



IP(89) 625

**PRESSE-MEDELLELSE · MITTEILUNG AN DIE PRESSE · PRESS-RELEASE · INFORMATION A LA PRESSE  
ΑΝΑΚΟΙΝΩΣΗ ΓΙΑ ΤΟΝ ΤΥΠΟ · INFORMAZIONE ALLA STAMPA · MEDEDELING AAN DE PERS**

Brussels, 1 August 1989.

441-2 (103)  
+ 443.01

**DOING BUSINESS IN THE US  
Mr Cardoso e Cunha launches a large scale survey**

A new initiative to assist Community businessmen in approaching US markets was launched today by Mr Cardoso e Cunha, Commissioner responsible for Enterprise Policy.

"As 1992 approaches, the Commission wants to ensure that companies in the Member States are able to benefit from increased opportunities not only within the Community but also on foreign markets and especially in the United States of America, our largest trading partner", said Mr. Cardoso e Cunha.

"Since success is first a question of knowledge and understanding of commercial targets, we are now asking European entrepreneurs to tell us what kind of practical assistance they need to reach and succeed on the US market", he said.

Questionnaires are now being sent out to a representative sample of 50 000 enterprises throughout the Community. The answers will allow the identification of their most urgent needs relating to staff training on doing business in the US and the definition of any follow-up schemes.

The results of the survey will be released on the occasion of the EC/US Conference and Trade Fair "EXPORT '89" to be held in Frankfurt on 25 - 28 October 1989.

Contact : Mr Lohan 235 76 96