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Subseries: Chron File, 1989-1993

OA/ID Number: 13581
Folder ID Number: 13581-009

Folder Title:
Hispanic Chamber of Commerce. 9/20/91 [OA 6036] [2]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	3	3

WHITE HOUSE STAFFING MEMORANDUM



91 SEP 16 P4:50

DATE: 9/16/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY, 9/16/91 4:00 p.m.

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20

SUBJECT: _____

	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"/>	PETERSMEYER	<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"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" 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 forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 4:00 p.m., TODAY, MONDAY, SEPTEMBER 16, with a copy to this office. Thank you.

RESPONSE:

Sub P.3

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary

21 SEP 16 A10:50

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
1:30 PM

Thank you, Jose [Jose Nino, USHCC president], thank you, Gabe [Aguirre, outgoing USHCC chairman], thank you, ladies and gentlemen for that warm welcome. Let me congratulate my fellow Texan Delia Reyes, your newly elected chair. And warmest greetings to the many dignitaries here: our good friend Gus Petricioli [Mexican ambassador], and [other names provided later].

((I'm here later than originally scheduled. Would you believe we experienced a flight delay? \ \ I know, it happens all the time: We had to circle the city while Michael Jordan practiced takeoffs and landings.)) \ \

((Well, there's a second reason, too -- if I may be candid. I know you've just heard Jack Kemp speak -- and I thought you might like to catch your breath.)) \ \

((If you're still feeling winded, it's my fault. It goes back to our first Cabinet meeting, where I asked Jack, "Can't you work up a little more enthusiasm?")) \ \

But then, Jack -- and all our administration -- believe in the greatest and most visionary of American ideals, the ideal of real equality -- of letting people go as far as their abilities and their hard work will take them.

Five centuries ago, men crossed the great ocean and brought Hispanic America into being. Ever since, we have called the combination of European and American peoples on these vast lands not a new territory, not a new colony, not a new settlement. We've called it a New World.

Hispanic America arose out of risk and romance. Several forces fed its growth: transoceanic trade, the movement and mingling of peoples, the grand enterprise of discovery and development. On September 20 -- this very date -- in 1519, Magellan and his party set sail from Spain to sail around the globe. Next month we begin a year of commemoration leading to the five hundredth anniversary of Columbus's daring journey.

We must not think of these achievements as somehow antique and irrelevant. Frontiers don't close when men settle the wilderness, when they build cities and factories and schools. Subtle but braver adventures confront advanced civilizations: the adventures of creating families, educating children, knowing that no matter how hard or how comfortable our circumstances, we must make our world better. In the life of the Americas, in our mission of discovery and development, 1492 was only yesterday.

How true this is in the case of commerce. Voyagers charted the trade routes of the Americas centuries ago, but we've only now begun to explore their full potential.

Your convention theme sings with this spirit: "Launching New Partnerships." America's 400,000 Hispanic-owned firms provide new jobs and generate new wealth. In 1987 -- the latest

date for these statistics -- our Hispanic-owned businesses pumped nearly \$25 billion into our economy and created half a million jobs. This was a 110 percent increase from 1982. But that was just a taste of things to come. //

You believe in yourselves -- in your abilities, your determination, your excellence. Because you believe in yourselves, you helped our Administration get congressional approval to extend our fast-track trade authority. Armed with that powerful tool, we hope soon to negotiate a North American Free Trade Agreement. When we complete that accord, we will build a free trade zone that ranges from the Arctic Ocean almost to the Equator -- a market of 360 million consumers and a present annual output of six trillion dollars.

When we seal the Free Trade Agreement, Hispanic-owned firms in the United States will enjoy strong natural advantages. Bonds of family, language and culture, already cherished in themselves, will gain value as business assets.

Because you believe in yourselves, you also have supported our Enterprise for the Americas Initiative, aiming to establish a network of expanded trade, investment and cooperation from Hudson Bay to the Strait of Magellan.

The North American Free Trade Agreement and the Enterprise for the Americas Initiative incorporate the great lesson of our age: trade and enterprise can build wealth and preserve freedom. Protectionism and government control only create poverty, backwardness -- ~~un~~freedom.

AN ABSENCE OF FREEDOM

Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent to roughly 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12 million deficit four years ago, now are achieving a \$300 million surplus. This rise in exports created 320,000 jobs in the United States. Each additional \$1 billion in exports will translate into more than 20,000 American jobs.

But these reforms have helped Mexico, too: a classic win-win situation. Fidel Velazquez Sanchez, the head of the Mexican labor confederation, recognizes that increased trade will create new jobs -- indeed, new industries -- in Mexico, and he strongly supports the trade agreement. He's not afraid of a rising standard of living for Mexico, even though this could have an unpredictable impact on Mexican labor unions.

What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. In the year since I announced the Enterprise for the Americas Initiative, we've signed framework trade liberalization agreements with ten Central and South American countries. But we need your help. Congress still has failed to

give us debt reduction authority, and to give us permission to contribute to the Multilateral Investment Fund, which will help stimulate investment and build stable democracy within our hemisphere. I hope all of you will urge Congress to pass the legislation -- to put the Enterprise for the Americas Initiative into full effect -- to give democracy and freedom a chance.

You believe in yourselves, and our Administration believes in you -- in all American workers, too. Our efforts to expand U.S. exports will get another boost when my friend Jose Martinez becomes Director of the United States Trade and Development Program.

Of course, one more event will demonstrate to one and all that we really have entered into a new era of freedom and opportunity. I'm speaking of the liberation of Cuba. \\

If this room could fall silent, I think we could hear the creaking and crumbling of Castro's dictatorship. The day is coming, sooner than Castro dares to believe, when the people of Cuba will reclaim their destiny and rejoin the Western Hemisphere's family of free nations. \\

If we want to make our hemisphere a neighborhood of peoples, we must do more than lift economic and political barriers. Our Administration also has promoted educational and cultural exchanges between our country and our neighbors in the hemisphere. As in commerce, the natural leaders in this enterprise will be Hispanic Americans.

You see, something more than mere geography unites us. Common cultural roots enable us all to seek a shared destiny -- for our hemisphere and for ourselves.

I want to thank the Hispanic Chamber of Commerce for its endorsement of our America 2000 Education Strategy. I am grateful for your initiatives to teach economics and entrepreneurship to our kids, beginning in kindergarten. ((Now, if only someone could do the same for economists!)) \\

America 2000, like our economic proposals, begins with an article of faith: We believe that parents care about their children, care about education, and can help find schools that will help their children reach their potential. We want to expand parental choice, so that parents will have as much choice in the crucial matter of education, as they now have when they wish to purchase peanut butter. \\

If we want to make the most of ourselves, we must invite competition -- and show just how well we can do.

America 2000 will enable Hispanic communities to draw upon their natural strengths and values. It will enable parents, teachers, and church and business leaders to help reinvent American education.

To further this goal, I have announced the membership of the President's Advisory Commission on Educational Excellence for Hispanic Americans. Chicago's own Andres Bande, CEO of Ameritech, will chair the panel, and its work will play a major role in unleashing the America 2000 revolution in education.

Let me close with a few comments on a concept we talked about earlier: development. It's a term of art, of course, in international economics. We tend to use "developing country" as a sort of fuzzy euphemism for "poverty" -- for a nation short on material or financial wealth.

But when we use the term, "development" in this way, we forget its deeper meaning. Isn't the United States -- must it not be -- still "developing"? For all our present wealth, can we afford to become static or stagnant? If we're not giving our children a moral and intellectual inheritance as good as our parents gave us, are we a "developed" society?

I think again of the explorers on our continent five centuries ago. Some were wise -- but some were foolish. We remember the effort wasted in trying to find Cibola -- the imaginary Seven Cities of Gold. Those adventurers were not just looking in the wrong places, they were searching for the wrong treasure. The treasure was, and is, in men and women -- in "human resources" -- in mind and muscle and soul. These, not unearned bonanzas, build civilizations.

Our work never ends. That's the key to life's excitement. In these hopeful times, as we tear down economic barriers and liberate ourselves from ideological confines, we must continue supplying our own sons and daughters with the values -- the fundamentals -- of a good society. Together, I know we shall.

Thank you, and God bless all the peoples of the Americas.

#

Simon ✓

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

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CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
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→ and 13 Caribbean islands.

(I've doublechecked this. Bolivia was signed before EAI, the rest afterward!)

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Thank you, and God bless all the peoples of the Americas.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/17/91

ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE

	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"/>	PETERSMEYER	<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"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>SNOW</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

THE WHITE HOUSE
WASHINGTON

31 SEP 17 AM : 23

September 16, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
 TONY SNOW *TS*

FROM: JOSEPH P. DUGGAN *JPD*

SUBJECT: HISPANIC CHAMBER OF COMMERCE

On Friday, September 20, at 1:30 p.m., you will address the United States Hispanic Chamber of Commerce's annual convention in Chicago. The audience will consist of about 2,000 Hispanic American businessmen.

Your remarks (14 minutes, teleprompter) highlight the importance of trade and education to Hispanic Americans.

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

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SUBJECT: PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE

	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"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
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GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. We've now signed framework trade liberalization agreements involving 28 countries in the Hemisphere. But we need your help. Congress still has failed to give us debt reduction authority and funding, and to give us the ability to contribute to the Multilateral Investment Fund, which will help stimulate investment and build stable democracy within

our hemisphere. I know all of you will support the Enterprise for the Americas Initiative, and join me in urging Congress to pass the legislation to put it into full effect -- to give democracy and freedom a chance.

You believe in yourselves, and our Administration believes in you -- in all American workers, too. Our efforts to expand U.S. exports will get another boost when my friend Jose Martinez becomes Director of the United States Trade and Development Program.

Of course, one more event will demonstrate to one and all that we really have entered into a new era of freedom and opportunity. I'm speaking of the liberation of Cuba. \\

If this room could fall silent, I think we could hear the creaking and crumbling of Castro's dictatorship. The day is coming, sooner than Castro dares to believe, when the people of Cuba will reclaim their destiny and rejoin the Western Hemisphere's family of free nations. \\

If we want to make our hemisphere a neighborhood of peoples, we must do more than lift economic and political barriers. Our Administration also has promoted educational and cultural exchanges between our country and our neighbors in the hemisphere. As in commerce, the natural leaders in this enterprise will be Hispanic Americans.

You see, something more than mere geography unites us. Common cultural roots enable us all to seek a shared destiny -- for our hemisphere and for ourselves.

I want to thank the Hispanic Chamber of Commerce for its endorsement of our America 2000 Education Strategy. I am grateful for your initiatives to teach economics and entrepreneurship to our kids, beginning in kindergarten. ((Now, if only someone could do the same for economists!)) \\

America 2000, like our economic proposals, begins with an article of faith: We believe that parents care about their children, care about education, and can help find schools that will help their children reach their potential. We want to expand parental choice, so that parents will have as much choice in the crucial matter of education, as they now have when they wish to purchase peanut butter. \\

If we want to make the most of ourselves, we must invite competition -- and show just how well we can do.

America 2000 will enable Hispanic communities to draw upon their natural strengths and values. It will enable parents, teachers, and church and business leaders to help reinvent American education.

To further this goal, I have announced the membership of the President's Advisory Commission on Educational Excellence for Hispanic Americans. Chicago's own Andres Bande, CEO of Ameritech, will chair the panel, and its work will play a major role in unleashing the America 2000 revolution in education.

Let me close with a few comments on a concept we talked about earlier: development. It's a term of art, of course, in international economics. We tend to use "developing country" as

a sort of fuzzy euphemism for "poverty" -- for a nation short on material or financial wealth.

But when we use the term, "development" in this way, we forget its deeper meaning. Isn't the United States -- must it not be -- still "developing?" For all our present wealth, can we afford to become static or stagnant? If we're not giving our children a moral and intellectual inheritance as good as our parents gave us, are we a "developed" society?

I think again of the explorers on our continent five centuries ago. Some were wise -- but some were foolish. We remember the effort wasted in trying to find Cibola -- the imaginary Seven Cities of Gold. Those adventurers were not just looking in the wrong place, they were searching for the wrong treasure. The treasure was, and is, in men and women -- in "human resources" -- in mind and muscle and soul. These, not unearned bonanzas, build civilizations.

Our work never ends. That's the key to life's excitement. In these hopeful times, as we tear down economic barriers and liberate ourselves from ideological confines, we must continue supplying our own sons and daughters with the values -- the fundamentals -- of a good society. Together, I know we shall.

Thank you, and God bless all the peoples of the Americas.

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HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
1:30 PM

SECRETARIES SKINNER AND LUJAN. GOV. (JIM) EDGAR.
MAYOR DALEY. JOSE [JOSE NINO, USHCC PRESIDENT], GABE
[AGUIRRE (AY-GEAR-RAY), OUTGOING USHCC CHAIRMAN], THANK
YOU, LADIES AND GENTLEMEN FOR THAT WARM WELCOME. LET
ME CONGRATULATE MY FELLOW TEXAN DELIA REYES [DEL-EE-YA
RAY-EZ], YOUR NEWLY ELECTED CHAIR. AND WARMEST
GREETINGS TO THE MANY DIGNITARIES HERE, OUR GOOD
FRIEND GUS PETRICIOLI [(PETRO-CHO-LEE) MEXICAN
AMBASSADOR].

DM


((I'M HERE LATER THAN ORIGINALLY SCHEDULED. WOULD
YOU BELIEVE WE EXPERIENCED A FLIGHT DELAY? \ \ I KNOW,
IT HAPPENS ALL THE TIME: WE HAD TO CIRCLE THE CITY
WHILE MICHAEL JORDAN PRACTICED TAKEOFFS AND LANDINGS.))

\ \

AB

((WELL, THERE'S A SECOND REASON, TOO -- IF I MAY BE
CANDID. I KNOW YOU'VE JUST HEARD JACK KEMP SPEAK
-- AND I THOUGHT YOU MIGHT LIKE TO CATCH YOUR BREATH.))

\ \

 ((IF YOU'RE STILL FEELING WINDED, IT'S MY FAULT. IT GOES BACK TO OUR FIRST CABINET MEETING, WHERE I ASKED JACK, "CAN'T YOU WORK UP A LITTLE MORE ENTHUSIASM?")) \ \

WHAT A SUPERB JOB JACK IS DOING. HIS CONCEPT, OUR CONCEPT, OF TENANT MANAGEMENT AND HOME OWNERSHIP OFFERS HOPE TO MILLIONS. BUT THEN, JACK -- AND ALL OUR ADMINISTRATION -- BELIEVE IN THE GREATEST AND MOST VISIONARY OF AMERICAN IDEALS, THE IDEAL OF REAL EQUALITY -- OF LETTING PEOPLE GO AS FAR AS THEIR ABILITIES AND THEIR HARD WORK WILL TAKE THEM.

FIVE CENTURIES AGO, MEN CROSSED THE GREAT OCEAN AND BROUGHT HISPANIC AMERICA INTO BEING. EVER SINCE, WE HAVE CALLED THE COMBINATION OF EUROPEAN AND AMERICAN PEOPLES ON THESE VAST LANDS NOT A NEW TERRITORY, NOT A NEW COLONY, NOT A NEW SETTLEMENT. WE'VE CALLED IT A NEW WORLD.

HISPANIC AMERICA AROSE OUT OF RISK AND ROMANCE.
SEVERAL FORCES FED ITS GROWTH: TRANSOCEANIC TRADE, THE
MOVEMENT AND MINGLING OF PEOPLES, THE GRAND ENTERPRISE
OF DISCOVERY AND DEVELOPMENT. ON SEPTEMBER 20th -- THIS
VERY DATE -- IN 1519, MAGELLAN AND HIS PARTY SET SAIL
FROM SPAIN TO SAIL AROUND THE GLOBE. NEXT MONTH WE
BEGIN A YEAR OF COMMEMORATION LEADING TO THE FIVE
HUNDREDTH ANNIVERSARY OF COLUMBUS'S DARING JOURNEY.

WE MUST NOT THINK OF THESE ACHIEVEMENTS AS SOMEHOW
ANTIQUE AND IRRELEVANT. FRONTIERS DON'T CLOSE WHEN MEN
SETTLE THE WILDERNESS, WHEN THEY BUILD CITIES AND
FACTORIES AND SCHOOLS. SUBTLE BUT BRAVER ADVENTURES
CONFRONT ADVANCED CIVILIZATIONS: THE ADVENTURES OF
CREATING FAMILIES, EDUCATING CHILDREN, KNOWING THAT NO
MATTER HOW HARD OR HOW COMFORTABLE OUR CIRCUMSTANCES,
WE MUST MAKE OUR WORLD BETTER. IN THE LIFE OF THE
AMERICAS, IN OUR MISSION OF DISCOVERY AND DEVELOPMENT,
1492 WAS ONLY YESTERDAY.

HOW TRUE THIS IS IN THE CASE OF COMMERCE. VOYAGERS CHARTED THE TRADE ROUTES OF THE AMERICAS CENTURIES AGO, BUT WE'VE ONLY NOW BEGUN TO EXPLORE THEIR FULL POTENTIAL.

YOUR CONVENTION THEME SINGS WITH THIS SPIRIT: "LAUNCHING NEW PARTNERSHIPS." AMERICA'S MORE THAN 400,000 HISPANIC-OWNED FIRMS PROVIDE NEW JOBS AND GENERATE NEW WEALTH. IN 1987 -- THE LATEST DATE FOR THESE STATISTICS -- OUR HISPANIC-OWNED BUSINESSES PUMPED NEARLY \$25 BILLION INTO OUR ECONOMY AND CREATED HALF A MILLION JOBS.

YOU BELIEVE IN YOURSELVES -- IN YOUR ABILITIES,
YOUR DETERMINATION, YOUR EXCELLENCE. BECAUSE YOU
BELIEVE IN YOURSELVES, YOU HELPED OUR ADMINISTRATION
GET CONGRESSIONAL APPROVAL TO EXTEND OUR FAST-TRACK
PROCEDURES FOR TRADE NEGOTIATIONS. ARMED WITH THAT
POWERFUL TOOL, WE ARE NEGOTIATING A NORTH AMERICAN FREE
TRADE AGREEMENT. (I MIGHT SAY MEXICO, UNDER PRESIDENT
SALINAS, HAS BEEN A POWERFUL LEADER AND ALLY.
RELATIONSHIPS BETWEEN MEXICO AND THE UNITED STATES HAVE
NEVER BEEN BETTER.) WHEN WE COMPLETE THAT ACCORD, WE
WILL BUILD A FREE TRADE ZONE THAT RANGES FROM THE YUKON
TO THE YUCATAN -- A MARKET OF 360 MILLION CONSUMERS AND
A PRESENT ANNUAL OUTPUT OF SIX TRILLION DOLLARS.

Get the figure

WHEN WE SEAL THE FREE TRADE AGREEMENT, HISPANIC-
OWNED FIRMS IN THE UNITED STATES WILL ENJOY STRONG
NATURAL ADVANTAGES. BONDS OF FAMILY, LANGUAGE AND
CULTURE, ALREADY CHERISHED IN THEMSELVES, WILL GAIN
VALUE AS BUSINESS ASSETS.

BECAUSE YOU BELIEVE IN YOURSELVES, YOU ALSO HAVE SUPPORTED OUR ENTERPRISE FOR THE AMERICAS INITIATIVE, AIMING TO ESTABLISH A NETWORK OF EXPANDED TRADE, INVESTMENT AND COOPERATION FROM HUDSON BAY TO THE STRAITS OF MAGELLAN.

THE NORTH AMERICAN FREE TRADE AGREEMENT AND THE ENTERPRISE FOR THE AMERICAS INITIATIVE INCORPORATE THE GREAT LESSON OF OUR AGE: TRADE AND ENTERPRISE CAN BUILD WEALTH AND PRESERVE FREEDOM. PROTECTIONISM AND GOVERNMENT CONTROL ONLY CREATE POVERTY, BACKWARDNESS, AND DENIAL OF FREEDOM.

CONSIDER THE CASE OF MEXICO. SINCE 1986, WHEN MEXICO JOINED THE GATT AND DROPPED TARIFF RATES FROM 100 PERCENT TO LITTLE MORE THAN 10 PERCENT, U.S. EXPORTS TO MEXICO HAVE MORE THAN DOUBLED. EXPORTS OF AUTOMOBILES AND AUTO PARTS HAVE QUADRUPLED. EXPORTS OF IRON AND STEEL, WHICH WERE RUNNING A \$12 MILLION DEFICIT FOUR YEARS AGO, NOW ARE ACHIEVING A \$300 MILLION SURPLUS. THIS RISE IN EXPORTS CREATED ALMOST 300,000 JOBS IN THE UNITED STATES. EACH ADDITIONAL \$1 BILLION IN EXPORTS WILL TRANSLATE INTO NEARLY 20,000 AMERICAN JOBS.

BUT THESE REFORMS HAVE HELPED MEXICO, TOO: A CLASSIC WIN-WIN SITUATION. FIDEL VELAZQUEZ (VAL-LAZ-QUEZ) SANCHEZ, THE HEAD OF THE MEXICAN LABOR CONFEDERATION, RECOGNIZES THAT INCREASED TRADE WILL CREATE NEW JOBS -- INDEED, NEW INDUSTRIES -- IN MEXICO, AND HE STRONGLY SUPPORTS THE TRADE AGREEMENT.

WHAT'S GOOD FOR HISPANIC AMERICA WILL BE GOOD FOR THE UNITED STATES. WITH OPEN TRADE, BY THE YEAR 2000 UNITED STATES FIRMS WILL BE DOING ROBUST BUSINESS WITH A DYNAMIC ECONOMY OF 100 MILLION MEXICAN CONSUMERS.

THE PROSPECTS SEEM EQUALLY EXCITING SOUTH OF MEXICO. WE'RE ALREADY ADVANCING CREATIVE PLANS TO REDUCE DEBT, BOOST INVESTMENT AND INCREASE TRADE. WE'VE NOW SIGNED FRAMEWORK TRADE LIBERALIZATION AGREEMENTS INVOLVING 28 COUNTRIES IN THE HEMISPHERE. BUT WE NEED YOUR HELP. CONGRESS STILL HAS FAILED TO GIVE US DEBT REDUCTION AUTHORITY AND FUNDING, AND TO GIVE US THE ABILITY TO CONTRIBUTE TO THE MULTILATERAL INVESTMENT FUND, WHICH WILL HELP STIMULATE INVESTMENT AND BUILD STABLE DEMOCRACY WITHIN OUR HEMISPHERE. PLEASE, ALL OF YOU SUPPORT THE ENTERPRISE FOR THE AMERICAS INITIATIVE! JOIN ME IN URGING CONGRESS TO PASS THE LEGISLATION TO PUT IT INTO FULL EFFECT. ENTERPRISE FOR THE AMERICAS IS NOT A SLOGAN. IT WILL STRENGTHEN DEMOCRACY AND FREEDOM IN THOSE FRIENDLY COUNTRIES SOUTH OF THE RIO GRANDE AND IT WILL BE GOOD FOR AMERICAN EXPORTS -- THAT MEANS JOBS!

OUR EFFORTS TO EXPAND U.S. EXPORTS WILL GET ANOTHER BOOST WHEN MY FRIEND JOSE MARTINEZ BECOMES DIRECTOR OF THE UNITED STATES TRADE AND DEVELOPMENT PROGRAM.

OF COURSE, ONE MORE EVENT WILL DEMONSTRATE TO ONE AND ALL THAT WE REALLY HAVE ENTERED INTO A NEW ERA OF FREEDOM AND OPPORTUNITY. I'M SPEAKING OF CUBA'S BECOMING FREE AND DEMOCRATIC.

I really believe this

TODAY WE HEAR THE CREAKING AND CRUMBLING OF CASTRO'S DICTATORSHIP. THE DAY IS COMING, SOONER THAN CASTRO DARES TO BELIEVE, WHEN THE PEOPLE OF CUBA WILL RECLAIM THEIR DESTINY AND REJOIN THE WESTERN HEMISPHERE'S FAMILY OF FREE NATIONS. \ \

IF WE WANT TO MAKE OUR HEMISPHERE A NEIGHBORHOOD OF PEOPLES, WE MUST DO MORE THAN LIFT ECONOMIC AND POLITICAL BARRIERS. OUR ADMINISTRATION ALSO HAS PROMOTED EDUCATIONAL AND CULTURAL EXCHANGES BETWEEN OUR COUNTRY AND OUR NEIGHBORS IN THE HEMISPHERE. AS IN COMMERCE, THE NATURAL LEADERS IN THIS ENTERPRISE WILL BE HISPANIC AMERICANS.

YOU SEE, SOMETHING MORE THAN MERE GEOGRAPHY UNITES US. COMMON CULTURAL ROOTS ENABLE US ALL TO SEEK A SHARED DESTINY -- FOR OUR HEMISPHERE AND FOR OURSELVES.

I WANT TO THANK THE HISPANIC CHAMBER OF COMMERCE FOR ITS ENDORSEMENT OF OUR AMERICA 2000 EDUCATION STRATEGY. I AM GRATEFUL FOR YOUR INITIATIVES TO TEACH ECONOMICS AND ENTREPRENEURSHIP TO OUR KIDS, BEGINNING IN KINDERGARTEN. ((NOW, IF ONLY SOMEONE COULD DO THE SAME FOR ECONOMISTS!)) \\\

AMERICA 2000, LIKE OUR ECONOMIC PROPOSALS, BEGINS WITH AN ARTICLE OF FAITH: WE BELIEVE THAT PARENTS CARE ABOUT THEIR CHILDREN, CARE ABOUT EDUCATION, AND CAN HELP FIND SCHOOLS THAT WILL HELP THEIR CHILDREN REACH THEIR POTENTIAL. WE WANT TO EXPAND PARENTAL CHOICE, SO THAT PARENTS WILL HAVE AS MUCH CHOICE IN THE CRUCIAL MATTER OF EDUCATION, AS THEY NOW HAVE WHEN THEY WISH TO PURCHASE PEANUT BUTTER. \ \

IF WE WANT TO MAKE THE MOST OF OURSELVES, WE MUST INVITE COMPETITION -- AND SHOW JUST HOW WELL WE CAN DO.

AMERICA 2000 WILL ENABLE HISPANIC COMMUNITIES TO DRAW UPON THEIR NATURAL STRENGTHS AND VALUES. IT WILL ENABLE PARENTS, TEACHERS, AND CHURCH AND BUSINESS LEADERS TO HELP REINVENT AMERICAN EDUCATION.

TO FURTHER THIS GOAL, I HAVE ANNOUNCED THE MEMBERSHIP OF THE PRESIDENT'S ADVISORY COMMISSION ON EDUCATIONAL EXCELLENCE FOR HISPANIC AMERICANS. CHICAGO'S OWN ANDRES BANDE, C.E.O. OF AMERITECH INTERNATIONAL, WILL CHAIR THE PANEL, AND ITS WORK WILL PLAY A MAJOR ROLE IN UNLEASHING THE AMERICA 2000 REVOLUTION IN EDUCATION.

✱

stand up andres!

LET ME CLOSE WITH A FEW COMMENTS ON A CONCEPT WE TALKED ABOUT EARLIER: DEVELOPMENT. IT'S A TERM OF ART, OF COURSE, IN INTERNATIONAL ECONOMICS. WE TEND TO USE "DEVELOPING COUNTRY" AS A SORT OF FUZZY EUPHEMISM FOR "POVERTY" -- FOR A NATION SHORT ON MATERIAL OR FINANCIAL WEALTH.

BUT WHEN WE USE THE TERM, "DEVELOPMENT" IN THIS WAY, WE FORGET ITS DEEPER MEANING. ISN'T THE UNITED STATES -- MUST IT NOT BE -- STILL "DEVELOPING?" FOR ALL OUR PRESENT WEALTH, CAN WE AFFORD TO BECOME STATIC OR STAGNANT? IF WE'RE NOT GIVING OUR CHILDREN A MORAL AND INTELLECTUAL INHERITANCE AS GOOD AS OUR PARENTS GAVE US, ARE WE A "DEVELOPED" SOCIETY?

I THINK AGAIN OF THE EXPLORERS ON OUR CONTINENT FIVE CENTURIES AGO. SOME WERE WISE -- BUT SOME WERE FOOLISH. ~~WE REMEMBER THE EFFORT WASTED IN TRYING TO FIND CIBOLA~~ THE IMAGINARY SEVEN CITIES OF GOLD. THOSE ADVENTURERS WERE NOT JUST LOOKING IN THE WRONG PLACE, THEY WERE SEARCHING FOR THE WRONG TREASURE. THE TREASURE WAS, AND IS, IN MEN AND WOMEN -- IN "HUMAN RESOURCES" -- IN MIND AND MUSCLE AND SOUL. THESE, NOT UNEARNED BONANZAS, BUILD CIVILIZATIONS.

OUR WORK NEVER ENDS. THAT'S THE KEY TO LIFE'S EXCITEMENT. IN THESE HOPEFUL TIMES, AS WE TEAR DOWN ECONOMIC BARRIERS AND LIBERATE OURSELVES FROM IDEOLOGICAL CONFINES, WE MUST CONTINUE SUPPLYING OUR OWN SONS AND DAUGHTERS WITH THE VALUES -- THE FUNDAMENTALS -- OF A GOOD SOCIETY. TOGETHER, I KNOW WE SHALL.

THANK YOU, AND GOD BLESS ALL THE PEOPLES OF THE AMERICAS.

#

you know the longer I'm in the world large problems faced everyday
contemplate
AS
But people family is important

THE WHITE HOUSE

WASHINGTON

✓ ✓ ✓
✓ ✓ ✓

September 16, 1991

31 SEP 17 11:22

David
↓
Some
changes

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW *TS*

FROM: JOSEPH P. DUGGAN *JPD*

SUBJECT: HISPANIC CHAMBER OF COMMERCE

On Friday, September 20, at 1:30 p.m., you will address the United States Hispanic Chamber of Commerce's annual convention in Chicago. The audience will consist of about 2,000 Hispanic American businessmen.

Your remarks (14 minutes, teleprompter) highlight the importance of trade and education to Hispanic Americans.

(Duggan/Simon)
September 16, 1991
Draft Three
Hispanic.TS

PRESIDENTIAL REMARKS: HISPANIC CHAMBER OF COMMERCE
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 20, 1991
1:30 PM

Thank you, Jose [Jose Nino, USHCC president], thank you, Gabe [Aguirre, outgoing USHCC chairman], thank you, ladies and gentlemen for that warm welcome. Let me congratulate my fellow Texan Delia Reyes, your newly elected chair. And warmest greetings to the many dignitaries here: our good friend Gus Petricioli [Mexican ambassador], and [other names provided later].

((I'm here later than originally scheduled. Would you believe we experienced a flight delay? \\ I know, it happens all the time: We had to circle the city while Michael Jordan practiced takeoffs and landings.)) \\

((Well, there's a second reason, too -- if I may be candid. I know you've just heard Jack Kemp speak -- and I thought you might like to catch your breath.)) \\

((If you're still feeling winded, it's my fault. It goes back to our first Cabinet meeting, where I asked Jack, "Can't you work up a little more enthusiasm?")) \\ *what a superb job Jack is doing. His concept, our concept, of tenant management & home ownership offers hope to millions*
But then, Jack -- and all our administration -- believe in the greatest and most visionary of American ideals, the ideal of real equality -- of letting people go as far as their abilities and their hard work will take them.

Five centuries ago, men crossed the great ocean and brought Hispanic America into being. Ever since, we have called the combination of European and American peoples on these vast lands not a new territory, not a new colony, not a new settlement. We've called it a New World.

Hispanic America arose out of risk and romance. Several forces fed its growth: transoceanic trade, the movement and mingling of peoples, the grand enterprise of discovery and development. On September 20 -- this very date -- in 1519, Magellan and his party set sail from Spain to sail around the globe. Next month we begin a year of commemoration leading to the five hundredth anniversary of Columbus's daring journey.

We must not think of these achievements as somehow antique and irrelevant. Frontiers don't close when men settle the wilderness, when they build cities and factories and schools. Subtle but braver adventures confront advanced civilizations: the adventures of creating families, educating children, knowing that no matter how hard or how comfortable our circumstances, we must make our world better. In the life of the Americas, in our mission of discovery and development, 1492 was only yesterday.

How true this is in the case of commerce. Voyagers charted the trade routes of the Americas centuries ago, but we've only now begun to explore their full potential.

Your convention theme sings with this spirit: "Launching New Partnerships." America's more than 400,000 Hispanic-owned firms provide new jobs and generate new wealth. In 1987 -- the

↓ just so these figures are not been obsolete by new dismal figures

latest date for these statistics -- our Hispanic-owned businesses pumped nearly \$25 billion into our economy and created half a million jobs. This was a 110 percent increase from 1982. But that was just a taste of things to come. //

You believe in yourselves -- in your abilities, your determination, your excellence. Because you believe in yourselves, you helped our Administration get congressional approval to extend our fast-track procedures for trade

negotiations. Armed with that powerful tool, we are negotiating a North American Free Trade Agreement. When we complete that accord, we will build a free trade zone that ranges from the Yukon to the Yucatan -- a market of 360 million consumers and a present annual output of six trillion dollars.

(I might say Mexico, under P+S Salinas, has been

powerful leader and ally. Relations between Mex & US never been better

When we seal the Free Trade Agreement, Hispanic-owned firms in the United States will enjoy strong natural advantages. Bonds of family, language and culture, already cherished in themselves, will gain value as business assets.

Because you believe in yourselves, you also have supported our Enterprise for the Americas Initiative, aiming to establish a network of expanded trade, investment and cooperation from Hudson Bay to the Strait of Magellan.

The North American Free Trade Agreement and the Enterprise for the Americas Initiative incorporate the great lesson of our age: trade and enterprise can build wealth and preserve freedom. Protectionism and government control only create poverty, backwardness, and denial of freedom.

Consider the case of Mexico. Since 1986, when Mexico joined the GATT and dropped tariff rates from 100 percent to little more than 10 percent, U.S. exports to Mexico have more than doubled. Exports of automobiles and auto parts have quadrupled. Exports of iron and steel, which were running a \$12 million deficit four years ago, now are achieving a \$300 million surplus. This rise in exports created almost 300,000 jobs in the United States. Each additional \$1 billion in exports will translate into nearly 20,000 American jobs.

But these reforms have helped Mexico, too: a classic win-win situation. Fidel Velazquez Sanchez, the head of the Mexican labor confederation, recognizes that increased trade will create new jobs -- indeed, new industries -- in Mexico, and he strongly supports the trade agreement.

What's good for Hispanic America will be good for the United States. With open trade, by the year 2000 United States firms will be doing robust business with a dynamic economy of 100 million Mexican consumers.

The prospects seem equally exciting south of Mexico. We're already advancing creative plans to reduce debt, boost investment and increase trade. We've now signed framework trade liberalization agreements involving 28 countries in the Hemisphere. But we need your help. Congress still has failed to give us debt reduction authority and funding, and to give us the ability to contribute to the Multilateral Investment Fund, which will help stimulate investment and build stable democracy within

Please,

our hemisphere. ~~I know~~ all of you will support the Enterprise for the Americas Initiative! and Join me in urging Congress to pass the legislation to put it into full effect -- ~~to give~~

~~democracy and freedom a chance.~~

Ent for Americas is not a slogan. It will strengthen democracy and freedom in those friendly countries South of the Rio Grande and it will be good for American exports - that means jobs!

~~You believe in yourselves, and our Administration believes in you~~ in all American workers, too. Our efforts to expand U.S. exports will get another boost when my friend Jose Martinez becomes Director of the United States Trade and Development Program.

Of course, one more event will demonstrate to one and all that we really have entered into a new era of freedom and opportunity. I'm speaking of ~~the liberation of Cuba.~~ *a Cuba is becoming free*

~~If this room could fall silent,~~ *Today we* I think we ~~could~~ hear the creaking and crumbling of Castro's dictatorship. The day is coming, sooner than Castro dares to believe, when the people of Cuba will reclaim their destiny and rejoin the Western Hemisphere's family of free nations. \ \

If we want to make our hemisphere a neighborhood of peoples, we must do more than lift economic and political barriers. Our Administration also has promoted educational and cultural exchanges between our country and our neighbors in the hemisphere. As in commerce, the natural leaders in this enterprise will be Hispanic Americans.

You see, something more than mere geography unites us. Common cultural roots enable us all to seek a shared destiny -- for our hemisphere and for ourselves.

I want to thank the Hispanic Chamber of Commerce for its endorsement of our America 2000 Education Strategy. I am grateful for your initiatives to teach economics and entrepreneurship to our kids, beginning in kindergarten. ((Now, if only someone could do the same for economists!)) \\

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Thank you, and God bless all the peoples of the Americas.

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