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Subseries: Chron File, 1989-1993

OA/ID Number: 13550
Folder ID Number: 13550-004

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

Stack:	Row:	Section:	Shelf:	Position:
G	26	16	5	7

**BRAZIL BUSINESS COMMUNITY \ MONDAY, DECEMBER 3, 1990
AMBASSADOR'S RESIDENCE, BRASILIA \ 1:30 P.M.**

I'D LIKE TO THANK AMBASSADOR RICHARD MELTON AND HIS WIFE PEGGY, FOR THE USE OF THEIR LOVELY HOME. YOUR EXCELLENCY, THE MINISTER OF JUSTICE, JARBAS PASSARINHO [ZHARRR-BA POSS-AH-REE-NYO]; YOUR EXCELLENCY, THE MINISTER OF THE ECONOMY, ZELIA CARDOSO DE MELLO [ZEL-LYA CAR-DOH-ZOH DEH MEH-LOW]; YOUR EXCELLENCY, MINISTER OF AGRICULTURE, ANTONIO CABRERA MANO FILHO [AWN-TOE-NYO CAW-BRRAY-RAH MAW-NOH FEEL-YO].

- 2 -

YOUR EXCELLENCY, MINISTER OF INFRASTRUCTURE, OZIRES SILVA [OH-ZEE-REHSS SEEL-VA]; DISTINGUISHED AUTHORITIES; LADIES AND GENTLEMEN.

I AM DELIGHTED TO BE HERE TODAY -- AS WAS SECRETARY MOSBACHER LAST SPRING -- 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.

YOU BUSINESS LEADERS -- ESPECIALLY THROUGH THE NATIONAL ASSOCIATION OF CHAMBERS -- ARE SETTING SUCH AN IMPRESSIVE EXAMPLE IN TRYING TO INSTILL A SENSE OF SOCIETAL GOOD IN NEW BUSINESSES.

YOU, AND THE OTHERS IN YOUR NETWORK, ARE LIGHTING UP THIS CONTINENT LIKE A THOUSAND POINTS OF LIGHT -- SHINING EXAMPLES OF HOW BUSINESSMEN CAN VOLUNTEER THEIR TIME AND PROTECT THE ENVIRONMENT, FORM PARTNERSHIPS, AND DO OTHER FORMS OF GOOD IN YOUR COMMUNITIES AND SCHOOLS TO MAKE A STRONG COUNTRY.

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 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 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.

BUILDING STRONGER TIES IN THE RAPIDLY EXPANDING COMMUNICATIONS AND INFORMATION FIELD CAN ALSO BE VALUABLE TO BOTH BRAZIL AND THE U.S.

FOR EXAMPLE, SEVERAL U.S. GOVERNMENT AGENCIES AND PRIVATE INDUSTRY REPRESENTATIVES WILL SOON LAUNCH A COOPERATIVE PROGRAM TO DISCUSS POLICY WITH LEADERS OF BRAZIL'S COMMUNICATIONS INDUSTRY AND TO SET AN AGENDA FOR FUTURE ACTIVITIES. THIS IS THE TYPE OF JOINT BUSINESS-GOVERNMENT EFFORT WHICH CAN BRING IMPORTANT LONG-TERM BENEFITS TO THE PEOPLE OF BOTH OUR NATIONS.

THIS WEEK, IN BRUSSELS, TRADE MINISTERS ARE MEETING FOR THE FINAL NEGOTIATIONS 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, SUCCESS AT THE GATT IN BRUSSELS WILL REPRESENT NEW MARKET OPPORTUNITIES AND MORE PROFITS FOR THE FARMER IN PARA [PAW-RAH], THE TEXTILE WORKER IN RIO GRANDE DO SUL [DOH SOOL] AND THE ENGINEER IN SAO PAULO [SAW-OH PAW-LOH].

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 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 THE AMERICAS INITIATIVE ARE ALREADY UNDERWAY. THE NATIONS OF BRAZIL, ARGENTINA, URUGUAY, PARAGUAY AND THE UNITED STATES ARE 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 IN THE SHORT RUN, ECONOMIC CHANGE WILL BE DIFFICULT AND PAINFUL FOR MANY, 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 THE REST OF THE HEMISPHERE. ALREADY, LATIN AMERICAN EXPORTS ARE RISING, FISCAL REFORM IS UNDERWAY, ECONOMIC REFORMS ARE BEING IMPLEMENTED, AND IN SOME COUNTRIES, SO IS PRIVATIZATION.

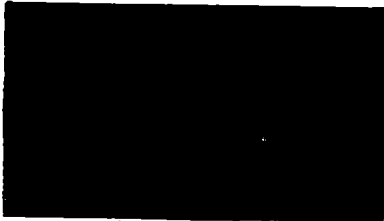
BUT LATIN AMERICA WILL HAVE TO MAKE FURTHER ADJUSTMENTS TO INTEGRATE INTO THE WORLD ECONOMY IF IT IS TO TAKE ADVANTAGE OF THE INTERNATIONAL OPPORTUNITIES THAT CAN PROVIDE REAL GROWTH. WE ARE CONFIDENT THAT YOU WILL SUCCEED.

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 [HEEL-BEARRR-TOE FRRRAY-REH]. AND NOW, AS WE APPROACH A NEW CENTURY, WE EMBARK ON A VOYAGE OF REDISCOVERY AND BRAZILIANS HAVE JOINED THE MOVE TOWARD GREATER PROSPERITY AND FREEDOM FOR THE PEOPLE OF THIS HEMISPHERE -- TOWARD A NEW DAWN FOR THE NEW WORLD.

THANK YOU FOR WELCOMING ME TO YOUR WONDERFUL
COUNTRY. GOD BLESS YOU ALL, AND THE GREAT NATION OF
BRAZIL. THANK YOU.

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- Brazil (NSC)

- Fram x2702
- new cards

Document No. 194471SS

WHITE HOUSE STAFFING MEMORANDUM

90 OCT 30 10:00

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"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BOSKIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Pinkerton</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input type="checkbox"/>	<u>Rogers</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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 Comments per Ed R -

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

(301) 870-3967

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
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.

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Marketplace (artspace)
 - add 1,000 pts. - emerge in
 their business community
 (indiv. volunteers)

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

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

((I'd like to thank Ambassador Richard Melton and his wife Peggy, for the use of their lovely home. Your Excellency, the Minister of Justice, Jarbas Passarinho [ZHHARRR-ba poss-ah-REE-nyo]; Your Excellency, the Minister of the Economy, Zelia Cardoso de Mello [zell-ya car-doh-zoh deh MEH-low]; ((Your Excellency, Minister of Agriculture, Antonio Cabrera Mano Filho [awn-TOE-nyo caw-BRRAY-rah maw-noh FEEL-yo])); Your Excellency, Minister of Infrastructure, Ozires Silva [oh-ZEE-rehss SEEL-va]; distinguished guests; ladies and gentlemen.))

I am delighted to be here today -- as was Secretary Mosbacher last spring -- 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.

You business leaders -- especially through the National Association of Chambers -- are setting such an impressive example in trying to instill a sense of societal good in new businesses. You, and the others in your network, are lighting up this continent like a thousand points of light -- shining examples of how businessmen can volunteer their time and protect the environment, form partnerships, and do other forms of good in

your communities and schools to make a strong, new country.

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 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 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.

Building stronger ties in the rapidly expanding communications and information field can also be valuable to both Brazil and the U.S. For example, several U.S. government agencies and

private industry representatives will soon launch a cooperative program to discuss policy with leaders of Brazil's communications industry and to set an agenda for future activities. This is the type of joint business-government effort which can bring important long-term benefits to the people of both our nations.

This week, in Brussels, trade ministers are meeting for the final negotiations 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, success at the GATT in Brussels will represent new market opportunities and more profits for the farmer in Para [paw-RAH], the textile worker in Rio Grande do Sul [doh SOOL] and the engineer in Sao Paulo [SAW-oh PAW-loh].

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 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 the Americas initiative are already underway. The nations of Brazil, Argentina, Uruguay, Paraguay and the United States are 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 in the short run, economic change will be difficult and painful for many, 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 the rest of the hemisphere. Already, Latin American exports are rising, fiscal reform is underway, economic reforms are being implemented, and in some countries, so is privatization. But Latin America will have to make further adjustments to integrate into the world economy if it is to take advantage of the international opportunities that can provide real growth. We are confident that you will succeed.]]

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Thank you for welcoming me to your wonderful country. God bless you all, and the great nation of Brazil. Thank you.

Not from CW to Beth

90 DEC -1 PM 3:55

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
BRASILIA, BRAZIL
MONDAY, DECEMBER 3, 1990**

((Acknowledgements))

*no - quote
B. & K. page*

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Building stronger ties in the rapidly expanding communications and information field can also be valuable to both Brazil and the United States. ^{For example, several U.S. government agencies and private industry representatives will soon} ~~Today, we wish to invite a delegation of Brazilian government and communications industry leaders to visit Washington in the early months of 1991 to~~ ^{launch a cooperative program to discuss policy with leaders} ~~of~~ ^{of} ~~discuss policy with our communication leaders and to set an agenda for future activities. This is the type of joint business - agenda for future cooperative activities.~~ ^{As for the U.S. side, government effort which can bring important long-term benefits to the people of both our nations} ~~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.~~

^{This week,} ~~Also today,~~ in Brussels, trade ministers are meeting for the final negotiations of the Uruguay Round. The U.S. ^{and} ~~is aligned~~ ^{agree} ~~with~~ ^{the need to phase out} ~~with~~ ^{subsidies} ~~on export and agricultural issues~~ ^{and} ~~our bilateral trade agreements,~~ ^{progress on the other ambitious topics of the negotiation} ~~success at the table will~~ ^{be attained in Brussels}

represent new market opportunities and more profits for the farmer in ^{PARA [pa-RA]} ~~Mato Grosso~~, the textile worker in ^{Rio Grande do Sul [del 5006]} ~~Barana~~ and the engineer in Sao Paulo.

3

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 ^{almost 15} \$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.

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And, while ^{in the short run,} economic change will be difficult and painful for many, 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 the rest of the hemisphere. Already, Latin American exports are rising, fiscal reform is underway, ^{economic reforms are being} and ^{implemented} in some countries, so is privatization. But Latin America will have to make further adjustments to integrate into the ^{world} international economy ^{if it is} and to take advantage of the ^{international} European Market ~~after 1992~~ ^{opportunities that are better}. We are confident that you will succeed.

can provide ^{the real} growth ~~and a better~~

4

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, ^(heel-BEARRR-toe FRAY-rrRAY) ~~as we approach 1992 and a new century,~~ ^{have joined the move leading the way} 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.

#

as we approach a
new century
~~we~~ embark on a voyage
of rediscovery ~~toward~~
and

and the great nation
of Brazil.

8. p.3/para.3:

The Ambassador and the Commercial Counselor are unhappy with "...and to take advantage of the European Market after 1992". They say: the reasoning behind the EAI is inter hemispheric trade...why encourage Latin America to pursue trade with our chief competitors, with whom we are warring in the GATT rounds right now.

9. p.4/para.2:

Gilberto Freyre: heel-BEARRR-toe FRRRAY-rrray

10. p.4/para.2:

"...Brazilians are leading the way..."

Brazil is known for dragging her feet and are known as the "Johnny-come-lately" -- suggest changing the words to "have joined the move toward..."

11. p.4/para.3:

Delete "the land of the future". There has been much bad press and disgruntled bar jokes about this; "if we are the land of the future, why are people living in squalor all over the country", etc.

The Commercial Counselor advises strongly against using the "future" reference. They really want us to use the Points of Light language in their draft remarks because:

1000
PS

Brazil is in the process of building an economy and getting businesses started. The government and already-established business leaders are trying very hard to instill a sense of societal good in new businesses -- to protect the environment, to form partnerships and otherwise "do good" in their communities and schools, etc. The National Association of Chambers is the spear-carrier on this -- and the President of the group will be seated next to POTUS.

12. Also, if there is room it might be a good idea to mention Secretary Mosbacher's trade mission to Brazil last spring. He traveled to the major business leaders and spent several days meeting with Brazilian business leaders. All of the luncheon guests have met with the Secretary.

WHITE HOUSE STAFFING MEMORANDUM
90 OCT 2 AIO: 38

9405

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"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BOSKIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
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:

TO: CHRISS WINSTON

November 30, 1990

The NSC Staff concurs with changes annotated in text.

Brent Scowcroft
Brent Scowcroft

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

cc: James Cicconi

RECEIVED

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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 ^{AND WILL BE} 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.~~ ^{FOR EXAMPLE, SEVERAL U.S. GOVERNMENT AGENCIES AND OUR PRIVATE INDUSTRY WILL SOON BE LAUNCHING A COOPERATIVE PROGRAM TO DISCUSS POLICY WITH BRAZIL'S COMMUNICATIONS LEADERS AND TO SET AN AGENDA FOR FUTURE 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.~~ ^{THIS IS THE TYPE OF JOINT GOVERNMENT-BUSINESS OBSERVER WHICH CAN BRING IMPORTANT LONG-TERM BENEFITS TO THE PEOPLE OF BOTH OUR NATIONS.} 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.

STATE'S
REVISION
ON 7/28/88

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, ^{IN THE SHORT RUN} the 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 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 ^{IF IT IS} -- ~~and~~ to take advantage of ^{THE OPPORTUNITIES} ~~the European~~ ~~Market after 1992.~~ ^{That are there} We are confident that you will succeed.

WE WANT TO

ENCOURAGE EXPANDED

TRADE WITH THE

WORLD

PARTICULARLY THE U.S.

NOT TO EMPHATICALLY

SUPP

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.**

I BELIEVE

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~~ ^A ~~the~~ ^{REDISCOVERY OF} ~~the~~ ^{WHAT IT MEANS TO BE PART OF THE} ~~New World.~~

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

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