

Reisener, Wolfgang

Article — Digitized Version

## Competitors as partners

Intereconomics

*Suggested Citation:* Reisener, Wolfgang (1969) : Competitors as partners, Intereconomics, ISSN 0020-5346, Verlag Weltarchiv, Hamburg, Vol. 04, Iss. 5, pp. 139-, <https://doi.org/10.1007/BF02930108>

This Version is available at:

<https://hdl.handle.net/10419/138178>

### Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

### Terms of use:

*Documents in EconStor may be saved and copied for your personal and scholarly purposes.*

*You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.*

*If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.*

# Competitors as Partners

**A**re industrial nations competitors or partners? In stating the problem in this manner it is not our intention to establish a contrast or an alternative. The "competition of systems" between West and East, world-wide trade discrimination and integrated areas, which shut themselves off against third states, frequently give the impression of a hard-fought battle as the original concept of competition implies. And yet, competition and partnership are by no means eternal opposites.

The apparent logic of one-sided ways of looking at things fits only too well into the world picture of a public filled with anxiety about the future. Views of this kind are nourished by ever growing doubts as to whether Europe will be able to hold its own in the powerfield that is developing between the new large economic complexes and the developing countries as they evolve. But such doubters must be told that the future need not necessarily bring a confrontation between, say, the European forces and the economic potential of the USA or the planned economies of the Eastern Bloc, but rather a partnership between the groups. For the yawning gaps between the various stages of development in which rich and poor countries find themselves drive the world more and more into a relationship of tension between North and South — a tension that can be relaxed only by a common effort. The stronger the European economy, the more indispensable it becomes as partner, if the tasks confronting the world are to be fulfilled. The constantly increasing pace of development since the last war has brought in its wake decisive alterations in the structure of the world economy, particularly through the creation of new major areas and through changes in the technological realities.

As a new major economic area must primarily be regarded the Eastern Bloc, which with its ever increasing industrial potential becomes constantly more important to the Western economy both as customer and as partner vis-à-vis third markets. Similar considerations apply to the Asiatic Zone surrounding the mightily expanding Japan, to Africa with its fully developed South African Union and to Latin America—an area of its own, which is gradually beginning to prosper. An essential task of these new economic groupings is to work together with the already highly industrialised areas in helping to achieve for the developing countries in between a rate of growth which will lead to a gradual adjustment of living conditions. This task will be made easier by the international division of labour which even today leaves the manufacture of simpler goods increasingly to the developing countries. The industrial countries for their part seek their future chances in specialised production processes demanding highly complicated skills. This requires of each of the nations concerned ever larger investments for research purposes, forcing them into partnership, if only by the constraint of technological progress.

This year's Hanover Fair, which started on April 26, brings to Western Germany a multitude of enterprises from all parts of the world for a display of their industrial goods. The Fair gathers together competitors and partners in striving for commercial success, partners in the common endeavour to promote trade and prosperity.

*Wolfgang Reisener*