



1990 Worldwide Developers Conference



Marketing for Success in Europe

Session Agenda

- 1992: What You Need To Know
- Country Presentations
- Questions and Answers

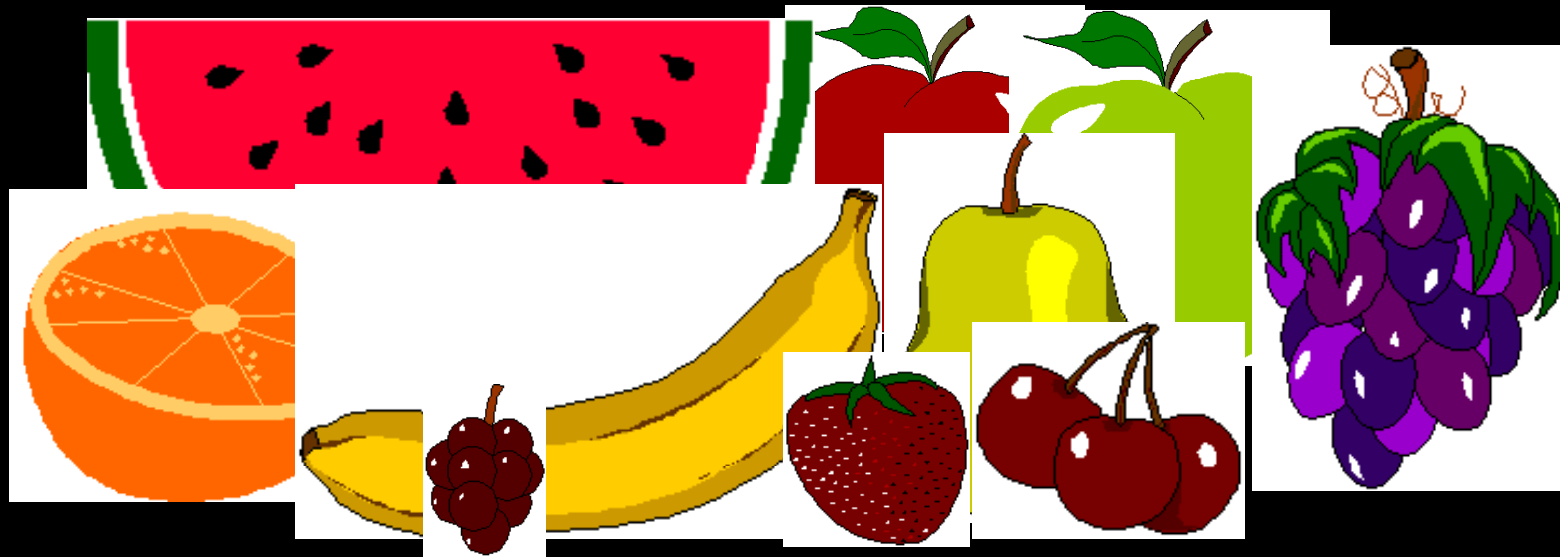


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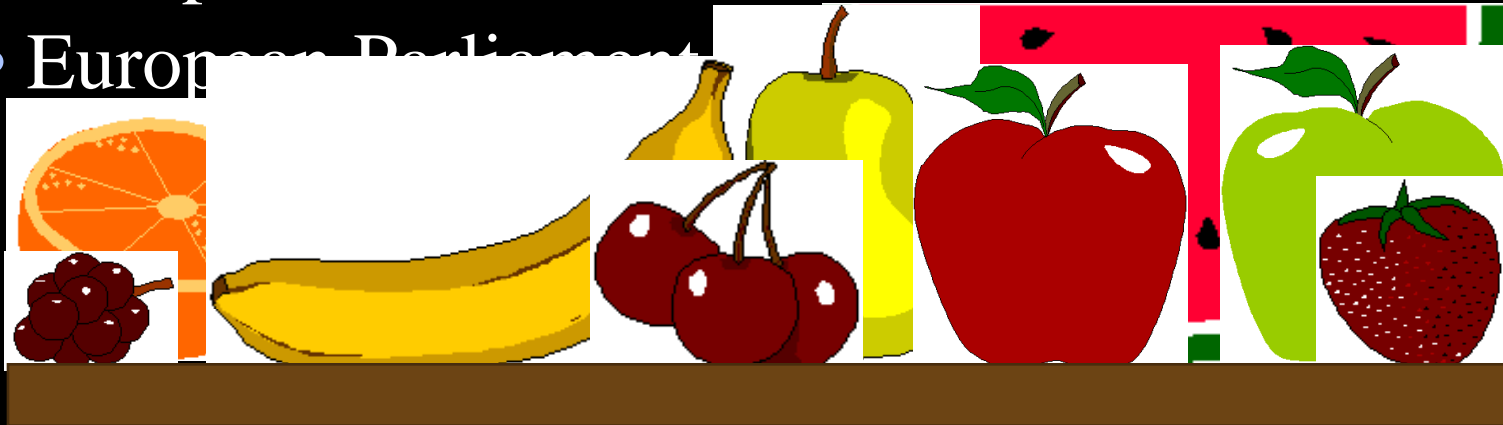
Europe: 1958

- Independent countries
- No umbrella government
- Substantial trade and economic barriers



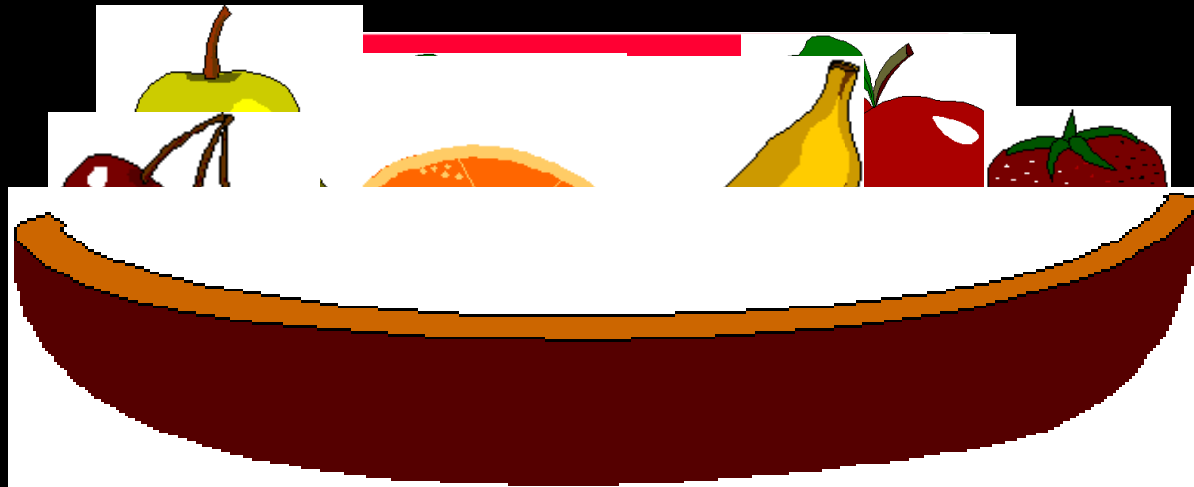
Europe: the Treaty of Rome

- Initiated Uniform Law for Western Europe
- European Community (EC)
- European Economic Community (EEC)
- European Court of Justice
- European Parliament



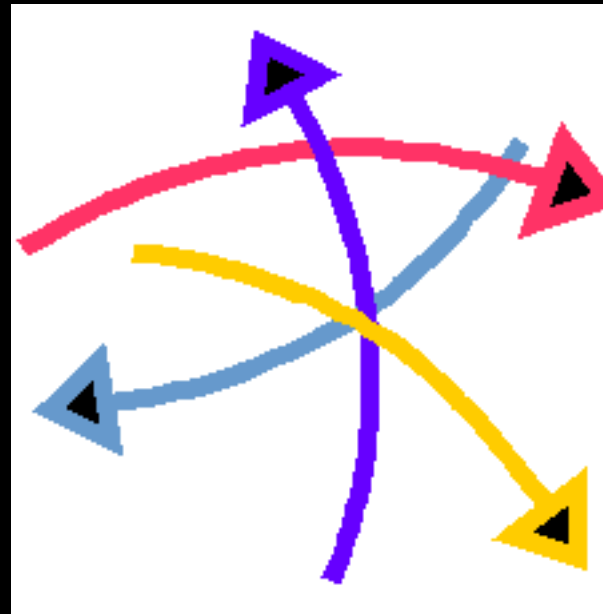
1992

- Begins January 1, 1993
- Major step to unification of Europe
- Spectre of fortress Europe?



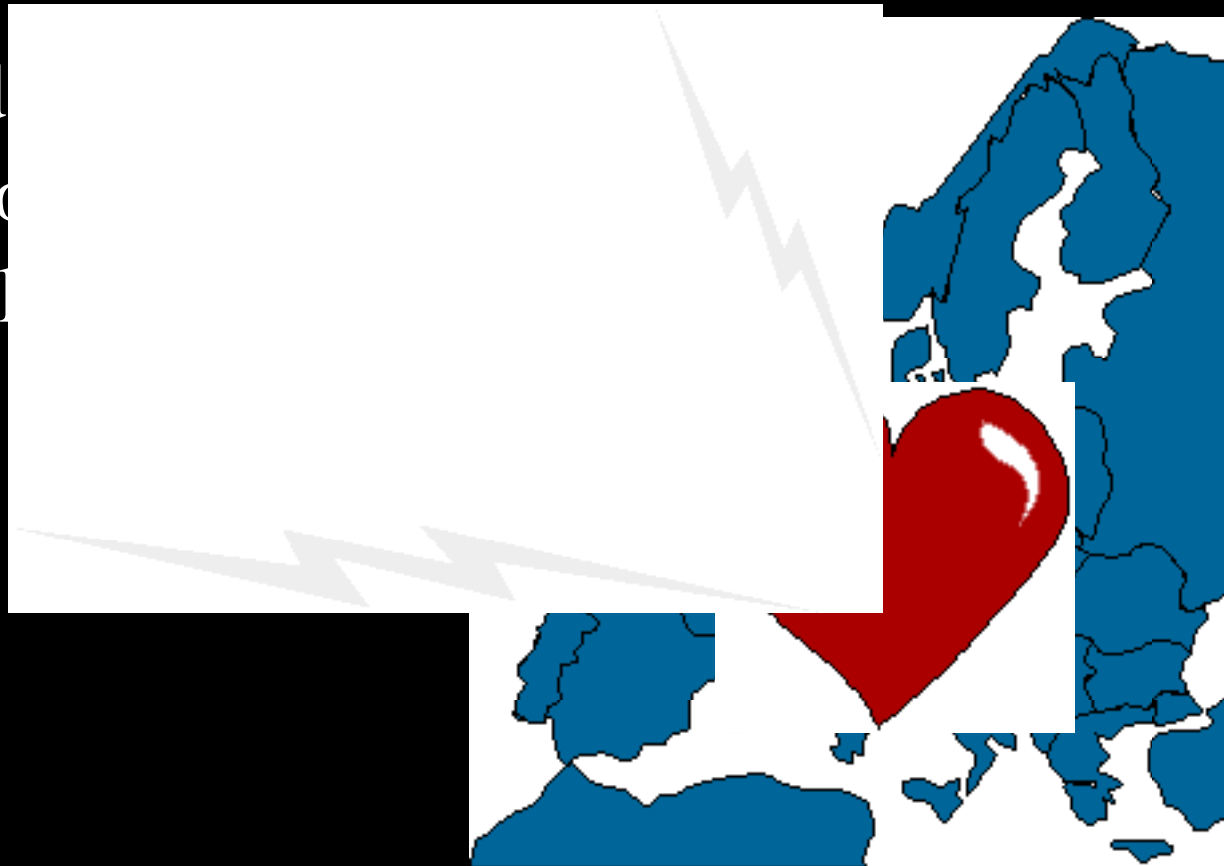
Impact of 1992

- Free Movement
 - Goods
 - People
 - Funds
 - Lawyers



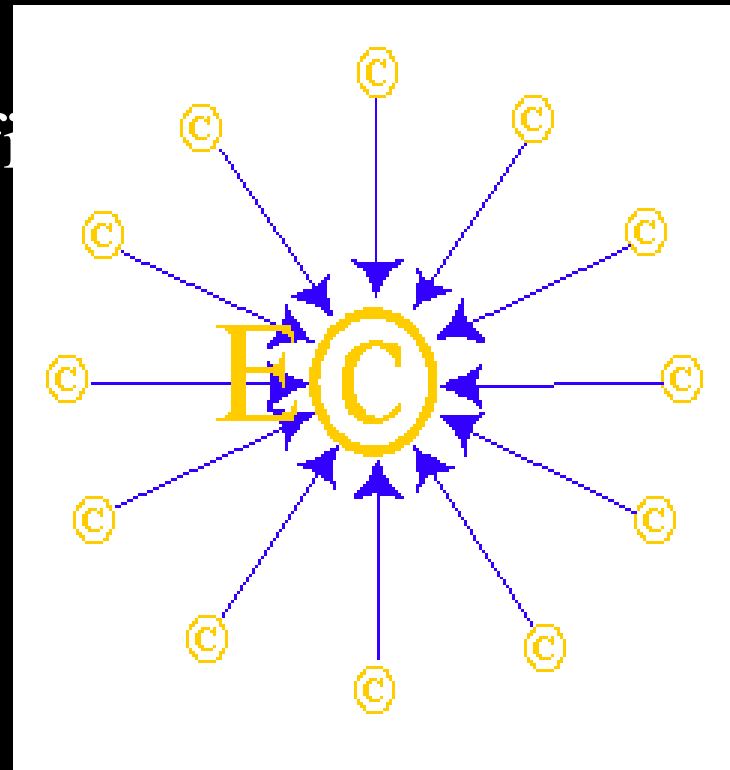
Business Benefits

- Faster d
- Fewer lo
- Life styl



Strategic Asset Considerations

- One copyright law—coming soon
- One patent law
 - European Patent Office
- One trademark law



Uniqueness Remains

- Local cultures
- Geographic regionalization
- Language differences
- Political differences
 - Still 12 States
- Mind sets and norms differ

Uniqueness Remains

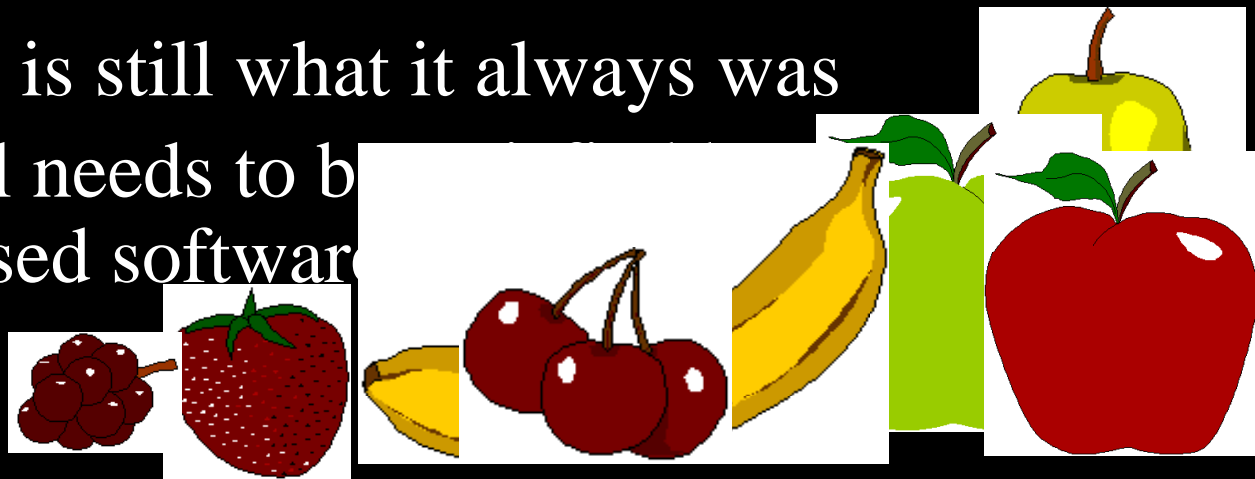
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The Myth of the Giant Market

- The Common Market is
 - 1/3 larger than U.S. market
 - 2x larger than the Japanese market

SO WHAT!

- Europe is still what it always was
 - Local needs to be focused software





The power to be your best