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FOIA Number:  
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# FOIA MARKER

**This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.**

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**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Speech File Draft Files  
**Subseries:** Chron File, 1989-1993

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**OA/ID Number:** 13550  
**Folder ID Number:** 13550-001

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**Folder Title:**  
Brazil Business Luncheon 12/3/90 [OA 6028]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>16</b>	<b>5</b>	<b>7</b>

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Grant/Cawley  
November 29, 1990  
11 a.m.  
A: BRAZIL.BUS

**BRIEF REMARKS: BRAZIL BUSINESS COMMUNITY  
AMBASSADOR'S RESIDENCE  
BRASILIA, BRAZIL  
MONDAY, DECEMBER 3, 1990**

((Acknowledgements))

I am delighted to be here today with some of this nation's most distinguished business leaders, to discuss our dynamic bilateral relationship and our relationship with the rest of the major trading nations of the world. The success of your economy -- the world's eighth largest -- is truly vital to the well-being of all nations in the Americas.

In talking with President Collor this morning, I was impressed with his vision of a "Brazil Novo." He is determined that this great country will grow and prosper throughout the 1990s -- and he believes that, with a market economy, Brazil will soon be ready to take its rightful place at the "first table" of nations. I wholeheartedly share his view.

This morning, before your Congress, I spoke of the daunting task that awaits us: **the construction of a new economic relationship for the Western Hemisphere.** Our shared future is born of the triumph of democracy in this hemisphere and is directed towards the next necessary steps -- raising the standard of living and expanding the economic opportunity of all people in Latin America. I call this initiative the **"Enterprise for the Americas,"** a vision of a community of the Americas free of barriers to trade and investment.

The United States is Brazil's largest investor and trading partner, and we are excited at the prospect of a growing market economy in Brazil. And we recognize that it is the private sector -- especially agriculture -- that is the locomotive for economic growth. As business leaders and entrepreneurs, your role in building a free market in Brazil has been a key part of our growing trade relationship.

Building stronger ties in the rapidly expanding communications and information field can also be valuable to both Brazil and the United States. Today, we wish to invite a delegation of Brazilian government and communications industry leaders to visit Washington in the early months of 1991 to discuss policy with our communication leaders and to set an agenda for future cooperative activities. As for the U.S. side, this will be a joint effort involving the Department of State, Trade Development Program, the Department of Commerce, the Federal Communications Commission and private industry. Together, we look forward to your visit and the benefits it will bring to the people of both our nations.

Also today, in Brussels, trade ministers are meeting for the final negotiations of the Uruguay Round. The U.S. is aligned with Brazil on export and agricultural issues -- and, taken with our bilateral trade agreements, success at the table will represent new market opportunities and more profits for the farmer in Mato Grosso, the textile worker in Parana and the engineer in Sao Paulo.

You, more than most, know that the dead hand of state control must be lifted -- to unleash the creativity of entrepreneurs and business leaders such as yourselves -- and to give your businesses the flexibility to adapt to changing markets. The U.S. has already invested \$11 billion in this country, and Brazilians know what foreign investment can help produce: meaningful jobs for your workers and expanded goods and services for your customers.

The first steps to implement the Enterprise for the Americas initiative are already underway. The nations of Brazil, Argentina, Uruguay, Paraguay and the United States have started drafting a framework agreement to make its principles a reality. I urge each and every one of you to stand with us in support of this Enterprise -- to stand with us on the side of the future -- and on the side of **"order and progress,"** as the flag of Brazil reads, in the changes to come.

And, while economic change will be difficult and painful for many, the results -- a growing economy and a sound currency -- will lead to new opportunities and a better quality of life for the people of Brazil and the rest of the hemisphere. Already, Latin American exports are rising, fiscal reform is underway, and in some countries, so is privatization. But Latin America will have to make further adjustments to integrate into the international economy -- and to take advantage of the European Market after 1992. We are confident that you will succeed.

Because as we approach the 500th anniversary of Columbus' encounter with the new world, it becomes increasingly clear that in 1992 -- if not sooner -- the rest of the world will **rediscover the Americas**. With hard work and determination, we can make this hemisphere, our common home, **the first in the world entirely free of barriers to trade and investment.**

This is what your President meant with his vision of economic growth for the "Brazil Novo." In the nineteenth century, Brazilians declared their independence from the Old World and founded their republic. In the twentieth century, Brazilians have begun to build the "new world in the tropics" foreseen by Gilberto Freyre. And now, as we approach 1992 and a new century, Brazilians are leading the way toward greater prosperity and freedom of choice for the people of this hemisphere -- **toward a new dawn for the New World.**

Thank you for welcoming me to your wonderful country -- truly "the land of the future." God bless you all. Thank you.

# # #

THE WHITE HOUSE

Office of the Press Secretary  
(Brasilia, Brazil)

For Immediate Release

December 3, 1990

REMARKS BY THE PRESIDENT  
TO BRAZILIAN BUSINESS COMMUNITY

Ambassador's Residence  
Brasilia, Brazil

1:48 P.M. (L)

THE PRESIDENT: Thank you, Ambassador, for your introduction and for your hospitality, you and Peggy. I seldom speak on behalf of a group of Brazilian businessmen, but thanks for the hospitality at this luncheon, too. We're delighted to be here. Let me salute the Minister of Justice, Your Excellency; and the Minister of the Economy who is with us; the Minister of Agriculture who is with us. I just want to say thank you to all the guests, some who've come from a long, long way. I want to salute the Minister of the Infrastructure who is here; and each and every one of you.

I'm delighted to be here today, as was Secretary Mosbacher last spring, with some of this nation's most distinguished business leaders to discuss very briefly our dynamic bilateral relationship and our relationship with the rest of the major trading nations of the world. I'm delighted that Secretary Brady, our Secretary of the Treasury, is with us here today.

The success of this economy -- he and I agree on this -- the success of your economy, the world's eighth largest, is truly vital to the well-being of all nations in the Americas. In talking with your President -- your able President -- my friend, this morning, President Collor, I was impressed with his vision of a "Brazil Novo." He is determined that this great country will grow and prosper throughout the 90s. He believes that, with a market economy, Brazil will take its rightful place at the first table of nations. And I wholeheartedly share that view.

This morning, I was deeply honored to be able to speak before a joint session of your Congress, and I spoke there of the daunting task that awaits us. The construction of a new economic relationship for the whole Western Hemisphere. Our shared future is borne of the triumph of democracy in this hemisphere and is directed towards the next, necessary steps: raising the standard of living and expanding the economic opportunity of all the people in Latin America. I call this initiative the "Enterprise for the Americas" -- a vision of a community of the Americas, free of barriers to trade and investment, and free of the burden of debt.

The United States is Brazil's largest investor and trading partner. And we are excited at the prospect of a growing market economy in Brazil. We recognize that it is the private sector that is the locomotive for economic growth. As business leaders and entrepreneurs, your role in building a more open market in Brazil has been, and will be, a key part of our growing trade relationship.

This week in Brussels, trade ministers are meeting over there for the final negotiation of the Uruguay Round. The U.S. and Brazil agree on the need to phase out agricultural subsidies. Taken with our progress on the other ambitious topics of the negotiation, a success at the GATT in Brussels will represent new market opportunities and more profits for Brazilians. We just have to be successful in this GATT round.

MORE

You, more than most, know that the dead hand of state control has got to be lifted to unleash the creativity of entrepreneurs and business leaders such as those represented here today; yourselves. And to give your businesses the flexibility to adapt to changing markets. The U.S. has already invested almost \$15 billion in this country, and Brazilians know what foreign investment can help produce: meaningful jobs for your workers and expanded goods and services for your customers.

The first steps to implement the Enterprise for Americas Initiative are already underway. The nations of Brazil, Argentina, Uruguay, Paraguay and the United States are drafting now a framework agreement to make its principles a reality.

I urge each and every one of you to stand with us in support of this enterprise. To stand with us on the side of the future. And on the side of order and progress -- as the flag of Brazil reads -- and the changes to come.

In the short run, economic change will be difficult and painful for many. But the long-term results -- a growing economy and a sound currency -- will lead to new opportunities and a better quality of life for all the people of Brazil and, indeed, for the rest of the hemisphere. That is what your President meant with his vision of economic growth for the "Brazil Novo."

In the 19th century, Brazilians declared their independence from the old world and founded their republic. And now, as we approach a new century, we embark on what I see as a voyage of rediscovery. Brazilians have joined a move toward greater prosperity and freedom for the people of this hemisphere. Toward a new dawn for the new world.

Well, I just want to say thank you, then, to all of you for participating in this. We need your help to make all of these dreams come true. I want to thank you for the warm welcome in this receiving line. You do make me feel welcome here in Brazil, and I am delighted to be back. God bless you all, and you're a wonderful nation of Brazil. Thank you all very much for coming. (Applause.)

END

1:55 P.M. (L)

THE WHITE HOUSE

WASHINGTON

December 1, 1990

MEMORANDUM FOR THE PRESIDENT

THROUGH:           CHRISS WINSTON *cw*  
FROM:               MARY KATE GRANT *mkg*  
SUBJECT:            BRAZIL BUSINESS LEADERS LUNCHEON

I. SUMMARY

Attached are draft brief remarks for the Brazil business leaders luncheon, to be held on Monday, December 3 at the U.S. Ambassador's residence in Brasilia. The event will be held at 1:55 p.m., with 300 major business leaders as guests.

II. DISCUSSION

Your remarks (8 minutes, cards) discuss the benefits of the Enterprise for the Americas Initiative and the Uruguay Round for the Brazilian economy.

Document No. 19447155

**WHITE HOUSE STAFFING MEMORANDUM**

DATE: 11/29/90

ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 am, FRI., 11/30/90

SUBJECT: BRIEF REMARKS: BRAZIL BUSINESS COMMUNITY, BRASILIA, BRAZIL  
AMBASSADOR'S RESIDENCE, MONDAY, DECEMBER 3, 1990

	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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HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please send any comments directly to Chriss Winston, Rm. 122, x2930, with a copy to my office, by 10:00 am, Fri., 11/30/90.

RESPONSE:

*No Comment 11/30/90*

*90 OCT 30 P 1: 23*

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

# WHITE HOUSE STAFFING MEMORANDUM

90 OCT 30 10:05 AM

DATE: 11/29/90

ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 am, FRI., 11/30/90

BRIEF REMARKS: BRAZIL BUSINESS COMMUNITY, BRASILIA, BRAZIL  
AMBASSADOR'S RESIDENCE, MONDAY, DECEMBER 3, 1990

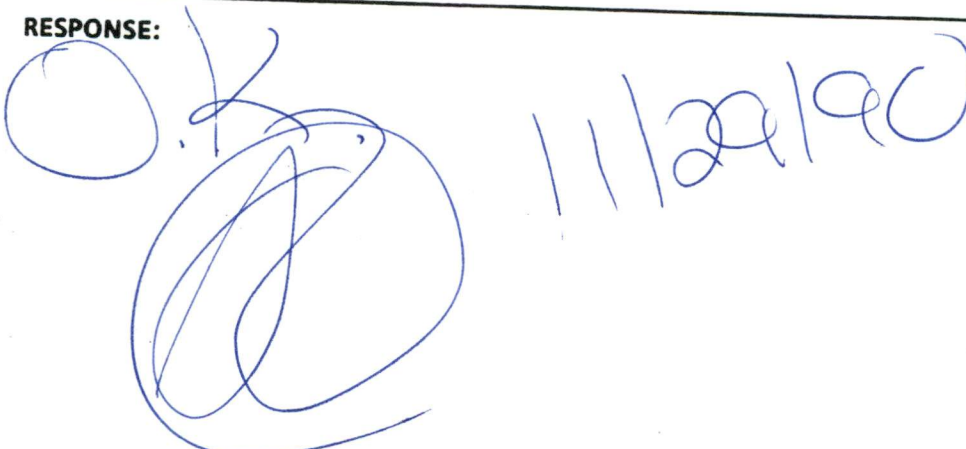
SUBJECT: \_\_\_\_\_

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HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please send any comments directly to Chriss Winston, Rm. 122, x2930, with a copy to my office, by **10:00 am, Fri., 11/30/90.**

RESPONSE:

 11/29/90

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

90 NOV 29 PM 12:03

Grant/Cawley  
November 29, 1990  
11 a.m.  
A:BRAZIL.BUS

**BRIEF REMARKS: BRAZIL BUSINESS COMMUNITY  
AMBASSADOR'S RESIDENCE  
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This morning, before your Congress, I spoke of the daunting task that awaits us: **the construction of a new economic relationship for the Western Hemisphere.** Our shared future is born of the triumph of democracy in this hemisphere and is directed towards the next necessary steps -- raising the standard of living and expanding the economic opportunity of all people in Latin America. I call this initiative the **"Enterprise for the Americas,"** a vision of a community of the Americas free of barriers to trade and investment.

The United States is Brazil's largest investor and trading partner, and we are excited at the prospect of a growing market economy in Brazil. And we recognize that it is the private sector -- especially agriculture -- that is the locomotive for economic growth. As business leaders and entrepreneurs, your role in building a free market in Brazil has been a key part of our growing trade relationship.

Building stronger ties in the rapidly expanding communications and information field can also be valuable to both Brazil and the United States. Today, we wish to invite a delegation of Brazilian government and communications industry leaders to visit Washington in the early months of 1991 to discuss policy with our communication leaders and to set an agenda for future cooperative activities. As for the U.S. side, this will be a joint effort involving the Department of State, Trade Development Program, the Department of Commerce, the Federal Communications Commission and private industry. Together, we look forward to your visit and the benefits it will bring to the people of both our nations.

Also today, in Brussels, trade ministers are meeting for the final negotiations of the Uruguay Round. The U.S. is aligned with Brazil on export and agricultural issues -- and, taken with our bilateral trade agreements, success at the table will represent new market opportunities and more profits for the farmer in Mato Grosso, the textile worker in Parana and the engineer in Sao Paulo.

You, more than most, know that the dead hand of state control must be lifted -- to unleash the creativity of entrepreneurs and business leaders such as yourselves -- and to give your businesses the flexibility to adapt to changing markets. The U.S. has already invested \$11 billion in this country, and Brazilians know what foreign investment can help produce: meaningful jobs for your workers and expanded goods and services for your customers.

The first steps to implement the Enterprise for the Americas initiative are already underway. The nations of Brazil, Argentina, Uruguay, Paraguay and the United States have started drafting a framework agreement to make its principles a reality. I urge each and every one of you to stand with us in support of this Enterprise -- to stand with us on the side of the future -- and on the side of "order and progress," as the flag of Brazil reads, in the changes to come.

And, while economic change will be difficult and painful for many, the results -- a growing economy and a sound currency -- will lead to new opportunities and a better quality of life for the people of Brazil and the rest of the hemisphere. Already, Latin American exports are rising, fiscal reform is underway, and in some countries, so is privatization. But Latin America will have to make further adjustments to integrate into the international economy -- and to take advantage of the European Market after 1992. We are confident that you will succeed.

Because as we approach the 500th anniversary of Columbus' encounter with the new world, it becomes increasingly clear that in 1992 -- if not sooner -- the rest of the world will **rediscover the Americas**. With hard work and determination, we can make this hemisphere, our common home, **the first in the world entirely free of barriers to trade and investment**.

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Thank you for welcoming me to your wonderful country -- truly "the land of the future." God bless you all. Thank you.

# # #

THE WHITE HOUSE

WASHINGTON

90 OCT 29 12: 06  
November 30, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*  
SUBJECT: Brief Remarks: Brazil Business Community

As requested, we have reviewed the Presidential remarks to the Brazil business community, December 3, 1990. We have indicated our comments on the attached copy.

If you have any questions or we can help in any other way, please let me know.

Attachment

c: James W. Cicconi

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/29/90 ACTION/CONCURRENCE/COMMENT DUE BY: 10:00 am, FRI., 11/30/90

BRIEF REMARKS: BRAZIL BUSINESS COMMUNITY, BRASILIA, BRAZIL  
AMBASSADOR'S RESIDENCE, MONDAY, DECEMBER 3, 1990

SUBJECT: \_\_\_\_\_

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VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

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**RESPONSE:**

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

90 NOV 29 PM 12:03

Grant/Cawley  
November 29, 1990  
11 a.m.  
A: BRAZIL.BUS

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AMBASSADOR'S RESIDENCE  
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\* macroeconomic reforms are being implemented,

Because as we approach the 500th anniversary of Columbus' encounter with the new world, it becomes increasingly clear that in 1992 -- if not sooner -- the rest of the world will **rediscover the Americas.** / Over time, with ~~with~~ hard work and determination, we can make this hemisphere, our common home, **the first in the world entirely free of barriers to trade and investment.**

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# # #

UNCLAS

CLASSIFICATION

CIRCLE ONE BELOW

MODE

PAGES 5

IMMEDIATE

SECURE FAX # 04

DTG 021406Z DEC 90

PRIORITY

ADMIN FAX # \_\_\_\_\_

RELEASER S.J.

ROUTINE

RECORD # \_\_\_\_\_

FROM/LOCATION

1. CDR JUSTICE - CAMP DAVID

TO/LOCATION/TIME OF RECEIPT

1. WHOR - FOR SPEECHWRITER 2930

TOR: 021413Z  
[Signature]

INFORMATION ADDEES/LOCATION/TIME OF RECEIPT

1. \_\_\_\_\_

2. \_\_\_\_\_

SPECIAL INSTRUCTIONS/REMARKS:

\* FORWARDING PAGES 3,4,5, + 7 FOR CORRECTION.

SITUATION ROOM  
90 DEC 2 19:28

HOUSE

UNCLAS

THE WHITE HOUSE  
WASHINGTON

90 NOV 29 PM 2:54

NOVEMBER 29, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *aw*

FROM: MARK LANGE *Mf*

SUBJECT: ADDRESS TO THE BRAZILIAN CONGRESS

*OK with changes*

Attached is a draft (simultaneous translation, 16-18 min., teleprompted) for your address to the joint session of the Brazilian Congress on Monday, December 3 at 11:15 a.m.

Taking the promise of the New World as its theme, the speech challenges the nations of the Americas to create the first fully democratic hemisphere in history -- a hemisphere of free peoples, free elections, and free markets.

The address emphasizes the importance of economic adjustment and free trade (highlighting the Enterprise for the Americas initiative), before turning to a range of shared concerns (the environment, drugs, nuclear non-proliferation, Iraqi sanctions).

*12/2*

*FROM: LCDR JUSTICE (CAMP DAVID)  
TO: SIT ROOM FOR SPEECH WRITER  
FORWARDING Pages 3, 4, 5, & 7 FOR  
CORRECTION.*

in this great nation of Brazil. Some may claim our frontiers have all been explored. I say to you today: We have just begun to press forward, toward the real promise of the Americas.

Territories may end at borders, but mankind's capacity for progress knows no bounds. Continents may end at the water's edge, but human potential knows only those limits set by human imagination. The Americas' role in the world is not defined by geography. It is defined by its peoples and its ideals. I believe we are approaching a new dawn in the New World.

Our thinking must be bold -- our will, resolute. Our challenge now, is to hew out of a wilderness of competing interests, a new kind of opportunity in the Americas. To fulfill the New World's destiny, all of the Americas and the Caribbean must embark on a venture for the coming century: to create the first fully democratic hemisphere in the history of mankind. The first hemisphere devoted to the democratic ideal -- to unleash the power of free peoples, free elections, and free markets.

Two weeks ago in Prague, I spoke to a people that has paid dearly for its freedoms. I talked about a new commonwealth of freedom, based on four key principles. This hemisphere already shares these convictions: an unshakable belief in the dignity and rights of man; the conviction that just government derives its power from the people; the belief that men and women everywhere must be free to enjoy the fruits of their labor; and that the rule of law must govern the conduct of nations. Every nation that joins this commonwealth of freedom advances us one

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step closer to a new world order. We must not rest until this victory for freedom and democracy is won completely.

It is also within our power to make this hemisphere the largest free-trading partnership of sovereign nations in the world. From the northern-most reaches of Canada to the tip of Cape Horn, we see a future where growing opportunity, the power of technology and the benefits of prosperity are developed and shared by all.

In many cases, change will not come easily. Economies now dependent on protection and state regulation must open to competition. The transition, for a time, will be painful. Many in the Americas will have to make serious adjustments to compete with Southeast Asia, and to take advantage of the European Market after 1992. But we're confident that solutions will be found -- by Brazilians, by Chileans, by Venezuelans -- by all of the Americas. And the results -- growing economies and sound currencies -- will bring unprecedented prosperity and growth for all our citizens to share.

That was the vision of the Enterprise for the Americas Initiative we announced last June. It calls for a major hemispheric effort to unify the New World in the three key areas of trade, investment, and debt.

In trade, our first priority should be to promote long-term growth -- and the most effective first step is the successful conclusion of the Uruguay Round, now in its final stages in Brussels. An end to export subsidies on agricultural goods and

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new openings for developing country exports mean new market opportunities -- and a higher standard of living -- for the farmer in Para [pa-RAH], the textile worker in Santa Catarina, and the engineer in Sao Paulo.

But the Uruguay Round and Bilateral Trade Agreements are only first steps. The Southern Cone Common Market, now developing under the leadership of President Collor [CALL-er] and his colleagues in neighboring countries, is another major step toward the world's first hemispheric free trade zone.

To promote new investment in the Americas, the dead hand of state control must be lifted. We must allow entrepreneurs the flexibility to adapt, create, and produce. So, as we chart a course for the future of the New World, let us hold firmly in our minds an unshakable conviction in the importance and benefit of free enterprise. From Boston to Buenos Aires, from Saskatchewan to Sao Paulo, ~~let us together enact the unwritten equivalent of an economic Bill of Rights~~ -- *Let US work together* -- so that any man or woman who wants to launch a new enterprise views the state as an ally, not as an obstacle -- and all who pursue the fruits of the free market see other nations not as threats to sovereignty, but as opportunities for mutual prosperity.

Sir: Both NSC and Cabinet Affairs disliked the metaphor. Your choice JC

Individuals cannot succeed if government is burdened by debt. So the third leg of our Enterprise for the Americas Initiative is a comprehensive commitment to work with Brazil and others in Latin America to restructure U.S. official debt. Our new approach to official debt will complement commercial debt

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culmination of a number of initiatives to protect and wisely utilize the world's resources.

[[ We also hope that a Framework Convention on Climate Change will be ready for signing in Brazil in 1992. But a forest convention will be more realistic and command more support if all the benefits of sustainable forest management and conservation are recognized -- not just their contribution to climate, but also factors like biodiversity, soil erosion, clean air and clean water. For that reason, we support a freestanding convention recognizing forests' many benefits, negotiated separately. ]]

We also are challenged to make ours a hemisphere where sovereign nations are joined in collective determination to eradicate the disease of drugs. The time for blame is long over. We in the U.S. recognize we must do more to reduce demand. And you understand that the spreading tentacles of the drug trade threaten democratic society.

President Collor [CALL-er] has taken a strong position against drugs for the sake of youth here in Brazil -- and I pledge the full efforts of my government to continue to dampen demand. There is only one answer to the drug problem in this hemisphere -- that is to defeat these narco-traffickers who prey on our children -- once and for all.

I know it's well HIS a demand problem as well as a supply problem for my country and etc

And finally, in this era of great challenges around the world, we want the Western hemisphere to be a model to the world for security, stability, and peace. Together, let us ensure that this hemisphere stands united to prevent the spread of nuclear

USIA Magazine

Jane Nevins.

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