

promote efficiency in markets and institutions, we simply must not neglect exchanges in the humanities, in history, fine arts, philosophy, the study of religion, languages, and literature.

Octavio Paz, the 1990 Nobel laureate for literature, put it well when he wrote, "If human beings forget poetry, they will forget themselves." So, those of you all involved in the liberal arts, you have nothing to do but be proud of the work you're engaged in. And if you don't believe it, just ask old Octavio Paz, winner of the Nobel Prize. [Laughter]

But look, I do honor you, salute you for your spirit of scholarship and adventure. And if you get a little lonely from time to time, keep it in the big perspective. As I see it, with the crying need for better education, the crying need for peoples to understand each other better, you are doing something important just being here, just working, just understanding the culture of this great country. In my view, you're really doing something important.

I will simply conclude by this broad comment on my job opportunities, my own, that is. I can't think of a more exciting time in the history of this country, in the recent history of this country, to be President of the United States. Now, you go back to where things were just a couple of years ago as you look at Eastern Europe; you look at parties in the Middle East that weren't

even willing to talk to each other; you look at the Soviet Union that we lived in fear of when you all were two or three years younger. You wondered whether we were going to evolve into some kind of a nuclear holocaust, little kids going to bed scared in our country and in other countries all around the world. And that's changing, and it's changing for the better.

And so, it is a very exciting time to represent the only, I guess in terms of both military and economic, the only remaining, what they call superpower. But what we want to do is use our ingenuity and use our energies, well-represented by this group here today, to help people around the world; to assure the peace; to raise the standards of living of our own people by, as I said earlier on, opening markets and having our economy much more vibrant.

So, it's a wonderful time to be fighting these battles and accepting these challenges that will always be with whoever is President of the United States. This, as I say, is a cameo appearance; it's a quick drop-by. But looking around here, I can get a little sense of enthusiasm that occupies this crowd. And I really wanted to wish you a very, very happy new year. And may God bless you in your important work.

Thank you all very, very much.

*Note: The President spoke at 2:29 p.m. in the Cosmos Ballroom at the Miyako Hotel.*

## Remarks at the Opening of Toys-R-Us in Kashihara, Japan

January 7, 1992

Thank you all very, very much, all of you. And may I first thank Governor Kakimoto and Mayor Miura for their gracious hospitality and say to all of you that it really is, for Barbara and me, a deep honor to visit this ancient and venerable city of Kashihara right here in Japan. And may I thank Minister Watanabe for being here. His ministry did so much to change the great retail store law, and I am personally very grateful to him for taking the time to be with us today.

And Mr. Charles Lazarus, thank you, sir,

for your introduction. It's a pleasure being at your side and sharing your joy in the successful opening of Toys-R-Us. When our grandchildren heard about this trip to the Far East, they figured the highlight would be today, stopping at Toys-R-Us. And I'll just have to tell them I couldn't buy them anything because Barbara has cut my *kozukai*, my allowance, that is. [Laughter]

What we see here today is success for Japanese consumers as well as for ourselves in the effort to eliminate a major barrier in

the Japanese distribution system. For years, American retailers have sought to compete in the Japanese market. And after all, Japan has the second largest economy in the world, and its consumers are increasingly demanding wider choices for themselves and their families, lower prices, and certainly uncompromising quality.

But American companies before weren't making any headway because the regulations, particularly the large retail store law, made opening new foreign retail stores virtually impossible. From the beginning of our administration we've had a key trade policy objective, and that was to break down the barriers to the sales of U.S. goods and services.

And in 1990, we launched the Structural Impediments Initiative, or what we call SII, those talks to remove the underlying economic barriers to trade and balance of payment adjustment and to promote open markets. SII has indeed enabled us to take aim at the rules that prevent our companies from competing in Japanese markets.

And when Japan changed its large store law, it lowered a key barrier to open trade. And Japanese consumers, your buyers here in this country, and our workers stand to reap the benefits. Japanese consumers will get stores with wider selections, more competitive prices, and quality goods from around the world. And U.S. companies will be able to operate businesses and sell their products in this huge and promising market.

And I think we're all here today because Toys-R-Us was ready to take up the challenge of SII, and it literally lived up to the old Japanese saying, "Three years on top of a stone." We have much to learn from the 3-year battle that Toys-R-Us waged to pry open the \$6 billion Japanese toy market. After all, this is the first time that a large U.S. discount store has opened here, and it's blazed a trail. And now all kinds of companies can come on in, from toy stores to high-tech outlets.

And I hope that Toys-R-Us is but the first in a long line of American retailers to locate in this great country. Greater access is an exciting idea, and it will help create more jobs in America. And the opening of the Japanese retail market gives our manufacturers, particularly the small manufactur-

ers, a conduit into markets they otherwise couldn't have touched and brings the Japanese consumer a wide choice of world-class goods.

The relationship between the United States and Japan is one of the world's most vital economic relationships. Our two nations produce over 40 percent, 40 percent of the world's gross national product, and therefore, our actions, taken separately or together, affect many countries.

We've worked together in close cooperation, for instance, at the economic summit, in the G-7 framework, and in international financial institutions to promote global growth and shared prosperity, Japan and the U.S. working for those common goals.

But we still face many challenges. And each partner must realize that it benefits from free trade and open markets. Our economic relationship is not a zero-sum game for either side. And though we're pleased at the success so far, we're not satisfied with just reaching these piecemeal trade agreements. In the cause of free and open trade, we want agreements that produce permanent improvement in access and in U.S. sales to Japanese markets and permanent improvement in the lives of Japanese consumers.

And what makes me so happy here today is that we see here the beginning of a dynamic new economic relationship, one of greater balance. There is much that we can do for the world based on a forward-looking global partnership between two great nations, two powerful economies, and two resourceful, innovative peoples. And together we will go far.

Just two last points. I will do my level-best as President of the United States to preserve and strengthen the important relationship between Japan and my great country. It has a lot to do with world peace. It has a lot to do with world economic stability. It has a lot to do with two great economic and democratic countries working together, setting an example for other countries around the world. So, I want to say to the Minister and to the Prime Minister, I will do my part to keep this relationship on track.

And lastly, and this is the end, you'll be happy to know, I just want to thank all of the people in this wonderful city who have given Barbara Bush, over here, and me such a warm welcome. When we got off that helicopter here and came by those wonderfully warm, smiling faces, extending to us a warm, Japanese welcome, we felt very, very grateful and very emotional. And that said an awful lot about the friendship between Japan and the United States of America.

Thank you. And may God bless each and

every one of you.

*Note: The President spoke at 4:10 p.m. In his remarks, he referred to Yoshiya Kakimoto, Governor of Nara; Taro Miura, Mayor of Kashihara; Michio Watanabe, Japanese Minister of Foreign Affairs; and Charles Lazarus, chairman and chief executive officer of Toys-R-Us. A tape was not available for verification of the content of these remarks.*

## Remarks With Prime Minister Kiichi Miyazawa of Japan to the Presidential Business Delegation in Tokyo

January 8, 1992

*The President.* Let me just say to those on the American side and this very distinguished delegation of American business people that are here, led by our able Secretary of Commerce, how pleased we are to be in Japan and, Mr. Prime Minister, how much we appreciate your hospitality.

Are we going to have a translation or do we—

*The Prime Minister.* Go ahead. I think we understand.

*The President.* And to the Japanese here, let me say how important we view this part of our trip. The trip is not simply about jobs and business. This is a terribly important part of it. But given the breadth of understanding of this Prime Minister, we've been able to talk about world security problems, about a global partnership, about the big picture. To guarantee that this big picture continues to unfold in a positive way, we must make dramatic progress on the business side. And indeed, Prime Minister Miyazawa and I have had a real opportunity now to begin once again our discussions of this.

But I would say to you, my friend, these are good people, our business people. They are people that not only represent individual American companies, but in a sense we've brought a delegation that is widely connected with chambers of commerce, Federation of Independent Business, the heart-

beat of our country in jobs in small business, independent business. And so, the head of the Independent Business Association is here, the National Association of Manufacturing. And in these discussions, your friends and colleagues are talking to our organizations as well as to these business executives and individuals in whom I have so much personal confidence.

But we're grateful to you. And I would just like to turn the floor over to you, sir, for any comments that you'd care to make.

*The Prime Minister.* Thank you, Mr. President. If I may, a few words.

Secretary Mosbacher, distinguished U.S. business executives, I hope you are having a productive meeting. It must be quite rare, even in the United States, for such an outstanding group of business executives to get together in one room, particularly from such a broad spectrum of industries ranging from potato chips to computer chips. [Laughter] I should be delighted if you take full advantage of this special occasion for the benefit of both economies.

President Bush and I are working hard to advance our bilateral relationship including its economic aspect, not only for the sake of our two countries but also for the rest of the world. In so doing, both the President and I have great expectations for the input from the private sectors.

Now, 18 people are enough to form 2