating, apply to developing countries ^{So these countries are} no longer at the margin of the trading system.

*** Fifth, we want to develop fair rules for new areas ⁻⁻⁻ services, investment and intellectual property ⁻⁻⁻ not covered under current GATT rules.

*** Sixth and ^{finally,} ~~last,~~ we want to create swift and effective means to resolve trade disputes.

All told, we are striving to incorporate roughly one trillion dollars worth of goods and services -- a third of world trade that is not sufficiently covered by rules of fair play.

✓ EPC

In our efforts, we will, of course, work closely with our friends in Congress and the business community. But time is short, our task is great. I call on our trading partners to move these negotiations forward at the Organization for Economic Cooperation and Development meeting this month, and at the end of the Economic Summit in July.

✓ USTR
especially our private sector advisors, many of whom are here today.
Houston
OCA + EPC

This round of the GATT is an ambitious undertaking -- the last, best chance for the world to enter the next century with free and fair trade for all. So let me be blunt: To The United

✓ EPC

States, no agreement is better than a bad agreement. And a bad agreement is one which either ignores any of the essential parts or merely gives lip service to reform.

✓ OCA

Even as we are driving at full-speed to complete the Round, the United States is also making progress in market-opening negotiations with Japan; in keeping the flow of goods and services open with Canada and Mexico; in intensifying a dialogue with the dynamic states of the Pacific Rim; and in ensuring that America will have access to Europe after the historic union of 1992.

✓ OCA

We are also negotiating trade and investment agreements with the reform governments of Eastern Europe and Latin America. They stand to reap enormous gains from integration into the global trading system; but the United States will also gain from their

✓ USTR
engaging in market operating initiatives with the Uruguay Round & other steps to integrate their economies

Freedom to invent, invest and imagine.

long pent-up industry and imagination. Our objective is to anchor these countries in the ideal of freedom -- economic, as

* trade + investment agreements only apply to E. Europe.

well as political freedom. So we are striving for free trade, not just because it is good for America, but because it is good for all mankind.

VOCA

As the winds of ^{freedom} change sweep out old barriers and liberalize markets from Managua to Warsaw, we must be prepared to take advantage of this historic opportunity, to compete and win. That is why today I directed the Economic Policy Council to undertake a Commercial Opportunities Initiative to encourage American business to ~~be more competitive.~~ ^{move competitively into foreign markets.}

VOCA
*
commerce

VOCA

a Working Group called

The EPC will implement this initiative through ^{a Working Group called} the Trade Promotion Coordinating Committee, or TPCC, to be chaired by the Secretary of Commerce. This committee will, for the first time,

VEPC

^{harness} bring all the resources of the federal government to bear ~~to~~ ^{VEPC} serve American exporting businesses. ^{It will provide a focal point for business & industry in the markets of the world's emerging democracies.}

I am also directing the committee to promote U.S. businesses in new or neglected markets ^{through the use of official} by leading Presidential Trade ^{VOCA} Missions, missions to be headed by the ^{Secretary} Department of Commerce. ^{Commerce}

VEPC - delete sentence - no date in the decision memo. or Commerce said to delete date.

~~The EPC will report to me with a strategy for implementing this Commercial Opportunities Initiative by September 30.~~

Edwards.

Now, for the ~~matter~~ at hand.

VEPC → ✓

At the height of the Second World War, "E" awards were presented to war plants in recognition of excellence in production. In a time of peace, we use the "E" symbol to celebrate excellence in American exports. And as it turns out, this is a very appropriate time for us to confer these awards.

You see, this week the Commerce Department ~~and its~~ ^{✓ EPC}
~~International Trade Administration~~ ^{✓ Commerce} is joining with state and ^{throughout the Nation}
 local governments, international trade groups and universities to
 celebrate World Trade Week. **And this week, we really have**
something to celebrate -- last Wednesday's announcement that U.S.
exports in March hit \$33.3 billion -- a record high.

This is yet another sign that America ^{remains a superpower} ~~is a resurgent power~~ ^{✓ OCA}
 in world trade. And America exporting strength is no accident. ^{✓ EPC}
 It is a result of the leadership of the American worker, ^{the American} ~~the~~ ^{farmer}
 American entrepreneur and ^{our} ~~an~~ outstanding Secretary of Commerce, [✓]
 Bob Mosbacher. \\

And so it is my pleasure to join Bob in presenting this
 prestigious award for exporting excellence to eleven outstanding
 companies, ^{that have earned the highest level (or order) "E" award, the}
 "E Star":

First: The Aerotech World Trade Corporation of White
 Plains, New York. \\ \\

*** The American Bureau of Collections of Buffalo, New
 York. \\ \\

*** The American Hardware Manufacturers Association, of
 Schaumburg, Illinois. \\ \\ \\

*** Applied Communications, Inc., of Omaha. \\ \\ \\

*** Bruce Foods Corporation of New Iberia, Louisiana. Now,
 let me say something about Bruce Foods and their claim to fame.
 You see, they have a contract to build more than forty Cajun and
 Mexican restaurants in the Soviet Union. ((So imagine that,
 tacos in Tashkent and crawdaddies in Kiev.)) \\ \\ \\

Insert
 ✓ Commerce
 note: The President
 is presenting E stars.
 E is noted in
 the program.
 (see note on last
 page.)

*** Commerce Bank of Kansas City.\\\

*** The Jacobsen Division of Textron, Racine, Wisconsin.\\\

*** The Midamar Corporation of Cedar Rapids.\\\

*** The Mid-South Exporter's Roundtable of Memphis.\\\

*** Proler International Corporation of Houston.\\\

And ^{finally} last: Valmont Industries of Valley, Nebraska.\\\

VCA
commerce You ^{and the other E & E Star award winners of the 1989/90 season that we honor today} ~~ve~~ all started the ^{decide} 1990s off in a winning spirit. And

you've done something more than just represent your firms --
you've represented American drive and creativity to the world.

For that you have my gratitude and my congratulations.

Thank you, God bless you, and may God bless the United
States of America.

#

Commerce note:

12 other "E Star" awardees will be present & all
1989/90 E winners will be noted in the program.
May, as well take credit for ~~them~~ them. (RAM will
be sending out copies of the program to all winners w/ a
cover letter.)

WHITE HOUSE STAFFING MEMORANDUM

90 MAY 23 48:08

DATE: 05/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: ----

SUBJECT: PRESIDENTIAL REMARKS: E AWARDS CEREMONY
(05/15 draft five)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input type="checkbox"/>	<input checked="" type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input type="checkbox"/>	BOSKIN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
			_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

THE WHITE HOUSE

WASHINGTON

May 22, 1990

1990 MAY 22 PM 5:59

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cw*
FROM: MARK DAVIS *MD*
SUBJECT: E AWARDS CEREMONY

I. SUMMARY:

On Wednesday, May 23, you will address an audience of approximately one hundred and eighty people, including such dignitaries as Secretary Mosbacher, Ambassador Hills and ten members of Congress. This event will take place in the Rose Garden at two o'clock in the afternoon. Your remarks will be ten minutes in length and will be prepared on speechcards.

II. DISCUSSION:

The proposed text will serve as an introductory statement for the international trade talks that will take place at the Economic Summit in Houston and the Uruguay Talks later in the year. At the conclusion of your speech, you will participate with Secretary Mosbacher in the presentation of the E Star Awards -- the highest level of E Awards -- bestowing recognition to eleven companies for their excellence and commitment to quality and competitiveness in international trade.

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Five

**PRESIDENTIAL ADDRESS: E AWARDS \ THE ROSE GARDEN
Wednesday, May 23, 1990 \ 2:00 p.m.**

((It is a pleasure to have two of our Administration's "Trade Team" here today -- Secretary Bob Mosbacher and Ambassador Carla Hills. Together you are two of this Nation's greatest assets working day and night to open markets to American goods and services. And I want to welcome all the members of Congress with us today.))

For American business, confronting protectionist barriers is like having a door shut rudely in your face. And more and more, American business is looking to Carla to open the door, and Bob to help them through it.

But, in the end, it is up to American business to step beyond the open door, to enter foreign markets. And so that's why I am here today, to present the "E" awards honoring American firms that have been such outstanding competitors abroad. ((And later on, I'll let you in on what the "E" stands for; but first, a hint -- it doesn't stand for Elvis.))\\

Before I get to the awards, let me talk trade. I believe the protectionist path leads to closed markets, lower living standards and unemployment. So our direction is toward open markets, expanding trade and negotiating a set of clear and

enforceable rules to govern world trade. This is the path to prosperity, growth and high employment.

And that is why my top trade priority for this year is an ambitious multilateral agreement. We must conclude the Uruguay Round of global trade talks by December.

Unfortunately, world trade has outgrown the rules of the General Agreement on Tariffs and Trade, or GATT, that served so well for four decades. The United States and almost 100 other nations representing more than 85 percent of the world's trade are working with us to revise and improve GATT rules.

This is what we are striving to achieve:

*** First, we seek to reform agricultural trade, a market inadequately covered by GATT rules, and badly distorted by subsidies and trade barriers that cost farmers and consumers alike hundreds of billions of dollars. There simply cannot be a successful conclusion to the Uruguay Round without fundamental agricultural reform.

*** Second, we want to expand market access. We challenge our trading partners to join us in creating a world of sharply reduced tariffs.

*** Third, the United States wants to curb hundreds of billions of dollars of trade-distorting subsidies. We believe that entrepreneurs should compete on the basis of price and quality, not on the basis of their government's deep pockets.

*** Fourth, we want to ensure that the rules we have, and those that we are negotiating, apply to developing countries so

these countries are no longer at the margin of the trading system.

*** Fifth, we want to develop fair rules for new areas -- services, investment and intellectual property -- not covered under current GATT rules.

*** Sixth and finally, we want to create swift and effective means to resolve trade disputes.

All told, we are striving to incorporate roughly one trillion dollars worth of goods and services -- a third of the world's trade -- that is not sufficiently covered by rules of fair play.

In our efforts, we will, of course, work closely with our friends in Congress and the business community, especially our private sector advisors, many who are here today. But time is short, our task is great. I call on our trading partners to move these negotiations forward at the Organization for Economic Cooperation and Development meeting this month, and at the Houston Economic Summit in early July.

This round of the GATT is an ambitious undertaking -- the last, best chance for the world to enter the next century with free and fair trade for all. So let me be blunt: **To The United States, no agreement is better than a bad agreement.**\\\

Even as we are driving at full-speed to complete the Round, the United States is also making progress in market-opening negotiations with Japan; in keeping the flow of goods and services open with Canada and Mexico; by intensifying our

dialogue with the dynamic states of the Pacific Rim; and by ensuring that America will have access to Europe after creation of the historic single market of 1992.

We are also negotiating trade and investment agreements with the democratic governments of Eastern Europe and engaging in market opening initiatives with Latin America. They stand to reap enormous gains from the Uruguay Round and other steps to integrate their economies into the global trading system; but the United States will also gain from their new found freedom to invent, to invest and to imagine. Our objective is to anchor these countries in the ideal of freedom -- economic, as well as political freedom. So we are striving for free trade, not just because it is good for America, but because it is good for all mankind.

As the winds of freedom blow down old barriers and liberalize markets from Managua to Warsaw, we must be prepared to take advantage of this historic opportunity, to compete and win. That is why today I directed the Economic Policy Council to undertake a Commercial Opportunities Initiative to encourage American business to move competitively into foreign markets.

The EPC will implement this initiative through a working group called the Trade Promotion Coordinating Committee, or TPCC, to be chaired by the Secretary of Commerce. This committee will, for the first time, harness all the resources of the federal government to serve American exporting businesses. It will

provide a focal point for business and industry in the markets of the world's emerging democracies.

I am also directing the committee to promote U.S. businesses in new or neglected markets through official Presidential Trade Missions, missions to be headed by the Secretary of Commerce.

Now, for the "E" Awards.

At the height of the Second World War, "E" awards were presented to war plants in recognition of excellence in production. In a time of peace, we use the "E" symbol to celebrate excellence in American exports. And as it turns out, this is a very appropriate time for us to confer these awards.

You see, this week the Commerce Department is joining with state and local governments, international trade groups, and universities throughout the nation to celebrate World Trade Week. And this week, we really have something to celebrate -- last Thursday's announcement that U.S. exports in March hit \$33.3 billion -- a record high.

This is yet another sign that America remains a superpower in world trade. But America's exporting strength is no accident. It is the result of the hard work of leaders like our outstanding Secretary of Commerce, Bob Mosbacher, and our our dynamic Trade Representative Carla Hills here with us today.\\ But, first and foremost, it is because of the leadership of the American worker, the American farmer and the American entrepreneur.

You and all the other "E" and "E" Star Award winners that we honor today started the decade off in a winning spirit. And

you've done something more than just represent your firms --
you've represented American drive and creativity to the world.

For that you have my gratitude and my congratulations.

And so it is my pleasure to now join Bob in presenting this
prestigious award for exporting excellence to eleven outstanding
companies that have earned the highest level "E" Award, the "E"
Star. [SEC. MOSBACHER WILL READ AWARD BIOS WHILE YOU PRESENT
PLAQUES.]

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THE WHITE HOUSE

WASHINGTON

May 22, 1990

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON CW
FROM: MARK DAVIS MD
SUBJECT: E AWARDS CEREMONY

I. SUMMARY:

On Wednesday, May 23, you will address an audience of approximately one hundred and eighty people, including such dignitaries as Secretary Mosbacher, Ambassador Hills and ten members of Congress. This event will take place in the Rose Garden at two o'clock in the afternoon. Your remarks will be ten minutes in length and will be prepared on speechcards.

II. DISCUSSION:

The proposed text will serve as an introductory statement for the international trade talks that will take place at the Economic Summit in Houston and the Uruguay Talks later in the year. At the conclusion of your speech, you will participate with Secretary Mosbacher in the presentation of the E Star Awards -- the highest level of E Awards -- bestowing recognition to eleven companies for their excellence and commitment to quality and competitiveness in international trade.

Reminder:
changes

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Five

PRESIDENTIAL ADDRESS: E AWARDS \ THE ROSE GARDEN
Wednesday, May 23, 1990 \ 2:00 p.m.

((It is a pleasure to have two of our Administration's "Trade Team" here today -- Secretary Bob Mosbacher and Ambassador Carla Hills. Together you are two of this Nation's greatest assets working day and night to open markets to American goods and services. And I want to welcome all the members of Congress with us today.))

For American business, confronting protectionist barriers is like having a door shut rudely in your face. And more and more, American business is looking to Carla to open the door, and Bob to help them through it.

But, in the end, it is up to American business to step beyond the open door, to enter foreign markets. And so that's why I am here today, to present the "E" awards honoring American firms that have been such outstanding competitors abroad. ((And later on, I'll let you in on what the "E" stands for; but first, a hint -- it doesn't stand for Elvis.))\\

Before I get to the awards, let me talk trade. I believe the protectionist path leads to closed markets, lower living standards and unemployment. So our direction is toward open markets, expanding trade and negotiating a set of clear and

enforceable rules to govern world trade. This is the path to prosperity, growth and high employment.

And that is why my top trade priority for this year is an ambitious multilateral agreement. We must conclude the Uruguay Round of global trade talks by December.

Unfortunately, world trade has outgrown the rules of the General Agreement on Tariffs and Trade, or GATT, that served so well for four decades. The United States and almost 100 other nations representing more than 85 percent of the world's trade are working with us to revise and improve GATT rules.

This is what we are striving to achieve:

*** First, we seek to reform agricultural trade, a market inadequately covered by GATT rules, and badly distorted by subsidies and trade barriers that cost farmers and consumers alike hundreds of billions of dollars. There simply cannot be a successful conclusion to the Uruguay Round without fundamental agricultural reform.

*** Second, we want to expand market access. We challenge our trading partners to join us in creating a world free of tariffs.

*** Third, the United States wants to curb hundreds of billions of dollars of trade-distorting subsidies. We believe that entrepreneurs should compete on the basis of price and quality, not on the basis of their government's deep pockets.

*** Fourth, we want to ensure that the rules we have, and those that we are negotiating, apply to developing countries so

these countries are no longer at the margin of the trading system.

*** Fifth, we want to develop fair rules for new areas -- services, investment and intellectual property -- not covered under current GATT rules.

*** Sixth and finally, we want to create swift and effective means to resolve trade disputes.

All told, we are striving to incorporate roughly one trillion dollars worth of goods and services -- a third of the world's trade -- that is not sufficiently covered by rules of fair play.

In our efforts, we will, of course, work closely with our friends in Congress and the business community, especially our private sector advisors, many who are here today. But time is short, our task is great. I call on our trading partners to move these negotiations forward at the Organization for Economic Cooperation and Development meeting this month, and at the Houston Economic Summit in early July.

This round of the GATT is an ambitious undertaking -- the last, best chance for the world to enter the next century with free and fair trade for all. So let me be blunt: **To The United States, no agreement is better than a bad agreement.\ \ **

Even as we are driving at full-speed to complete the Round, the United States is also making progress in market-opening negotiations with Japan; in keeping the flow of goods and services open with Canada and Mexico; by intensifying our

dialogue with the dynamic states of the Pacific Rim; and by ensuring that America will have access to Europe after the historic single market union of 1992.

We are also negotiating trade and investment agreements with the reform governments of Eastern Europe and engaging in market operating initiatives with Latin America. They stand to reap enormous gains from the Uruguay Round and other steps to integrate their economies into the global trading system; but the United States will also gain from their new found freedom to invent, to invest and to imagine. Our objective is to anchor these countries in the ideal of freedom -- economic, as well as political freedom. So we are striving for free trade, not just because it is good for America, but because it is good for all mankind.

As the winds of freedom blow down old barriers and liberalize markets from Managua to Warsaw, we must be prepared to take advantage of this historic opportunity, to compete and win. That is why today I directed the Economic Policy Council to undertake a Commercial Opportunities Initiative to encourage American business to move competitively into foreign markets.

The EPC will implement this initiative through a working group called the Trade Promotion Coordinating Committee, or TPCC, to be chaired by the Secretary of Commerce. This committee will, for the first time, harness all the resources of the federal government to serve American exporting businesses. It will

provide a focal point for business and industry in the markets of the world's emerging democracies.

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prestigious award for exporting excellence to eleven outstanding
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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/18/90 ACTION/CONCURRENCE/COMMENT DUE BY: 5/21/90 NOON

SUBJECT: PRESIDENTIAL REMARKS: E AWARDS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER <i>COMMENTS INCLUDED</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>COMMENTS INCLUDED</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH <i>NC</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES <i>Will be late</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON <i>NC</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BOSKIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Monday, May 21, with a copy to my office. Thank you.


RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Four

1990 MAY 18 PM 3.39

PRESIDENTIAL ADDRESS: E AWARDS, THE ROSE GARDEN
Wednesday, May 23, 1990, 2:00 P.M.



((Acknowledgements -- Ambassador Hills and Secretary Mosbacher.))

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And that is why my top trade priority for this year is an ambitious multilateral agreement. We must conclude the Uruguay Round of global trade talks by December.

Unfortunately, world trade has outgrown the rules of the General Agreement on Tariffs and Trade, or GATT, that served so well for four decades. The United States and almost 100 other nations representing more than 85 percent of the world's trade ~~agree, and~~ are working with us to revise and improve GATT rules.

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*** Third, the United States wants to curb hundreds of billions of dollars of trade-distorting subsidies. We believe that entrepreneurs should compete on the basis of price and quality, not ^{on the basis of their} ~~by~~ government's deep pockets.

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*** Fifth, we want to develop fair rules for new areas ~~X~~ -- services, investment and intellectual property ⁻⁻⁻ not covered under current GATT rules.

*** Sixth and ^{Finally} ~~last~~, we want to create swift and effective means to resolve trade disputes.

ERIC M. By
4985

All told, we are striving to incorporate roughly one trillion dollars worth of goods and services -- a third of ^{the} world's [^] trade, ⁻⁻ that is not sufficiently covered by rules of fair play.

In our efforts, we will, of course, work closely with our friends in Congress and the business community, ^{especially our private sector advisors, many who are here today}. But time is short, our task is great. I call on our trading partners to move these negotiations forward at the Organization for Economic Cooperation and Development meeting this month, and at the ~~end of~~ ^{Houston} the Economic Summit in ^{early} July.

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Insert A:

initiatives with

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I am also directing the committee to promote U.S. businesses in new or neglected markets ^{through official} by ~~leading~~ Presidential Trade Missions, missions to be headed by the ^{Secretary} Department of Commerce. ~~The EPC will report to me with a strategy for implementing this Commercial Opportunities Initiative by September 30. \\~~

Now, for the ^{"E" Awards.} matter at hand.

At the height of the Second World War, "E" awards were presented to war plants in recognition of excellence in production. In a time of peace, we use the "E" symbol to celebrate excellence in American exports. And as it turns out, this is a very appropriate time for us to confer these awards.

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^{But,} It ^{also because} ~~is a~~ result of the leadership of the American worker, ^{the American farmer and} the
 American entrepreneur, ^{it is the result of leaders like those here today} and ^{our} an outstanding Secretary of Commerce, ?
 Bob Mosbacher, ^{and our dynamic Trade Representative Con la Hills, here}

^{insert} And so it is my pleasure to ^{now} join Bob in presenting this
 prestigious award for exporting excellence to eleven outstanding
 companies, ^{that have earned the highest level "E" Award, the}
^{"E" Star. (Mos...)}

- First:** The Aerotech World Trade Corporation of White
 Plains, New York.\\\
- *** The American Bureau of Collections of Buffalo, New
 York.\\\
- *** The American Hardware Manufacturers Association, of
 Schaumburg, Illinois.\\\
- *** Applied Communications, Inc., of Omaha.\\\
- *** Bruce Foods Corporation of New Iberia, Louisiana. Now,
 let me say something about Bruce Foods and their claim to fame.
 You see, they have a contract to build more than forty Cajun and
 Mexican restaurants in the Soviet Union. ((So imagine that,
 tacos in Tashkent and crawdaddies in Kiev.))\\\

~~*** Commerce Bank of Kansas City.\\\~~

~~*** The Jacobsen Division of Textron, Racine, Wisconsin.\\\~~

~~*** The Midamar Corporation of Cedar Rapids.\\\~~

~~*** The Mid-South Exporter's Roundtable of Memphis.\\\~~

~~*** Proler International Corporation of Houston.\\\~~

~~And last: ^{Finally} Valmont Industries of Valley, Nebraska.\\\~~

You've all started the ^{decade} 1990s off in a winning spirit. And

you've done something more than just represent your firms --

you've represented American drive and creativity to the world.

For that you have my gratitude and my congratulations.

~~Thank you, God bless you, and may God bless the United~~

~~States of America.~~

*and all the other E and E STAR Award winners that we

honor today*

THE WHITE HOUSE
WASHINGTON

Date _____

90 MAY 21 AID : 56

TO:

FROM: OFFICE OF COMMUNICATIONS
Room 122 OEOB, Ext. 2930

Pinkerton

No Comment.

THE WHITE HOUSE
WASHINGTON

4:20p

5/22 E AWARDS

ACK: (FROM CONGRESS)

SENATORS HERB KOHL

CHUCK GRASSLEY

REPRESENTATIVES

DAN ROSTENKOWSKI

TOM TAUKE

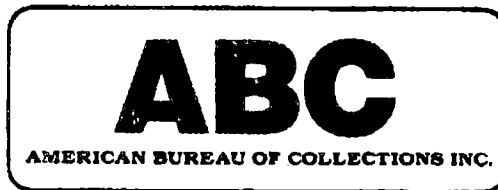
SAM GIBBONS

JOHN LaFALCE

BILL DANNEMEYER

CASS BALLENGER

DAVE OBEY



DAVID I. HERER
Executive Vice President

May 18, 1990

Facsimile

Foreign Policy Speech Writer
Speech Writer's Office
Room 122
Old Executive Office Building
Washington, DC

Dear Sir:

Per your request, I am sending information about the American Bureau of Collections, which will be honored with the "E Star" Award on the occasion of the President's May 23 foreign policy speech.

Collection agencies seem to rank one peg above the tax man near the bottom of the public's regard. It would strike many people as novel that a firm in our industry is even involved in international trade. More unique is the fact that foreign governments need our services, which our own government is now recognizing with its highest export award.

It should be encouraging to all firms, no matter what they do, that if a collection agency can succeed in the field of foreign commerce than so, too, can they. We thought this point might be appealing to you.

Yours sincerely,

A handwritten signature in black ink, appearing to read "David I. Herer", with a long horizontal flourish extending to the right.

DIH:bcm
Enclosure



AMERICAN BUREAU OF COLLECTIONS, INC.
TELEPHONE (716) 885-4444

• 1100 MAIN STREET •
• TELEX 91-339 •

• BUFFALO, NEW YORK 14209-2356
• FAX (716)878-2872



UNCLASSIFIED UPON
REMOVAL OF CLASSIFIED
ATTACHMENTS

Ref 9/29/04

~~CONFIDENTIAL~~
CLASSIFICATION

CIRCLE ONE BELOW

IMMEDIATE
PRIORITY
ROUTINE

MODE

SECURE FAX # 08

ADMIN FAX # _____

PAGES 8

DTG 211735Z May 90

RELEASER STACIL

FROM - LOCATION:

1. WHITE HOUSE SITUATION ROOM

TO - LOCATION - TIME OF RECEIPT:

1. ~~██████████~~ FLO GANTT FOR GENERAL SCOWCROFT

2. _____

3. _____ LA LAS ANGELES

4. _____

5. _____

6. _____

7. _____

INFORMATION ADDEES - LOCATION - TIME OF RECEIPT:

1. _____

2. _____

SPECIAL INSTRUCTIONS - REMARKS:

PLEASE DELIVER IMMEDIATELY

*Flo -
Please pay note as soon as
the General clears on this! Thanks!*

~~CONFIDENTIAL~~ *Bruck*
CLASSIFICATION

**NATIONAL SECURITY COUNCIL
EXECUTIVE SECRETARIAT STAFFING DOCUMENT**

TIME STAMP
RECEIVED

SYSTEM LOG NUMBER: 3983

88 MAY 18 2:04

ACTION OFFICER: MELBY DUE: 21 MAY

- Prepare Memo For Scowcroft/Gates
- Prepare Memo For Cicconi
- Prepare Memo SCOWCROFT to Winston cc: Cicconi
- Appropriate Action
- Prepare Memo for Hughes

CONCURRENCES/COMMENTS*

PHONE* to action officer at ext. _____

- | | | |
|--|---|--|
| <input type="checkbox"/> <input type="checkbox"/> FYI Basora | <input type="checkbox"/> <input type="checkbox"/> FYI Lampley | <input type="checkbox"/> <input type="checkbox"/> FYI Rostow |
| <input type="checkbox"/> <input type="checkbox"/> Bears | <input type="checkbox"/> <input type="checkbox"/> Levin | <input type="checkbox"/> <input type="checkbox"/> Salvetti |
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| <input type="checkbox"/> <input type="checkbox"/> Dorminey | <input type="checkbox"/> <input type="checkbox"/> Miller | <input type="checkbox"/> <input type="checkbox"/> Whitley |
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- INFORMATION ~~_____~~
- Scowcroft (advance)
 - Sittmann
 - Gates (advance)
 - Exec. Sec. Desk
 - Secretariat

COMMENTS

DUE NOON 21 MAY

Logged By AM

Return to Secretariat

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/18/90 ACTION/CONCURRENCE/COMMENT DUE BY: 5/21/90 NOON

SUBJECT: PRESIDENTIAL REMARKS: E AWARDS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>BOSKIN</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Monday, May 21, with a copy to my office. Thank you.

RESPONSE:
 TO: CHRISS WINSTON
 The NSC staff concurs with the attached Presidential remarks, as revised.

Brent Scowcroft

cc: James Cicconi

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

1990 MAY 18 PM 3.39

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Four

**PRESIDENTIAL ADDRESS: E AWARDS, THE ROSE GARDEN
Wednesday, May 23, 1990, 2:00 P.M.**

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*** Third, the United States wants to curb hundreds of billions of dollars of trade-distorting subsidies. We believe that entrepreneurs should compete on the basis of price and quality, not by government's deep pockets.

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Even as we are driving at full-speed to complete the Round, the United States is also making progress in market-opening negotiations with Japan; in keeping the flow of goods and services open with Canada and Mexico; in starting a dialogue with the dynamic states of the Pacific Rim; and in ensuring that America will have access to Europe after the ^{single market} ~~historic~~ ~~union~~ of 1992.

We are also negotiating trade and investment agreements with the ^{democratic} ~~reform~~ governments of Eastern Europe and Latin America. They stand to reap enormous gains from integration into the global trading system; but the United States will also gain from their long pent-up industry and imagination. Our objective is to anchor these countries in the ideal of freedom -- economic, as

well as political freedom. So we are striving for free trade, not just because it is good for America, but because it is good for all mankind.

As the winds of change sweep ^{through the old state command economies} ~~out old barriers~~ and liberalize markets from Managua to Warsaw, we must be prepared to take advantage of this historic opportunity, to compete and win. That is why today I directed the Economic Policy Council to undertake a Commercial Opportunities Initiative to encourage American business to be more competitive.

The EPC will implement this initiative through the Trade Promotion Coordinating Committee, or TPCC, to be chaired by the Secretary of Commerce. This committee will, for the first time, bring all the resources of the federal government to bear to serve American exporting businesses.

I am also directing the committee to promote U.S. businesses in new or neglected markets by leading Presidential Trade Missions, missions to be headed by the Department of Commerce. The EPC will report to me with a strategy for implementing this Commercial Opportunities Initiative by September 30.\\

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Mixed
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*** The American Bureau of Collections of Buffalo, New York.\\

*** The American Hardware Manufacturers Association, of Schaumburg, Illinois.\\

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Thank you, God bless you, and may God bless the United States of America.

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THE WHITE HOUSE

WASHINGTON

May 21, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: STEPHEN G. RADEMAKER ^{SR}
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks -- E Awards

Pursuant to Jim Cicconi's request, Counsel's Office has reviewed the above-referenced matter. As a general matter, we believe that the President should not endorse commercial firms, ventures, or products. Such endorsements are less objectionable, however, when they are the result of an impartial, merit-based selection process. We understand from the Office of Cabinet Affairs (Doug Adair) that the winners of the E Award were selected through such a process. Accordingly, and subject to this understanding of the selection process, we have no objection to the draft remarks.

cc: James W. Cicconi

90 MAY 21 4:09 PM '90

Decl by 12:00 Yabon

MEMORANDUM

COUNCIL OF ECONOMIC ADVISERS

May 21, 1990



TO: MICHAEL BOSKIN
FROM: NAOMI SMITH *NS*
SUBJECT: Comments on the President's "E" Awards Speech

There are no problems with the figures quoted or content, except for the following:

(The relevant sections of text are marked.)

Page 1, 3d paragraph, beginning "Before I get..." it should say the protectionism leads to "higher unemployment" not "highest unemployment."

Page 3, last paragraph. We are not actively negotiating any such treaties/agreements with Latin America. We are about to begin such talks with Mexico soon, and several proposals are still being considered within the Administration regarding Andean countries, but nothing has been publicly disclosed. Should the President mention "Latin America" or just say "Mexico"?

U. Olson, Randy Boardman
Document No. 142233-58

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/18/90 ACTION/CONCURRENCE/COMMENT DUE BY: 5/21/90 NOON

SUBJECT: PRESIDENTIAL REMARKS: E AWARDS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>BOSKIN</u> →	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Monday, May 21, with a copy to my office. Thank you.

RESPONSE:

96:14 12 MAY 21 90

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Four

1990 MAY 18 PM 3.39

PRESIDENTIAL ADDRESS: E AWARDS, THE ROSE GARDEN
Wednesday, May 23, 1990, 2:00 P.M.

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Document No. 142233-SS

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/18/90 ACTION/CONCURRENCE/COMMENT DUE BY: 5/21/90 NOON

SUBJECT: PRESIDENTIAL REMARKS: E AWARDS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>BOSKIN</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Monday, May 21, with a copy to my office. Thank you.

RESPONSE:

No Comments.


ST: May want to consider briefly discussing China/MFN in this speech. 5/21/90

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

WHITE HOUSE STAFFING MEMORANDUM

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RESPONSE: *Comments, p. 5-*

90 MAY 21 12:03 PM

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Four

1990 MAY 18 PM 3.39

PRESIDENTIAL ADDRESS: E AWARDS, THE ROSE GARDEN
Wednesday, May 23, 1990, 2:00 P.M.

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*Al-Somani
x5873*

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THE WHITE HOUSE

WASHINGTON

May 21, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: E Awards

I have reviewed the draft remarks and recommend the changes indicated in the attachment.

Please let me know if you have questions or I can be helpful in any way.

Attachment

90 MAY 21 P12:02

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Four

1990 MAY 18 PM 3.39

PRESIDENTIAL ADDRESS: E AWARDS, THE ROSE GARDEN
Wednesday, May 23, 1990, 2:00 P.M.

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We are also negotiating trade and investment agreements with the reform governments of Eastern Europe and Latin America. They stand to reap enormous gains from ~~integration~~ into the global trading system; but the United States will also gain from their long pent-up industry and imagination. Our objective is to anchor these countries in the ideal of freedom -- economic, as

the Uruguay Round and other steps to integrate

their economies

well as political freedom. So we are striving for free trade, not just because it is good for America, but because it is good for all mankind.

As the winds of change sweep out old barriers and liberalize markets from Managua to Warsaw, we must be prepared to take advantage of this historic opportunity, to compete and win. That is why today I directed the Economic Policy Council to undertake a Commercial Opportunities Initiative to encourage American business to be more competitive.

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I am also directing the committee to promote U.S. businesses in new or neglected markets by leading Presidential Trade Missions, missions to be headed by the Department of Commerce. ~~The EPC will report to me with a strategy for implementing this Commercial Opportunities Initiative by September 30.~~

^{E awards}
Now, for the ~~matter at hand~~.

At the height of the Second World War, "E" awards were presented to war plants in recognition of excellence in production. In a time of peace, we use the "E" symbol to celebrate excellence in American exports. And as it turns out, this is a very appropriate time for us to confer these awards.

No date in decision memo

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This is yet another sign that America is a resurgent power in world trade. And America exporting strength is no accident. It is a result of the leadership of the American worker, the American entrepreneur and ^{the American farmer.} ~~an outstanding Secretary of Commerce, Bob Mesbacher.~~ \\

And so it is my pleasure to join Bob in presenting this prestigious award for exporting excellence to eleven outstanding companies:

First: The Aerotech World Trade Corporation of White Plains, New York. \\ \\

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Thank you, God bless you, and may God bless the United States of America.

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WHITE HOUSE STAFFING MEMORANDUM

90 MAY 21 AID: 41

DATE: 5/18/90 ACTION/CONCURRENCE/COMMENT DUE BY: 5/21/90 NOON ✓

SUBJECT: PRESIDENTIAL REMARKS: E AWARDS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>BOSKIN</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than NOON, Monday, May 21, with a copy to my office. Thank you.

RESPONSE:

OK Bruce Zama for Sig Rogich

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

1990 MAY 18 PM 3.39

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Four

PRESIDENTIAL ADDRESS: E AWARDS, THE ROSE GARDEN
Wednesday, May 23, 1990, 2:00 P.M.

((Acknowledgements -- Ambassador Hills and Secretary Mosbacher.))

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But, in the end, it is up to American business to step through the opening, to enter foreign markets. And so that's why I am here today, to present the "E" awards honoring American firms that have been such outstanding competitors abroad. ((And later on, I'll let you in on what the "E" stands for; but first, a hint -- it doesn't stand for Elvis.))\\\

Before I get to the awards, let me talk trade. I believe the protectionist path leads to closed markets, lower living standards and highest unemployment. So our direction is toward open markets, expanding trade and negotiating a set of clear and enforceable rules to govern world commerce. This is the path to prosperity, growth and high employment.

And that is why my top trade priority for this year is an ambitious multilateral agreement. We must conclude the Uruguay Round of global trade talks by December.

Unfortunately, world trade has outgrown the rules of the General Agreement on Tariffs and Trade, or GATT, that served so well for four decades. The United States and almost 100 other nations representing more than 85 percent of the world's trade agree, and are working with us to revise and improve GATT rules.

This is what we are striving to achieve:

*** First, we seek to reform agricultural trade, a market inadequately covered by GATT rules, and badly distorted by subsidies that cost farmers and consumers alike hundreds of billions of dollars. There cannot be a successful conclusion to the Uruguay Round without fundamental agricultural reform.

*** Second, we challenge our trading partners to envision a world free of tariffs.

*** Third, the United States wants to curb hundreds of billions of dollars of trade-distorting subsidies. We believe that entrepreneurs should compete on the basis of price and quality, not by government's deep pockets.

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STAFFED 2:30p

Davis/Martin
Title: Eaward
May 15, 1990
Draft: Four

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