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## ABOUT THE CEO INSTITUTES

The CEO Institutes, a division of International Media Partners, is a leading supplier of international affairs analysis to the world's business leaders. Founded in 1987, the company organizes high level business-government roundtables, produces *Emerging Markets* newspapers and publishes *CEO/International Strategies* magazine. The firm and its professional staff, winners of numerous international awards and accolades, provide specialized information to the worldwide corporate, financial and government communities.

The CEO Institutes host annual roundtables to which chairmen, presidents and managing directors of multinational corporations are invited to meet with leaders of government, industry and academia to discuss trade and investment strategies. The annual roundtables are complemented by "emerging market" meetings in locations of particular interest to the chief executives. In 1993, the CEO Institutes will host eight major meetings, which will be attended by over 1,000 chief executives on four continents. In addition, we will host a series of one day seminars, half day forums and luncheons throughout the year.

The CEO Institutes publishes *CEO/International Strategies*, the bimonthly international affairs magazine for business leaders, which is read by over 30,000 corporate, government and financial leaders around the world.

The CEO Institutes approach conferences quite differently from most other conference organizers. Not only do we specialize exclusively in the information needs of chief executive officers — the prime corporate decision makers — but we exercise the same quality control on the content of the panel presentations as we do on the editorial content of our magazine and other publications. Each CEO Institute conference is underwritten by a group of six to eight sponsors: investment and commercial banks, law firms, accounting firms, management consultants and other institutions serving the corporate community. Each sponsor is the exclusive representative in its business category. In addition, for Institutes meetings outside the United States, a government is sought to serve as host sponsor for the event.

Our complete range of information resources are available to a limited number of corporations through the CEO Institutes Membership Services. Some of the resources being offered include invitations to special events, a weekly advisory newsletter, newsflash updates, research, custom consulting and access to the Institutes' Advisory Board, editorial and programming staff. If you would like more information about our membership services, please contact a member of our staff.

The publishing division of International Media Partners produces *Emerging Markets*, a monthly newspaper that focuses on the world's fastest growing markets and is supplemented with daily newspaper coverage of the annual meetings of all the world's major development banks — the IMF/World Bank, the Inter-American, Asian and African Development Banks, and the European Bank for Reconstruction and Development.

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**FOR IMMEDIATE RELEASE**

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Managing Director  
*CEO/International  
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212-995-9595

**CEOS PICK CEO/INTERNATIONAL STRATEGIES MAGAZINE  
AS TOP INTERNATIONAL SOURCE**

**Two-Year-Old Magazine Dramatically Outpaces Established Titles in Independent Study of  
420 Business Leaders from Erdos & Morgan**

New York, N.Y., September 1, 1992 — *CEO/International Strategies Magazine*, a two year old bimonthly published by the CEO Institutes of International Media Partners, Inc., was cited by a broad cross-section of U.S. business leaders as their "most valuable" magazine source of insights into international political and economic trends. The magazine was cited as such by almost seven out of ten chief executives in the study, almost thirty points ahead of the next magazine runners-up, *Business Week*, *The Economist*, *Fortune* and *Forbes*. Only the *Wall St. Journal* was cited by more executives than the new magazine which calls itself "the international affairs magazine for business leaders."

The study was conducted between May and July by the independent market research firm of Erdos & Morgan/MPG. This study also indicated that chief executives preferred the conferences and other events organized by the CEO Institutes' to those of any other comparable organization.

A fact sheet summarizing highlights of the study and graphic representations of those findings are included.



## ERDOS & MORGAN 1992 INTERNATIONAL OUTLOOK STUDY

### —Highlights—

- When asked which publications offered the "most valuable insights into international political and economic trends," *CEO/International Strategies* was the **number one magazine cited by a wide margin**. Almost seven out of ten readers cited *CEO Magazine*... the closest runner up was *Business Week* with just over four out of ten readers. *CEO Magazine* was second overall to the *Wall Street Journal*, cited by 76 percent of those surveyed.
- When asked if *CEO* had been a **valuable addition** to their sources of economic and political analysis over 71 percent of those surveyed said yes. Only 15 percent said no.
- **71.8 percent of *CEO*'s readers are chairmen, presidents and chief executives**. 7.3 percent are vice chairmen, managing directors, or directors. 9 percent are chief financial officers. 3.2 percent are executive vice presidents. 2.7 percent are heads of international. 2.2 percent are from government, academia or other.
- The **average sales of the companies *CEO* readers run: about \$1.2 billion**. Their average annual salaries: \$337,000. Their **average net worth: \$3.9 million**.
- Not surprisingly, they are **their organization's most important decision-makers**. Almost seven in ten have responsibility/decision-making authority/principal input for decisions regarding the hiring or selection of consultants or for major capital acquisitions or leases, 64.1 percent for choosing banks and financial advisors, the same number for choosing law firms and legal advisors, 59 percent for major real estate decisions, 56.6 percent for selecting accounting firms and auditors, 54.4 percent for major international investment decisions, over forty percent for hiring insurance providers and making international site selection decisions, almost forty percent for making corporate travel plans, about a quarter for corporate auto fleet plans and acquisition and leasing of corporate aircraft.
- They all see **their international role increasing dramatically in the future**—almost seven out of ten see it growing in the next year, almost eight out of ten see it growing in the next five years. Yet, all see relative U.S. unsophistication on international issues to be a major liability.
- The country in which most are expanding, active or considering investment: Mexico. The region in which most are considering new investment options: East Europe and the U.S.S.R. The regions which are most important to near term growth: Europe—52.9 percent, Asia—39.6 percent, Latin America—30.1 percent. To long term growth: Europe—49.8 percent, Asia—49 percent, Latin America—25.4 percent. (For additional information contact Elizabeth Thrasher or Daniel Torrey at *CEO* magazine in New York at 212 995-9595)



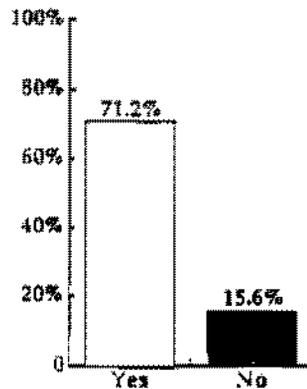
**1992 INTERNATIONAL OUTLOOK STUDY**  
(Source: Erdos and Morgan)

**International Intelligence**

Which of the following publications do you feel offers you the most valuable insights into international political and economic trends? (Check as many as apply.)

The Wall Street Journal .....	76.7%	Forbes .....	38.2%
<b>CEO/International Strategies ...</b>	<b>68.5%</b>	Chief Executive .....	34.6%
BusinessWeek .....	42.5%	Television News.....	17.8%
The Economist .....	41.3%	Leaders.....	13.5%
Fortune .....	40.6%	World Link.....	7.2%

Do you feel that *CEO/International Strategies* has, since its launch two years ago, been a valuable addition to your sources of international, economic and political analysis?



On a scale of 1 (Unsatisfactory) to 3 (Good) to 5 (Excellent), please rate the following departments and characteristics of *CEO/International Strategies* magazine. (Median scores shown.)

Overall Editorial	3.9
Overall Design	4.3
Up Front	3.9
Features	4.2
Scenarios & Analysis	4.1
CEO Selections	3.8
Intelligence/Commentary	4.2
Contributors	3.9
Quality of Advertisers	4.0

On a scale of 1 (Not Useful) to 5 (Very Useful), please rate the following sources of international information and analysis that are useful to you in helping to formulate your corporate plans. (Please circle the appropriate number.)

	<u>Median</u>	<u>Average</u>
Specialized international magazines	4.3	3.6
Senior executives on staff	4.0	3.4
Newspapers	3.7	3.3
Trade magazines	3.7	3.2
News magazines	3.6	3.2
General business magazines	3.6	3.1
Newsletters	3.4	2.9
Associations	3.4	2.8
Conferences	3.4	2.8
Staff researchers	3.4	2.8
Management consultants	2.8	2.4
On-line data services	2.7	2.3
Television news	2.7	2.3
Accountants	2.6	2.2
Lawyers	2.4	2.0

### Reader Position and Influence

What are your firm's annual sales?

Median: \$268.1 million

Average: \$1,157.4 million

Which of the following titles best describe your position within your firm? (Check all that apply.)

Chairman.....	26.9%	Director .....	5.6%
Chief Executive Officer .....	28.4%	Chief Financial Officer.....	9.0%
President.....	16.5%	Executive Vice President .....	3.2%
Vice Chairman .....	0.5%	Head of International Operations.....	2.7%
Managing Director.....	1.2%	Other: V.P. General Counsel.....	2.2%

In conjunction with your job, which of the following do you have responsibility/decision-making authority/principal input for? (Check all that apply.)

Selection/hiring of banks/financial advisors.....	64.1%	International site selection decisions.....	40.3%
Selection/hiring of accounting firms/auditors....	56.6%	International investment decisions.....	54.4%
Selection/hiring of consultants .....	69.9%	Major capital acquisitions/leases .....	67.5%
Selection/hiring of law firms/legal advisors .....	64.1%	Major real estate decisions .....	39.0%
Selection/hiring of insurance providers.....	44.7%	Corporate travel plans .....	37.4%
Corporate auto fleet plans .....	26.2%	Acquisition/leasing of corporate aircraft.....	22.3%

What is your average annual compensation?

Median: \$ 268.9 thousand

Average: \$ 337.6 thousand

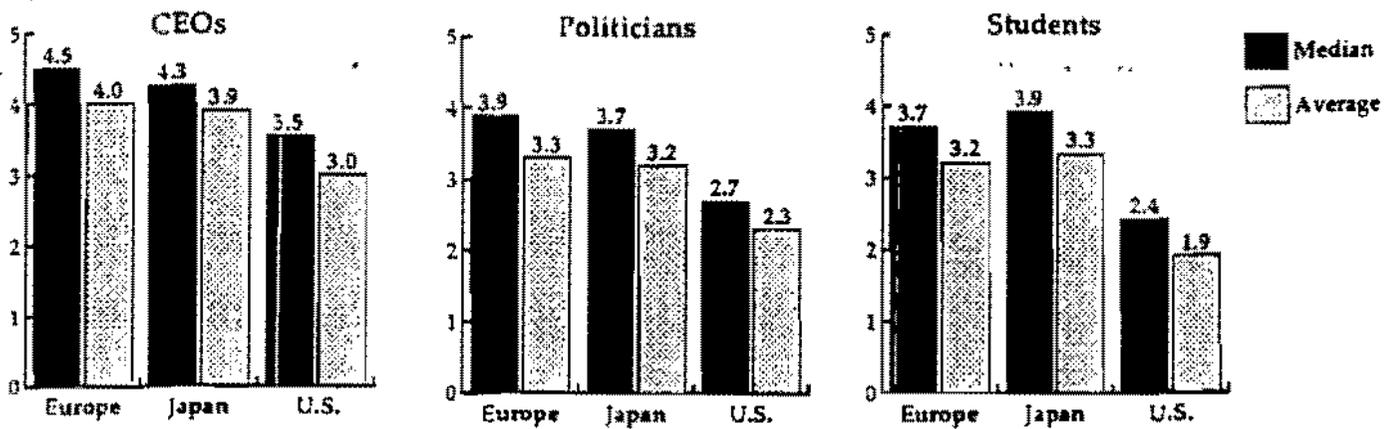
What is your approximate net worth?

Median: \$ 2.7 million

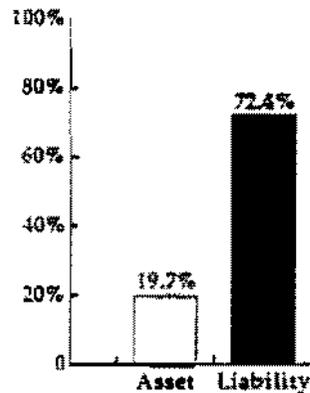
Average: \$ 3.9 million

**Need for the Publication**

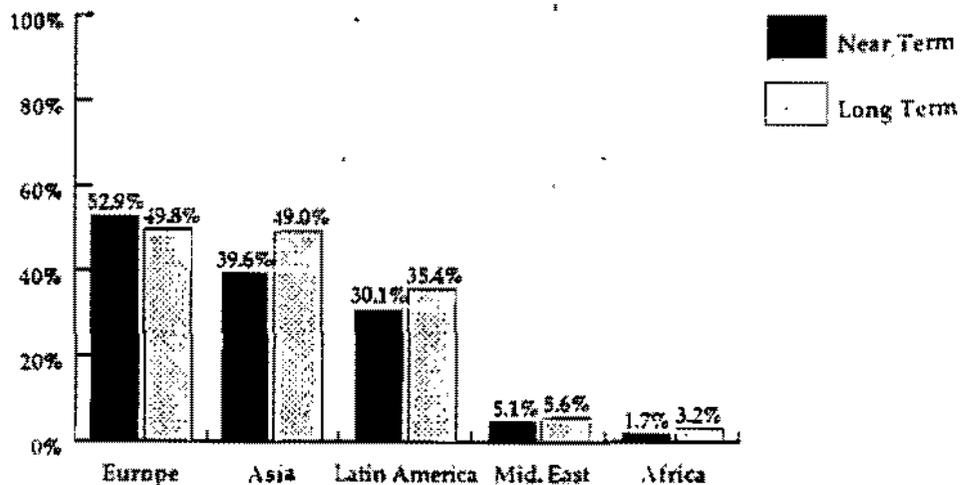
On a scale of 1 (Unsophisticated) to 5 (Very Sophisticated), please rate the following groups regarding their sophistication concerning international issues.



Do you feel that the relative international sophistication of U.S. management, workers, students and political leaders, as compared with that of counterparts in other countries, is an asset or a liability?



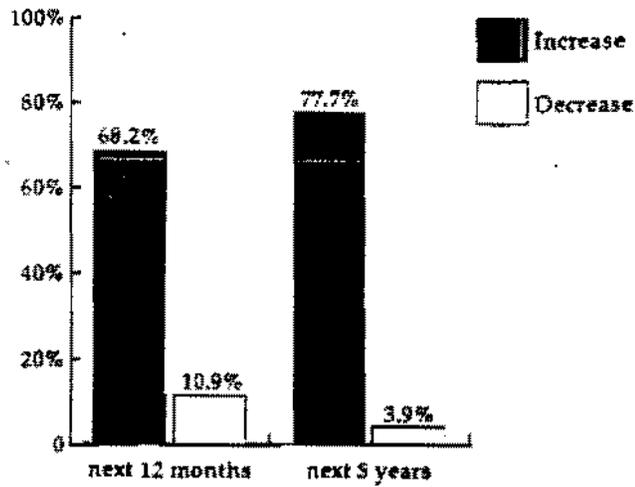
Please indicate which areas of the world/countries are most important to your firm's growth over the near and long term.



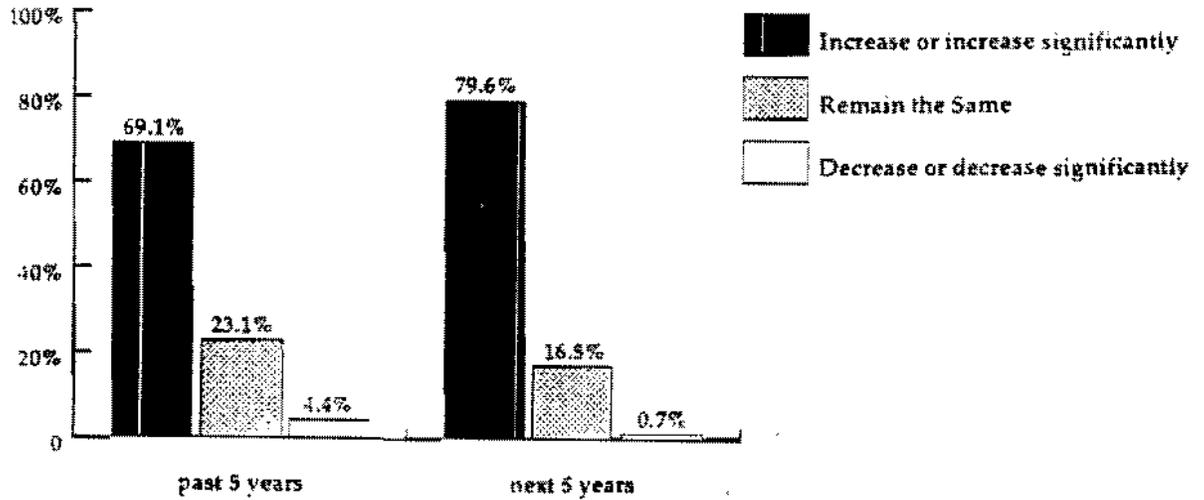
What percentage of your annual sales derive from international operations?

Median: 11.3%  
Average: 19.5%

Will that increase or decrease over the next 12 months or over the next five years?



During the past 5 years, has your company's international responsibilities/interests...  
 During the next 5 years, will your company's international responsibilities/interests...



Which of the following publications do you feel offers you the most valuable insights into international political and economic trends?

The Wall Street Journal .....	76.7%
<b>CEO/International Strategies .....</b>	<b>68.5%</b>
BusinessWeek .....	42.5%
Fortune .....	40.6%
The Economist .....	41.3%
Forbes .....	38.2%
Chief Executive .....	34.6%
Television News .....	17.8%
Leaders .....	13.5%
World Link .....	7.2%

Source: 1992 Erdos and Morgan International Outlook Study

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# AIG WORLD MARKETS ADVISORY

By Sir Alan Walters

## FROM THIS ISSUE:

"It is not surprising that the socialist Afrikaaner governments have promoted an industry that is well insulated against takeovers. Socialist governments fear and detest the likes of Goldsmith, Hanson and KKR. The buccanering, competitive spirit is anathema to them." (*Cover Story*, p. 4)

"True, the Afrikaners will lose their privileged position in the public sector — but in the post-apartheid era, that is bound to occur. The important point is that a liberalization of the white-dominated cartelized industrial sector will open up a wealth of opportunities for all races which, with our limited vision, no one can foresee." (*Cover Story*, p. 4)

"The question remains: will a new government see the opening of the South African economy as consistent with black betterment? If we are correct in supposing that, as in most of the world, there are considerable gains in efficiency to arise from takeover possibilities, then this can only be good for the average black." (*Cover Story*, p. 4)

"If the real price of gold stabilizes or rises steadily for good fundamental reasons of underlying demand and supply, then it will make it attractive as a new standard, as well as a store of value. Hoof and horn may yet banish tooth and claw." (*Random Notes*, p. 8)

## A Friendly Takeover?

One of the lamentable legacies of socialism is the large conglomerate enterprises — usually owned by the state or perhaps by its "workers" — which litter the toxic landscape of Central and Eastern Europe. They were created to conform with a flawed ideology and failed to realize any of their progenitor's expectations...except perhaps to result in an enormous concentration of economic, commercial and industrial power. With the decline and discrediting of the communist political elite, the recent virtual takeover of political power in Russia by their big brothers, the bosses of the great conglomerates, is not at all surprising. In this essay, however, I want to discuss another, at least partly-socialized, economy again in the throes of desocializing even as the political map is redrawn — South Africa.

(Continued on p. 3)

# 2/93

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Al Hayat

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Minister of Trade & Industry  
The Czech Republic

Rüdiger Dornbusch  
M.I.T.

Wim van Eekelen  
Western European Union

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## "CLINTON'S AMERICA: NEW PLAYERS, NEW POLICIES AND THE IMPLICATIONS FOR GLOBAL GROWTH"

THE ATLANTIC CEO INSTITUTE 1993  
ROUNDTABLE

THE PARK HYATT HOTEL  
WASHINGTON, D.C.  
MAY 17-18

Presented by the CEO Institutes in  
conjunction with

The Alexander Consulting Group  
Braxton Associates  
Creditanstalt  
Deloitte Touche Tohmatsu  
Mercedes Benz of North America

## MONDAY, MAY 17

7:30-8:30 a.m.

## Registration and Breakfast

8:30-9:00 a.m.

## Special Address

*"Technology and the Economy: A New American Pledge"*

Underlying the new administration's plans for a revitalized America has been a fundamentally different notion of the government's role in the economy. Rebuffing the hands-off approach of their deregulating predecessors, the new team in Washington has touted an official industrial policy — with support for scientific innovation, high technology and a new information superhighway — as critical to revamping U.S. growth and competitiveness. In this special opening address, an American leader describes Washington's renewed pledge to revitalize the national economy, and new hope for the future.

## Opening Remarks:

David Rothkopf  
Chairman & CEO  
International Media Partners

## Invited Speaker:

Albert Gore  
Vice President of the United States

9:00-10:15 a.m.

*"The Defense Industry: Different Companies or a Different World"*

As Washington commits to playing a larger role in its economy at home, it is faced by a different world abroad. The superpower division that threatened total war has been replaced by more limited regional conflicts, with implications also for the U.S. defense industry. In this panel, top policy makers and corporate leaders in the defense industry debate how changing international security needs and new national economic priorities have affected the U.S. defense industry, how the industry should respond and what this means for the nation's economy in the long run.

## Confirmed Panelists:

James Blackwell  
Director for Political Military Studies  
CSIS

Duane Fitzgerald  
President & CEO  
Bath Iron Works

Rep. Pat Schroeder (D-Col)  
Chair, Subcommittee on R&D  
House Armed Services  
Committee

10:15-11:30 a.m.

*"It's Still the Economy, Stupid—Part I: The Deficit"*

The sign on the wall in the offices of the Clinton Campaign will either haunt the new administration or outline the simple credo behind its success. On this panel, leading members of the Clinton economic team and key observers from the press engage in a discussion with participating delegates about programs that are in place, those that are coming and those that are needed. Like all components of this roundtable, the format will involve questions and answers from the audience from the very outset — an approach not unlike the "town meetings" that proved so popular during President Clinton's successful campaign.

## Confirmed Panelists:

Rep. Jim Bacchus (D-Fla)  
Member, House Committee on Banking, Finance & Urban Affairs

James Fallows  
Washington Editor  
*The Atlantic Monthly*

11:45-1:00 p.m.

***"It's Still the Economy, Stupid—Part II: Prescription for Growth"***

National industrial policy seems such an ugly term. It implies that those bureaucrats in government who can't balance their own budget — and those in Congress who can't balance their own checkbooks — should now make the decisions concerning private sector growth. Still, some argue that our competitors have too long enjoyed the unfair advantages of tacit and explicit government support, while others observe similar strategies in our own defense and agriculture sectors. The debate rages on, but the principle question before us is: where in fact is the administration taking us on this issue? Specific areas of focus: support for high technology, the retraining of labor, the creation of stimuli for research and development efforts and other economic factors considered key to future growth.

**Confirmed Panelists:**

Craig Fields  
Chairman & CEO  
Microelectronics & Computer  
Technology Corporation

Jessica Tuchman Mathews  
Vice President  
World Resources Institute

Bill Miller  
Chief Executive Officer  
Quantum Corporation

Rep. Norman Mineta (D-Cal)  
Chairman, House Committee  
on Public Works &  
Transportation

1:00-3:15 p.m.

**Luncheon and Special Panel**

***"Free Trade, Fair Trade: A New U.S. Approach?"***

At the center of U.S. economic prospects for the next four years lies the question of trade and how the new administration will approach the ongoing GATT talks, the NAFTA agreement and their successors. In addition to specific concerns raised about issues as diverse as the environment and worker safety, underlying philosophical questions about the Clinton Administration's trade policy have also surfaced. In this discussion, policy makers and trade experts from the United States, Europe and Japan will discuss these matters with an eye to the future and the consequences for multinational firms.

**Confirmed Panelists:**

Sen. Max Baucus (D-Mon)  
Chairman, Senate Committee  
on Environment & Public  
Works

Jagdish Bhagwati  
Arthur Lehman Professor of  
Economics  
Columbia University

Sandra Masur  
Director, International Trade  
Policy  
Eastman Kodak Company

3:30-4:45 p.m.

***"Health Care: Radical Surgery for A Seriously Ill Patient"***

From the start, health care reform has been a vital component of the president's plan to revitalize the American economy. Indeed, from a business point of view, the rising expense of keeping employees insured has had a significant impact on U.S. firms' efforts to compete with their rivals abroad. But as the new administration sets out to address what all now acknowledge as America's health care crisis, groups nationwide have embraced a number of diverse approaches. In this panel, policy planners and corporate leaders discuss these alternative schemes, examining how they may impact corporate health and economic competitiveness in the long term.

**Confirmed Panelists:**

A.M. D'Alessandro  
Chairman & CEO  
Alexander Consulting Group

Elaine Kamarek  
Senior Fellow  
Progressive Policy Institute

4:45-6:45 p.m.

**Free Time**

**TUESDAY, MAY 18****6:45 p.m.****Buses Depart for the National Museum of American History, Smithsonian Institution****7:00-8:00 p.m.****Information Age Exhibit Area  
Cocktail Reception****8:00-10:30 p.m.****Flag Hall****Gala Dinner and Keynote Address  
"America's New Covenant with the World"**

In a series of seminal speeches early in his campaign for the presidency, Bill Clinton described his vision of the America he sought to lead. In the most widely quoted of these, he described "a new covenant" between the people of the United States and their president. During the campaign, it was argued that this new covenant would force domestic concerns to take precedence over international ones during the initial phase of a new administration. From Day One, however, it has been clear that such distinctions are as difficult to make as the promises have been to keep in a world in which America's domestic fortunes are inextricably linked to international criteria. In this keynote address, a most senior Washington official shares his view of America's obligations to the world and the demands he feels the world has a right to make on its most powerful nation.

**Invited Speaker:**

**Bill Clinton**  
President of the United States

**8:30-9:45 a.m.****"America's Role in Managing the Global Economy"**

From monetary policy coordination to grappling with the difficult problems of development in the world's emerging markets, the United States has a special part to play in shaping global consensus on issues that require cooperation among nations...and another set of concerns, obligations and expectations as the world's richest nation. Here, leading policymakers and experts assess near and longer term prospects for the health of the global economy and debate the proper role of the United States.

**Confirmed Panelists:**

Sen. Bill Bradley (D-NJ)  
Chairman, Subcommittee on  
Deficits, Debt Management &  
International Debt  
Senate Finance Committee

Rudiger Dornbusch  
Ford International Professor  
of Economics  
Massachusetts Institute of  
Technology

Rep. John Kasich (R-Ohio)  
Ranking Minority Member  
House Budget Committee

**10:00-11:15 a.m.****"New Security Issues: When the Cold War Gives Way to Hot Ones"**

America's initial euphoria about the end of the Cold War was soon sobered by the harsh reality of regional tensions and uncertainty. Flashpoints in the Balkans and the Middle East have convinced leaders on both sides of the Atlantic that Europe needs U.S. protection as much as America needs Europe's support in international security initiatives. Here, top defense officials and experts discuss continued sources of global instability and the approaches that America and Europe are evolving to address them.

**Confirmed Panelists:**

Rep. David Dreier (R-Cal)  
Chairman, Republican Task  
Force on Foreign Policy

Werner Faslabend  
Minister of Defense  
Austria

Elisabeth Rehn  
Minister of Defense  
Finland

11:30-12:30 p.m.

***"Emerging Opportunities: A New Era in Transatlantic Alliances"***

The new environment in international affairs, trade policy and a range of regulatory issues suggest that corporate strategists across the Atlantic will have to alter their plans for growth. At the same time, the strengthening of the U.S. economy and the continued globalization of industry imply that many new investment opportunities exist even within this challenging environment. In this panel, corporate leaders discuss how businesses can make the most of this changing landscape, now and in the years to come.

**Confirmed Panelists:**

Peter Jackson  
Managing Director  
British Sugar Plc.

Daniel Quirici  
Chief Executive  
D&T Corporate Finance  
Europe, Ltd.

12:30-3:00 p.m.

**Luncheon and Special Live Satellite Hook-up with Moscow**

***"Rating U.S. Leadership: The View of Those Who Need it Most"***

In the concluding session of the program, we begin with a special address by one of the leading policy-makers of the Clinton international affairs team discussing which areas of the world merit the involvement and investment of time, money, and know-how that the United States will make in the year ahead. Following this, a live satellite hook-up with Moscow will link leaders in the United States and Eastern and Central Europe for a look at the policies to date of the new administration toward the emerging market economies. Attention will be given to the role of aid, trade and technical assistance, as well as the importance of a healthy Eastern Europe to the United States itself.

**Panelists:** Vladimir Dlouhy  
Minister of Industry and Trade  
The Czech Republic

Prince Alfred von Liechtenstein  
President  
Vienna Academy for the Study  
of the Future

**Conference Concludes.**

David Rothkopf  
Chairman & CEO  
Richard Burns  
President  
Ruth Schwartz  
Managing Director

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Political Advisor to the President of Russia

Lawrence Summers  
U.S. Treasury Department

Andreas van Agt  
Commission of the EC to the U.S.

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Edward O. Vetter Associates

S. Linn Williams  
Cibson, Dunn & Critcher



March 3, 1993

Ms. Carol Rasco  
Chief Domestic Policy Advisor  
Office of Domestic and Economic Policy  
The White  
Washington, D.C. 20500

Dear Ms. Rasco:

On behalf of the directors of the CEO Institutes, it is my pleasure to invite you to participate as a featured guest speaker at the fifth annual **Atlantic CEO Institute Roundtable** which will be held in Washington, D.C. on May 17-18, 1993. This event will provide you a unique opportunity to share your vision of a new America, at the conclusion of the new administration's first one hundred days, with the leaders of the world's largest multinational corporations.

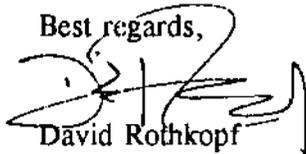
With the theme, "**Clinton's America: New Players, New Policies and the Implications for Global Growth**," the program has been created to introduce the most critical players of the new administration to chief executive officers of the most active industrial firms in the United States, Europe and Asia. Topics to be discussed will include the most pressing economic and competitiveness issues in this country into the next century.

As you may know, the CEO Institutes are among the world's leading organizers of international business-government conferences. Designed to serve the information needs of senior executives of the world's largest corporations, our programs will be attended by approximately 1000 chief executive officers in 1993 alone.

Given your leadership position, your insights into how our new leaders in Washington are addressing our national health care crisis, particularly such issues as spiraling medical costs and the millions of Americans who remain unprotected, would be a most valuable addition to the program. We would be most pleased to have you speak on the panel session entitled, "**Health Care: Radical Surgery for a Seriously Ill Patient**," scheduled to occur on Monday, May 17, from 3:30 to 4:45 p.m. Should that time appear inconvenient for you, we would certainly make every effort to accommodate your schedule. We would be most pleased to have you join us.

Please do not hesitate to contact us, should you have any questions. We hope that you may join us at the Roundtable and thank you for your consideration.

Best regards,



David Rothkopf  
Chairman & CEO

**TELEFAX COVERSHEET**

**CEO INSTITUTES**  
**611 Broadway, Suite 300**  
**New York, NY 10012**

**DATE:** February 11, 1993

**PAGE 1 of 1**

**TO:** Ms. Carol Rasco  
Chief Domestic Policy Advisor  
Office of Domestic and Economic Policy

**FAX:** 202 456 2878

**FROM:** Noelle A. Veale  
Program Manager

To fax a reply, our number is 212 995 9389. Please call us at 212 995 9595 if there are any problems with transmission.

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- A. Louise Williams  
London University, U.S. Trade Representative

February 11, 1993

Ms. Carol Rasco  
Chief Domestic Policy Advisor  
Office of Domestic and Economic Policy  
The White House  
Washington, D.C. 20500

Dear Ms. Rasco:

This is to request a brief appointment during the upcoming visit of our chairman, David Rothkopf, to Washington, D.C. on Wednesday, February 17 to brief you on an important event which may be of great interest.

The fifth annual Atlantic CEO Institute Roundtable in Washington, D.C. on May 17-18, 1993, will bring together over 100 chief executive officers from North America and Europe with senior government leaders and experts, for an in-depth look at the new policies of the Clinton Administration at the conclusion of its first 100 days.

As you may know, the CEO Institutes are leading organizers of international business-government conferences. Designed to meet the information needs of CEO's and chairmen of the world's largest corporations, the 1993 CEO Institutes programs will bring together over 1000 corporate leaders on five continents. Speakers at recent events include such heads of state as Poland's Lech Walesa, Mexico's Carlos Salinas and Argentina's Saul Menem, and several noted economists, among them Lawrence Summers and Laura D'Andrea Tyson.

Mr. Rothkopf would appreciate the opportunity to meet with you in person to discuss this and other projects we are currently developing. I will contact you soon to arrange a convenient time to meet, but please feel free to call me before then at (212) 995 9595.

Thank you for your consideration.

Best regards,  
*Noelle A. Veale*

Noelle A. Veale  
Program Manager

*✓*  
*Roz*  
*Call and give a time Wed. a.m. between 10 & 12 noon.*  
*left message w/c/b*  
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## The Atlantic CEO Institute 1993 Roundtable

### "CLINTON'S AMERICA: NEW PLAYERS, NEW POLICIES AND THE IMPLICATIONS FOR GLOBAL GROWTH"

The Park Hyatt, Washington, D.C.  
May 17-18, 1993

#### — Partial List of Speakers —

- Rep. Jim Bacchus (D-Fla.) — Member, House Committee on Banking, Finance & Urban Affairs
- Sen. Max Baucus (D-Mont) — Chairman, Senate Committee on Environment & Public Works
- Jagdish Bhagwati — Arthur Lehman Professor of Economics, Columbia University
- Sen. Bill Bradley (D-NJ) — Chairman, Subcommittee on Deficits, Debt Management & International Debt, Senate Finance Committee
- James Blackwell — Director for Political Military Studies, Center for Strategic and International Studies
- Ambassador Stephen Bosworth — President, U.S.-Japan Foundation
- Deborah Castleman — Fellow, RAND Corporation
- Vladimír Dlouhý — Minister of Industry and Trade, The Czech Republic
- Rep. David Dreier (R-Cal) — Chairman, Republican Task Force on Foreign Policy
- James Fallows — Washington Editor, *The Atlantic Monthly*
- Craig Fields — Chairman & CEO, Microelectronic & Computer Technology Corporation
- Dwayne Fitzgerald — President, Bath Iron Works
- Willem van Eekelen — Secretary General, Western European Union
- Peter Jackson — Managing Director, British Sugar Plc
- Elaine Kamarck — Senior Fellow, Progressive Policy Institute
- Rep. John Kasich (R-Ohio) — Ranking Minority Member, House Budget Committee
- Prince Alfred von Liechtenstein — President, Vienna Academy for the Study of the Future
- Sandra Masur — Director, International Trade Policy, Eastman Kodak Company
- Jessica Tuchman Matthews — Vice President, World Resources Institute
- William Miller — Chief Executive Officer, Quantum Corporation
- Rep. Norman Mineta (D-Cal) — Chairman, House Committee on Public Works & Transportation
- Elisabeth Rehn — Minister of Defense, Finland
- Rep. Pat Schroeder (D-Col.) — Chair, Subcommittee on R&D, House Armed Services Committee
- Rep. Stephen J. Solarz (D-NY; 1974-1992) — Former Chairman, Subcommittee on Asian & Pacific Affairs, House Foreign Affairs Committee

#### — Special Events —

- Luncheon and Live Satellite Panel — A live satellite hook-up with Moscow will bring together top officials from both national capitals, to assess the foreign policy obligations and opportunities of the new U.S. administration.
- Gala Evening at the Smithsonian Institute — Here, delegates will enjoy a fifth anniversary celebration of the CEO Institute, with a special keynote address on America's new international priorities.
- Special Sponse/Guest Program — Concurrent with the Atlantic CEO Institute Roundtable, a prominent woman in the American political scene discusses her own experience and the changing role of women in politics.

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# EMERGING MARKETS

Special Feature  
TOP ENDO

February 1993

"Ivan Neumaier says his company offered uncommissioned ratings in order to introduce a much-needed service to the market." (Czechs Bounce Credit Scheme, p. 5)

"To sell its burgeoning domestic bond offerings, Hungary has dispensed with gimmicks and taken out the whip. It is blackmail essentially." (Hands Up—Buy It!, p. 7)

"Business the way Russians like it: the body of a sixth Model swapped for the right to buy an eighth Model in 1994, plus the papers of a car stolen in Moscow, and a spare axle." (All Power to the Soviets, p. 8)

"The very same negative pledge clause the EBRD requires for its state-guaranteed loans is preventing it from taking other types of security on private sector loans." (Accentuate the Negative, p. 9)

"Communal uprisings always rattle nerves, but when markets close as a result, investors cannot ignore it." (India Charms Some, Leaves Others Snake-Bit, p. 10)

"If Kenya's democratic experiment falls apart, it will send a dispiriting message both to the country's own people and to neighboring countries." (Last Chance in Kenya, p. 11)

"If Egypt's official debt can be traded, then why not Nigeria's or Kenya's?" (Trading the Superexotics, p. 14)

"Chris Patten has politicized the people of Hong Kong to a degree which is unprecedented and irreversible." (Patten's Trojan Horse, p. 15)

"Dean LeBaron says, 'Let me tell you about my trip to China.' Go east, far east, young fund manager, is his exhortation." (EMProfile, page 21)

"Sobchak raised a compelling argument: 'We are in the middle of the largest of the old military-industrial complexes. That's going to make us one of the most important manufacturing centers in Eastern Europe.'" (EMViewpoint, p. 27)



Where to now?

REUTERS/BETTMAN

## Going Short on NAFTA

The North American Free Trade Agreement is widely regarded as a done deal. But an underground rumble is being heard that questions the common assumption. The anti-Nafta coalition is building up steam and congressional leaders are feeling the heat. James Parks, spokesman for the AFL-CIO, says, "We are seeing that opposition is building as people learn what the agreement means for jobs, for the economy. We're seeing opposition where it wasn't before." House Ways

and Means Chairman, Dan Rostenkowski (D-IL) who will have to shepherd the Nafta through Congress, is dubious. "It won't be painless," he said. His co-committee member Charles B. Rangel agrees: "The more people focus on it, the more opposition it will have."

And that's without maverick Ross Perot beaming his "job export" message to Main Street. Informed insiders say that the CEO/pol is gearing up  
(Continued on page 5)