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cc Mr Hyndman

Barbara  
For our Washington file  
Done 12/6/95

Mr Gilbert for file / J  
9/6


9 June 1995

To: Mr Loughran  
Mr McCann  
Mr Gibson  
Mr Hewitt  
Mr Robinson  
Mr Crozier, T&EA  
Mr Buckland, LEDU  
Mr Henderson, NITB  
Mr McConnell, IRTU  
Mr Briant  
Mr Gray

From: S L Ross

**SUMMARIES OF BREAKOUT SESSIONS AT WHITE HOUSE CONFERENCE**

1. For completeness on DED related activities at the Conference, I attach summaries of each breakout session.
2. The message running through most of the summaries is that not many US based company representatives were in the audiences.
3. A copy of the Conference Agenda is also attached, for reference purposes.

  
**S LESLIE ROSS**  
9 June 1995

### WHITE HOUSE CONFERENCE

#### Information Technology Breakout Session, 25 May 1995

Panellists: Raymond Smith, Chairman & CEO, Bell Atlantic Corporation (Moderator)  
Peter Teague, VP & CFO, AT&T UK  
William Elsner, President & CEO, United International Holdings  
John Cullinane, President, The Cullinane Group  
Patrick Henry, President, Unicom Inc

- 1) This session was not at all what IDB had expected, mainly due to the composition of the panel, which was heavily influenced by the input of 2 representatives in particular - one from the telecommunications industry (a telecoms provider - not manufacturer) and one from the cable TV industry. Only one of the 4 panellists, Pat Henry of Unicom (who replaced Steve Hafer), had strong links with NI (Unicom is the parent company of NI's Unibol, ICS, CMI and CCIS).
- 2) I would estimate that approximately 120 - 130 people attended the session.
- 3) The presentations of 3 of the 5 panellists and their responses to questions from the audience barely touched on NI electronics or software issues. Pat Henry gave a glowing account of Unicom's investment experience in NI and John Cullinane talked about the impressive people and infrastructure he had seen in visits to both the ROI and NI. He also laid out his ideas for a high-technology venture fund akin to the BIRD programme pioneered by the US and Israel. Cullinane also provided a moment of welcome light relief (if unintentionally) when he acknowledged the efforts of Belfast former Lord Mayor, Reggie Emp(!), in building Belfast's reputation as a location for software and other high technology businesses.
- 4) The panel's interaction with the audience developed into a series of exchanges on the functionality of the telecoms infrastructure, plus charges and tariffs, both North and South of the border. Doug Riley took exception to the implication by the moderator of the panel (Raymond Smith from Bell South, which is currently exploring linkages with Telecom Eireann) that NI did not possess an optical fibre broadband network and spoke forcibly about BTNI's achievements.



- 5) Fabian Monds of UU helpfully expanded the discussion by making a useful input from the floor regarding the calibre of NI's education system, graduate output and academia-industry linkages.
- 6) There were no conclusions of any real consequence, nor any business leads emerging directly from the session.

R HARLAND

## WHITE HOUSE CONFERENCE

### Manufacturing Breakout Session, 26 May 1995

Panellists: Duane Burnham, Chairman & CEO, Abbott Laboratories  
Brendan Hegarty, Executive VP & COO, Components, Seagate Technology  
Michael Cooney, President & CEO, American Brands International Corporation  
Peter McKie, Chairman, Du Pont (UK) Ltd

- 1) This was an excellent session for NI. The panel consisted of senior representatives of Abbott Laboratories (which has plants in Donegal and Sligo), Seagate, American Brands (which owns Gallaher) and Du Pont. The latter three panellists all focused heavily on NI's advantages as a manufacturing location, including the representative of American Brands who mentioned Gallaher's Dublin operation only briefly, concentrating instead on the 1100-man operation at Lisnafillan near Ballymena.
- 2) The audience was in the region of 80 - 100 and, based on a show of hands requested by the moderator, appeared to include 6 American corporations currently actively seeking a European location (although it was not possible to identify these 6 more closely in the crowd).
- 3) So good were the accounts of NI given by the panellists that Des O'Malley, a (former?) TD in the ROI felt obliged to intervene to stress the ROI's corporation tax rate and also the fact that he was "the man who said 'No' to DeLorean". This intervention brought a suitably scathing rebuke from IDB's Chairman.
- 4) Baroness Denton joined the session at one point and spoke briefly and effectively on NI's advantages.
- 5) Towards the end the session degenerated into a round of regional representatives thanking Abbott, Gallaher etc for the jobs they had provided over the years.
- 6) The most notable contact made was with a representative of Rockwell, to whom both R Harland and F Hewitt (separately) spoke after the session. Rockwell has no current project, but their representative indicated a willingness that someone from his company would meet with John Dunn when next in Europe to discuss the automotive components opportunity in NI.



- 7) As a footnote, the input from the American Brands representative suggested to me that we do not make enough of this major investment in our promotional literature etc - this may be because of sensitivity surrounding the tobacco industry, but certainly the American Brands "name" is a very major one to have in our portfolio.

R HARLAND

## WHITE HOUSE CONFERENCE

### Tradeable Services Breakout Session, 26 May 1995

Moderator: Susan Morrice, President, S Morrice & Associates, Ltd

Panellists: Jim McCann, President, 800-Flowers  
Gerald Crotty, Chairman, President and CEO, ITT - Communications and Information Systems Inc.  
Thomas Moran, President and CEO, Mutual of America  
John McGarry, President, Ceimic Corporation

The Tradeable Services breakout session, while stimulating and entertaining, was very loosely focused and did not directly address the key tradeable services investment issue (for both ourselves and the IDA) ie international call centre projects.

This was partly because the moderator, Susan Morrice (who is a consultant in the petrochemical industry and was asked to chair the session at short notice), despite intensive briefing, did not really understand the nature of this sector.

Some useful contributions were made by the panel, in particular Jim McCann, President, 800-Flowers and Gerald Crotty, President ITT Communications and Information Systems. However, these contributions reflected mainly the history of the respective companies, with some reference to existing investments in the ROI. Northern Ireland was at a disadvantage by having no panel member with an existing investment here - US DOC had agreed to include D Riley but didn't deliver.

The discussion which followed the panel's remarks was extremely wide ranging, but, for the most part, centred on the role of women in business, plus some "plugs" from other companies (mostly SMEs) attending.

Both IDB and the IDA made brief contributions on the general range of financial support available and the session was also the focus for obtaining and developing one or two promising contacts.

In all, however, a missed opportunity by the US administration to focus strongly on the key tradeable services issues for the island.

TREVOR KILLEN



## WHITE HOUSE CONFERENCE

### Food Industry Breakout Session, 25 May 1995

1. The Moderator was Augustus Schumacher (USDA) and the panellists were Ted Smith (Heinz), Wes Allen (Leprino) and Martha Cashman (Land O Lakes). The additional agency speakers were Bruce Robinson and Sean Donnelly (Forbairt). The Minister joined towards the end of the session and was invited to make a statement about the Northern Ireland food industry, which she did on an impromptu basis.
2. Approximately 50 people attended, though there is no record of the participants. After the panellists had spoken, the Moderator invited everyone present to introduce themselves and say a few words about their particular interests. Those participating represented a broad spread of interests covering NI, ROI and US (not many) companies, USDA, Forbairt, Bord Bia and IDB officials, local Government etc representatives and some consultants/advisers. Company representatives included Trefor Campbell and Ken Baird, Matt Walsh (Waterford), Ronnie Wilson (Unipork) and Jim O'Mahoney (Golden Vale).
3. The main panel presentations were straightforward though Martha Cashman probably spoke longer than necessary. I thought the Moderator might have been a bit tighter in controlling proceedings - a number of people from the floor took the opportunity to hold forth about the merits of their particular Council areas. Some requests for business contacts were made from the floor and these appeared to have been followed up through bi-lateral contact at the end of the session. I am not aware of any significant contacts having been made and it was somewhat disappointing that there were not more American company representatives present. The USDA officials were however enthusiastic, took satisfaction from the inclusion of agri-food references in the President's speech and seemed keen to pursue contacts in, and visits to, Northern Ireland.

MIKE WARNOCK

WHITE HOUSE CONFERENCE

Business Partnership Breakout Sessions, 25/26 May 1995

1. Two sessions were organised, chaired by Chuck Meisner. It is estimated that around 100-150 attended the Thursday session and about 50-60 the Friday morning one.
2. Representatives from DED (Mr Loughran), Irish Trade Board, Forbairt, NorthWest International, IBEC and CBI spoke at the sessions. IDB was represented on the Panel on the Friday session.
3. Overall the sessions were fairly bland. There was no particular audience participation or reaction; the most significant questions came from NI/ROI participants with little input from Americans. I doubt if the organisers have any record of the participants in these sessions, but my impression would be that not many Americans attended.

ALAN HINGSTON



## WHITE HOUSE CONFERENCE

### Tourism Breakout Session, 25 May 1995

The session was chaired by Mr Jack Dunfey - a retired hotelier - in an informal but unexciting manner. The two panellists were Chuck Feeney, who has interests in two hotels in Ireland, and Roger Ballou of Alamo, which has a very small operation in the ROI. The former added nothing of substance to the session while the latter spoke purely on the hire care market in ROI. Under Secretary of State Greg Farmer, responsible for tourism in the US Department of Commerce, spoke a few words of welcome (left early). Fortunately Baroness Denton and Mr Kenny (ROI Tourism Minister) and Ian Henderson and Matt McNulty (CE's of NITB and BFE) added life and factual information when asked to speak. If it had not been for the North/South pressure on the US administration to include the Ministerial/CE contribution (which was only finally agreed to in the previous 24 hours) this session would have collapsed early and been a complete non-event. The discussion period lasted half an hour, was of general interest but lacked American participation; the fundamental weakness was the almost total lack of presence at the Conference of American companies connected with the tourist industry.

M BRIANT

## WHITE HOUSE CONFERENCE

### Employment (Equality) : Addressed in Breakout Session and in Margins of Conference, 24-26 May 1995

The Washington Conference provided the Department with the opportunity to continue its strategy of moving away from debates about the merits or otherwise of MacBride legislation in the United States to an emphasis on how US investment (linked to the strong NI legislation and public sector investment focused in particular on areas of social need) can assist fair employment for all.

In the margins of the conference officials briefed US interests, both press and lobbyists, while Ministers in speeches emphasised HMG's commitment to fair employment and TSN. The distribution of fair employment data and of DED's "Growing Competitively" backed up these public statements.

The Employment Breakout session allowed this message, which is in large part shared by the main NI participants, to be firmly placed in front of the US audience. The 200 participants included not only a wide range of NI participants, but significant MacBride advisors. Bob Cooper and Roy McNulty emphasised the impact of the present legislation, Eithne McLaughlin explained the EER, while with slightly different analyses but broadly on the same lines, Rev Dunlop, Cardinal Daly and Inez McCormack addressed the fair employment and investment themes. In the 15 minutes of questioning some MacBride participants raised minor points, but this was largely the letting off of diminishing steam.

### Conclusion

An invaluable opportunity to demonstrate that we want to move to a new, realistic agenda, of how investment can genuinely produce opportunities for all. Some MacBriders will continue their campaign, but as in McManus' comments, they are having to move towards the consensus. Our need is to continue the momentum through pressing DED's commitment to TSN and by continuing contacts with moderate MacBride proponents and others.

**WILL HAIRE**





# The White House Conference for Trade and Investment in Ireland

Northern Ireland and the border counties of Ireland

Washington, D.C. May 24, 25 and 26, 1995



BCIU

## CONFERENCE AGENDA:

### May 24 - WEDNESDAY

- |                        |   |                     |
|------------------------|---|---------------------|
| 12 Noon - 8:00 p.m.    | Registration Opens  | (Sheraton Foyer)    |
| 7:00 p.m.              | Opening Reception   | (Sheraton Foyer)    |
| 8:00 p.m. - 10:00 p.m. | <b>Dinner</b>   | (Sheraton Ballroom) |
|                        | Welcome: Senator George J. Mitchell, Special Advisor to the President and the Secretary of State          |                     |
|                        | Invocation: His Eminence Cahal Cardinal Daly, Archbishop of Armagh, President Irish Episcopal Delegation; |                     |
|                        | The Very Reverend Dr. John Dunlop, Presbyterian Church in Ireland   |                     |
|                        | Ronald H. Brown, Secretary of Commerce  |                     |
|                        | Vice President Al Gore  |                     |

### May 25 - THURSDAY

- |  |  |                       |
|--|--|-----------------------|
| 7:30 a.m. - 5:00 p.m.                  | Registration   | (Sheraton Foyer)      |
| 7:45 a.m.<br>(doors open at 7:30 a.m.) | <b>Breakfast</b>   | (Washington Ballroom) |
|  | Welcome: Richard C. Holbrooke, Assistant Secretary of State for European and Canadian Affairs, |                       |
|  | William Farley, CEO, Fruit of the Loom, Inc.   |                       |
|  | William J. Flynn, Chairman of the Board, Mutual of America Life Insurance Company              |                       |
|  | Donald R. Keough, Chairman of the Board, Allen & Company                                       |                       |
|  | James Lyons, U.S. Observer, International Fund for Ireland                                     |                       |
|  | Peter McKie, Chairman, Du Pont (U.K.) Limited  |                       |
| 9:15 a.m. - 9:30 a.m.                  | Break  | (Sheraton Foyer)      |
| 9:30 a.m. - 10:30 a.m.                 | <b>Opening Plenary Session</b>   | (Sheraton Ballroom)   |
|  | Senator George J. Mitchell   |                       |
|  | Ronald H. Brown, Secretary of Commerce   |                       |
|  | Warren Christopher, Secretary of State   |                       |
| 10:30 a.m. - 11:30 a.m.                | Address by President William J. Clinton  | (Sheraton Ballroom)   |
| 11:30 a.m.                             | Break  | (Sheraton Foyer)      |
| 12:00 p.m. - 2:00 p.m.                 | <b>Luncheon</b>  | (Sheraton Ballroom)   |
|  | Introduction: Jean Kennedy Smith, U.S. Ambassador to Ireland                                   |                       |
|  | Dick Spring, Deputy Prime Minister and Minister for Foreign Affairs of Ireland                 |                       |
|  | Introduction: William J. Crowe, U.S. Ambassador to the U.K.                                    |                       |
|  | Sir Patrick Mayhew, U.K. Secretary of State for Northern Ireland                               |                       |



2:15 p.m. - 4:00 p.m. Breakout Sessions

**BUSINESS PARTNERSHIPS**

(Cotillion Ballroom)

Moderator: Charles F. Meissner, Assistant Secretary of Commerce for  
International Economic Policy  
Panelists: Representative, Industrial Development Board of Northern  
Ireland  
Alan McCarthy, Chief Executive, Irish Trade Board  
Representative, Northern Ireland Department of Economic  
Development  
Dan Flinter, Chief Executive Officer, Forbairt  
Declan O'Hare, Chief Executive, North West International  
Bill Toth, Vice Chairman, CBI, Northern Ireland  
John Kenna, IBEC

**TOURISM**

(Delaware A)

Moderator: John Dunfey, Chairman and CEO, Dunfey Group  
Panelists: Charles F. Feeney, Chairman, General Atlantic Group Ltd.  
Roger H. Ballou, Vice Chairman and Chief Marketing Officer,  
Alamo Rent- a- Car

**INFORMATION TECHNOLOGIES**

(Delaware B)

Moderator: Raymond W. Smith, Chairman and CEO, Bell Atlantic Corporation  
Panelists: Peter Teague, Vice President and CFO, AT&T, U.K.  
William J. Elsner, President and CEO, United International Holdings  
John Cullinane, President, The Cullinane Group  
Stephen Hafer, Chairman, Unicom, Inc.

**FOOD INDUSTRIES**

(Virginia A)

Moderator: Augustus Schumacher, Administrator, Foreign Agricultural  
Service, U.S. Department of Agriculture  
Panelists: Ted Smyth, Vice President, Corporate Affairs, H.J.  
Heinz Company  
Wesley Allen, President, Leprino Foods  
Martha M. Cashman, Senior Vice President, International  
Development, Land O'Lakes, Inc.

**COMMUNITY DEVELOPMENT**

(Virginia B and C)

Moderator: Elizabeth Shannon  
Panelists: Jackie Redpath, Greater Shankill Partnership  
Geraldine McAteer, Foundry Regeneration Trust  
Brian O'Neill, Chamberlink  
Maurice Hayes, Board Member, American Ireland Fund, Northern  
Ireland  
Duncan Pollock, Castlederg District Council  
William McCarter, Chairman of the Board, International Fund  
for Ireland

4:30 p.m. Transportation to White House (Outside of Main Lobby)

5:00 p.m. - 7:00 p.m. Reception at the White House (Pennsylvania Avenue, North  
Visitor's Gate Entrance)

7:15 p.m. Transportation back to Sheraton (Pennsylvania Avenue, North  
Visitor's Gate Entrance)



**May 26 - FRIDAY**

8:00 a.m. - 9:30 a.m.

**Breakfast**

(Cotillion Ballroom)

Monika Wulf-Mathies, Commissioner of the European Commission.  
Richard Bruton, Minister for Enterprise and Employment of Ireland  
Baroness Denton, U.K. Parliamentary Under Secretary of State, Northern  
Ireland Office (Economic Development and Agriculture)

9:30 a.m. - 10:00 a.m.

**Break**

10:00 a.m. - 12 Noon

**Breakout Sessions**

**EMPLOYMENT**

(Cotillion North)

Moderator:

Tom Donahue, Secretary, AFL/CIO

Panelists:

Inez McCormack, ICTU/UNISON

Roy McNulty, President, Shorts Group

Bob Cooper, Chairman, Fair Employment Commission

Professor Eithne McLaughlin, Standing Advisory Commission on  
Human Rights

His Eminence Cahal Cardinal Daly, The Call

The Very Reverend Dr. John Dunlop, The Call

**BUSINESS PARTNERSHIPS**

(Cotillion South)

(An additional session of Business Partnerships - Same speakers and format as Thursday)

**MANUFACTURING**

(Holmes)

Moderator:

Duane Burnham, Chairman and CEO, Abbott Laboratories

Panelists:

Brendan Hegarty, Executive Vice President and COO, Components,  
Seagate Technology

Michael Cooney, President and CEO, American Brands International  
Corporation

Peter McKie, Chairman, Du Pont (U.K.) Limited

**TRADABLE SERVICES**

(Warren)

Moderator:

Susan Morrice, President, S. Morrice & Associates, Ltd.

Panelists:

Jim McCann, President, 800-Flowers

Gerald Crotty, Chairman, President and CEO, ITT Communications and  
Information Systems Inc.

Thomas Moran, President and CEO, Mutual of America

John McGarry, President, Ceimic Corporation

12:15 p.m. - 2:00 p.m.

**Buffet Lunch**

(Cotillion Foyer)

2:00 p.m.

**Conference Ends**