

Contents

A. Introduction	3
B. Contributing Factors to Asian Export Success.....	5
I. The Role of Export Promotion Policies in Asia.....	5
1. Country Experiences.....	5
2. The Effectiveness of Export Promotion Instruments.....	14
II. Mastering New Technologies	17
1. Technology Transfer.....	18
2. Local Technological Capability.....	19
III. Globalization and Networking within Asia.....	20
1. FDI and World-Market Performance	21
2. Complementarity in Supply	22
3. Intra-Regional Trade.....	23
4. Investment Linkages within Asia	24
5. The Role of Economic Policy	25
C. Applicability of the ESAE's Strategy to CEECs.....	26
I. Initial Conditions	26
II. EU and CEECs: Are They Natural Trading Partners?.....	30
III. Competition between CEECs and Asia in EU Markets.....	32
IV. Policy-Specific Conditions in CEECs	34
1. CEECs' Policy Measures within the GATT/WTO Framework.....	34
2. Integration and Co-operation among CEECs	36
3. CEECs' Implementation of the Europe Agreements	38
D. Summary and Policy Conclusions	39
Bibliography	44