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Competitiveness of the U.S. Chemical Industry in International Markets

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To define the international issues and special challenges facing the U.S. chemical industry, the Institute organized a symposium on "Competitiveness of the U.S. Chemical Industry in International Markets" held in San Francisco on November 9, 1989.

Papers presented at the symposium in San Francisco provide a wealth of data on current and future trends in international chemical trade. This book is a valuable source of information for a broad spectrum of industry—from large and small companies, to trade associations, government and academia. Now, corporate planners, educators, government agencies and businesses alike can find out:

- where to go to obtain advice and assistance to compete successfully overseas;
- how to form alliances that will help overcome barriers and obstacles to trade;
- how EC-92 will affect the balance of trade;
- the special opportunities presented by the implementation of free trade with Canada;
- how to understand and successfully work through the complex Asian market;
- and much more.

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