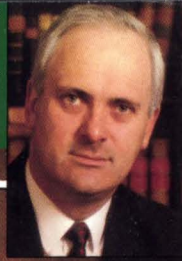


Irish Prime Minister Speaks Out On Peace and EU Presidency



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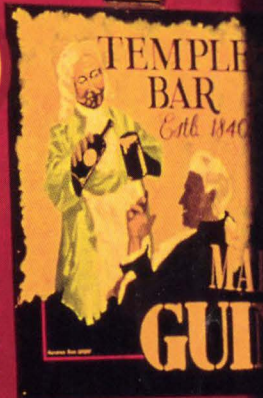
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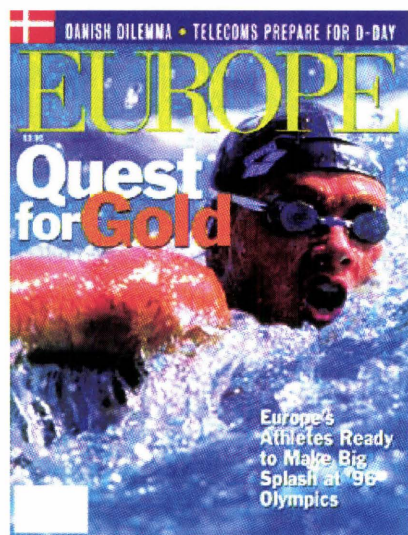
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EUROPE

MAGAZINE OF THE EUROPEAN UNION



IRELAND

Ireland's Twin Challenges. The peace process and the EU presidency top the Irish agenda. *Joe Carroll* 8

Ireland Is In. The Emerald Isle is the "in" place for music, the arts, and travel. *Mike Burns* 12

Interview. Irish Prime Minister John Bruton discusses Ireland's booming high-tech sector, EU presidency, and the peace process. 14

America's Activist Ambassador. Jean Kennedy Smith, the US ambassador to Ireland, is the second most popular woman in the country. *Robert J. Guttman* 18

BUSINESS

Intel Invests in Ireland. The computer chip manufacturer is bringing high-tech jobs to Ireland. *Robert J. Guttman* 20

Industrial Renaissance. International interest and investment have breathed new life into Northern Ireland's economy. *Mike Burns* 22

Temple Bar. Investment has transformed a dying section of Dublin into the city's young heart. *Ester Laushway* 25

EUROPEAN AFFAIRS

John C. Kornblum. Acting Assistant Secretary of State for European and Canadian Affairs' remarks from a recent *EUROPE* Magazine press breakfast. 24

TRAVEL

The K Club. The Kildare Golf and Country Club offers a challenging golf course in a stunning setting. *Robert J. Guttman* 28

Europe by Eurail. One of the continent's greatest travel bargains. *Kenneth C. Danforth* 31

Festival Europe. A sampling of Europe's summer and fall festivals. *Claudia Hellmann* 32

Choice Spots. Our Capitals correspondents' annual review of travel across Europe. 35

The Write Way to Travel. *EUROPE* presents a roundup of the newest travel books. 47

DEPARTMENTS

2 Letter from the Editor

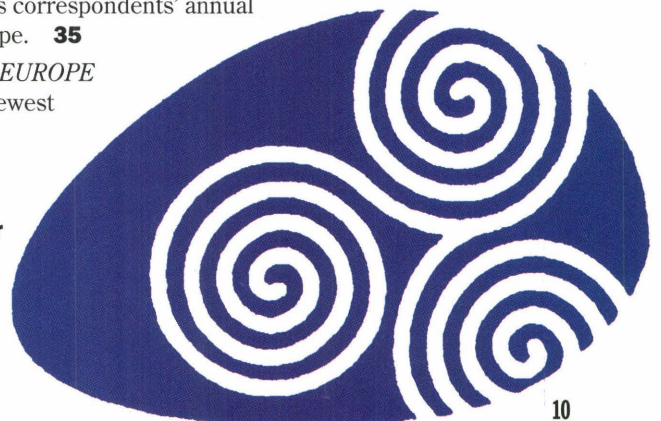
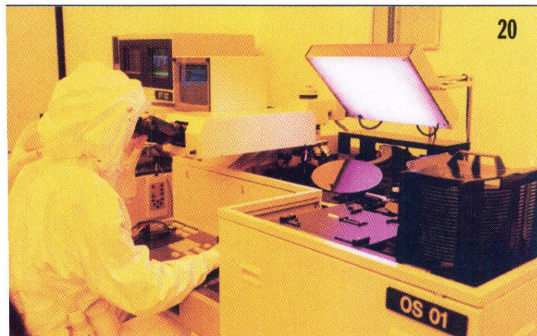
3 Eye on the EU

5 EU On-line

35 Capitals

42 Newsmakers

46 Arts & Leisure



Letter from the Editor

The Emerald Isle has become the "in" destination for tourists this summer. Tourism in Ireland is up a staggering 16 percent this year. Ireland has become the place to visit for those who want to hear some of Europe's hottest rock bands, to shop along Dublin's trendy Grafton Street, or to enjoy the beautiful, quiet Irish countryside.

It is not just tourism that is booming in Ireland. Investment, especially from American high-tech firms, is growing rapidly in and around Dublin and in other parts of the country. And surprisingly enough, Ireland has the fastest growing economy in Europe at the present time.

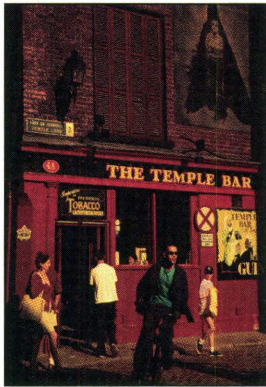
Ireland now heads the presidency of the European Union until the end of the year. The government has planned an ambitious agenda from tackling unemployment to fighting crime and drugs. Prime Minister John Bruton, in an exclusive interview with *EUROPE*, outlines his objectives for the Irish EU presidency and talks about the prospects for peace in Northern Ireland. The prime minister also analyzes the reasons why Ireland has become so popular and tells why the Irish economy, although burdened by high unemployment, is growing strongly.

In addition to our interview with the *taoiseach* (the Irish term for their prime minister), *EUROPE* spoke with US Ambassador to Ireland Jean Kennedy Smith to find out more about the US role in helping to find peace in Northern Ireland and her plans to get more American firms to locate in Ireland.

Part of the reason for Ireland's strong economic growth is the large amount of assistance that has been given to various projects around the country by the European Union Regional Development Fund. *EUROPE* looks at the urban renewal project in the Temple Bar area of Dublin that has transformed this sleepy area into the top night spot in the city. EU funds have been instrumental in this large-scale ongoing project.

Intel is one of many high-tech US firms investing heavily in Ireland. *EUROPE* profiles the Intel Ireland operation based in Leixlip, County Kildare. Intel is in the process of building a new \$1.5 billion dollar facility which will bring their work force in Ireland to nearly 5,000 employees. We also look at the other US businesses and the reasons for setting up their European operations in Ireland.

For help in choosing your European holiday this summer our Capitals writers offer you their favorite destinations in each of the 15 EU countries. *EUROPE* has put together a sampling of some of Europe's upcoming festivals taking place this summer and fall. Our handy guide presents everything from operas to jazz to rock-n-roll to film festivals across Europe.



Dublin's Temple Bar area is a popular spot for tourists and locals alike.

Robert J. Guttman
Robert J. Guttman
Editor-in-Chief

EUROPE

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Reuters has contributed to news reports in this issue of *EUROPE*.

EYE ON THE EU

Profiling Personalities and Developments Within the European Union

The states of Central and Eastern Europe have boarded a slow train which should enable all or some of them to become full members of the European Union. Given that negotiations will not start until after the end of the current inter-governmental conference, and that even after their conclusion there will need to be a lengthy period during which parliamentary ratification is sought in each of the existing member states and in the European Parliament, it is unlikely that even the most promising candidate countries will become members before the opening years of the new millennium.

Yet simultaneously several of these states have boarded what they hope will be a fast train leading to membership in NATO within the next two or three years. This is not an unrealistic aspiration, given that the degree of adaptation required from the candidates is much less than in the case of the EU. The requirements were summarized in a paper given by NATO to all the applicant countries last September. They included the following: a demonstrated commitment to democratic government and a free market economy, an absence of ethnic and territorial disputes, democratic control of the military, transparency of defense budgets, the ability to contribute to NATO defense efforts, and compatibility with NATO forces.

Two of the four so-called Visegrad countries—Poland and the Czech Republic—appear close to meeting these criteria. Hungary is also well placed, but serious doubts exist about Slovakia, where Prime Minister Vladimir Meciar has yet to provide reassurance as to the depth of his



NATO Secretary-General Javier Solana faces the difficult question of NATO enlargement.

democratic commitment. The remaining East European states are unlikely to satisfy NATO's requirements for several more years.

The Visegrad Four have no shortage of Western sponsors. Republicans in the House of Representatives tabled a bill last year specifying that they should be invited to join NATO no later than January 1999, while German Chancellor Helmut Kohl is also known to be keen on early NATO expansion.

Other Westerners, however, are more cautious. Hans van den Broek, the EU commissioner responsible for relations with Central and Eastern Europe, believes that the projected timetable is misconceived. The Visegrad Four, he argued last year, should wait until they are already

members of the EU before joining NATO, when this "would then become natural."

His reasoning is that early NATO expansion would cause an immediate crisis with Russia, irrespective of who is elected Russian president this summer. The leading candidates, Yeltsin and Zyuganov, have both made it clear that they would oppose such expansion, a position which appears to be shared by virtually all Russians, even those in the liberal camp. Conversely, there is now no Russian opposition to an enlargement of the EU.

Given the historical experiences of the Visegrad countries, their desire to enter NATO seems understandable, yet there is no present sign of any Russian threat to their security. What they fear rather is a possible menace that could develop in the future if Russia both recovers its strength and develops in a negative direction.

Analysts say a premature expansion of NATO could be a factor triggering such negative developments. At the very least, they argue, it should not be attempted before a more serious effort is

made to come to terms with Russia's own fears—of possible encirclement and the creation of a new armed division in Europe, several hundred miles to the east of the former Iron Curtain.

Some say that such fears could be lessened by a NATO agreement not to station foreign troops or nuclear weapons on the territory of new members, but Russian leaders are unlikely to be satisfied by such concessions.

Former National Security advisor Zbigniew Brzezinski offered another approach in an article in *Foreign Affairs* (January–February 1995). He proposed coupling NATO enlargement with a comprehensive Russian-Western security treaty designed to remove Russian fears about any future NATO 'aggression.'

Whatever course the West might take, most analysts agree it should wait until some months after Russia's presidential election and a new or renewed Russian government has had time to take stock of its security situation. In the meantime, many observers say the emphasis should be placed on doing everything possible to help strengthen the economies of the candidate countries to enable them to enter the EU (and, if they choose, the Western European Union) at the earliest possible date. And as far as NATO is concerned, many analysts think its priority should be the further development of its Partnership for Peace programs rather than going for early enlargement whatever the cost.

—Dick Leonard

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EU ONLINE

ARMCHAIR TRAVELING FOR ALTERNATIVE VACATIONS

If you are headed to Europe this summer or fall but you've sworn off touring the monuments and museums, the Internet might help turn a hobby or a near-abandoned dream into a viable vacation. With a little effort you might find yourself captain of your own ship, honing your gourmet talents, or capturing faraway vistas on canvas.

France has made an impact on the culinary arts as few other nations have. Hopeful chefs-to-be of all nationalities have traveled to professional cooking schools there to learn from four-star masters. Schools for amateurs have also popped up in the countryside. Courses, generally about a week long, are mixed with a bit of sightseeing to appeal to the traveler who has a taste for learning.

The Culinary Art and Gastronomy School in Chantilly whets the appetite with photographs of culinary creations from the moment you open up its home page (<http://www.cccioise.fr/infath/>). The site outlines a sampling of events for the week: a lesson on preparing Coquilles St. Jacques, a boat trip on the Seine, back into the kitchen for foie gras instruction. The cost of the class, side trips, room, and board is \$3,400 per person. The next course is scheduled for September 15–22.

Ecole des Trois Ponts

near Roanne offers both language and cooking classes (<http://paris-anglo.com/clients/troisponts/>). A husband and wife operate the school out of the 18th century Château de Mâtel. The French cuisine course is taught by chef Claude Diot in either English or French. In addition to teaching four days of class, Chef Diot takes students to local markets to learn more about the ingredients themselves. The course, which is next offered beginning August 6, costs \$1,150



The official Summer Olympics Web site offers information about athletes worldwide.

per person, with a \$135 supplement for a private bath.

If coasting down some of Europe's picturesque waterways sounds more enjoyable than roaring down the autobahn, a few Web sites can help arrange for a stay aboard a private barge, with you at the helm.

Crown Blue Line, a UK-based agency, promises hundreds of miles of canals in France and the Netherlands waiting to be explored. The company gives maps and river rules but requires no previous

boating experience for those interested in renting one of the company's 400 vessels. Crown Blue Line does not provide prices on its home page (<http://www.crown-holidays.co.uk/>), asking instead that you e-mail your address for further information.

Travel abroad has often brought inspiration to the masters of the art world, and a change of scenery might bring about artistic rewards for any skill level. A search for art courses in Europe found two different and interesting possibilities.

Ireland's Burren College of Art in County Clare offers workshops on painting, drawing, and photography to anyone interested (<http://www.iol.ie/~burren/>). The courses are held in a 16th century castle and emphasize the landscape of the Burren, an area known for its flora and fauna. They range from two days to one week and cost between \$100 to \$230. A weeklong painting course begins

August 9.

A small bed and breakfast on Britain's south coast provides a less-structured opportunity to pursue artistic endeavors (<http://www.mistral.co.uk/silverdale/silver.htm>). The Silverdale Guest House in Seaford offers art classes taught by Keith Wallace, a watercolor landscape specialist. Wallace teaches three to eight students at a time, and allows them to choose the subject, medium, and duration of the class. A class at Silverdale, which includes ac-

commodations, breakfast, and supper, is \$62 for the first day and \$54 thereafter.

Above is a sampling of alternative vacations. A search engine, such as Yahoo! or Lycos, can be tedious, but the results could connect a hobbyist or theme-oriented traveler with like-minded people the world over.

SITE OF THE MONTH: THE OLYMPIC GAMES

Millions will tune in the Olympic Games on television, but several Internet sites allow still millions more to plug in to the Olympics and learn something about who the athletes are, how the Games have changed, stellar performances of the past, and who to watch in the weeks ahead.

The official Olympics page (<http://www.atlanta.olympic.org/>) gets high marks in style but is hardly a gold medal winner in substance. A recent visit found only a few feature stories. Entertainment surrounding the Games and merchandise sales, however, seemed to be on equal footing with the athletes. A handful of sports had pages of their own linked to this site, but other than basic rules of the game and competition dates, they offered little insight.

ESPN's SportsZone site wins hands down over the official site (<http://ESPNET.SportsZone.com/editors/atlanta96/index.html>). The page is not packed full of graphics but gives an informative mix of facts and figures with in-depth stories.

—Christina Barron

IRELAND

THE QUALITY BUSINESS BASE IN EUROPE

Within the past twenty five years Ireland has been transformed from a predominantly agricultural country into one of the most vibrant industrial economies in Europe. Today Ireland has a trade surplus in excess of IR£5.2 billion (US\$8.25), equivalent to more than 15 percent of GNP and an overall balance of payment surplus of IR£2.2 billion (US\$3.49 billion).

Such growth has not however been attained at the expense of underlying stability. The consistency of government policies for industrial development have been major contributors towards growth. Industrial policy consists of specific incentives and programs, infrastructural supports and wider economic measures. A Corporation tax rate of 10%, guaranteed to end of year 2010 is available to manufacturing and internationally traded services companies. These incentives are aimed at maximizing the employment and economic benefits of industrial development by creating an attractive climate for investment.

Over the past two decades more than 1,000 overseas companies have joined the strong base of local firms in trading successfully from Ireland, not just throughout Europe but worldwide. Such success has been founded on the consistently positive approach of Irish governments to the development of business. This approach has ensured the ready availability of world class support services—from banking and trade finance to efficient transport logistics and sophisticated telecommunications.

Today, companies choose Ireland as a base for a wide range of activities, from product and process development to manufacturing, marketing, and international distribution logistics, from financial management to customer care and technical support services.

They operate in a myriad of business sectors: electronics and engineering, pharmaceuticals and health care products, computer software, financial

services and a range of internationally traded services.

The quality of Ireland's education is exceptionally high. The independent IMD World Competitiveness Report ranks Ireland as the best in Europe for the quality of education which everyone receives. Six out of every 10 of Ireland's university level students major in engineering, science or business studies subjects. While Ireland is an English-speaking country, a significant proportion of students and graduates are proficient in more than one language.

Universities and colleges in Ireland have a strong tradition of collaboration with industry, particularly in emerging high technology sectors, and maintain strong links with companies and other educational establishments throughout the world.

In Ireland there is a strong work ethos and an enthusiasm for 'getting things done'. Employers also benefit from an employee turnover rate which is well below the European average.

Ireland offers an extremely cost competitive business environment with operating costs among the lowest in Europe. An important part of the incentive package offered is the availability of generous grants toward initial start-up costs. A variety of grants are available which can be specifically tailored to meet the needs of the company. These cash grants are non-repayable and are administered by the Industrial Development Agency, IDA Ireland.

Each proposed investment project is assessed by the IDA against a number of criteria. Grant levels are determined by negotiation and grant payments are structured in a way that best suits the financing requirements of the company.

The European Union, as part of its social and regional development policy, also contributes toward the funding of industrial development.

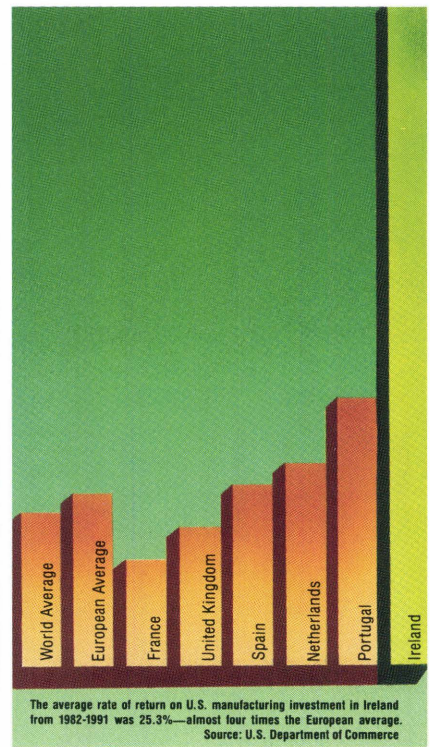
For further information, contact the Industrial Development Agency of Ireland: IDA Ireland, Wilton Place, Dublin 2, tel: +353 1 603 4000, fax +353 1 603 4040, e-mail: idaireland@ida.ie, web address: <http://www.ida.ie>.

Some of the 1,000 Overseas Companies in Ireland

<i>From the USA</i>	<i>From the Far East</i>	<i>From Europe</i>
Apple	Brother	Braun
American Airlines	Daiwa Bank	Cadbury-Schweppes
Claris	Fujitsu	Deutsche Bank
Chase Bank	Goldstar	Ericsson
Dell	Hitachi	Krups
Digital Equipment	Mitsubishi Trust	Moulinex
Fruit of the Loom	Mitsumi	Nestle
IBM	NEC	Phillips
Intel	Saehan Media	Sandoz
Merck	Sumitomo Bank	Siemens
Microsoft	Yamanouchi	Tencate
Pratt & Whitney		Unilever
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twin challenges

By Joe Carroll

THE PEACE PROCESS AND THE EU PRESIDENCY

Northern Ireland and the EU presidency dominate the political and economic agenda this summer. For the Irish government there is the additional responsibility over the next six months of chairing the intergovernmental conference (IGC) on the future shape of the Union.

The all-party talks got off to a difficult start in Belfast as the Unionist parties wrangled over the role of former US senator George Mitchell as impartial chairman. Sinn Fein, the political wing of the IRA, was kept outside the talks in absence of a cease-fire.

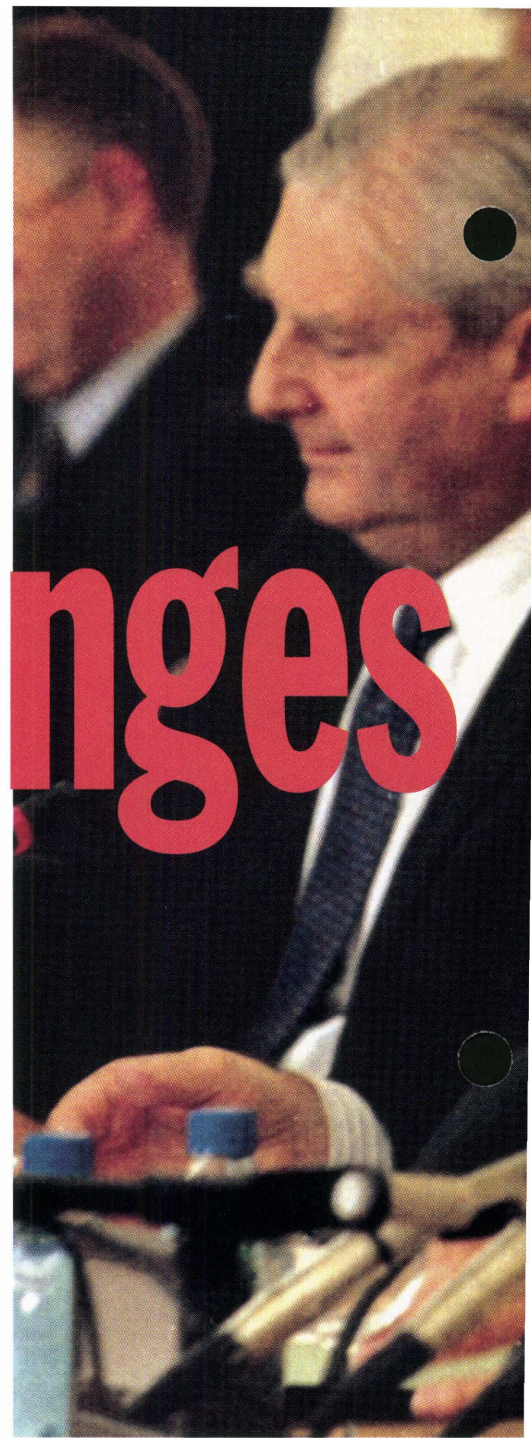
No previous government has had to

take on such a challenge—negotiate simultaneously on the future of Ireland and Europe. The center-left coalition of Fine Gael, Labor, and Democratic Left is also conscious that it is entering its last year of government before an election, which must be held before the end of 1997.

The solidarity of the coalition has been greatly helped by the favorable economic conditions, which have seen unrivaled growth, low inflation, and a start to reducing a stubbornly high rate of unemployment. But nothing is certain in politics, and the euphoria brought on by the visit of President Clinton to Belfast and Dublin at the end of last year was shattered, first by the

bombing of Canary Wharf in London, which marked the end of the IRA cease-fire, and then by the threat to the vital beef export industry in Ireland by the “mad cow” or BSE disease scare in Britain.

While the ending of the cease-fire, which had lasted from September 1994 until February 9, this year, was a huge blow to the peace process begun by the Hume-Adams talks in 1991 and then carried forward by the two governments, the latter rallied quickly and set June 10 for the opening of the all-party talks (APT). There were many who asked why after 17 months of only tentative contacts it had taken the renewal of the IRA bombing to get the date





British Prime Minister John Major and Irish Prime Minister John Bruton opened the multi-party peace talks on June 10.

fixed, and the British government was accused of stalling tactics.

The dependence of John Major's slender majority in the House of Commons on Northern Ireland unionist votes in tight situations was viewed as a contributing factor, but Mr. Major strongly rejected accusations that he was "buying" their votes when he announced an election as a preliminary to the APT. The election was seen as a concession to the unionist parties.

The IRA did not renew the cease-fire before the talks began. Thus, its political wing, Sinn Fein, was not allowed to take part in the talks. The situation grew bleaker after the IRA claimed responsibility for another bombing, this

time in Manchester, England. The republican movement remains suspicious of the elected forum that will operate in parallel to the talks. Sinn Fein-IRA claim that the forum is aimed at a purely "internal settlement" in Northern Ireland and thus would weaken moves toward cross-border institutions to draw north and south closer together economically and even politically.

As well as the demands of keeping the peace process on the road, the government is also fully committed to ensuring a successful EU presidency. The burden has been increased by the IGC, which must be seen to advance under the guidance of Foreign Minister Dick Spring. But the negotiations on the

common foreign and security policy (CFSP) and the moves toward a common defense are especially sensitive for a government that has promised there will be no change in Ireland's "military neutrality" without a referendum.

The government's white paper on foreign policy was published only days before the IGC opened in Turin last March. It promises that under Ireland's presidency, special attention will be paid to the EU's fight against drug trafficking and to promoting human rights.

Ireland favors increased majority voting in the Council of Ministers, greater powers for the European Parliament, and making the EU treaty more responsive to employment and environ-

mental problems. On the defense issue, the position is that Ireland will not join NATO or the Western European Union (WEU) because of their "mutual defense" clause and nuclear deterrent aspect. But membership in NATO's Partnership for Peace will be "considered," and there is also willingness to take part in the WEU's so-called Petersburg Tasks of peace-keeping and humanitarian missions.

Ireland's commitment to closer integration in the EU is spelled out. The greatest proof of this is full support for a common currency in the final stage of economic and monetary union (EMU). That Ireland should now be in a position to join such countries as Germany and France in EMU is a testimony to the huge economic advances made since joining the European Economic Community back in 1973. Since 1980, Irish per capita income has risen from 62 percent of the Community average to 89 percent by the end of this year.

The approach of 1999 for the coming into effect of the "euro" is, however, also creating a major problem for Ireland if Britain remains outside EMU as seems likely in the initial stages at least. With so much of Irish trade with Britain, any significant depreciation by the sterling against the euro, or even by the US dollar, would harm the Irish economy. The experts in Brussels are still working on a mechanism to cushion the future euro countries against "competitive" devaluations.

The changes in Ireland as an EU member have not just been economic. In the past year, divorce has been legalized through a national referendum. Abortion information had earlier been legalized by referendum while the constitutional ban on abortion has been interpreted by the Supreme Court as allowing an exception where the life or health of the mother is threatened. The law that forbade homosexual acts in private among adults has been decriminalized. But these changes have alarmed conservatives, and the next election will see a challenge from a new political party pledged to repeal some of these changes.

So far the three coalition leaders, John Bruton, Dick Spring, and Proinsias de Rossa, have demonstrated they

can work closely together in spite of efforts by the Fianna Fail opposition to show that there are strains inside the government over the Northern Ireland policy and the future of neutrality. The prospect of an election, which could result in a different kind of coalition, is already beginning to affect the political landscape.

Fianna Fail has begun eyeing Labor as its prospective partner for getting back to power next year. The Fianna Fail leader, Bertie Ahern, was about to head a renewed partnership with Labor, following the collapse of the previous coalition in November 1994

under Albert Reynolds, when Spring abruptly turned instead to Fine Gael and the Democratic Left. But recent by-elections, although narrowly won by Fianna Fail, have shown the electorate to be increasingly disenchanted with the older parties.

The coming year will see much pre-election posturing but overshadowing such maneuvers and even the Irish EU presidency will be the fate of the peace process. ☺

Joe Carroll is a contributing editor for EUROPE and the Washington bureau chief of the Irish Times.

THE IRISH EU PRESIDENCY



IRELAND TOOK OVER THE PRESIDENCY OF THE European Union for six months on July 1. This will be the fifth time Ireland has taken on the challenge of assuring the smooth running of the EU since becoming a member in 1973, but this will be the toughest challenge so far.

The EU has now expanded to 15 members, and in addition, Ireland will also have to chair the intergovernmental conference (IGC) in parallel with the normal EU business. It is estimated that the presidency will involve chairing about 2,000 meetings including 40 at the ministerial level.

The logo for Ireland's presidency of the European Union was inspired by the spiral motif found on Kerb stones at Newgrange and Knowth, which date back to 3500 B.C. These markings are some of the earliest examples of man's attempt to measure the solar year. The modern version of the symbol represents Ireland's cultural and traditional values. The spirals also act as a metaphor for the belief that as one cycle ends, another begins.

For a small country this is a huge strain on limited resources, especially for the foreign affairs department, which even in normal times can be fully stretched coping with the EU, the United Nations, and other international business. At Council meetings in Brussels and Luxembourg, a senior minister will be in the chair trying to ensure that decisions are taken and the necessary compromises brokered. A junior minister will be heading the Irish delegation, and the situation could arise where the junior minister may find he or she has to dissent from the solution being proposed by the Irish chairperson as not being the ideal one from an Irish point of view.

The main work will fall to the minister for foreign affairs and deputy prime minister, Dick Spring, who will be chairing the monthly general affairs councils, the IGC meetings, addressing the European Parliament, and answering the questions of the parliamentarians. He will also host the informal meeting of EU foreign ministers, which will be held in his native town of Tralee in County Kerry.

The *taoiseach* (prime minister), John Bruton, will chair the EU summit to be held in Dublin Castle next December. It is possible that an additional summit will be held before that to discuss the employment situation. Other high-level EU meetings that Ireland will have to organize will include those with the United States, Japan, Canada, and Russia. It will be an exhausting six months for the ministers and officials, but Ireland wants to prove yet again that a small country can do a good job.

—Joe Carroll

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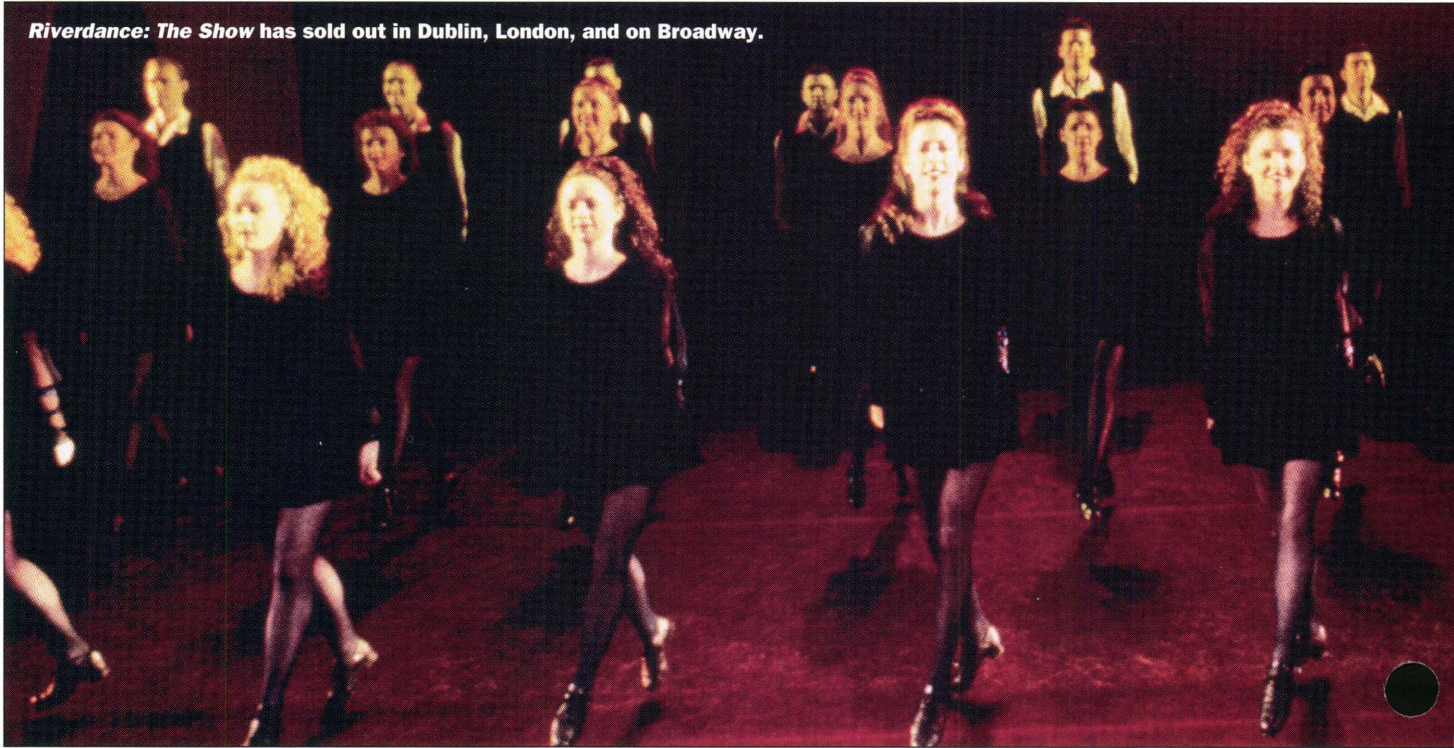
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The Emerald

Riverdance: The Show has sold out in Dublin, London, and on Broadway.



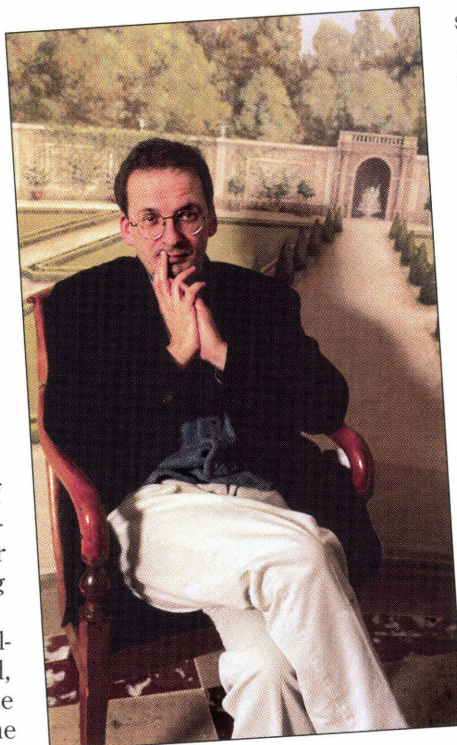
IRELAND IS THE HOT PLACE FOR MUSIC, THE ARTS, AND TRAVEL. By Mike Burns

Membership in the European Union has been good for Ireland, and July 1 gave Ireland the opportunity to say thanks in the way it knows best: a rip-roaring day of fun and frolic celebrating the first day of the country's latest takeover of the European Union presidency.

Until December, Ireland and Dublin will once again be the focal point of EU activities as the presidency rotates westward on its six-monthly cycle.

The July extravaganza, attended by the members of the European Commission and hosted by Irish Prime Minister John Bruton and his government, centered on Dublin's "Left Bank Quarter" of Temple Bar—the location itself a reflection of the country's surprising new air of optimism, assurance, and growing prosperity.

The area was once a downtrodden collection of narrow, cobbled streets and old, deteriorating buildings. Now thanks to the injection of large Irish and EU funding, the



streetscape is preserved, but the interiors of buildings have been dramatically upgraded.

Dublin's Temple Bar district and its varied collection of avant-garde bars, restaurants, and nightspots symbolizes the latest spice of Irish life: the newly found confidence in preserving the best of other years and times and, in tandem, promoting the country's cultural heritage in modern trappings.

That heritage, of course, runs like a river, embracing past literary heroes from Richard Brinsley Sheridan and Edmund Burke to George Bernard Shaw, Samuel Beckett, William Butler Yeats (and his brother, Jack, whose paintings are now scaling new heights of popularity). But all that was yesterday....

Today, in music, literature, theater, and the arts, Ireland is suddenly

Irish author and Booker Prize winner Roddy Doyle has found a worldwide audience.

Ireland is in



The Cranberries have followed other successful Irish bands, such as U2 and Sinead O'Connor, to success across the Atlantic.

the “in” country. The peculiarly Irish music experience is enjoying huge international success. Who hasn't heard of U2, Chris de Burgh, the Cranberries, Sinead O'Connor, the Chieftains, Mary Black, the Corrs?

Riverdance—a paean of praise to old-style Irish step-dancing but revamped and presented in a modern musical swinging “tap” formula by Irish Americans Michael Flatley and Jean Butler—was designed as an interval act during Dublin's hosting of the annual European television song contest.

Its instant success led to *Riverdance: The Show*, a full-length presentation which has sold-out in Dublin, London, on Broadway, and looks set for a healthy future on the wider international stage. Plus, more than half a million videocassettes and CDs of the show have already been sold.

Literature is headed by the Nobel laureate, the poet Seamus Heaney and, in stark contrast, the Brenden Behan-style reflections of present-day North Dublin life by Booker prize winner Roddy Doyle, author of *The Commitments*, *Paddy Clarke Ha Ha Ha*, and *The Woman Who Walked into Doors*.

Generous tax-breaks, a wealth of acting talent, and a surplus of breath-taking scenery has also helped to attract more than a score of big budget Hollywood movie productions (among them Mel Gibson's Oscar-winning *Braveheart* and the soon-to-be released Neil Jordan film on the Irish revolutionary Michael Collins, starring Liam Neeson and Julia Roberts) and a host of television series.

The combination of culture and showbiz publicity has, in turn, helped to produce that “in” image—and a major upsurge in the rapidly growing international tourism industry

(a rise of 16 percent in the past year).

Ireland's rain-washed greenery—and particularly the wild Atlantic-indented west coast (*le côte sauvage*, the French call it)—is now the *in* destination not just for North Americans but also for thousands of first-visit continental Europeans.

Not surprisingly, tourism has helped to boost dramatically the country's once-ailing economy and, in the process, make Ireland hot in the world of economics.

But other factors have helped, too, not least of which is the availability of a young (more than half the population is younger than 25 years old) and highly educated work force and peace in Northern Ireland.

In recent years, Ireland has attracted hundreds of mainly US and Far East high-tech companies using the country as their main European base. Dozens of medical, chemical, light engineering, and service companies are among the hundreds of large and small international firms who have found Ireland a welcoming and rewarding base.

All this activity helps to explain Ireland's 7.2 percent growth rate last year, one of the highest in the industrialized world. That growth coupled with low inflation means that, barring a sudden downswing, the country will qualify under the Maastricht criteria for inclusion in the single European currency. The German Bundesbank has reportedly expressed reservations about this. And IBEC, the Irish employer's federation, says the economic boom could end this year.

Unemployment remains anchored around the 270,000 figure. But a government agency economic development plan published in May sets a 15-year target for creating 364,000 net new jobs, with some in manufacturing but most in services.

That plan sees an unemployment rate of 6 percent by 2010, with living standards catching up with the EU averages by the same year. And it presumes a continuation of the “social partnership,” involving government, trade unions, and industry, which has ensured modest wage rises and shop floor peace.

It's a formidable task.

But, with the country riding high toward the next century, the government at least seems certain that the good times will continue. ☺

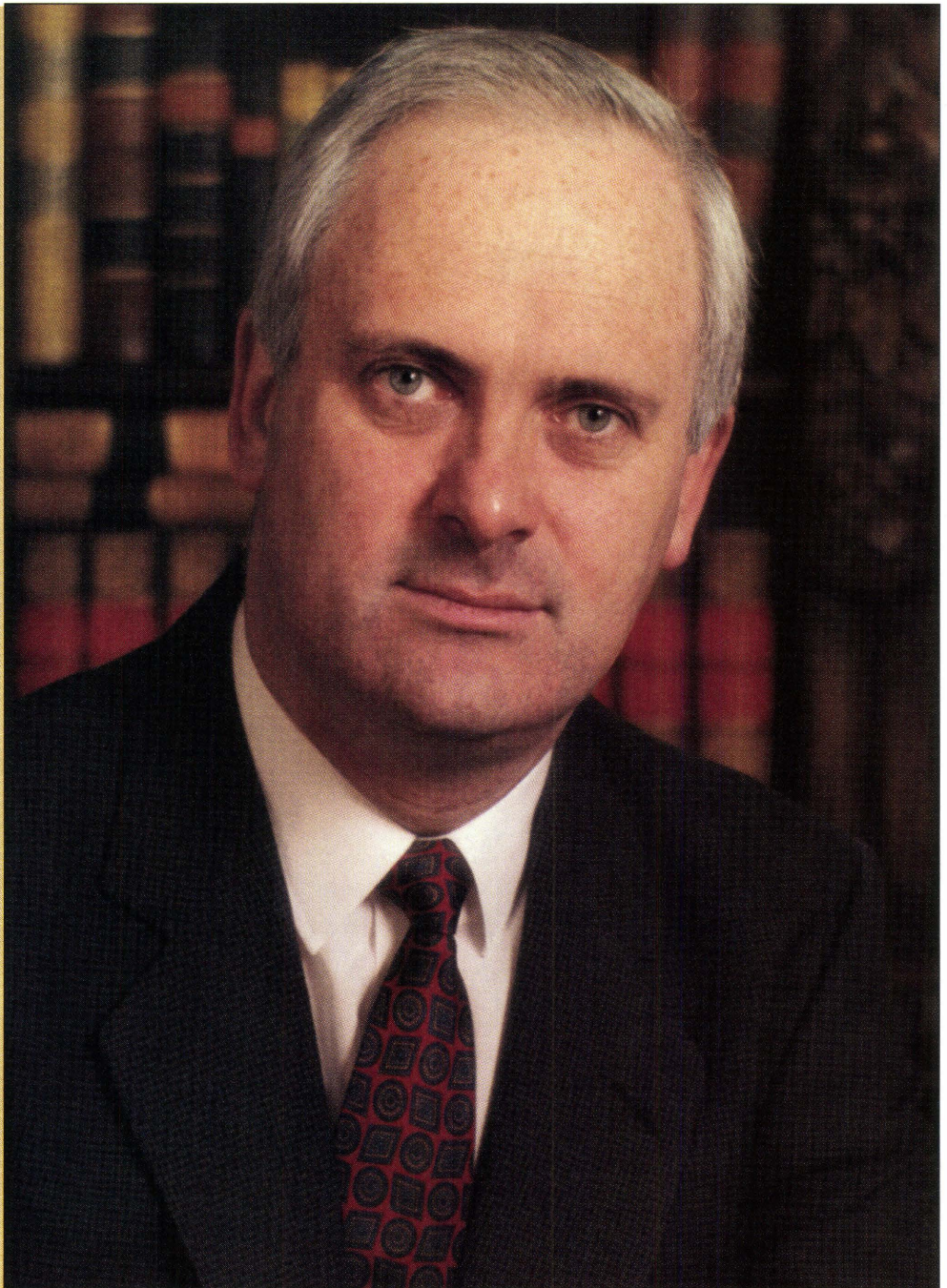
Mike Burns, based in Dublin, profiled Ireland's culture minister, Michael D. Higgins, last year in EUROPE's July-August issue.

John Bruton

PRIME MINISTER OF
IRELAND

EUROPE INTERVIEW

JOHN BRUTON, the prime minister of Ireland, lists as his occupation *taoiseach* (the Irish term for prime minister), leader of Fine Gael, and farmer. In May the Irish prime minister took time from his hectic schedule of preparing for peace talks on Northern Ireland and getting ready for the Irish presidency of the EU to meet in his office in Dublin with *EUROPE* Editor-in-Chief Robert J. Guttman. Bruton speaks out on the Irish goals and objectives during his country's six-month tenure as head of the EU. The prime minister also discusses prospects for peace in Northern Ireland, the fast growing Irish economy, and the new single currency for Europe.



What are the key themes of the Irish presidency of the EU?

We are anxious to move forward on employment. We want to emphasize good and productive employment by, firstly, having a single market in Europe; secondly, moving toward a single currency in Europe. Both of them are commercially valuable movements. However, this commerce exists so that people may enjoy a good standard of life and have the opportunity to work, and we believe that there is a need to complement the work that's being done on the single market and the single currency by creating an emphasis in European policies that's pro-employment. And we are hopeful to see progress on that during our presidency.

Secondly, we're anxious to see progress on other issues of direct concern to all of our citizens as well, particularly the fight against organized crime and drug abuse, both by means of cooperation between police forces, sharing information, guarding the external frontiers of the Union against the importation of drugs or the importation of organized crime activities into the territory of the European Union.

Both of these objectives of our presidency have one thing in common, and that is bringing the European project closer to citizens and showing that the European Union can address the problems that European citizens have. There is a sense, I think it could be said in Europe, of insecurity—insecurity about one's employment, insecurity about one's safety as a result of crime, particularly drug-associated crime. It's important that the Union be seen in its work to be making a useful contribution to reducing that level of insecurity felt by citizens. In that way, the European Union will gain more public support.

Will you be having a special conference on long-term unemployment in December?

Yes.

Is that one of your main focuses?

It is one of the main focuses, but we are also obviously concerned with short-term unemployment, and we want to ensure that short-term unemployment doesn't become long-term unemployment for those who are currently

short-term unemployed. We will focus on the whole issue of employment creation, short and long-term unemployment being a matter of main concern.

You said in a recent speech, "We will pay particular attention to the reinvigoration of our relationship with North America." What new initiatives are you going to offer to strengthen ties with the US?

There is work to be done on the development of the existing arrangement between the United States for our regular meetings between the president and the leadership of the European Union. There are also a number of bilateral trade relations issues that need to be addressed and a wider development of closer exchanges between North America and Europe. We'd also like to see the possibility examined of extending that cooperation that exists with the United States at the moment to include other countries in North America.

We have heard that President Clinton will visit Ireland in December. Will you be coming over to speak in the United States in the near future?

I'll be addressing the joint houses of Congress in September in Washington, DC. I received an invitation from Speaker Gingrich and Senator Dole.

What do you think of the New Transatlantic Agenda? Do you think it's a worthwhile document?

The Italian presidency commenced the process of implementing the EU-US action plan, which was agreed in Madrid last December. Continuation of this process will be a priority of the forthcoming Irish presidency of the European Union. The plan covers cooperation in the political, economic, and justice home affairs areas. The Irish presidency, in close cooperation with the Commission and the US administration will work to achieve progress on shared objectives across a wide range of areas. These include the inclusion of important bilateral EU-US agreements and the success of the WTO ministerial in Singapore.

How are Irish-US relations at the present time?

Irish-US relations are extremely

good. We've found the United States to be very helpful to us in our work on the peace process in particular. The president has been able to make very timely interventions in this, and he continues to take a very deep interest in it. That has been exceptionally good for Irish-US relations.

Would you agree that Clinton is vital to the peace process?

I have to be careful not to make any comments that could be construed as commenting on domestic politics. But, I would say that it's a matter of record that President Clinton has been very helpful actually in obtaining the original cease-fire. And also in having a balanced approach in reaching out to both communities in Northern Ireland. He recognizes, and his administration does, the complexity of the issue. They don't simply take a one-sided view, as might have happened before where either some US politicians might have been indifferent to the issue and said, "Well, that's Britain's problem. We're not getting involved." Others might have just solely given the Irish nationalist point of view on the subject and not tried to listen to the unionist point of view at all.

This administration, while being determined to fight for justice and to insist on political progress and insist that grievances that are there and that may have been the cause of violence should be addressed, has at the same time done this in a way that has reached out to both communities in Northern Ireland, both unionists and nationalists. Both communities have seen their leading figures received in the White House and received in the State Department in Washington. That has been very important, in giving the political leaders in Northern Ireland the confidence and the incentive to seek compromises with one another, with the help of both British and Irish governments and with the encouragement of the US government.

This problem is not a problem that can be solved solely within the perspective of Northern Ireland itself alone. It's a problem that has wider dimensions. It has an all-Irish dimension. It also has a dimension in terms of relationships between Britain and Ireland. And the US administration has recognized this complexity of the problem, which is helpful.

Do you think the EU has been helpful at all? Do they have a role in solving this problem? Is this a European problem?

I didn't actually say it was a European problem. The Northern Ireland problem isn't a European problem in the sense of its historic origins, except if you go very far back to the troubles that occurred in Europe in the 17th century. Both Northern Ireland and Ireland are part of Eu-

this stage is finding an agreed approach to the future of Ireland between the two traditions on the island: the tradition that regards itself as British, the unionist tradition, and the tradition that regards itself as exclusively Irish. These two traditions need to find an accommodation. And that, as I indicated earlier, is quite a complex task. But it's a task that we will commence on June 10 in all-party talks.

Ireland is the fastest-growing economy in the EU, which most people might find surprising. Why is Ireland doing so well economically?

Ireland is doing well because we made some very tough financial decisions in the 1980s. We corrected our public finances and reduced expectations in terms of income increases very dramatically in the 1980s, while others

There is a clear indication that the investments that we've made in education, particularly in electronics, have been very, very effective in attracting industry to Ireland

rope, and any problem that occurs in Northern Ireland or Ireland—or as we say, Ireland and Britain—is a European problem in that sense. And the European Union has been very helpful in terms of encouragement and the finance for reconstruction. But I would have to say that there is something unique about the relationship between the United States and both communities in Ireland.

There's a very substantial historic link, a family link, an ancestral link, between both the nationalist and the unionist traditions in Ireland and substantial sections of the population in the United States. And that makes the United States' support for reconciliation all the more important. It gives it a sort of a validation which is very important from the point of view of the psychological feeling that people have that they're doing the right thing. They're not just doing the right thing by the people who live in Ireland today, but that they might be doing the right thing by all those other Irish people of both traditions who had to leave and had to work in the United States. It's important that the Irish diaspora, so to speak, should be giving support for reconciliation, as they are doing through the work of the US administration, and indeed, both sides in Congress, both the Republican and the Democratic congressmen and women are being helpful in this.

Does anyone really believe Ireland is going to be united? Is that a stated goal of your administration?

What we're aiming at primarily at



Have the issues over time been lost, and the taking of sides just becomes a habit? Or are the issues still there?

The issues are still there, but what has happened is that disagreement has become a habit. There has been a tendency to be suspicious of the motives of people on the "other side," which has become a habit. And we're hoping that the practice of sitting down together will enable people to break that habit and become more accommodative toward one another.

were pursuing a somewhat looser fiscal stance at that time. And that gave us a springboard for expansion in the 1990s, a springboard that was solid and secure. Also, the age profile and the educational profile of Ireland has been very helpful to this takeoff of our economy. We are a young country and a well-educated country, and this has created its own dynamism, both from the point of view of foreign investment in Ireland, which is very substantial, particularly US investment. Investing in Ireland is an English-speaking gateway to the

whole of the continent of Europe. But also through native enterprise.

Our young population and our well-educated population has helped develop a vibrant Irish commercial sector, particularly in the area of financial services. We have a very good record in the financial services. We have a financial services center in Ireland which is second to none in Europe, and it's attracting a lot of interest worldwide. We've got a good mixture of a modern manufacturing sector, particularly in the electronics and pharmaceuticals, with a modern financial and services sector.

Why do you think so many American firms are locating in Ireland? Do you see a new Silicon Valley being started here with so much high-tech investment?

There is a clear indication that the investments that we've made in education, particularly in electronics, have been very, very effective in attracting industry to Ireland. We also have a national micro-electronics research center, for example, in Cork, which is a center of excellence on a worldwide basis in micro-electronics, and this has given our universities a status in this area which is very important to us and which is something close to what happened in the Silicon Valley around Stanford University. However, I am a little wary of these sort of labels. They can sometimes be a bit misleading. We're not solely relying on electronics. We have a wide and a more diverse economy. I would also say that another sector that has been very successful in the Irish economy the last two years has been tourism. In the last year, for example, tourism numbers grew here by 16 percent, which is one of the highest growth rates in the world in one year. That, compared to other countries where the growth might have been only 3, 4, 5 percent.

Why has Ireland become the "hot" tourist destination?

It has to do with the fact that this country has been capable of blending tradition and the preservation of perhaps our relaxed approach to life, which is something that we inherit from the past, with the capacity to make modern business decisions in an effective way. We

have been able to preserve the benign attitudes of mind that we inherited from the past and the traditions—the cultural traditions of the past—and indeed, enhance them. This is true in music, for example, where we have applied the most modern musical techniques to very traditional music. That ability to, if you like, blend the modern and the traditional is something that is particularly good here in Ireland, and that atmosphere or feeling about the country is conducive to enterprise. It is conducive to people wanting to visit here.

What is your hope for the intergovernmental conference (IGC)?

The big hope must be to bring the European Union closer to the citizens of Europe, to give it a capacity to act, to promote world peace as a unit rather than as a disparate group of nations, and to improve its entire decision-making structure so that it can accommodate a larger number of members. These are in addition to the two other issues I referred to earlier of giving emphasis to employment as one of the outcomes of Europe's economic success and dealing with problems like drugs and international crime that are ones that Europe should be seen by its citizens to be capable of dealing with. So there's three or four issues there that need to be addressed. There's going to be quite a lot of compromise required if we're to reach agreements. There are, within the Union, disparate arguments about the way in which the Union should solve these problems. But there isn't much argument about the fact that we do need to solve them.

The single currency, the euro, is probably the major issue that's going to be on everyone's mind the next four or five years. Do you think it's going to happen, and if it does happen, is it good for Ireland?

It will happen on time, and it will be good for Ireland.

You have no doubts?

None. I believe it will happen. The arguments are very strong, and the political will is most certainly there.

And what about a common foreign and se-

curity policy. Are you as optimistic about that coming into place?

In the case of the single currency, that is already provided for in the Maastricht Treaty. It's already agreed. I believe that those agreements will be fulfilled. In the case of the common foreign and security policy, while some progress was made on that at Maastricht, most of the work remains to be done there. One of the things that will almost certainly happen will be that there will be a European research and analysis capacity established on foreign policy, a form of European diplomatic service will be established on foreign policy issues to support the European Union in its work and to create a sort of institution with an institutional memory that is European as distinct from a member state. That will prove in the final analysis to be very important. And there may also be other changes in common foreign and security policy, but it's difficult to predict exactly what will happen at this stage.

What about the neutrality policy of Ireland? Will that change? Will you ever join NATO?

It's unlikely that we will join NATO. Very unlikely. We will be willing to become more involved in European peacekeeping exercises. We're already very heavily involved in United Nations peacekeeping exercises, so this is nothing new for Ireland. And we will be willing to do that under a European umbrella as well.

You said one of the goals is to bring the EU closer to the average citizen. How do you feel the average Irish citizen feels about the EU? Do they understand it?

The average Irish citizen has a pretty positive view of the European Union, not least because young Irish people travel a lot within Europe and are very familiar with different European countries and because our educational system has put a lot of emphasis on European studies. I have one regret. I'm sorry that more Irish people don't speak German, French, Spanish, and Italian. There is no substitute for speaking to people or listening to people in their own languages. But efforts are being made to improve that. ☺

Jean Kennedy Smith

AMERICA'S ACTIVIST AMBASSADOR

BY ROBERT J. GUTTMAN

“Being a Kennedy opens doors in Ireland,” says the soft-spoken but politically savvy US ambassador to Ireland, Jean Kennedy Smith. Looking at all the pictures of her family in her office at the US embassy in Dublin, a visitor quickly realizes he is talking with a woman who has experienced firsthand much of America’s political history in the last 30 years.

Speaking of the Kennedy-Irish connection she states, “Everyone in Ireland remembers and admires President Kennedy and his trip here in 1963. I was with him on that trip. My great-grandparents on both sides left Ireland to come to America. And, of course, my brother Teddy has been very active and very involved in Irish affairs ever since he has been in the United States Senate.”

Ambassador Jean Kennedy Smith made history when she was confirmed by the Senate in June, 1993. Her well-known father, Joseph Kennedy, was the American ambassador to the Court of St. James (London) in the late 1930s and 1940. More than 50 years later, the two of them become the first father-daughter ambassador combination in American history.

There is much more to the ambassador with the famous maiden name than you might think at first. She is an activist. She is her own person. She has an agenda, and she is pursuing her agenda with vigor.

What is her agenda? It is securing a lasting peace in Northern Ireland. This is her passion.

She explains, “I hope my major accomplishment will be that I helped the peace process and that the ‘Troubles’ will be a thing of the past.”

She is obviously not alone in pursuing this agenda. President Clinton has become personally involved in the Northern



Ireland peace process. He is the first American president to take such an activist stance on this problem and is the first US president to have visited Northern Ireland.

Ambassador Kennedy Smith says, "President Clinton is vital to the peace process. He has a genuine interest in peace. His role is pivotal, and it is historic." She believes Clinton's university days at Oxford have a bearing on his interest in Ireland.

Discussing Clinton's role further, the ambassador goes on to state, "The president thinks the problem can be resolved. He has the proper distance. A third party can help resolve the issue."

Ambassador Kennedy Smith has been accused by some of her critics of not being even-handed in her views on the "Troubles" in Northern Ireland. "I try to be even-handed," she responds. "I can understand both sides of this difficult problem. There has been discrimination on both sides. The politics of Northern Ireland should be decided by the people of Northern Ireland. We should be supportive of their views."

The ambassador also believes that there are not too many players in the peace process. As she says, "The more talking

their European base of operations, the ambassador spends quite a bit of her time promoting Ireland as the "perfect place for US firms to invest" to be a player in the European marketplace.

Calling Ireland the "center of technology" in Europe, she points out that "one out of every three computers used in the European Union are produced in Ireland" and says that "Ireland is very well-positioned to take the European lead in the high-tech field for the future."

Why have nearly 400 US firms decided to locate in Ireland? Ambassador Kennedy Smith cites the facts that Ireland has a "good higher education system; a dynamic, young work force; lucrative tax breaks; the English language; and the plain fact that Americans working here enjoy living in Ireland and having their business based here as their foothold in the European Union."

The ambassador presents the Community Partnership Award to US firms who demonstrate that they are good citizens in their community and who show genuine interest in the community where they are conducting business.

Jean Kennedy Smith has been active her entire life in providing opportunities for people with disabilities. The ambassador, who founded Very Special Arts, an educational affiliate of the Kennedy Center that provides opportunities in the creative arts for people with disabilities, is continuing her work in this field in Ireland. She has started presenting awards to mothers of children with disabilities in both Ireland and Northern Ireland. The recipients receive a rose, which is the ambassador's way to remember her mother Rose Fitzgerald Kennedy.

The ambassador has been instrumental in hiring disabled workers at the US embassy and spends a great deal of time visiting homes for the disabled around Ireland.

Ambassador Kennedy Smith has begun a program entitled "Making Women Seen and Heard," which attempts to increase support for women in the peace process. She also hosts a golf tournament to raise money for the Fulbright Award, and currently she is trying to start a cross-border community arts festival.

Ambassador Jean Kennedy Smith says relations between the United States and Ireland "have never been better." She also believes that "Ireland is becoming more European" in its thinking and is very supportive of the European Union.

Asked why she believes the Irish have such a positive image at the present time, the ambassador responds, "The Irish diaspora is huge, and the Irish hold together around the world. They have a good value system. They are creative, intelligent, and have a remarkable sense of humor. And there is a magical quality about the Irish."

The unknown and unheralded Kennedy is making a name for herself in Ireland. Most polls indicate that she is the second most popular woman in the country right after Irish President Mary Robinson. ☺

Robert J. Guttman is EUROPE's editor-in-chief.



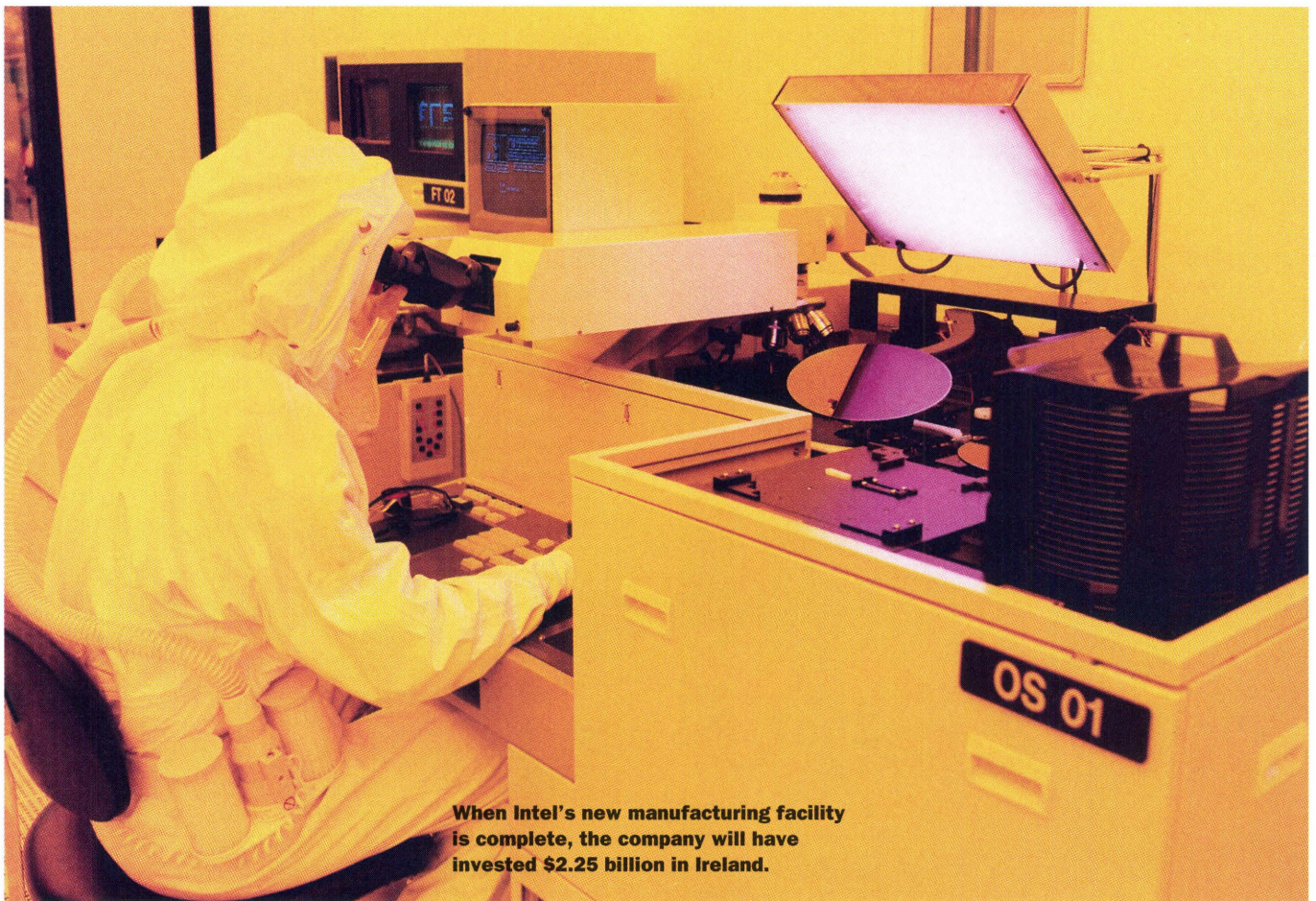
the better in getting peace." She remains an optimist on the subject of peace in Northern Ireland. "I am hopeful the ceasefire will come back. I am optimistic for the eventual resolution of the conflict because people want peace not war. Our job is to find the right peace. All parties need to find a solution. Peace will come, but there will be hiccups along the way."

There will be follow-ups to the White House conference on Northern Ireland and the border counties held last year in Washington, DC. A meeting in Philadelphia in October will try to match American firms with Irish firms for joint projects in these areas.

Although securing a peace in Northern Ireland is her true passion, the ambassador plays many other roles in her job in Dublin. As more and more US firms are choosing Ireland as

Intel INVESTING IN IRELAND

By Robert J. Guttman



When Intel's new manufacturing facility is complete, the company will have invested \$2.25 billion in Ireland.

"The facility in Ireland has worked out even better than we had hoped. Our semiconductor plant, for example, has come up to high-yield production at least as fast as any other facility we have built in any place in the world, and the productivity and quality of the product coming out of there are second to none," says Intel's chairman, Gordon E. Moore, referring to his company's operations in Leixlip, Ireland.

Watching the workers at the plants in Ireland build the Intel microprocessors, the brains behind more than 80 percent of the computers currently being used in the world, one

US FIRM CREATING JOBS

is greatly impressed by the spirit and teamwork of the Intel employees. Once a visitor gets used to the high-tech terminology and realizes that Fab 10 is not a new Irish rock band but the name of the Intel semiconductor plant in Leixlip, a small town 45 minutes outside of Dublin, that produces Intel's most advanced Pentium processor and microprocessor products, one is fascinated by the amount of time, money, and skills needed to produce these small computer chips.

American based Intel Corporation, the world's leading maker of personal computer microprocessor chips and other processor, networking, communication, and semiconductor products, opened its first European fabrication facility in

County Kildare, Ireland, in February, 1994. The state of the art facility today employs more than 2,600 workers (99 percent of whom are Irish) making Intel one of the largest employers in Ireland and one of the leading American firms based here.

There are at present two Intel factories that are open 24 hours a day all year long. The ESSM (European Systems Manufacturing) plant, which opened in 1990, produces PC platforms and enhancement products while the other plant, called "Fab 10" (wafer fabrication), produces the well known Pentium processor.

Intel is in the process of greatly expanding its operations in Ireland with a new \$1.5 billion investment in a new facility to be called Fab 14, which will build the next generation of Intel microprocessors beginning in 1997. Fab 14 will create a further 2,000 jobs, increasing the overall number of workers at Intel Ireland to nearly 5,000 employees making it by far the largest US manufacturer in terms of employment in Ireland.

However, the company's investment in Irish employment goes well beyond the actual number of Intel employees. Already 180 construction workers are employed in building the new Fab 14 building. That number will rise to 1,400 toward the end of 1996, making this one of the single biggest construction projects ever undertaken in Ireland. When the new Fab 14 building is completed, Intel's total investment in Ireland since 1990 will be \$2.25 billion.

"The decision to locate this new facility in Ireland is a positive affirmation of the world-class performance of Intel Ireland," says Frank McCabe, vice-president of Intel Corporation and general manager of Intel Ireland.

McCabe goes on to say why Ireland and Intel are good for one another. "When Intel decided in 1989 to locate its sole European manufacturing base here, that was a great achievement for Ireland. Since then, Intel's contribution to Ireland has gone far beyond the 2,600 or so jobs that have been created and their direct financial benefit. Intel has transferred leading-edge technology into the country. There is the wider economic contribution in terms of our 'spend' on goods and services sourced with local suppliers, and there is Intel Ireland's commitment to safety at work, to the environment, and our support for second and third level educational endeavors."

"The major attraction for Intel originally in locating in Ireland," McCabe continues, "was the quality of the education system and the quality of the people it produces and the results to date confirm the original assessment."

Intel Ireland maintains an active interest in the Lexlip community. Bill Riley, Intel Ireland's public affairs manager, stresses that unlike some large firms Intel focuses on the surrounding area and tries to be good community citizens. In this regard they sponsor events like the local Leixlip Salmon Festival and hold regular community advisory panels where they discuss local concerns with the people from the area.

Intel appears ready for the new growth. Looking over the large-scale construction site that will be Intel's new facility, Riley notes that when Fab 14 is up and running it will be the world's leading microchip manufacturing facility.

Why did Intel initially choose Ireland as the place to establish their only manufacturing facility in Europe? Frank McCabe quickly reels off the following reasons why the Santa Clara-based firm selected Ireland: Ireland is a member

of the European Union; Ireland has an English speaking work force; Ireland has an appropriate cost structure; the Irish government offers competitive financial and tax incentives; and the necessary infrastructure is available."

Intel, which is short for Integrated Electronics, began in 1968 in California and that year had annual revenues of only \$2,672. The company's 1995 revenues were \$16 billion and are projected to be around \$19 billion this year. It is definitely the type of high-tech, US-based firm that Ireland's Industrial Development Agency (IDA) likes to brag about and in this case with very good reasons.

McCabe says Intel "looks forward to many more years of successful business in Ireland." He says that having two Intel facilities located here "will make Ireland the envy of many other European countries." And he goes on to comment that "I believe Ireland has the potential to move from a position of perceived physical peripherality to being at the center of this exciting high-tech new world." ☺

Robert J. Guttman is EUROPE's editor-in-chief.

INTEL IS NOT ALONE Ireland Attracts Many US Firms

Intel is definitely not alone in Ireland. Down the road from Intel's facility is Hewlett-Packard's 450,000-square foot, world-class manufacturing plant, employing more than 1,000 people.

Motorola has in excess of 1,400 people working in their plants in Dublin and Cork. Apple Computer employs more than 1,100 people in their plant in Cork. The list of high-tech US firms based in Ireland also includes Microsoft, Dell Computers, and General Instrument.

The week I visited Ireland, the IDA announced that Gateway, a US based computer company will create an additional 1,200 jobs in north Dublin over the next three years. America On-Line will be adding jobs in Ireland in a joint venture with Germany's Bertelsmann media group. US software company Oracle Corporation will be investing in a new telemarketing center in Dublin. IBM, which already employs more than 300 people in Ireland, will be setting up a 'pan-European' support center for network services and communications in Dublin creating nearly 50 new jobs.

According to Gus Jones, the marketing services division manager of IDA Ireland, "There are 430 US firms in Ireland employing approximately 53,000 people. The US is the largest source of inward investment, accounting for 51 percent of all overseas manufacturing jobs and 21 percent of total manufacturing employment."

In addition to attracting US computer and software firms, Ireland is fast becoming known as a financial services center. Merrill Lynch, Smith Barney Shearson, Chase Manhattan, Citicorp, and Salomon Brothers are some of the larger American firms with operations in Ireland at the present time.

The IDA manager explains that "US investment is economically vital for Ireland." We sell Ireland to US firms as a country that is "unequivocally pro-European. Ireland is very committed to the EU and other European organizations. We are a secure, safe base for US firms to locate their European operations." In addition to listing all the positive reasons why American firms are coming to Ireland, Jones also adds the fact that "European Union money has helped improve the infrastructure in Ireland with new roads, training skills programs, and a host of other projects." —Robert J. Guttman

“With the removal of fear and terrorist oppression...the whole community would, I believe, quite soon find the confidence and determination to pave the way to political, social, and economic betterment on a scale which we have not so far experienced.” – Sir Patrick Mayhew, Coleraine, Northern Ireland, December 1992.

That was part of a speech by the UK's chief minister in Northern Ireland less than four years ago, when paramilitary violence held out little prospect of peace in the age-old conflict between nationalists (who want a United Ireland) and unionists (who want to retain traditional links with Britain).

One year later, the UK and Irish governments signed a declaration setting out their joint steps toward reaching a peaceful solution to the conflict. It was followed in August-September 1994 by Provisional IRA and Loyalist cease-fires and 18 months of calm. But in February this year, the IRA suddenly ended their cease-fire with bombings in London, which were spurred, they claimed, by British foot-dragging in reaching a political solution.

Now new efforts are being made to engage all sides in political talks. How successful these efforts will be is a matter for conjecture.

The turn-of-the-century Irish poet William Butler Yeats wrote that “peace comes dropping slow” in Ireland. No one, least of all the Irish and British governments, would dispute this.

But the 18-month cessation did provide a restoration of confidence that political, social, and economic change can be achieved by bringing investment and jobs to a previously less-than-attractive area within the European Union.

Just before the breakdown of the IRA cease-fire, a regional trends survey revealed that during 1995 the Northern Ireland economy outperformed most other areas of the United Kingdom. It also identified Northern Ireland as one of the regions in which economic activity was increasing faster than the UK average.

That revival was obviously helped by a number of external factors. The European Union's “peace package” announced in July last year, will add \$360 million in additional investment. President Clinton's personal interest and support, provided a new stimulus for US businesses locating in Northern Ireland.

And there are other indicators, particularly from companies in the US and the Far East, that Northern Ireland's position within the European Union's single market and generous grant-aiding of projects make it a very desirable location.

President Clinton's visit last November gave a new momentum to investment in the region and led to a flurry of new projects. There are now more than 50 US companies in Northern Ireland, employing 10,000 people and representing a total investment of some \$750 million.

The chemicals giant Du Pont has occupied a 400-acre site near the city of Derry for almost 40 years. Newer arrivals include Seagate Technology, which has already invested \$75 million and plans a further \$187.5 million investment this year in a high-tech plant making read-write heads for videos

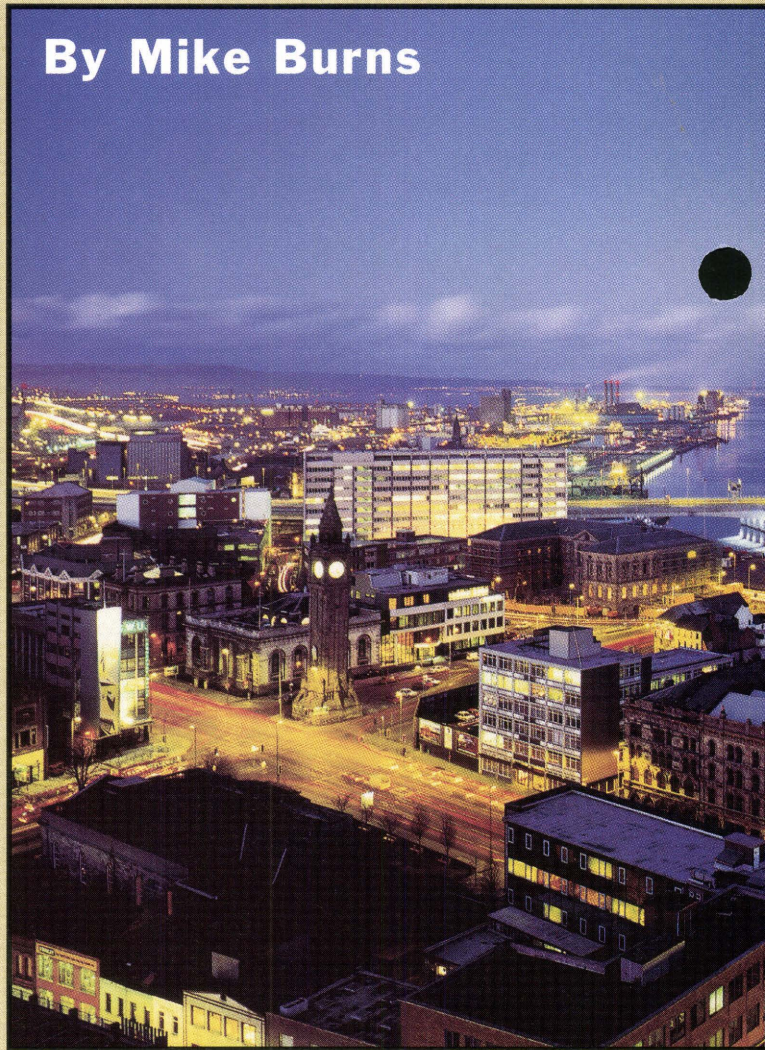
and compact disc players.

Government ministers point to this activity as a sign that unemployment is falling, jobs are increasing, and even tourism is increasing dramatically—67 percent up on last year.

John McGuckian, chairman of the Northern Ireland Industrial Development Board (IDB), says the level of interest in the region as a location for inward investment is at its highest in 25 years.

AMPC, a family-owned business based in Iowa and rated among the world's leading processors of high-performance ingredients for the food industry, is one of the companies IDB wants to attract. AMPC already has a subsidiary in Lur-

By Mike Burns



Northern Ireland: An Indu

gan, County Armagh. Plans include refurbishing the plant and the installation of equipment similar to that used in AMPC's American plants.

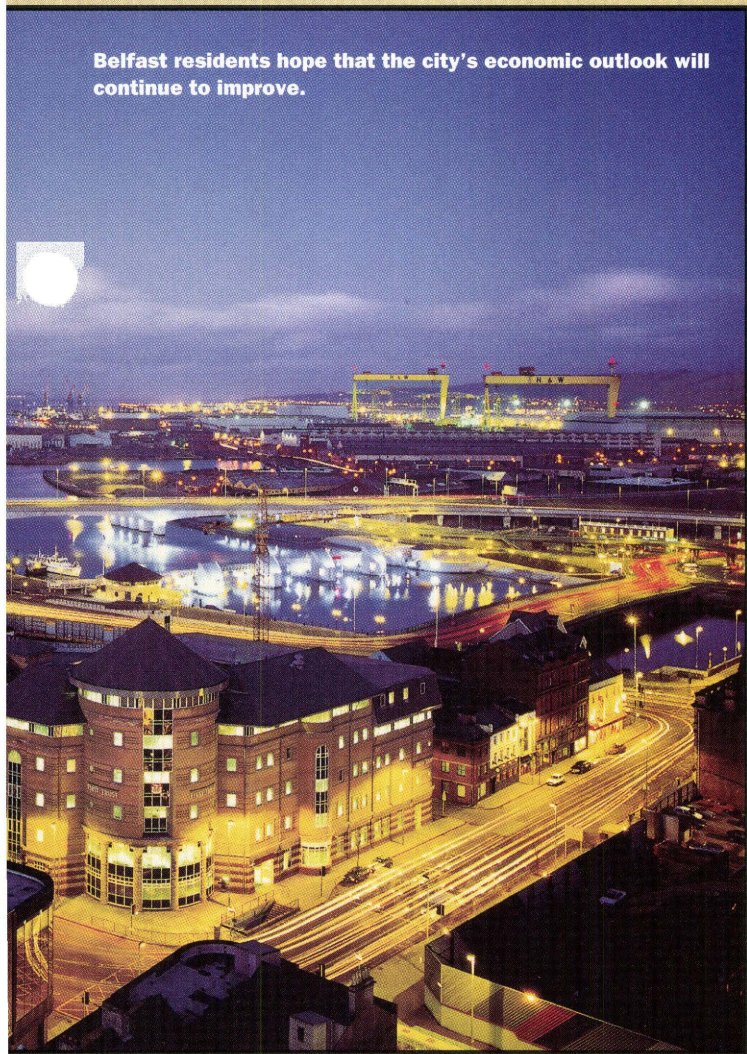
Other American companies located in Northern Ireland include high-tech firms like DDL and its sister company, Irlandus Circuits (printed circuit boards for Marconi, Plessey, and Ferranti); Getty Communications (telephone card sets and computer interface cables); and Stream International (disc and print instruction manuals for computer software).

But American firms aren't the only international businesses interested in Northern Ireland. Asian companies have invested \$450 million with a potential for 5,000 new jobs.

And 15 investors from Japan, Korea, Indonesia, and Hong Kong have already set up more than 20 manufacturing and assembly plants.

Manufacturing in Northern Ireland, with some exceptions, had been in decline for many decades. International interest and investment are bringing about a much welcomed renaissance. ☺

Belfast residents hope that the city's economic outlook will continue to improve.



Baroness Heads the Investment Battle

Given the fractious history of British-Irish relations, it's difficult to believe that the job of leading the investment trail to Northern Ireland is now in the hands of an Englishwoman.

But perhaps that's only one of the many paradoxes of modern Ireland.

The former Jean Denton, now the Baroness Denton of Wakefield, was raised to peerage by British Prime Minister John Major in 1991.

The establishment blue blood title belies the down-to-earth approach of this woman with an enviable track record of private business achievement—particularly in the key area of marketing.

Her special interests are listed simply as "automotive and manufacturing industry, retail, regeneration, transport." She also has a keen interest in women's affairs (President of Forum UK—the International Women's Forum; founding president of Women on the Commission; member of the British government's ministerial subcommittee on women's issues).

But the straight-talking, sprightly Baroness' "special interest" in the auto industry springs directly from another passion. For three years (1968–71) she donned a crash helmet and racing gear as a professional racing and rally driver.

She was twice British women's racing drivers' champion. And, in spite of her title and ministerial roles, she remains vice-president of the British Women Racing Drivers' Club.

Baroness Denton, now 60, admits that sporting and other interests have taken second place since her appointment in October, 1994 as the Northern Ireland minister for economy, agriculture, and women's issues—and spokesperson in the Westminster House of Lords for Northern Ireland issues.

She speaks fast and with a passionate commitment to the battle to bolster the Northern Ireland economy. That battle, she says, can only be won by inward investment, particularly from the United States. She rates prospects "very good" not just through possible new investors but also among firms already operating in Northern Ireland. In past years, she asserts, investors "were dragged kicking and screaming" to assess investment opportunities. Now they put themselves on the "more than interested" lists.

She says there's been a dramatic change in boardroom understanding in recent times. Yes, Northern Ireland still has a violent image. But the Oklahoma bombing and other acts of terror in Japan and France have brought about a new realization that every country has its own share of turmoil, and business has to take account of it.

Well-educated youngsters, the general quality of life, stability of labor, excellent health care—all have helped in selling both parts of Ireland, she says. The Northern Ireland Development Board (NIDB) and the neighboring Irish Republic's Industrial Development Authority (IDA) have shown they can make a greater impact when they go out together to sell investment opportunities, she contends.

The future, Baroness Denton says, looks very bright despite the recent break in the cease-fire.

And she sees her own role as a bridge-builder. "We had a good product but were unable to sell it. People who had very emotional views were very uncomfortable with Northern Ireland. Now they realize that the future of the island of Ireland depends on building peace for the benefit of all."

—Mike Burns



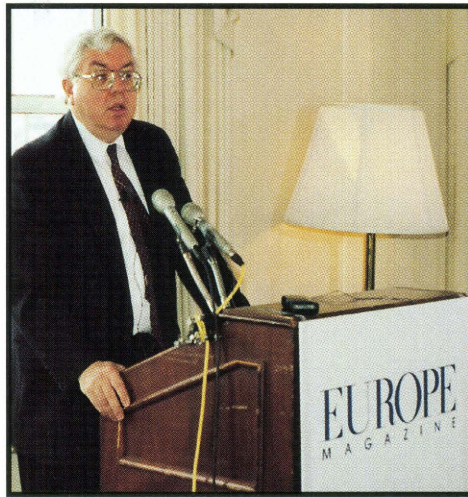
Baroness Denton during her racing days.

Industrial Renaissance

John C. Kornblum

ACTING ASSISTANT SECRETARY OF STATE FOR EUROPEAN AND CANADIAN AFFAIRS

Acting Assistant Secretary of State for European and Canadian Affairs John C. Kornblum was the guest speaker at the latest *EUROPE* press breakfast held last month in Washington, D.C. before an audience of European ambassadors and American and European journalists. The following is an excerpt of the secretary's remarks. **For a full transcript of Secretary Kornblum's remarks and the question and answer session that followed, Visit *EUROPE*'s web site at www.eurunion.org.**



As a short description of my background, I have in effect spent, since I was 20 years old, more than half of my life living in Europe and the other half working on Europe, so I do have a very close relationship. And I feel very attached to the idea that the United States and Europe are not just a partnership which grew up under the pressure of the cold war period but in fact have—both before World War II but now certainly in the new period—always been a single transmission of interests and of civilization and increasingly—and I think this is part of the approach that we are taking—of good things for the rest of the world. It goes without saying that we're in a period of both innovation and change and also danger.

I spend a lot of time traveling these days, and I almost always go to the same three cities: Sarajevo, Zagreb, and Belgrade. The catastrophe which has befallen us all, but also befallen Europe in the Balkans, is one which cannot be underestimated, both for its damage to the human potential of Europe, but also for the effect it can have on the confidence of all of us in our ability to come through the post-cold war period into an era of truly cooperative and democratic stability and peace. Since 1990, when it became clear that the old order was breaking down, the United States has sought very hard not to portray some grand all-encompassing new vision of what our world should be, because in eras of change such as this it's very difficult to do that. But what we have sought to do is to build upon the points of stability, the points of positive action, and the points where we can in fact move forward on the kind of agenda that all of us would support in attempting to build both new structures of peace, but also new cooperative relationships.

Now there's an interesting aspect of Europe which, unless you think about it carefully, doesn't always come through so clearly. But it is one which determines the behavior of all of us who work on European matters, and also, in fact, is at the foundation of what the United States is trying to do. That is that

much more than in any other part of the world, if you think about it, Europeans for historical civilizational reasons, perhaps, depend upon structured relationships. European societies are much more highly structured than North America or South America, for example. But even more so, the relationships among European countries depend very much on structures, be it alliances, be it a structure such as the European Union. And in fact when we talk about post-cold war Europe, notice the terms which are used: the structure for peace, European security architecture, and new frame-

works for relationships. This is a characteristic which is important to keep in mind as you think about how things go.

Very rapidly, for example, after the fall of the Soviet Union, there was a sense, certainly on this side of the Atlantic, that the big military threat was over, that we could either pull back or even abandon our participation in certain structures because Europe was going to go off and do its own thing. I think there, again, was a misapprehension about how one builds a longer-term relationship in Europe and, in fact, what the tools are for achieving the kinds of goals that we wish to achieve. And so what we have been doing, particularly since the January 1994 NATO summit where President Clinton set forth his basic strategy for post-cold war Europe, what we have been trying to do is to adapt the existing structures, adapt the framework for cooperation, the patterns of working together, that we already have used, to great success, and adapt them to new purposes and new means. In the first instance, this means reaching out. It means taking the brilliantly successful experience of our Western relationships, of the EU, of NATO, of the Council of Europe, and of our trading patterns, taking the brilliantly successful experience of that and extending the values, the patterns of behavior, and also the institutional structures outward. This is both in an eastward but also in a southward direction. And in the case of some of the countries here, in a northward direction, such as Sweden and Finland. But extending the institutions doesn't necessarily mean only looking for new members, it means extending the values, extending the goals, extending the patterns of cooperation, things such as the Partnership for Peace of NATO, which has become truly a new security institution in Europe. Or the Europe Agreements of the EU, the cooperation that the EU and NATO have had. ☺

Inside

EUROPE

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EU NEWS

FLORENCE SUMMIT

The European Union was able to think about its future again after striking a peace settlement with Britain over the ban on its beef exports at its summer summit in Florence.

The crisis over Britain's "mad cow disease" had paralyzed the EU for nearly three months as London's policy of non-cooperation blocked more than 70 decisions, including such key measures as tougher action against fraud and minimum solvency ratios for banks and financial institutions.

Jacques Santer, the president of the European Commission, who played a key role in getting Britain back into the fold, left Florence with an enhanced reputation.

The June 21–22 summit rounded off a good week for the Commission, which finally got a mandate from the EU member states to negotiate an "open skies" agreement with the United States and approval from energy ministers, after a seven year standoff, for a plan to inject cross-border competition into the EU's \$180 billion-a-year electricity market.

The Commission was also able to play the role of honest broker as the EU became divided over how to respond to the beef crisis. And under the deal struck in Florence, the Commission will be in charge of the step-by-step easing of the worldwide ban on British beef exports. Even Britain, one of the harshest critics of Brussels, admitted the Commission had behaved even handedly as it took its side against member states that wanted tougher sanctions.

The beef crisis will soon be consigned to a historical footnote, although it is likely to remain a potent political factor in the bitter civil war over Europe in Britain's ruling Conservative Party in the run up to a general election which must be held by May 1997.

The Florence summit was essentially a holding operation to give the EU time to recover from the debilitating effects of the beef crisis and to repair strained relations with Britain. There is no doubt the episode has damaged the EU and set a dangerous precedent. "In a crisis like

this there are no winners, only losers," said Mr. Santer.

While the London government remains steadfastly skeptical over moves toward closer European integration, it is a key partner in the coalition of liberal governments, such as Denmark, Sweden, Germany, and the Netherlands, striving to transform the EU into a more competitive, deregulated trading entity to meet the challenge from the United States, Japan, and the Asian "tigers."

Europe's job crisis—unemployment has stuck at more than 11 percent or twice the US level—dominated the summit, although there were no ready formulas on the table to get Europe's 18 million jobless off the welfare rolls.

Florence, however, underlined the EU governments' commitment to the supply-side remedies espoused in Mr. Santer's "Confidence Pact for Employment," although there is a growing weariness about the rash of pan-European policy papers that tend to dominate summits.

The summit took place against a backdrop of swelling doubts about whether Germany and France, the EU's two largest economies, will meet the Maastricht Treaty's criteria for participating in monetary union in 1999, when the single currency, the euro, is due to be launched. The two countries will breach the key condition, a budget deficit no higher than 3 percent of the gross domestic product (GDP) in 1996, but faster economic growth in 1997 likely will bring them under the limit. Both governments face massive labor union opposition to their austerity programs but show no signs of retreating. The stakes are high.

EU leaders swept aside these doubts and reaffirmed their commitment to starting monetary union in 1999. And Europe's biggest corporations and the bond markets are working on the assumption that the euro will be a reality within 30 months.

The summit also gave a jump-start to negotiations to rewrite the Maastricht Treaty that were snared in the beef row. The Irish government, which took over the EU's rotating presidency from Italy in July, was planning a special summit in Dublin in October to take stock of progress in the intergovernmental conference. The goal

is to have a draft agreement ready for the December summit in the Irish capital, paving the way for signature of an accord at the Amsterdam summit in June 1997.

The importance of the IGC was underlined by the presence in Florence of the leaders of 10 Central and East European and Baltic countries as well as Cyprus and Malta, all of which have applied to join the EU. With a possible membership of 20–25 countries by the year 2010, the EU faces gridlock unless it changes the way it does business, particularly its complex voting system.

With so much at stake, the mad cow crisis that has dominated the headlines and television bulletins around the world, was a sideshow. Florence marked the start of something much bigger.

—Bruce Barnard

BOSNIA FACES ELECTIONS

With the September 14 date now set for the first popular vote in the Federation of Bosnia-Herzegovina, the European Union—the most militarily, administratively, and financially engaged power in the region—has much at stake.

Its envoys and experts based in the former war zone are acutely aware that with or without successful elections, the path to peace is full of obstructions.

“The task ahead is overwhelming,” says Carl Bildt, high representative to Bosnia. “To heal a society [scarred by conflict] is not something to be done in a matter of weeks.” Yet, adds Mr. Bildt, “six months after a war that lasted for 42 months, the World Bank and the [EU] were here very early. The difference is, the [EU] has the money and the World

Bank has the procurement process.”

Given their proximity to the conflict, European nations decided to:

- send troops earlier than other Western states (Britain and France assumed these risks);
- accept the overwhelming share of refugees who have sought havens abroad (Germany, alone, houses some 350,000);
- and rapidly respond to aid needs (the Dutch are held up as a shining example).

But Europeans with the most watchful eye on developments say the challenges are far greater than the accomplishments.

Witness Mostar, a microcosm of the destruction and strife in the former Yugoslavia. This city, with its multi-ethnic community, has been called a litmus test for peace in the region. If it can't happen in Mostar, European observers say, it can't happen anywhere.

Sir Martin Garrod, the chief of staff of the European Union's civil administration in Mostar since July 22, 1994, has worked to remove these challenges. Serving in one of the area's most war-torn cities during his post in the Balkans, the former Marine general has faced one of the most daunting tasks in his entire career.

On the prospect of diffusing bitter ethnic tensions between the Muslims in the eastern part of the city and the Croats in the west: “You cross the road, and you find a different land, a different ethos, a different nationality.”

Sir Martin has tried to engender cooperation among Muslim, Croat, and Serb groups to spend his \$172.8 million budget for the restoration of water supply, electricity, and the rebuilding of basic infrastructure.

WHAT THEY SAID

“The G7 is a gathering place of partners whose economic success has arisen from their commitment to peace, democracy, and fair competition. The bombers are trying to tell the world that barbarism pays. That is an appalling message. They must be proved wrong. G7 leaders and the whole world must close ranks and send an unambiguous signal of solidarity in the fight against terrorism.”

—Jacques Santer, president of the European Commission, speaking at the G7 summit in Lyon, France, about the bombing in Saudi Arabia.

“One is enough.”

—Romano Prodi, Italy's prime minister, interjected his own opinion when a reporter asked President Clinton about the possibility of Italy being divided into two separate countries. Prodi and European Commission President Jacques Santer met with President Clinton at the White House on June 12.

“The most important next step is to hold free and fair elections.”

—Warren Christopher, secretary of state, discussing the need to hold elections in Bosnia in September.

“We will fight the next election as the party in favor of a constructive relationship within Europe.”

—Tony Blair, the British Labor Party leader, commenting on how his party will differentiate itself from the ruling Conservative Party regarding EU relations in the UK elections, which must be held within the year.

“No country has the right to tell companies in another country how they should behave in third countries.”

—Malcolm Rifkind, British foreign secretary, speaking out against the Helms-Burton law.

“Membership in the EU has been very beneficial to the Irish economy.”

—Mary Robinson, president of Ireland, speaking at a press conference in Washington, DC during a state visit in June.

“It is a miracle that no one was killed.”

—Colin Phillips, Manchester's assistant chief constable, describing the IRA bomb blast, which injured more than 200 people in Manchester's downtown.

EU NEWS (CONTINUED)

"The fighting in Mostar was the heaviest, due largely to the fact that it has the highest percentage of mixed marriages. People who had gone to school together, married each other, lived together, killed each other," says Sir Martin.

Intermarriage, which once blurred the differences between ethnic groups, gave clarity to distinctions that became the basis for bloodshed in Mostar, Tuzla, Sarajevo, and a host of other big cities.

Speaking in a hotel garden filled with roses and chirping birds, he talked of brutal realities Mostar residents must contend with, now and well after any international civil and military monitors depart their city.

"Here in Mostar, people know by face and name who killed whom, who raped whose daughter, who expelled whom from apartments, and who took whom off to detention camps. You cannot expect them to forget in a hurry. You cannot expect them to just shake hands."

"Most of our work has been political—even garbage," Sir Martin says of the hoops he has had to jump through to simply get the sides to talk. "Croats and Muslims could not even agree on where to place the city rubbish dump."

Progress to report? "When we started here there was nothing operating. Now, in the east, there are cafes, small restaurants, and coffee bars."

In principle, there is freedom of movement, as directed by the Dayton Accords. "But there is great reluctance on the part of men, especially of military age, to cross over old confrontation lines. Very few workers are crossing over to get to their jobs, and that's very sad."

Since the demobilization of soldiers, Sir Martin says, joblessness, already bad, soared. He views the standing down as a double-edged sword. "It's good that armies are demobilizing, but it also means that there are a lot of young men, unemployed, with a hell of a lot of weapons."

Security risks are already high in a region where there is virtually no respect for law and order. Sir Martin laments "that's one of the big worries." To counter the high crime rate—from car theft and armed hijacking to forced expulsion from flats and other dwellings—his administration has worked to put together a local police force of 400.

"We are willing to see the end of the crisis," says Donato Chiarini, the European Commission's special envoy to Bosnia

and Herzegovina. He is spending the EU's money as quickly as it can be absorbed, he says. There is resentment on the part of some local officials who say the funds should flow faster. Short busses that are able to power up and around the region's steep mountains are desperately needed, he says, but Fiat, the company that makes them, is out of stock. They must be manufactured, he says. The wait for assistance like this, for example, often seems interminable for a population battered by war.

Recognizing the problems ahead, Bosnian Prime Minister Hasan Muratovic fully expects NATO's long-term presence in his country. But he also sees a strong connection to the West, forecasting that "Bosnia will become a member of the EU."

Mr. Bildt also acknowledges that there will be some international military role for the foreseeable future. But he looks to the September elections to help legitimize the federation as a respected member of the community of nations. "Up until the elections, there are no common institutions in the country," he says. "The conditions for the September election are not perfect, but they should be held, otherwise we would postpone forming a constitution, and then we would make getting rid of partition [of the country into areas along Croat, Muslim, and Serb lines] harder."

—Amy Kaslow

PAPANDREOU DIES

Former Greek Prime Minister Andreas Papandreou died on June 23 at the age of 77. Leader of the political party PASOK, Papandreou dominated Greek politics for the majority of the past 15 years. His career spanned Greece's continued development as a member of NATO and the EU. Papandreou resigned his office in January and was replaced by former interior minister Costas Simitis.

EU-US TRADE BALANCE

In the first nine months of 1995, the EU's trade balance with the US showed a deficit of 3.3 billion ecus (\$4.1 billion). Eurostat, the EU's statistics organization, said that imports from the US increased by 3.7 percent up to September 1995, while exports decreased by 2 percent.

BUSINESS BRIEFS

Deutsche Telekom, Germany's telecoms monopoly, is buying a 49 percent stake in Kazakhstan's state telecommunications company, **Kazakhtelecom**, for \$543 million, beating off competition from other foreign bidders including **AT&T** of the United States.

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Daewoo, the acquisitive South Korean conglomerate, continued its drive into Eastern Europe, paying \$53 million for a 51 percent stake in Romania's 2 Mai

shipyard at Mangalia on the Black Sea.

Daewoo also plans to invest \$900 million in **Rodae Automobile**, a joint venture with a Romanian car firm; has applied for a banking license; and is mulling moves into tourism and railways in the former communist nation.

•••

Portugal beat off competition from 26 countries to snare a \$380 million investment by **Siemens**, the German electronics group, in a memory chip plant.

The plant, the second largest foreign investment in Portugal, after a joint **Volkswagen-Ford** car plant, is seen as a vote of confidence in the recently elected socialist government.

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AXA, the French insurance giant, plans to float about \$200 million of its shares in the United States in a bid to boost its visibility in a market that generates around 40 percent of its earnings.

continued on next page

BUSINESS BRIEFS (CONTINUED)

About 10 French industrial groups are listed in the US, but AXA will be the first French financial services group to cross the Atlantic. AXA moved into the US in 1991 with the \$1 billion acquisition of 49 percent of **Equitable Life**, the country's third-largest life insurer.

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General Motors appointed one of its top Detroit executives, Robert Hendry, to take over **Saab**, the troubled Swedish car manufacturer in which it has a 50 percent stake.

Mr. Hendry faces a tough job turning around Saab, which lost \$49 million in the first three months of the year following a 12 percent decline in sales, including a 21 percent drop in the US, its biggest market.

Saab has suffered losses of \$6.1 billion since GM bought its stake and took management control in 1989 and eaten capital injections of \$5.4 billion by GM and its co-owner, the Swedish Investor group, owned by the Wallenberg company.

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Bayer, the German chemicals group, plans to invest \$11.7 billion in the next five years, according to chairman Manfred Schneider.

Germany will get \$4.6 billion with \$7.2 billion being spent in foreign markets, which currently account for more than 80 percent of Bayer's sales. Mr. Schneider said he is confident the company will have a treatment for Alzheimer's disease within three years.

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The planned alliance between **British Airways** and **American Airlines** intensified pressure on **Air France** to find a partner in the run up to the liberalization of the European market.

American Airlines was reported to have mulled an alliance with Air France but was put off by the carrier's financial problems and labor strife.

Air France is lagging behind its European rivals, which have all signed alliances with US carriers. **KLM** has linked up with **NorthWest Airlines**, **Lufthansa** with **United Airlines**, and **Swissair**, **Sabena**, and **Austrian Airlines** with **Delta Air Lines**.

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European governments are preparing for a second wave of privatizations to cut their budget deficits. Germany is set-

ting the pace with the sale of a stake in **Deutsche Telekom**, the state telecoms monopoly. The sale planned for November is expected to raise at least \$10 billion.

State assets worth around \$300 billion—equal to 1.5 percent of European gross domestic product—could be put on the block in the next 5 years according to a report by **Morgan Stanley**, the US investment bank. Up to 60 percent of the sales are likely to be in the telecommunications and transport sectors with utilities accounting for around 10 percent.

European governments have raised \$186 billion from state sell-offs since then British prime minister Margaret Thatcher launched her pioneering privatization program in 1981. Britain accounts for more than half the receipts with sales totaling \$97 billion, but other countries are catching up.

•••

Nokia, the Finnish telecoms manufacturing group, severed its final link with television production to concentrate on its core mobile telephone business after a crash in its first quarter profit.

Nokia, which shut its German television production operations last year, sold its Finnish plant in Turku to **Semi-Tech Group** of Canada.

Chief executive Jorma Ollila said Nokia is recovering rapidly from the problems responsible for the dive in first quarter profits to \$85.2 million from \$288 million in the 1995 period and an expected sharp fall in second quarter earnings.

Nokia, the world's second largest maker of mobile handsets after **Motorola** of the US, said sales growth will exceed 30 percent this year and the global growth in mobile telephone subscriptions will reach 50 percent.

•••

British Telecom and its US partner **MCI** will launch the world's biggest Internet network later in the year, gaining an edge on their American and European rivals in the chase for a lucrative new market.

The new network, providing high capacity links between 12 telecoms switching centers in Europe, the US, and Asia, will increase the capacity of the existing—and increasingly congested—Internet by 30 percent.

The network, which won't compete with the Internet but connect to it, will be operated by **Concert**, the partnership established by BT and MCI in 1994 to compete for business from large corporate customers.

•••

A plan by three of Europe's biggest media groups, Rupert Murdoch's **BSkyB**, **Canal Plus** of France, and Germany's **Bertelsmann**, to forge a digital television alliance in Germany collapsed amid acrimony.

The death of the alliance, which was likely anyway to be banned or scaled down by European Competition Commissioner Karel van Miert, handed the advantage to **Kirch**, a giant German media group, which immediately unveiled plans to launch digital television in Germany.

•••

Chrysler, which quit Europe 20 years ago when it was on the verge of bankruptcy, is boosting sales by 20 percent a year and aims to be a medium-sized player in the world's biggest auto market within five years.

Chrysler sold 84,000 cars in Europe last year and is on target for 100,000 in 1996. It plans to sell around 200,000 autos by the year 2000, matching sales of manufacturers like **Volvo** of Sweden and **Honda** of Japan.

Chrysler's Voyager minivan, which is built in a fifty-fifty joint venture in Austria, has 15 percent of the European market in its category, on a par with the Renault Espace.

—Bruce Barnard

INSIDE EUROPE

Correspondents

Bruce Barnard
Amy Kaslow

Reuters contributed to news reports in this issue of *Inside Europe*.

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Viking raiders first sailed up the Guinness-colored river Liffey more than 1,000 years ago and set up a trading post at a village which the locals called *Dubh Linn* (Irish for “dark pool”). But Dublin, as it came to be known, is not a city that acts its age. It is a bustling, warmhearted, and heartwarming place, which shows no signs of giving in to the decrepitude of its many centuries.

Its lively heart is the Temple Bar area, the city’s cultural quarter, which has taken a whole new lease on life thanks to an innovative urban renewal program launched in 1991.

TEMPLE Dublin’s Young Heart BAR

LÁNA AN TEAMPAILL
TEMPLE LANE

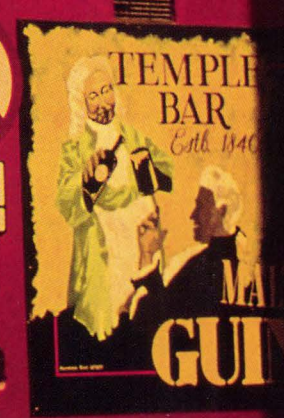
48

THE TEMPLE BAR

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By Ester Laushway

Before then, Temple Bar was dying the slow death of an inner city district that had outlived its usefulness. It had begun life peacefully in the 17th century, as a leafy “bar”—a walkway by the river—used by the family of Sir William Temple, who later became provost of Dublin’s Trinity College. During the 18th century, it developed into a thriving part of town that attracted a colorful mix of skilled craftsmen, such as tailors, watchmakers, and bookbinders; professionals, such as stockbrokers and publishers; entertainers; and ladies of easy virtue. It buzzed with activity: business and pleasure were conducted

Over the past five years, a generous infusion of public, private, and European funds has rejuvenated the once-decrepit 28-acre area. Temple Bar is now the life and soul of the party that seems to go on almost permanently in the streets and pubs of Dublin. Its cobble lanes with their old world street lights and scattering of eye-catching street art are bright, bohemian, and endearingly off-the-wall.

Shops run the gamut from traditional and specialist, like Rory’s Fishing Tackle, to up-market hip, like the pricey Harley Davidson store. Cafés and restaurants show an equally eclectic

The residents have private parking spaces for bicycles.

Behind the flashy facades of Temple Bar, serious creative work is going on in every field of contemporary art, from painting, sculpture, and photography to music, theater, and multimedia computer art.

Among the major cultural centers established in the area in the last five years is the outstanding Irish Film Center, located in a showcase building that once served as a Quaker meeting house and now has been tastefully converted to minimalist chic. Under its roof are housed a well-stocked library and

Building fronts are vividly painted; doors are often fantastic sculptures; giant psychedelic flowers bloom on windows; and street benches are not just that—they pose as a metal palm tree or have poetry inscribed on them. It is a playful, fun place to visit.

noisily in its lanes and alleys; music and laughter rang out; frequent brawls erupted in the seedier section by the river; and there was the occasional murder.

The 20th century, with its sharp drop in demand for specialized trades, saw Temple Bar fall victim to a slow but inexorable decline. Plans were made to tear down the area and replace it with a new central bus terminal. But there were delays in getting planning permission, and during that time the derelict properties were rented on short leases to people willing to take a chance. Enterprising young artists came in and set up studios and galleries; musicians found cheap rehearsal spaces; funky “alternative” shops, bars, and restaurants sprang up.

What was meant to be only a temporary stay of execution turned out to be Temple Bar’s salvation. The area came to vibrant new life. In 1991 its redemption became official when the Irish Parliament passed an act for its renewal and development. Two companies were created: Temple Bar Properties, which manages the development of the area, and Temple Bar Renewal, which administers tax incentives.

range, from French haute cuisine at Les Frères Jacques to American-style pizzas and burgers at the Bad Ass Café.

Building fronts are vividly painted; doors are often fantastic sculptures; giant psychedelic flowers bloom on windows; and street benches are not just that—they pose as a metal palm tree or have poetry inscribed on them. It is a playful, fun place to visit.

It has also become a more and more trendy place in which to live. The architectural plan adopted for the district was designed to provide new or refurbished housing for about 2,000 residents. That ceiling has not been reached yet, but the population has tripled in the last five years, from 250 to 750. The apartments are almost all on the upper floor, with shops and restaurants literally on their doorstep, at street level.

Probably the most sought-after address in Temple Bar is the innovative Green Building, which has roof-mounted solar panels and wind turbines generating most of its energy requirements. Five artists contributed elements to its design, including a sculptured door that is a showcase of recycled objects like old inner tubes.



bookshop, an excellent restaurant and bar, the National Film Archive, Film Base (which provides training for young filmmakers), and two cinemas that screen more than 100 titles a year.

Other cultural organizations thriving in Temple Bar include Designyard, which exhibits jewelry, furniture, ceramics, and other applied arts; the Ark, a wonderful hands-on arts center de-

signed exclusively for children; the Original Print Gallery, which specializes in limited edition Irish and international prints and shares its premises with a printmaking studio; and the Project Arts Center, which together with the Olympia Theater, a tinselly ex-music hall now featuring live music at midnight, is being developed into an avant-garde theater complex.

But the most boisterous cultural events in Temple Bar take place in older, smaller, smokier institutions: its pubs and music clubs. They are among the best in town and give the choice between having a friendly pint in a tradi-

On July 1, the day on which Ireland acceded to the presidency of the European Union, Temple Bar celebrated its rebirth with a giant street party. In remembrance of the intense construction work that has punctuated the last five years and of which the main phase is now complete, the whole area will be throbbing to the beat of many different Irish drums. Performers will also include a specially commissioned power tool orchestra.

Over the summer, Temple Bar will host many events that will bring people together in its streets and squares, including the Guinness Blues Festival,



tional setting like The Norseman to listening to live rock in a post-industrial metal decor like the Rock Garden or the Kitchen, the basement club in the Clarence Hotel owned by Dublin's most famous band, U2. Bad Bob's Backstage Bar, known to one and all as the Backside Bar, is *the* place for late-night Irish and international country music.

free outdoor screenings of cinema classics, and an architectural exhibition retracing its development.

After a nearly fatal decline, Temple Bar is alive and well again, and the venerable old city of Dublin is now, more than ever, young at heart. ☺

Ester Laushway is EUROPE's Paris correspondent.

Temple Bar: An EU Success Story

In the Cinderella-like transformation of the Temple Bar area over the last 5 years, the European Commission has acted as the fairy godmother. It is due in great part to the interest it has taken in the project and the considerable financial support it has provided that what could have stayed just a dream has so quickly become reality.

In 1991, when Dublin was designated as the EU's City of Culture, the Commission adopted the Temple Bar Development Program as one of a series of innovative urban pilot projects which it co-finances under Article 10 of the European Regional Development Fund.

In partnership with the Irish government and the private sector, the Commission has contributed nearly \$29 million to date for the first phase—now complete—of the Temple Bar project: the physical rehabilitation of the area from a derelict urban district into Dublin's showpiece cultural quarter.

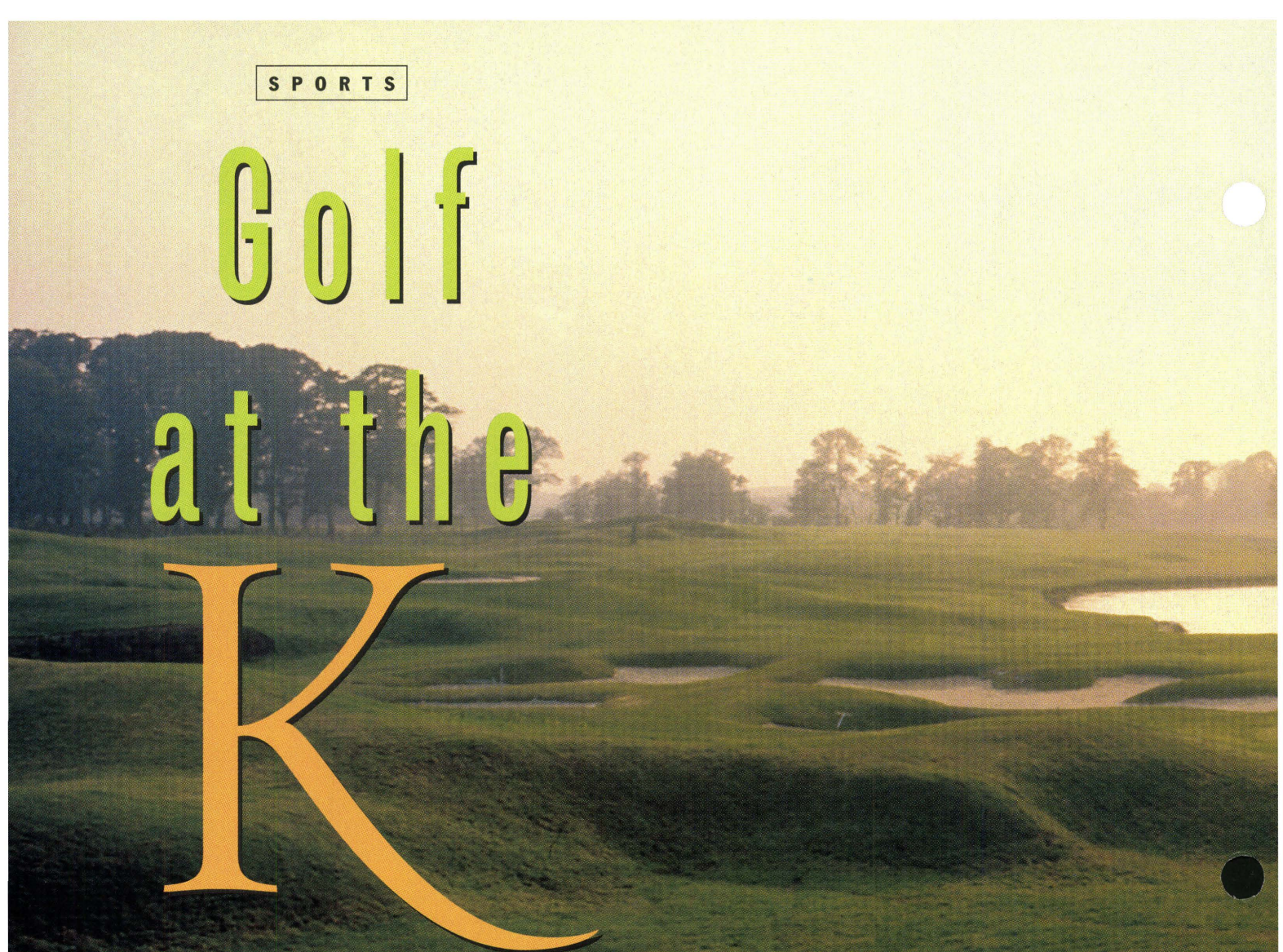
Gay Mitchell, Ireland's minister for European affairs, praised the leading role the EU has taken in helping Temple Bar achieve its bright new destiny. "It is often forgotten that the huge benefits Ireland has derived from 23 years of European Union membership are not simply confined to headage payments, the building of roads, and other major infrastructural improvements," he said. "The EU has also made an enormous contribution in other vital areas, not least in supporting the preservation and promotion of our cultural heritage."

On July 1, Temple Bar began major celebrations marking both the completion of its main construction phase and the start of Ireland's six-month presidency of the EU. Following a free early-evening percussion performance in its streets, Meeting House Square, Ireland's first purpose-built outdoor performance space, was inaugurated. The special televised event was attended by the members of the European Commission, the Irish government, and their guests. The performance included a number of specially commissioned pieces of film and music as the Temple Bar's way of saluting the partnership between Ireland and Europe to which it owes so much of its new-found vitality.

Phase two of Temple Bar's renewal, which will focus on Viking Square, a residential and shopping district that should be completed by 1998, will also be co-funded by the European Commission, bringing total European investment in the area to \$43 million.

Euroskeptics may abound elsewhere, but you will have a hard time finding any in Temple Bar.

—Ester Laushway



Golf at the

K

Club

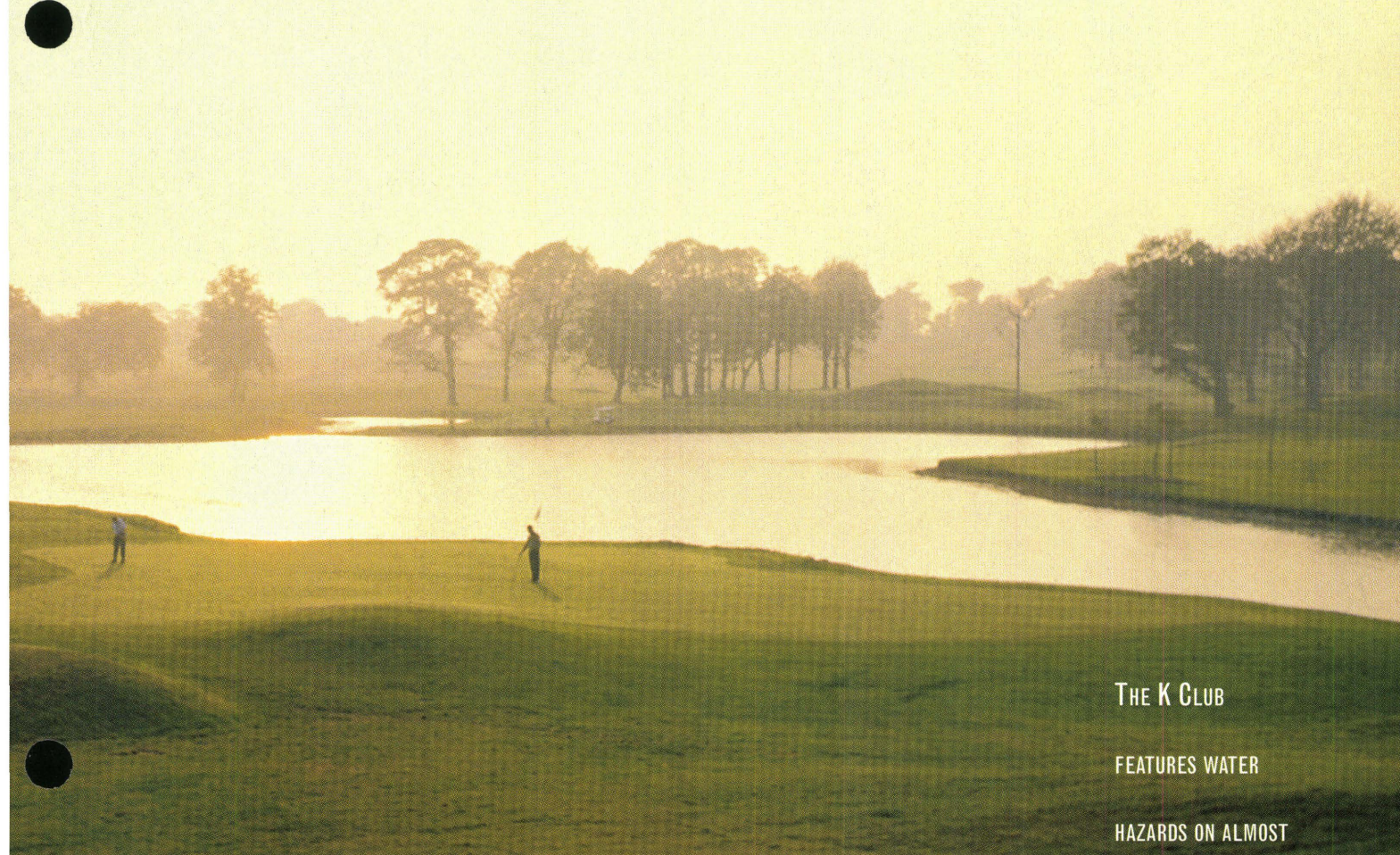
**A challenging
course
with spectacular
scenery**

BY ROBERT J. GUTTMAN

Ireland, a country known around the world for its beautiful and challenging golf courses, has a new name to add to its list of famous courses. The K Club course was designed by golfing great Arnold Palmer, who says that it is destined to be “one of the greatest parkland courses.” He adds, “I have no doubt that the future reputation of this course will enhance Ireland’s unique place in the world of golf.”

From President Bill Clinton’s favorite Irish course, the standard-setting Ballybunion, to the historic Royal Dublin and Portmarnock, to Lahinch on the west coast, the Emerald Isle’s golf courses offer spectacular scenery and challenging play.

Designed by Arnold Palmer, the Kildare Club golf course covers 220 acres encompassing woodlands, 11 lakes, and the river Liffey.



THE K CLUB

FEATURES WATER

HAZARDS ON ALMOST

The K Club, opened in the summer of 1991, has to be very good, indeed, to measure up to the competition of the more than 200 other golf courses Ireland has to offer pros and duffers alike from around the world.

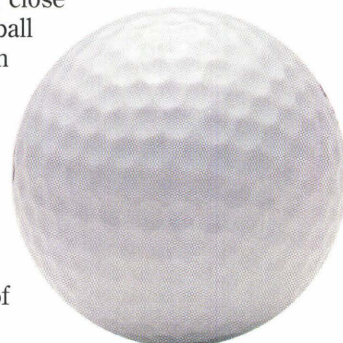
It can be said without any hesitation that the K Club course, which is a mighty 7,159 yards from the championship tees, is very difficult. And it is even more difficult for someone like me who had not played golf in more than six years and rarely played much before that time. So, playing with K Club golf pro Ernie Jones, a wonderful storyteller who most graciously gave me golfing tips along the entire 18 holes, and Alistair Tait, deputy editor of Golf Magazine, published in London, was somewhat overwhelming at first.

It became obvious on the second tee when it started to rain that I was not a seasoned golfer who regularly plays this sport in Ireland. I assumed when it rains one would quit and go to the clubhouse and wait for the rain to end. However, as Ernie Jones quickly made clear to me, "If you didn't play golf in the rain in Ireland, you would never play golf." He handed me an umbrella and the game continued. Luckily, the sun broke out after a few holes, and I actually began

to hit a decent ball.

The K Club, which is short for the Kildare Country Club, features water hazards on almost every one of its 18 holes. It seemed to me as if golfers were always hitting over water—or in my case into the water. However, on the seventh hole I realized even greatly skilled golfers like the deputy editor of Golf Magazine could play as poorly as me. Alistair Tait hit seven consecutive golf balls into the river Liffey. Ernie Jones praised Tait for his tenacity but told him it might be quicker to throw his ball across the river and proceed anew from the other side. Luckily, his eighth attempt was a winner, and we moved on to the green.

In addition to being close to or in the water, my ball also seemed to land in the many strategically placed sand traps. The K Club golf pro explained, "We've developed a very natural looking course, with the original landscape dictating the lie of



EVERY ONE OF ITS

18 HOLES. IT

SEEMED TO ME AS IF

GOLFERS WERE

ALWAYS HITTING

OVER WATER—OR

IN MY CASE INTO

THE WATER.



The K Club's elegant hotel is a restored mansion that offers magnificent views of the picturesque grounds.

the course. We also have a 'seaside' course—we have more sand here than many proper seaside courses."

The K Club golf course covers 220 acres, which the club's literature describes as consisting "of prime Kildare woodland, featuring 11 lakes and the river Liffey with the seventh hole playing to an island green."

The Kildare Hotel and Country Club is owned by one of Ireland's largest corporations, the Jefferson Smurfit Group. Dr. Michael Smurfit, the chairman of the Jefferson Smurfit Group and reportedly one of the wealthiest individuals in Ireland, says his goal in building the luxury hotel and golf course was "to create something of which Ireland can be truly proud and which will attract people the world over."

Bill Gates and Warren Buffett have recently stayed at the hotel, and Sean Connery and Pierce Brosnan have both played the K Club golf course in the last few months.

According to Ray Carroll, the property's chief executive, "This is the largest investment ever in Irish tourism. More than (\$54 million) have been spent developing this luxurious

hotel and golf course, and it is still continuing."

The hotel, Ireland's only graded AA 5 Red Star hotel and an easy 40-minute drive from Dublin, is a completely refurbished, gorgeous old mansion with magnificent views of the surrounding lush, green countryside. The hotel boasts an extensive art collection featuring the paintings of Irish painter Jack B. Yeats, the brother of poet William Butler Yeats.

The K Club has hosted the Irish PGA Championships and the Biannual Mini Ryder Cup. The Smurfit European Open, first played at the K Club in 1995 will return again this year and in 1997.

Ireland, truly a land of championship golf courses, can boast of another winner in the K Club. Even a non-golfer like me (although hopefully this will be changing after my marvelous experience here) can attest to the stunning scenery and challenge of the course at the K Club. For more information call 800-221-1074. ☎

Robert J. Guttman is EUROPE's editor-in-chief.

THE WESTBURY HOTEL

If you are traveling to Dublin and you want to be in the heart of the city, right off Grafton Street, the city's best-known shopping and walking area, the perfect place for you to stay is the luxurious five-star Westbury Hotel.

"We identify ourselves as an international hotel. In addition to our perfect location, people like the Irish attitude toward service that we provide. It is just natural for the Irish people to be friendly, and we provide that friendliness at our hotel," says William Kingston, the Westbury's general manager.

The fashionable terrace area of the hotel, which is very light and open, is a wonderful place to meet for afternoon tea while in Dublin. The terrace area is a good place to listen to the piano player and watch the people milling around. The hotel is the top choice for many performers and politicians, including Neil Diamond, Bruce Springsteen, Bob Dylan, Gregory Peck, and the late Tip O'Neill. Many sports and literary personalities also choose the Westbury as their home away from home when they are in Dublin.

The modern, comfortable Westbury is part of the largest privately owned hotel chain in Ireland, the Doyle Hotel Group, which also owns two hotels in Washington, DC. For more information call 800-223-6800 or 800-448-8355. —Robert J. Guttman



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ONE OF THE CONTINENT'S GREATEST TRAVEL BARGAINS



BY KENNETH C. DANFORTH I AM LEANING BACK IN A FIRST-CLASS COMPARTMENT ON A EURO CITY TRAIN TRAVELING DIRECT FROM BRUSSELS TO BERLIN. THE ALEXANDER VON HUMBOLDT GLIDES SMOOTHLY AND RAPIDLY ALONG THE RAILS.

We are east of Aachen—Charlemagne's capital—on an overcast day in late April. The train rushes through bright green fields punctuated with the tender young shoots of towering poplars and the shimmering white of apple blossoms. I am content and relaxed.

This is the second of the 10 journeys allotted me on my Eurail Flexi Pass. The pass is good for two months, and I can take the trips anytime I want to between now and June 19. I paid \$560 for it in late 1995, before the price went up to \$616.

Don't waste it on short daytrips and always save the final leg for the trip to the city of departure for your flight back across the Atlantic. (Only residents of North America are qualified to use Eurail Passes.)

The regular Eurail Pass (not the Flexi Pass) costs from \$522 for 15 days up to \$1,468 for three months. It costs more because it allows absolutely unlimited travel—no counting of days. The traveler can make it up as he goes along. He can zig-zag across Europe with no regard to how many days he is on a train.

For someone not accustomed to European prices, this may sound expensive. But anyone who has ever bought a first-class (or even second-class) ticket from, say, Paris to Madrid, knows what a great bargain a Eurail Pass is. Even on the super international express trains, Eurail passengers don't have to pay the usual supplement.

Eurail Youth Passes, available to passengers under 26, are considerably cheaper. These passes provide space on second-class trains.

Obtaining a pass isn't a problem. Good travel agents can get one for you quickly enough, even if they don't stock a supply. Forsyth Travel Library in Shawnee Mission, Kansas, is my usual source. I've been ordering my Eurail Passes from them for years, partly because they also sell the indispensable *Thomas Cook European Timetable*, railroad maps, and a

wide selection of travel guides. If you'd rather travel in only one country or a small group of countries, Forsyth also stocks more localized, less expensive passes.

Especially important in the summer months, is the fact you never have to stand in line to buy a ticket. (However, it is important on some popular point-to-point passages, especially on high-season weekends, to reserve a seat so that you'll be assured of comfort beside a window. In that event, it is advisable to go to the train station a couple of days in advance and pay two or three dollars for a reservation.)

The Eurail Pass, of whatever form or duration, is one of the greatest travel bargains in the world. I should know: I've been using them for 36 years. I bought my first one in 1960 and have been enamored of them ever since.

The pass will take you from Amsterdam to Vienna, from Palermo to Helsinki, from Lisbon to Lübeck. You can even use it in Ireland. In all of Western Europe (plus Hungary), only the United Kingdom does not participate.

I have found that the conductors are invariably friendly when I show them my Eurail Pass. They can ask to see your passport, to check on whether you are really the person using the pass, but they rarely do.

As I complete this report, my train is coursing through the Austrian Alps just north of Bad Hofgastein. The scenery here is spectacular. I saw this area first in the winter, with thick snow over everything. Today it is all green, beautiful in a different way.

Soon, I shall double back to the small town of Boppard in the Rhine Gorge. That will be my transfer station for a cruise on the K-D Line. Passage up and down the Rhine, steaming between steep vineyards and ancient castles, won't cost me a penny; the ships are included on the Eurail Pass. ☺

Kenneth C. Danforth, based in Washington, DC, profiled Slovenia in the May issue.

FestivaL

EUROPE

A sampling of Europe's summer & fall festivals

BY CLAUDIA HELLMANN

Europe is especially attractive to travelers during the summer and fall when cities and villages from Palermo to Pori host festivals of all sizes. Whether you want to join thousands of music lovers in one of the internationally known opera or jazz events or if you prefer local celebrations that revive century-old traditions and customs, there is a festival for everyone.

EUROPE has put together a sampling of Europe's upcoming festivals, some of them world-famous, others lesser known or even obscure.

Austria

Salzburg Festival, Salzburg, July 20–August 31

This music festival is famous for its high-class opera performances, which this year include new productions of *Elektra*, *Oberon*, *Fidelio*, and *Moses and Aron*. But Salzburg also offers symphonic concerts and top performers, such as the Vienna and the New York philharmonics, violinist Anne-Sophie Mutter, and the conductors Lorin Maazel and Georg Solti. Tickets

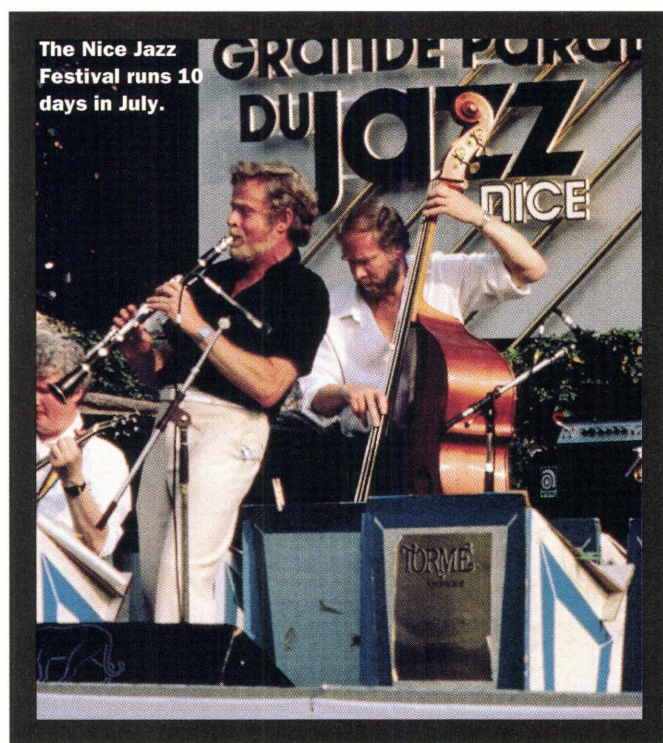
range from \$20 to \$420.

Contact: Austrian Tourist Office, PO Box 1142, New York, NY 10108-1142, tel. (212) 944-6880.

Belgium

Breughel Festival, Wingene, September 15

Check out everyday life in 16th century Flanders. More than 1,000 locals in period dress stage scenes from about 50 paintings by Breughel and some of his contemporaries. Visitors can become part of the experi-



ence by joining a feast à la Breughel, complete with singing, dancing, and dishes prepared using 16th century recipes.

International Film Festival of Flanders, Ghent, October

More than 100 films by Belgian and international directors as well as special events, such as concerts and silent films with live musical accompaniment.

Contact: Belgian Tourist Office, 780 3rd Ave, suite 1501, New York, NY 10017-7076, tel. (212) 758-8130.

Denmark

Copenhagen Jazz Festival, Copenhagen, July 5–14

450 indoor and outdoor jazz events, from the afternoon until deep into the night.

Contact: Scandinavian Tourist Board, 655 3rd Ave,

18th floor, New York, NY 10017, tel. (212) 949-2333.

Finland

Savonlinna Opera Festival, Savonlinna, July 6–August 3

Enjoy performances of such operas as Wagner's *Flying Dutchman*, Verdi's *Macbeth*, Orff's *Carmina Burana*, or the Mariinsky Theater of St. Petersburg's production of Tchaikovsky's *Mazeppa* in the courtyard of the Olavinlinna Castle.

Pori Jazz Festival, Pori, July 13–21

More than 60,000 jazz fans make the pilgrimage to Pori every year for a week-long festival of 24 hours a day of music, ranging from traditional to contemporary jazz. This year's performances include such top acts as Barbara Hendricks, Van Morrison, Bob Dylan, the Herbie Hancock Trio, and Earth Wind and Fire.

Contact: *Scandinavian Tourist Board, 655 3rd Ave, 18th floor, New York, NY 10017, tel. (212) 949-2333.*

France

Bastille Day, Paris, July 14

What July 4 is to Americans, July 14 is to the French, when they remember the storming of the Bastille in 1789 and the beginning of the French Revolution. The capital celebrates the national holiday with a military parade down the Champs Elysées, dancing in the streets and fireworks at Montmartre.

Festival Estival, Paris, mid-July–mid-September

With concerts throughout the city in places like the church at St-Germain-des-

Près and the Conciergerie, the Paris summer festival offers a rich cultural program during the months when the Parisians leave town and the tourists have Paris almost to themselves.



Visitors to Finland's Savonlinna Opera Festival can choose from several productions staged at the Olavinlinna Castle.

Festival de Cornouaille, Quimper, July 21–28

Offering music, dance, costumes, folklore performances, exhibitions, native food, and crafts, the festival draws more than 100,000 visitors to celebrate Breton culture and tradition.

Nice Jazz Festival, Nice, July 12–21

This jazz event, formerly known as the Grand Parade du Jazz, brings top performers such as Ray Charles, Barbara Hendricks, and Carlos Santana to Nice for nightly performances in the ancient romanesque Cimiez Gardens, a huge park with two stages and a large amphitheater.

Contact: *French Tourist Office, 444 Madison Ave, 16th floor, New York, NY 10022, tel. (212) 838-7800.*

Germany

Munich Opera Festival, Munich, July 1–31

This opera event features all-time favorites, such as Wagner's *Parsifal*, Mozart's *Don Giovanni* or Verdi's *Aida*, as well as the world premiere of von Bose's

Schlachthof 5, an opera based on a novel by Kurt Vonnegut.

Richard Wagner Festival, Bayreuth, July 25–August 28

A must for Wagner fans, though often sold out far in advance. This year's highlight: A new production of *Die Meistersinger von Nürnberg*.

Rhein in Flammen, various locations along the Rhine, July 6, August 10, September 21

Magnificent fireworks illuminate the embankments of the river Rhine and a parade of ships, known as "Rhine in Flames."

Contact: *German Tourist Office, 122 E. 42nd St, 52nd floor, New York, NY 10168-0072, tel. (212) 661-7200.*

Greece

International Marathon, Marathon-Athens, October 20

This most famous of all marathons commemorates the original run of a young warrior who sprinted from Marathon to the capital to announce the Athenian victory over the Persians in 490 B.C.

Athens Festival, Athens, June 1–September 30

The Athens Festival of Music and Drama presents ancient Greek drama in an outdoor setting in the

Odeon arena, as well as orchestral and chamber music, opera, modern and classical ballet.

Contact: *Greek Tourist Office, Olympic Tower, 645 5th Ave, New York, NY 10022, tel. (212) 421-5777.*

Ireland

Matchmaking Festival of Ireland, Lisdoonvarna, September

Looking back on a 200 year old tradition, you have the chance to find your perfect match by filling out an extensive questionnaire. If you have already found your mate, Lisdoonvarna still offers a lot of entertainment, especially music, dance, and drinking.

Contact: *Irish Tourist Office, 345 Park Ave, New York, NY 10154, tel. (212) 418-0800.*

Italy

Palio, Siena, July 2, August 13–16

This famous horse race for the *palio* (the city's banner), pits Siena's 10 *contrade* (districts) in a dash around the town square, Piazza del Campo. The Palio delle Contrade (July 2) is followed by the Palio dell'Assunta (August 16), which is preceded by trial races between August 13 and 15. Unless you are lucky and get a window seat in one of the buildings overlooking the Campo, you have to stand in the center of the square to enjoy this spectacle full of suspense and medieval splendor.

Arena di Verona Outdoor Opera Season, Verona, July 5–September 1

This season, four operas are staged in the unparalleled setting of the 20,000 seat Roman amphitheater of Verona: Bizet's *Carmen* (opens July 5 for 13 perfor-



St. Fermin's daily running of the bulls through the streets of Pamplona culminates in the city's bullring.

manes), Verdi's *Nabucco* (opens July 6 for 11 performances), Verdi's *Aida* (opens July 7 for 13 performances), and Rossini's *Barber of Seville* (opens July 13 for 9 performances).

Historical Regatta, Venice, September 1

Inspired by historical events, this lavish regatta of Venetian gondolas with contestants in traditional costumes leads its way through the Grand Canal of Venice in a one mile race.

Contact: *Italian Tourist Office, 630 5th Ave, suite 1565, New York, NY 10111, tel. (212) 245-4822.*

Luxembourg

Open-Air Theater & Music Festival, Wiltz, throughout July

Artists from all over the world come to put on opera,

drama, classical music, and jazz performances in the open-air theater of the Castle of Wiltz.

The Edinburgh International Festival celebrates its fiftieth anniversary this summer.



Wine Festival, Schwebsingen, early September

Wine flows from a fountain in the center of town accompanied by dancing and

concerts in celebration of Schwebsingen's Wine Festival.

Contact: *Luxembourg Tourist Office, 17 Beekman Pl, New York, NY 10222, tel. (212) 935-8888*

Netherlands

Holland Festival of Early Music, Utrecht, late August

This festival presents 10 days of music from the Middle Ages to the early Romantic period, with performances in historic settings like churches and museums, and an early music fair with instrument makers, workshops, antiquaries, records, and books.

Contact: *Netherlands Tourist Office, 225 N. Michigan Ave, Suite 326, Chicago, IL 60601, tel. 800-953-8824.*

Portugal

Festas da Santa Barbara, Miranda do Douro, August 18

A festival that revives traditional Portuguese folk dancing.

Contact: *Portuguese Tourist Office, 590 5th Ave, New York, NY 10036-4704, tel. (212) 354-4403.*

Spain

San Fermin Festival,

Pamplona, July 6-14

Immortalized in Hemingway's *The Sun Also Rises*, the running of the bulls through the narrow streets of the town to the bullfight plaza attracts thousands of spectators as well as those courageous enough to run themselves.

Contact: *Spanish Tourist Office, 666 5th Ave, New*

York, NY 10022, tel. (212) 265-8822.

Sweden

Medieval Festival and Tournament, Hova, July 6-14

Enjoy knights and castles at Hova's Medieval Festival and Tournament, which features the only jousting competition in Scandinavia.

Contact: *Scandinavian Tourist Board, 655 3rd Ave, 18th floor, New York, NY 10017, tel. (212) 949-2333.*

United Kingdom

Three Choirs Festival, Worcester, August 17-24

The combined choirs of the cathedrals of Worcester, Hereford, and Gloucester sing Bruckner's *Te Deum*, Elgar's oratorio *The Light of Life*, and Bach's *St. Matthew's Passion*, but there are also concert performances of Beethoven's *Fifth Symphony* and Elgar's unfinished opera *The Spanish Lady*.

Royal Highland Games, Braemar, September 7

An extraordinary festival celebrating the revival of Scottish cultural traditions, from bagpipes and sword dances, to hammer throwing and "caber tossing." If you are lucky, you may even catch a glimpse of the royals whose summer residence is just down the road.

Edinburgh International Festival, Edinburgh, August 11-31

Edinburgh celebrates the 50th anniversary of this festival with performances by the Houston Grand Opera, New York Philharmonic, Russian State Symphony, Oslo Philharmonic, Martha Graham Dance Company, and the San Francisco Ballet.

Contact: *British Tourist Authority, 551 5th Ave, suite 701, New York, NY 10176, tel. (212) 986-2200.*

—Claudia Hellmann

CAPITALS

AN OVERVIEW OF
CURRENT AFFAIRS
IN EUROPE'S
CAPITALS

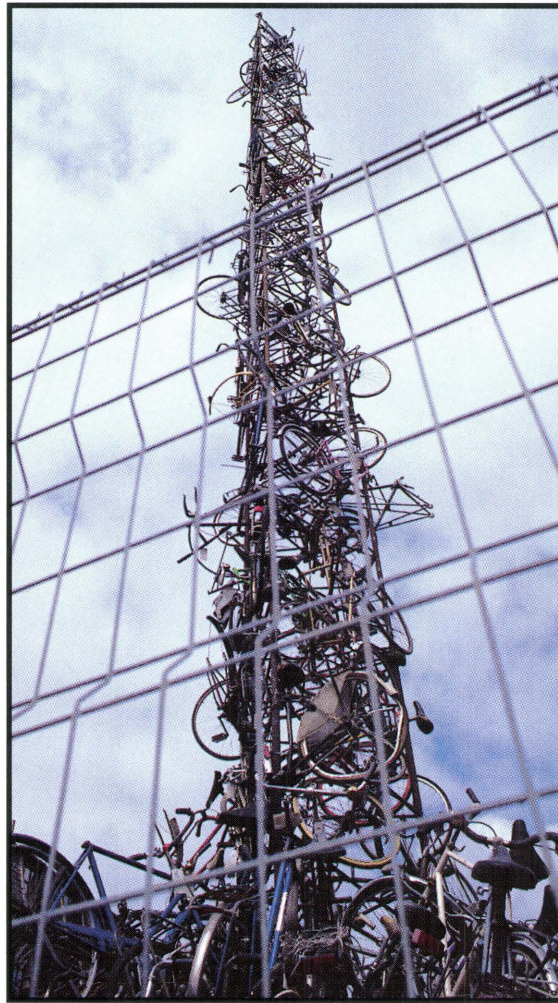
Letter from the Cultural Capital

There is a Danish saying that your appetite grows while you eat. It is strongly rooted in the smorgasbord tradition of nibbling away at the multitude of temptations at buffet lunches. But it also applies to the many cultural events that compose Copenhagen's run as Cultural Capital of Europe 1996. More than 400,000 visitors are expected to join the local townspeople in the celebration.

Preparations began more than three years ago on a distinctly low note. Sponsors were hard to come by; rivalries between the townships in the greater Copenhagen metropolitan area threatened to spoil the atmosphere; and popular interest was very low. But with the approach of the deadline, interest picked up on a monumental scale. More than 50,000 people have an active role in making Copenhagen's one-year reign a success, and the first half of 1996 certainly merits a high grade.

The ambition of the organizers has been to combine access to pioneering, experimental, and controversial works of art with a well-balanced sample of the proven heavyweights of Danish culture. The grassroots have not been forgotten. Every Dane owns at least one bike, so organizing a bike ride through Copenhagen to a sculpture that is 60 feet tall and consists of 300 wrecked bicycles seemed a perfectly natural event to most Danes in the beginning of May.

Almost simultaneously the State Museum of Art opened an exhibition not usually hosted by such a conservative institution: more than 120 contemporary haute couture dresses designed by Erik Mortensen, a Dane who has spent most of his life in Paris working for the top fashion houses, including Balmain. Few of the admirers of the dresses have participated in the bike event, but the net



Denmark's love affair with the bicycle is celebrated in Copenhagen's 60-foot tall sculpture of bicycles.

has been cast wide to catch the interests of all.

The young obviously have a high priority. More than 700 young artists from 16 cities in the Baltic area performed together in April and established Art-GENDA, a network that will hopefully create long lasting artistic bonds across the Baltic Sea. The maritime tradition of Copenhagen was also expressed in the exhibition *Container 96: Art Across Oceans*, consisting of individual works of

art in 96 sea containers in the port area. The exhibition was opened by Queen Margrethe of Denmark, who has shown a keen personal interest in many of the events.

Tivoli and the Little Mermaid have been assigned no special role in the Cultural Capital agenda, but they serve as obvious and reassuring beacons for international visitors. And the Tivoli Concert Hall hosts a number of major artistic performances. Two famous Danes, Hans Christian Andersen, author of fairy tales, and Søren Kierkegaard, the philosopher, are not only remembered, but put to good use. A musical, composed by the popular Danish rock singer Sebastian, portrays the time and personalities surrounding Hans Christian Andersen. The University of Copenhagen convenes a Søren Kierkegaard conference with worldwide participants, including specialists from the US and especially Japan, where Kierkegaard has a very strong following.

The organizers of the Cultural Capital agenda have also endeavored to draw attention to lesser known Danish accomplishments by organizing a festival called the "Golden Days in Copenhagen."

Denmark has become a very small country as a consequence of an unfortunate tradition of picking

the wrong allies at the wrong time and losing all the important battles over the past 400 years. Some observers claim that this has engendered a lack of self-confidence and fear of survival that is a root cause of today's popular Danish resentment for integration into the European Union. Be that as it may, Danish art has thrived in adversity. The early 19th century, when Denmark had just lost Norway but was still living on the riches of neutral trade during the Napoleonic Wars, has been called the Danish golden age.

Two painters, Christen Kobke and

Wilhelm Bendz, painted portraits and landscapes that provide romantic, yet almost photographically realistic impressions of the period. Special exhibitions provide a unique opportunity to see their work. Music of the same period, C.E. Weyse and Frederik Kuhlau, is also performed, as is the ballet *Le Sylphide* by Bournonville, who founded the tradition that is the hallmark of excellence of the Royal Danish Ballet to this day. The sculptor Thorvaldsen, who has his own museum, rounds out the roster of great names of the Danish golden age.

In March, a completely new Danish museum for modern art was opened just south of Copenhagen. Built in the shape of a ship with a view of the sea, it provides the setting for exhibitions of modern Danish artists and is well equipped to handle the multimedia art of the next century. It is also a lasting testimonial to Copenhagen's Cultural Capital status of 1996.

The cultural impact may not be the only tangible result of this year's efforts. Business is hoping to capitalize on the interest shown in Copenhagen. Copenhagen Capacity, an organization set up to attract business to Copenhagen, hopes that the development of infrastructure in the Copenhagen region will attract many newcomers. The former free port of Copenhagen has already become a major service center with more than 1,400 companies, most small and many new.

—Leif Beck Fallesen

VIENNA

SALZBURG

Architecturally and historically this little city of Mozart, preoccupied with music, is blessed with a host of fascinating residences dating back to the baroque period and the Middle Ages, but very few of them have played host to as many important personalities over the centuries as Schloss Klessheim, the colorful ducal palace on the outskirts of Salzburg.

Built by Johann Bernhard Fischer von Erlach, the most famous architect of the period, at the heart of a magnificent garden complex and completed in 1709, it originally served simply as the Count of Thun's pleasure palace, a superbly furnished summer residence, ideal in the summer but freezing during winter. It didn't take the count long to have a

much smaller and better heated winter house built on the grounds.

Fischer von Erlach, who designed the elaborate gardens as well as the house, guided the first stages of the construction by letter from Vienna, but he eventually moved to Salzburg to complete the job.

The palace entered history again during the early part of this century, when Emperor Franz Josef of Austria gave it to his youngest brother, the Archduke Ludwig Viktor, as a way of removing him from the court. Ludwig Viktor was something of an embarrassment since he had a tendency to put on women's clothes, and the straight-laced emperor was uncomfortably aware of the swirling rumors.

After Ludwig died (he is buried nearby), Klessheim deteriorated but revived again in the 1920s when Isadora Duncan made it into a school for rhythm and dance.

In 1941, Adolf Hitler decided that it would be an ideal place to house his foreign guests, in large part because it was so close to his own mountain retreat at the Obersalzberg. Klessheim, in the words of a Salzburg newspaper, was to become "the reception salon of the Reich."

Many famous (and infamous) names—Mussolini among them—were invited to Klessheim. Hitler visited but never stayed there himself. Of course, Hitler, who fancied himself an architectural genius, couldn't keep his hands off the schloss.

Among the alterations and additions he ordered was a huge gate in the baroque style flanked by columns topped by two giant eagles grasping the world. This was unusual because his normal tendency would have been to have the eagles curve their claws around massive swastikas.

According to Gabrielle Petricek, an Austrian journalist, the reason for this was that, anticipating victory in World War II, Hitler meant for the eagles clutching their globes to symbolize Germany's eventual world domination.

Apart from the gate, the Nazis also built roomy air raid shelters for the SS troops stationed there, and they installed a network of microphones through which they could record what famous guests—many of them leaders of Nazi satellite states like Hungary, Croatia, and Slovakia—were saying in the privacy of their rooms.

Ironically, Klessheim after Germany's defeat, became the headquarters of General Mark Clark, the commander of the American forces in Europe.

And today, the Austrian government once again lodges dignitaries at Schloss Klessheim, particularly at the time of the Salzburger Festspiele. Presidents Nixon and Ford stayed there, so did the Shah of Persia, King Hussein of Jordan, President Sadat of Egypt, and Britain's Queen Elizabeth II.

For parts of the year, the sprawling complex serves as a hotel management school, and today Klessheim also is home to a number of international meetings, conventions, balls, dinners, and other festive occasions.

Quite apart from that, its spacious halls house the Salzburg Casino, which makes for an odd contrast with its staid, baroque interior, though it fits perfectly with Count Thun's original pleasure-seeking purposes. The count no doubt would approve.

—Fred Hift

ATHENS

EPIRUS

While the rush to Greece's beaches continues—according to a recent study more than 75 percent of Greeks will live close to the coastline by the year 2020—the mountain resorts of northern Greece are still comparatively unknown. They are now much more accessible, thanks to road improvements, and comfortable small hotels are surprisingly easy to find. For anyone who wants to trek through a spectacular gorge or stroll through flower-filled upland meadows, the northwestern province of Epirus is hard to beat.

Yannina, the provincial capital, is set on a lake overlooked by the ramparts and minarets of an Ottoman town. Its handsome stone mansions were built by Greek and Jewish merchants who traded throughout the Balkans in the 18th century and silversmiths whose intricate filigree designs are still faithfully copied. Take a boat trip across the lake to a reed-fringed island that was once the summer retreat of Ali Pasha, the Albanian-born ruler of Epirus who lavishly entertained Western travelers like Lord Byron but terrorized his subjects on the eve of Greece's early 19th century struggle for independence.

Epirus offers two main centers for

ROME

THE GARDENS OF NINFA

mountain vacations: Metsovo, a well-established resort in the Pindus mountains and the Zagohoria, a string of stone-roofed villages toward the border with Albania that are gradually being discovered by foreigners.

A ski resort in winter, Metsovo is a comfortable base for walkers in summer stunningly sited next to a deep ravine. Above the village rise wooded mountain slopes; near the river below lie vineyards that produce a robust red wine. The village also makes a unique smoked cheese, *metsovone*.

The museum recalls the town's prosperous past as a transportation center. Residents of Metsovo organized the mule caravans that carried the Epirus merchants' goods. A tradition of weaving fine rugs and blankets has been revived, thanks to a generous endowment from a Swiss-based Metsovite.

Further north, the 46 Zagori villages are only partially inhabited now, but some of their imposing stone houses have been converted into guest houses. Because the rugged Pindus mountains offered little opportunity for employment, men from Zagori went abroad to work, returning to marry and build homes for their families before another long stint of savings in the United States.

The best-known villages are Papingo, the starting point for a long but rewarding walk up to a remote lake on Mounta Gamilo, and Monodendri from where a steep winding path descends to the Vikos gorge—one of the deepest and most dramatic to be found in Greece. The two villages are linked by a trail that winds through the gorge beside a river that is chilly to wade in even at the height of summer.

Higher up near the village of Kipi, the canyon is spanned by several stone bridges built to serve the mule convoys criss-crossing the region. Arching in high semicircles or undulating across an especially broad expanse of river, they were built by traveling bridge-builders who worked throughout Epirus in the 19th century.

—Kerin Hope

Ninfa, once known as the “Pompeii of the Middle Ages,” is today one of the most venerated gardens in all of Europe and one of Italy's best kept secrets. A romantic garden on the ruins of a medieval city, Ninfa is just a half-hour's drive away from the hustle and bustle of Rome.

On a spring morning, a walk through



Romans can escape the pressures of the city with a visit to nearby Ninfa, a romantic garden growing on the ruins of a medieval city.

the garden awakens an array of pleasurable sensations. From the fragrance of roses, honeysuckle, and freshly mowed grass; to the sight of tulips, cherry blossoms, and calla lilies in full bloom; to the sound of the gurgling river and the contented chirps of more than 150 species of birds; to the taste of the crystal clean water that the guides invite all visitors to sample, Ninfa leaves its guests wondering if they have not entered another world.

This breathtaking “other world” is open to the public eight months a year and annually hosts some 40,000 visitors. Ninfa boasts more than 2,800 varieties of trees, plants, bushes, vines, and flowers from every corner of the world and each season dons a new but equally spectacular coat of colors.

The ruins of the medieval city of Ninfa serve as a visual counterpoint to the colors and paintings of the gardens. A medieval castle stands at the entrance to the garden, and in the basilica Santa

Maria Maggiore two Byzantine frescoes cling to the inner wall of the apse alongside the ivy. Where the alter once stood, there are now small trees, grass, and pale pink roses.

Located in a marshy valley known as the Agro Pontino 28 miles south of Rome, the city of Ninfa's history dates back to the Middle Ages. A convenient riverside stopping point on the road between Rome and Naples, the city was filled with elegant houses and churches. Its fame was such that in 1159, Rolando

Bandinelli sought refuge there and was crowned Pope Alexander III in Santa Maria Maggiore.

In 1297, Pietro Caetani, nephew of Pope Boniface VIII, acquired the city of Ninfa and much of the surrounding land for 200,000 gold florins. Ninfa's fortune lasted until 1382 when it was sacked and burned in a series of civil wars. What the civil wars started, a vicious malaria epidemic finished. Abandoned and left to the ivy and

thorns, the destroyed city and its empty churches remained untouched until the 1920s.

It took the work of three generations of women to create the oasis of Ninfa out of a bramble infested swamp. Englishwoman, Ada Wilbraham (1846–1934) who married Prince Onorato Caetani, was the first to return. After her husband's death in 1921, she and her son Gelasio began to pull out the thorny vines and restore the ruins. In time they made Ninfa their home and entertained such guests as the composer Franz Liszt, who left them his piano at the end of his stay in Italy. Their work was carried on by Marguerite Chapin (1880–1963), the wife of Gelasio's brother Roffredo. Marguerite, who came from an old Boston family, continued to sculpt the garden out of the overrun countryside, followed by her daughter, Princess Lelia Caetani Howard (1913–1977).

Each woman left her own distinct mark. Ada loved roses above all, and in Ninfa the roses climb elegantly up cypress trees and sprawl along rock walls and bridges. Marguerite spent her childhood summers in Cape Cod and added

elements of the New England garden, and Lelia left her paintings of the different plantings as a reference for future gardeners.

Upon her death, Lelia established the Caetani Foundation to manage the gardens. Lauro Marchetti, secretary-general of the foundation, is Ninfa's current director.

Marchetti has run Ninfa since 1970. He spent much of his childhood with the Caetani family and had a very close relationship with Lelia, who had no children of her own. He is dedicated to preserving the inherent style of the garden. "Ninfa is not a botanical hothouse but a living work of art," he said one morning in May when the garden's roses and cherry blossoms were in full bloom across the 20 acres of gardens.

The point is well made. Ninfa is more than a garden and more than a work of art. It is also a haven to all sorts of wildlife, thanks to a law passed in the late 1960s, that created a band of 44,500 acres around the garden to protect it from pollution, construction, and noise. Says Lauro, "Ninfa is an example of perfect equilibrium. No plant dies from parasites because insects are controlled by the birds around them. The garden is perfectly healthy and natural."

This living masterpiece is open to the public three days a month (on the weekends) from April to November. In Roman times, when the question of visitors did not exist, a temple to the nymphs stood nearby. The temple is gone but the legends say that the fairies still dance to the music of the rippling water of the Nymphes River. When asked why Ninfa is not open to the public more often, Lauro answered, "because we don't want to frighten away the nymphs and the fairies." And strangely enough, his answer makes perfect sense.

For directions and information on opening hours, contact the Caetani Foundation in Rome, Palazzo Caetani, Via Botteghe Oscure 32, Rome, tel. (39 6) 68 80 32 31. Special reservations may be made for large groups to visit the gardens on days outside the scheduled openings.

—Saskia Reilly

DUBLIN

SUMMER SCHOOLS

It is summer school time again. These special studies programs have grown

so much that visitors must think that the Irish stop work for June, July, August, and head for summer schools and the arts festivals. Once there was just Yeats and Merriman for the aficionados. Now there are dozens of "schools" in every corner of Ireland where one can study writers, historical figures, music, dancing, and film.

Dracula is now on the list thanks to the Dublin origins of his creator, Bram Stoker. American academics will reveal their latest research on the bloodthirsty count, while for relief there will be a Bram Stoker pitch and putt tournament.

Among the poets, novelists, and playwrights being studied are Oscar Wilde and John M. Synge in Wicklow; Gerard Manley Hopkins and Jonathan Swift in Kildare; Patrick MacGill in Donegal, James Joyce and George Bernard Shaw in Dublin; Lady Gregory in Galway; John Hewitt in Antrim; William Carleton in Tyrone; William Butler Yeats in Sligo; and Oliver Goldsmith in Longford. One could spend the summer flitting from one of these schools to the other and probably meeting many of the same people.

Yeats and Joyce attract serious students and distinguished scholars, but most of the so-called "schools" are relaxing affairs with plenty of time put aside for eating and drinking and enjoying the scenery. This year there is a classic boat summer school in Glandore, County Cork, where traditional Irish boats will be on display to illustrate the talks.

President Mary Robinson will return to her native Ballina in County Mayo for the tenth General Humbert school commemorating the landing of a French expeditionary force in 1798 to help an ill-fated Irish rebellion put down by General Cornwallis, who had less luck with George Washington's forces. This year the school will commemorate the twenty-fifth anniversary of the death of Sean Lemass, the politician credited with bringing the Irish economy into the modern era.

The Parnell School will have Irish emigration for its theme. One of the lectures will be "Ulster emigration to North America 1700–1900." Another subject will be "Mortality and madness among the Irish communities in Britain."

Music and dancing can be had the length and breadth of Ireland throughout the summer. Traditional *ceili* dancing as well as jazz, blues, and rock music. Chamber music and classical concerts are also lined up.

The Irish Tourist Board in New York can provide a list of summer schools and festivals in July–August and where they are taking place. They are guaranteed fun whatever the weather. As the wit said: "Summer schools are places where they have lectures in between drinks."

On a personal note, I would like to bid farewell to the Dublin Capitals Letter and its readers after many years. I hope to be reading it in the future in Washington.

—Joe Carroll

Editor's Note: After 14 years as EUROPE's Dublin correspondent, Joe Carroll leaves Dublin to become the Washington bureau chief for the Irish Times. Although he will no longer write the Dublin Capitals, he won't be far from EUROPE since his new post lands him closer to our offices.

LONDON

DELIGHTFUL DEVON

When a friend retired to rural Devon in the southwest of England a few years ago, after a full lifetime of urban dwelling, I wondered how long she would survive the absence of big city amenities, art, music, and theater.

Once she was settled in, I went to visit and suddenly understood her choice of Devon as her new home. This is a magical corner of England, of patchwork fields and narrow lanes, the coastline alternates popular seaside resorts with unspoiled fishing villages, inland is the wild moorland of Dartmoor.

If her move to Devon was inspired, her choice of Dartington was a stroke of genius. This small village centers around Dartington Hall, a medieval estate and house that has been turned into a center for education and the arts.

A constant program of films, plays, concerts, dance, and workshops is run there. During the summer thousands of musicians gather for the International Summer School and Festival of Music. Many concerts are held in the magnificent setting of the heavily timbered 14th century Great Hall.

Only three hours from London by train, the heart of Devon is centuries away in terms of relaxed living and natural beauty. I go again and again for the leisurely pace of rural life, the lack of urban bustle, even in the major coastal towns of Plymouth and Dartmouth.

Totnes, a residential market town, has become a major center for alterna-

tive lifestyles. There are more gurus, natural healers, and therapists per square meter than probably anywhere outside California.

But it is not the eccentric and odd that draw me to Devon, it is the lush pastures, wonderful rolling hills, and gentle rivers. If they become too cloying the antidote is at hand, the wild moorland of Dartmoor, where you can get further from habitation than almost anywhere else in England.

The wild, bleak landscape is covered in windswept gorse and heather punctuated by high rocks, which look like ruined castles. Dartmoor has a rugged, stark beauty which reminds you of the raw primeval state of uncultivated nature.

Devon is also a land tied to the sea. It was from Dartmouth harbor that the English fleets set sail to join the second and third crusades. In 1588 the great swash-buckling Elizabethan sea captain, Sir Francis Drake, sailed out of Plymouth harbor to engage and defeat the Spanish Armada. And of course it was from here that the Plymouth brethren set sail for the new world.

Though these ports have declined in importance, their strategic location proved valuable again during World War II when close to 500 American ships assembled off Dartmouth in preparation for D-Day.

Oh, I nearly forgot, Devon is also famous for clotted cream, one of the key ingredients in the afternoon tea ritual of tea and scones. Not to be missed, even if you don't have an old friend living in Devon.

—David Lennon

MADRID

SPAIN GEARS UP FOR TOURISTS

For decades Spain has been Europe's year-round playground, annually attracting tens of millions of visitors who mainly come to enjoy the three S's: sun, sand, and sangria.

With a long Mediterranean coastline, fine weather, and located just a couple of hours by plane from most other European nations, Spain has since the 1960s been the premier summer package-holiday destination on the continent.

And besides the mainland, the Balearic Islands—Ibiza, Majorca, and Minorca—in the Mediterranean and the Canary Islands in the Atlantic are fa-



The wild moorland of Dartmoor possesses a rugged, stark beauty all its own.

vorites for wintertime tourists.

Boasting temperatures in the 70s most of the year, warm trade winds blowing off the nearby Sahara desert and lots and lots of beaches (some comprised of black, vol-

canic sand), the Canaries are sometimes called "the Hawaii of Europe" and are especially popular with British, German, and Scandinavian retirees.

However, now Spain is making a real

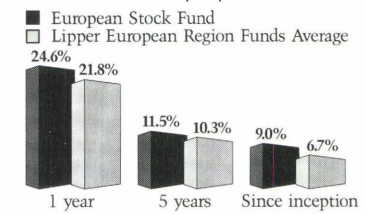
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effort to show off more than just its shoreline and trying to attract those upscale travelers who come for culture, sports, and adventure vacations and tend to spend more money than package tourists.

The country certainly has a lot to offer besides beaches. Romans, Greeks, Moors, and others left behind much for today's visitor to admire. Cities like Seville, Granada, Cordoba, and Barcelona are among the jewels of Europe, and Madrid now has three world-class art museums.

Spain is also the second most mountainous European country after Switzerland and has plenty of venues to enjoy skiing, mountain biking, kayaking, fishing, trekking, and climbing.

It also has dozens of first-class golf courses and great yacht harbors for the well-heeled sportsman, along with fine hotels, restaurants, and other tourism infrastructure.

The government is also eager to diversify its tourism offerings as it is losing cheap tourists to other Mediterranean destinations like Greece, Turkey, Egypt, and Tunisia, although every time there is some terrorist outrage in the Middle East, they all return to Spain the following season.

Tourism is vitally important to Spain. Visitors spend some \$20 billion each year; the sector contributes 20 percent of foreign exchange earnings; and one in every 10 Spaniards is employed in the tourism industry.

—Benjamin Jones

THE HAGUE

SAILING TO KUDELSTAART

How do you get from Eembrugge to Kudelstaart, two villages in the Netherlands very few Dutchmen and Dutchwomen would be able to locate on the map? Easy. Just take a boat and cross the waterways.

I found myself having to make this trip after I recently bought a 24 foot sailing boat in Eembrugge and had to transport it to a harbor on a lake in Kudelstaart. The trip proved to be an extraordinary way to see Holland.

The most pleasant surprise was how well this country works in a fundamental way. Bridges open up for ships; locks are manned and operated day and night; public harbors welcome passing yachts. There is even a special water route to be used at night for sail boats to pass

through Amsterdam without having to lower their masts.

We made the trip in two days. The first part took us up the Eem River into the IJsselmeer, a former inland extension of the North Sea that was closed off in 1932. Since then, large parts of this former sea have been turned into *polders*, land recovered from the water by building a circular dike and pumping the water out. In total, four polders have been created over the years, all well below sea level. Initially these polders were meant to be used for agriculture, but there are also areas of the polders where modern towns have been built in order to offer better housing for people moving out of the deteriorated quarters of the old cities.

Much of the IJsselmeer is still covered with water, however, and nowadays it is an important area for water sports, particularly sailing. Along the coastline you can still see the former fishing villages and towns with a rich history of commercial sea trade.

After a couple of hours and some pretty rough waves, Amsterdam came in sight. A large bridge opened up, and we passed the locks that are used to regulate the water level in the canals of the city. For the night, we left the boat in a small harbor across the water from the central station. It was thrilling to see large sailing boats, with three masts, pass by. Many are rented out with a full crew on a daily or weekly basis.

The historic waterfront of Amsterdam (during the 17th century it was the main port of Europe), is no longer visible because of the construction of an artificial island that has closed off the old harbor. And the present-day harbor has moved further west, out of town. But it is easy to



The author aboard his faithful sailboat.

imagine how the merchant ships brought exotic goods from newly discovered territories and how commerce with all its related seafaring activities became the cornerstone of the wealth and power of Amsterdam.

We decided not to use the night route that passes under bridges that open up at 2 a.m. in order to let ships pass through the city. Instead we waited until the next morning, lowered the mast, and motored through

the canals on National Liberation Day (May 5). The town was beflagged, and along the Amstel (the river that gave Amsterdam its name), a huge pop concert was already in progress.

Actually, it did not take much time to pass through the historic part of Amsterdam, and before long we motored into the 20th century extensions of the city. From there, another lock on the south side took us into the canal that surrounds the Haarlemmermeer, a large lake south of Amsterdam that was turned into fertile land in the 19th century. Schiphol Airport is built right on the edge of the Haarlemmermeer, about 20 feet below sea level.

Continuing our travel through the Haarlemmermeer canal, we passed the factory of Fokker aircraft, until recently the pride of the Dutch aviation industry. Fokker used to be the oldest civil aircraft name in the world that still constructed airplanes, but it was forced to file for bankruptcy earlier this year.

Getting close to our destination, we also passed Aalsmeer, the center of the Dutch cut flower business. Here, flowers are grown in greenhouses, sold in enormous auction halls, and immediately transported through Schiphol to all parts of the world. Only 20 miles south of Am-

sterdam, this is one of the most thriving parts of the Dutch countryside.

Besides flowers, Aalsmeer also boasts itself as the center of the Dutch entertainment industry. An old auction hall has been turned into a television studio where popular television shows are recorded. In the last few years, the Dutch media business has turned into a large producer and exporter of television programs all over Europe.

As we entered Westend Lake, our destination Kudelstaart came in sight. Beyond the shores, more pastures were visible. This is the "green heart," the largely agricultural area of polders that lies in the middle of the Netherlands and is surrounded by a ring of highways and cities. In a few year's time, the Dutch high-speed train link from Amsterdam to Brussels, London, and Paris, will cut through this area. But, in order to safeguard nature, it will be built in a tunnel, underneath the green heart.

Traveling through this area across the water makes one realize how precious nature is in this densely urbanized country. And of course, it was good to find a safe harbor.

—Roel Janssen

PARIS

THE CALANQUES

On the Mediterranean coast just east of the city of Marseille, a 12-mile stretch of dazzling white limestone cliffs is deeply etched by a series of secluded inlets, where the water is an astonishing clear, deep, turquoise blue. These are the calanques—20 little fjords that were formed 12,000 years ago, when the icecaps melted and the sea rose to flood the coastal river valleys. It is a region so breathtakingly beautiful that it deserves to be—and has been—protected from the mass tourism that has all but submerged the nearby French Riviera.

In 1975 the calanques were classified as a "picturesque site" that could not be built up or changed in any way, ever. As a result, there are many things you will

not find here: no beach-side hotels or nightclubs, no souvenir stands or ice cream wagons, no public toilets or even drinking fountains. Just bright sun, bleached stone, endless blue sky, and the crystal clear sea.

If that does not have you reaching for the package-holiday brochures, then you are probably the kind of person who would enjoy hiking through the calan-



The Calanques, 20 little fjords just east of Marseille, have been designated protected areas.

ques. It is one of the best ways to discover their splendor. Put on a pair of solid walking shoes, pack a picnic and plenty of drinking water, and set off on one of the marked trails that link them together.

Once you have marveled at them from the rocks above, climb down and swim, snorkel, or scuba dive in their transparent waters. Or tour them by boat or kayak. Whichever way you explore the calanques—by land or sea—they are a unique discovery to make.

No two of the twenty are alike; each has its own distinctive personality. En Vau, a long narrow rectangle carved into the sheer cliffs surrounding it, with a sandy beach at its end, is the most spectacular but also the most crowded because it is so close to the port of Cassis. Port Pin is the shadiest, with a fringe of pines miraculously growing out of the rock, and Podestat is just a small, discreet finger of deep blue reaching inland.

Sormiou, the widest calanque, and

Morgiou, the most photogenic, are both fishing villages which can be reached by car, except in July and August when the fire road is closed to everyone except residents. Then there is a shuttle service which operates at slightly random times between the public parking lot and the sea.

Most of the calanques are uninhabited and still look as they did 10,000 years ago. Some of them are so tucked away that you have to be prepared for a hot hike over rough, rocky terrain before you can plunge into their cool depths.

Others do not make you work so hard to find them. Sugiton, a favorite family outing, is an easy one-hour stroll from the suburban campus of the University of Marseille, along a wide path, which is even paved part of the way. You meet grandmothers and babies in strollers en route and at the end are rewarded with a choice of several diminutive beaches. Right next-door is a calanque that everyone takes the time to look at: Les Pierres Tombées. Its sandy shore is reserved for sun worshippers who want an all-over tan.

Marseilleveyre, another calanque that is just a pleasant walk away from where you park your car, has the added attraction of a seaside restaurant. Its owners, Marc and Nicole, will whip up a meal for whoever turns up, no matter when. They have no running water and have to bring everything in by boat, but somehow they do it.

A group of us put them to the test recently, on a bright day in May. Thirteen of us arrived, unannounced and hungry, and within half an hour we were sitting around a table in the sunshine, with several bottles of local rosé, while a 3-course lunch was miraculously produced. After the *digestif*, which was on the house, a couple of us changed into our bathing suits behind the bar and ran into the sea. It was just cold enough to make you catch your breath but not numb you, and it made you glad to be alive.

For more information on the calanques, contact the Tourist Office of Mar-

seille, tel: 33 91 13 09 00, fax: 33 91 13 09 20

—Ester Laushway

STOCKHOLM

A BALTIC WATERWORLD

It began with water. An international prize was to be instituted, honoring a person or organization making a significant contribution, through research or activism, to the world's water. To raise the money for the award and to give it a public profile, the organizers came up with the idea of a festival dedicated to water. And where better to hold this festival than in Stockholm, well-known for its watery beauty and sometimes referred to as the "Venice of the north"?

The first Stockholm Water Festival was held in 1991. With little extra money to spend on publicity that year, the organizers put their faith in the Stockholm locals to come, and some 700,000 people turned out. Now the festival includes fireworks, duck races, music, culture, food and drinks, and yes, seminars on water and water conservation.

Set in the heart of Stockholm, overlooking the water by the royal castle and Parliament, the festival lives up to its name. Bursting onto the streets and waterways of Stockholm this year (August

2–10) for the sixth time, the festival has become one of the world's single largest annual events, attracting well in excess of a million visitors each year.

Throughout its six years, however, the festival has had its ups and downs. Caj Malmros, the man behind the festival, has himself admitted that after the success of the first year, he was not ready to tackle the rapid expansion of the event. The second year left a sour aftertaste of overcrowding and insufficient waste disposal. By the third year, in 1993, the stage was set for the real international breakthrough when MTV covered the event. But as all the logistics started falling into place, Mother Nature decided to make herself known. It rained for nine out of ten days—not exactly the kind of water Stockholm had been hoping for. Generally speaking, though, early August is still an extremely enjoyable time in the city, weatherwise.

Beyond the fun of the festival, there is the serious side. The Stockholm Water Prize ceremony has become a grand event, set in the majestic city hall where, incidentally, the Nobel Prize ceremony is also held every December. And like the Nobel Prize, the Water Prize is awarded by the king of Sweden himself. Along with the prize, the Stockholm Water Foundation (which runs the show) also engages in various activities to promote

better water, particularly in the Baltic Sea, of obvious importance to Stockholm and Sweden. In 1994–95, using part of the proceeds from the festival, the foundation built a water purification plant on the island of Dago, off the Estonian coast. Besides insuring cleaner water for the Baltic states, the plant will also serve as an education center, selling Swedish water treatment know-how to its neighbors across the sea. Concurrent with the festival, the foundation also organizes an international conference, the Stockholm Water Symposium. The symposium brings experts in the different fields of water research from around the world together for discussions on economic, political, scientific, social, and even religious aspects of the global water problem.

With plenty of opportunities to stimulate the mind as well as the body, the Stockholm Water Festival offers something for everyone, except perhaps for the Stockholm commuters not on vacation this particular week, who are faced with total traffic chaos.

But even the true Stockholm local who, on occasion, has cursed the day this festival was born (this author being one of them) can find great pleasure in strolling through town on these pleasant sunny evenings, watching all the people, enjoying the food and, of course, the beer.

—Jonas Weiss

NEWSMAKERS

After having crusaded against corruption from the judge's bench, **Antonio Di Pietro**, will have the chance to fight it from inside the government. The most popular state prosecutor Italy ever had, whose fearless investigation of dirty dealings in the public sector made him a national hero, was named minister of public works in the center-left Olive Tree coalition government of **Romano Prodi**.

Di Pietro, the minister, now has the frustrating task of relaunching the construction projects that were brought to a complete standstill by Di Pietro, the magistrate. So thorough was the latter, that his inquest into kickbacks and other dubious practices totally paralyzed 47 percent of major public works like roads, bridges, and power plants.

Beyond untangling the administrative snarl he himself created, Di Pietro also has to deal with what he calls "the non-signature syndrome." His inquest struck such fear into the hearts of public au-

thorities throughout Italy, that the great majority of them now refuse to commit themselves to anything in writing.

•••

Johannes Ludewig, who was German Chancellor **Helmut Kohl's** closest advisor for 11 years, was internationally groomed for his political career. He attended Stanford and then ENA, the elite graduate school in France which is the training ground for most of the country's leading politicians.

Recently named to the ministry of finance, he has now been appointed secretary of state in charge of the economic development of former East Germany. Kohl has asked the man he calls his "head gardener" to make the ex-GDR into a flourishing region.

In his quiet, unassuming way, Ludewig has already proven that he can bring his ideas to fruition. In 1994 he advocated all-out war on unemployment well ahead of the barrage of government job creation schemes which were subsequently put into place. More recently, he

advised Kohl to suppress \$20 billion in government subsidies. The chancellor at first refused but has now authorized his finance minister, **Theodor Waigel**, to announce drastic government budget cuts—to the tune of \$18 billion.

•••

The reigning hypermarket monarchs in France, father and son **Edouard**, 69, and **Michel-Edouard**, 44, **Leclerc**, are busy expanding their cooperative retailing empire into Poland.

The Leclercs made their first moves toward colonization back in 1990, when they offered to teach young Poles Western retailing methods. After first training them as managers, they then planned to prepare them for co-ownership of smaller, Polish versions of the mammoth Leclerc stores in France.

Thirty Leclerc regional groups contributed \$4 million to the scheme. Forty Poles came to France, some with their families, and spent three years learning how to run a hypermarket.

Since then, two Leclerc stores have

BERLIN

BAMBERG

The city of Bamberg, unlike its neighbors, Nürnberg and Würzburg, has remained virtually untouched by the passage of time. Bamberg was lucky: It survived the Allied bombings in World War II with only minor damage. In addition, the restoration measures between 1971 and 1987, which cost some \$328 million, maintained the city's famous ancient skyline. More than 1,000 years old, Bamberg is rightfully called the German "dream city." In 1993 it received the UNESCO title "World Cultural Heritage." The well-preserved glories of romanesque and baroque Bamberg make it a tourist destination of the first order.

Like the eternal city of Rome, the Upper Franconian city of Bamberg was built on seven hills. The Regnitz River flows through the city in two arms. The entire *Altstadt* (Old Town) is a splendid work of art incorporating romanesque, gothic, renaissance, and baroque architecture.

Overlooking Bamberg is its magnificent cathedral. Its four spires and two-choir romanesque building dominates the Bishop's Town. The construction was started by Emperor Heinrich the

Holy in 1003. Its consecration took place on Heinrich's birthday in 1012. It was burned down twice. The present-day structure was rebuilt in 1237 on the threshold of the change from romanesque to early gothic thus explaining some gothic additions. Inside, among a vast array of artistic treasures, hangs the noble equestrian statue known throughout the world as the *Bamberg Rider*, chiseled in stone around 1230 by an unknown master. The sculptures of the visitation group and the nearby smiling angel are there, as well as two elegant early gothic figures representing Mary and Elizabeth (*Synagogue and Ecclesia*). Then there is the limestone tomb of Emperor Heinrich and his wife Kuni-gunde (both canonized after death) carved by Tilman Riemenschneider, the great carver of the 15th and 16th centuries. In the west choir of the cathedral is the grave of Pope Clement II, a former bishop of Bamberg and the only pope buried in Germany.

Crossing the left fork of the river near the Old Town Hall, the waterfront presents a colorful view of a row of old fisherman's houses called *Klein Venedig* (Little Venice). On Schillerplatz, across from the city theater, stands Hoffman-Haus, today a museum, but from 1809–1813 it served as the residence of writer E.T.A. Hoffman, who was also a composer, mu-

sical director, and scenario painter in the Bamberg city theater.

Bamberg is a snug, comfortable city. In preserving their past, the Bambergers have made the city a delightful place to visit. A good example of the city's commitment to tradition is the 300 year old beer tavern Schlenkerla at Dominikanerstrasse 6. It remains a favorite meeting place among the natives as well as a tourist attraction. But other drinking places abound. In the summer, beer is consumed in beer gardens, which the Bambergers refer to as "beer cellars" because they are located above the breweries' storage cellars. There are 10 breweries in Bamberg, each producing three different brands so you have 30 beers to choose from. The most famous is the *Rauchbier* (smoked beer). The smoking takes place at the malting stage for which the Bambergers use the local high quality beech logs. Rauchbier is a dark lager, halfway between bitter and mild. As you get farther down the glass, the strong, smokey character becomes less and less apparent, and before you know it, you are soon ordering another, just like the locals.

For entertainment Bamberg offers the E.T.A. Hoffmann Theater and concerts by the famous Bamberg Symphony Orchestra. For the more robust there are hiking trails leading to Franconia's pic-

opened in the Warsaw region, and sites for several others in Poland have been purchased. Two to three stores a year are planned, with the French gradually transferring control to groups of independent Polish traders.

If all goes well, Leclerc stores in Poland will achieve a high enough turnover within the next five years to start multiplying by themselves, which will enable them to negotiate competitive purchasing terms from suppliers and offer tough competition to the German and Dutch chains also infiltrating Poland.

The Leclercs are understandably hoping to cash in on what looks like being a \$60 million investment, but they also claim to have an altruistic desire "to help Poland stand on its feet."

•••

The Atlantic Initiative, a new forum to promote the reinvigoration of NATO, was launched in Prague in May. Its grand goal is to reunite the European and American branches of "the family of

Western civilization."

Among those invited to speak at the congress was former British prime minister **Margaret Thatcher**, who showed that she has lost none of her hand-bagging skills since leaving office. In a spirited attack on European federalists, she condemned the "burdensome controls" of today's "highly regulated Europe," described the European federalist project as "a nightmare," and called for "the unity of the West under American leadership."

•••

The endlessly energetic, ever inventive boss of Virgin Atlantic Airways, **Richard Branson**, has come up with yet another scheme that will appeal to travelers and appall the competition. He has bought EuroBelgian Airlines (EBA), a modest, no-frills airline which he is rechristening as "Virgin European Express," and with which he plans to transform the face of European travel.

"We plan to make Virgin Express the dominant low-cost carrier in Europe," claims Branson. "The state-owned carri-

ers are surviving without economic reason. Most should be knocked on the head. The consumer and the taxpayer would see the benefit."

For the time being, EBA is not a tremendous threat to other airlines, since it flies on only six scheduled routes and is mainly a charter operation. But Branson has been so consistently successful in making his own predictions come true that Europe's national carriers had better start preparing for a real dogfight, and remembering that Virgin's bearded flying ace is not in the habit of letting himself be shot down.

A new stewardess with an unusual CV has joined the Virgin team. Lisa Leeson, 27, is the wife of former Baring's trader Nick Leeson, 29, now serving a six and a half year sentence in Singapore's Tanah Merah prison for his part in the merchant bank's \$1.3 billion bankruptcy. She will be able to take advantage of the cheap flights that come with the job to visit her husband in jail.

—Ester Laushway

turesque small towns, quiet valleys, hidden hamlets, and medieval castles. And everywhere there are pleasant taverns with good Franconian food, beer, and wine.

—Wanda Menke-Glückert

HELSINKI

WHITE NIGHTS IN SAVONLINNA

Savonlinna, a Finnish country town located in southeastern Finland, offers visitors an interesting mixture of culture as well as astonishing natural beauty. A quaint town of 30,000 inhabitants, Savonlinna is located on the Saimaa waterway, approximately 180 miles northeast of Helsinki in the Finnish lake district. It is famous for its spectacular scenery, clear blue lakes, and lush forests, but it is also known for its opera festival.

Outdoor activities abound in Savonlinna. Boating, fishing, hiking, canoeing, enjoying saunas on lakefronts, and camping are among the most popular. Also, lake cruises offer spectacular views of the region.

The town itself offers plenty to do and see during the summer. The market, which is located near the harbor, is open in the mornings and evenings and is an excellent place to shop, meet people, and enjoy sporadic musical performances and plays. Retretti, an innovative art center, located just outside of town, holds regular shows of works by contemporary Finnish artists.

Savonlinna, its natural beauty notwithstanding, is best-known for its opera festival, an event that attracts opera lovers from around the world. The Savonlinna Opera Festival is one of the leading opera events in Scandinavia and the most popular annual cultural event in Finland. The festival takes place in the medieval Olavinlinna Castle, which dates back to 1475. During the summer months, visitors can take tours of the castle and dine in its own restaurant.

The Savonlinna Opera Festival was founded in 1912 by Finnish soprano Aino Ackte and has gained a reputation as one of international opera's premiere events. The festival's main stage is located in the courtyard of the castle and framed by the ancient stone walls, giving the performances a unique acoustic, as well as aesthetic, effect. The festival has become a major social event, attracting multitudes of Scandinavian VIPs. This summer it will run from July 6 to August 3.

This year's program includes a number of the world's top opera stars. Marinsky Theater from St. Petersburg will perform Tchaikovsky's *Mazeppa*. Wagner's *Tannhauser* will be performed for the first time at Savonlinna, and Verdi's *Macbeth* makes a return appearance after a successful performance last summer. The festival also includes one Finnish opera each season, and this year Aulis Sallinen's *The Palace*, returns to Savonlinna after its debut at last summer's festival.

In addition to opera, there is always food. Visitors to Savonlinna can make their Finnish experience unforgettable by sampling the region's delicious cuisine. Southeastern Finland offers excellent smoked salmon, delicious sausages, hearty rye bread, and a variety of local beers as well as other delicacies that will charm any tourist's tastebuds.

—Hanna Tukiainen-de Carvalho

BRUSSELS

CYCLIST'S BELGIUM

Visitors to Brussels from Amsterdam and other Dutch cities whose streets are swarming with cyclists are shocked to find that the Belgian capital is virtually a cycle-free zone. Only 2 percent of city journeys are made by bicycle, and the whole city seems to be dominated by a "car culture," which makes cyclists feel deeply unwelcome.

This may be about to change. The city fathers are belatedly pushing ahead with a development plan that will involve the construction of a continuous 150-mile, signposted network of cycle routes. Within a decade, they hope, Brussels will join the league of European cities in which cyclists feel most at home.

Meanwhile tourists in Belgium who are cycling enthusiasts need not despair. Outside Brussels the facilities for cycling are better than in many other European countries. The Belgian Railways have made a special effort, and one of the best ways to get to know Belgium is to utilize their train-bike plan. It is possible to take a train from Brussels to any one of 35 stations throughout the country, where bicycles are rented by the day at reduced rates for rail travelers (non-rail passengers may pay a slightly higher charge).

At the end of the day the bike may be returned either to its starting point or to any one of 107 other stations in Belgium

from which the return journey to Brussels may be made.

Hardy types may choose to start their cycle tours from stations in the mountainous Ardennes region, where the scenery is spectacular and mountain bikes are provided at centers such as Spa, Trois-Ponts, and Vielsalm. Less rugged characters, such as this writer, prefer to head for the flatter countryside of Flanders, where there are a mass of country lanes and canal paths to follow.

Probably the most beautiful cycle ride in Belgium is from Bruges station through the winding streets of the medieval city, known as the "Venice of the North" and continuing alongside a canal to the little town of Damme, about six miles distant. There are cycle tracks on either side of the canal, which is lined by magnificent poplar trees almost the whole way, with herons and other wildlife constantly in view.

Damme used to be the port for Bruges, but it was silted up during the 15th century and has been preserved as if in aspic, with its 13th to 15th century architecture almost untouched. Many of these old buildings now house restaurants or cafes, where the perspiring cyclist may pause for well-earned refreshment before continuing on the canal-side route to the ancient Dutch town of Sluis, or to the seaside resorts of Knokke or Blankenberge. Alternatively, he or she may choose to call it a day and head back to Bruges on the other side of the canal, making it a leisurely round-trip of 12 miles or so.

—Dick Leonard

LUXEMBOURG

THE WINE COUNTRY

If you've never heard of Luxembourg wine that's probably because so little of it finds its way to the world markets. The Luxembourgers themselves are devoted to it, and the few cases that are exported go almost wholly to Belgium next-door.

Lucky them. Any serious wine lover who hasn't sampled the Luxembourg Moselles has had a deficient education. The only sensible way to correct it must be obvious: You have to go there.

In particular, make your way to the short winding stretch of the river Moselle in southeast Luxembourg that separates the country from Germany. A banker or executive with business in the

city of Luxembourg can do the trip in an afternoon or less, and one can drive the entire 20-mile length of *La Route du Vin* in half an hour.

But the particular charm of the Luxembourg Moselle is, like its wines, best tasted slowly. A leisurely cruise between the steep banks up river from Wasserbillig to Schengen, fortified by a bottle or two of Cremant, must surely rank as a taste of paradise for the wine-loving tourist.

The Moselle rises in the Vosges mountains in France and empties into the Rhine at Koblenz in Germany 300 miles away. Since 1815 a strip of about 27 miles, cutting through one of the most famous grape growing regions in Europe, has formed part of the Luxembourg-German border.

The Luxembourg wines are officially described as "light, dry, and well balanced." They sound safe enough but admirers of the German Moselles should be warned about that dryness, which contrasts sharply with the German wine. If it seems odd that wines produced from grapes growing within a few hundred yards of each other should differ so much, it is because, unlike the Germans, the Luxembourgers do not enrich theirs with sugar.

The main Luxembourg variety is the Rivaner, a cross between Riesling and Silvaner, followed by Elbling, Auxerrois, Riesling, Pinot Blanc, Pinot Gris, and Gewurtztraminer. Also popular in Luxembourg (though frowned on by the *cognoscenti* are the *perlant*, or sparkling wines.

It's a small miracle that grapes can grow here at all. The cultivation area is a 300-yard wide strip, often on steep banks, and heavy rain has been known to wash the vines away. Killing frosts are not uncommon this far north. The annual wine thanksgiving festivals (you can find one virtually every week in the summer) seem heartfelt.

Yet there is evidence that they were wrestling with much the same challenges 2,000 years ago. The configuration of the grape terraces is said to have been the handiwork of the Romans, and Luxembourg Moselle abounds in archeological sites and curiosities.

You would not want to visit Luxembourg without sampling its distinctive cuisine, which in large part is also determined by that short but significant stretch of river. Coq au Riesling and Riesling pâté, crayfish, mussels, tripe, or

sauerkraut cooked in Moselle sparkling wine speak for themselves.

Many Luxembourgers would, however, argue that the Moselles are wasted in marinades and sauces and that their rightful place is in a glass alongside a plate of fried Moselle river fish or smoked pork with broad beans.

If wine gives Luxembourg Moselle its character, it is only one of its attractions. You can golf, fish, or sail in the region. At Mondorf-los-Bains thermal waters can be taken, and there is a casino.

A final suggestion for tourists with a political appreciation of the European Union. Take in Schengen. It's where Luxembourg, France, and Germany converge and as such has given its name to a treaty on the opening up of frontiers between these and other countries.

—Alan Osborn

LISBON

STRONG ESCUDO AND WET WEATHER

The Portuguese central bank may congratulate itself on holding the escudo steady this year, but the currency's strength has combined with freak wet weather conditions to deal the country's tourism industry a serious blow.

Suddenly sun-and-sand holidays on the southern Algarve coast are looking distinctly pricey to northern European tourists who are fearful that prolonged economic recession may cost them their job. The lower lira and devalued dollar also make Italy, the United States, and Caribbean destinations seem more attractive.

Bookings by British tourists, who make up more than half the foreign visitors to the Algarve, fell by around a quarter in the first four months of the year compared with 1995. German bookings were down 12 percent, and the figure for Dutch tourists was 10 percent lower.

"The strong escudo has hurt the competitiveness of the Algarve this year. Bookings are well down, and hoteliers are complaining," said Eliderico Viegas, who heads the Association of Hotels and Tourism Businesses of the Algarve (AHETA).

Portugal's wettest winter this century and an unusually dismal spring have not helped matters.

"Our product is sun and sand," Mr. Viegas said. "The climate is decisive. But

the main cause of the Algarve's problems is macroeconomic."

He said consumer confidence had slid across Europe as unemployment rose. "People who used to take two or three holidays a year are now traveling less, perhaps just taking one holiday."

Tourism accounts for some 7 percent of Portugal's gross domestic product, and it ranks alongside textiles as the sector contributing most to national wealth—so any fall in receipts hurts the whole country. Jaime Andrez, secretary of state for tourism and trade, said recently he was confident this year's revenues in Portugal as a whole would turn out to be level with 1995, but he did admit that the Brits were staying away.

Portugal's tourism image has undergone a significant change in recent years as the country tries to promote its historical, cultural, and rural attractions as alternatives to its beaches, bars, and aqua parks.

There has been considerable investment in trying to attract conferences and more high-spending tourists. The United States has been the main target for this promotional drive.

In 1994 cultural tourism was boosted by Lisbon's year as the European Cultural Capital. The American Society of Travel Agents' (ASTA) decision to hold its annual congress in the capital that year also helped attract more tourists in 1994 and in 1995.

Tourism officials hope that Lisbon's Expo '98 world exhibition, which has taken the oceans as its theme, will bring millions of visitors into the capital. Major infrastructure projects, including an expansion of the city's subway and a new road bridge across the Tagus River are underway to accommodate the influx.

But in the meantime, it is still the Algarve with its long stretches of sandy coast, golf courses, five-star hotels, and self-catering apartments that generate the bulk of Portuguese tourism revenues. The Algarve brings in about \$3.8 billion a year, about 60 percent of the total receipts.

AHETA's Mr. Viegas said it was too soon to say whether Algarve tourism would pick up this year. He said a big domestic media campaign to lure the Portuguese south might compensate for the fall in foreign visitors. A growing trend toward last-minute bookings by bargain-hunters also made it difficult to predict the overall trend.

—Samantha McArthur

ARTS & LEISURE

RADIO

On Holiday: A European Musical Journey

“One thing we say about radio over television is that the pictures are better in radio,” says Robert Aubrey Davis, the host of the enchanting and compelling series of one hour radio programs on the cultural, artistic, and musical backgrounds of various European countries entitled *On Holiday: A European Musical Journey*.

Of course, the well-known Washington radio and television personality Robert Aubrey Davis is speaking about the fact that with radio in general and with the *On Holiday* series in particular we can visualize what we want to see in our minds. In listening to this excellent series of radio programs we feel as if we are walking through the cold forests of Finland with Sibelius symphonies coming out of the trees; in Denmark we feel the excitement of Tivoli Gardens with pianist and humorist Victor Borge as our host; in the Netherlands we learn about the masters of art, Rembrandt and Vermeer; and in Belgium we are privileged to listen to famed violinist Isaac Stern reflect on the legacy of Belgium’s towering musical figure, Eugene Ysaye, who helped define the great Franco-Belgian violin school at the turn of the century.

Davis says the shows, which are broadcast on Public Radio International, are “a

blast. They are fun shows to listen to with a meaning.” The radio programs are fun to listen to, and you do learn about specific historical incidents in the life of each country profiled. But the most enjoyable aspect of listening to the radio programs for me was the wonderful music that each country has to offer. It is definitely a treat for your ears to listen to these programs.

The programs began in

1995 with a show centered on the music and folk festivals of Ireland entitled *The Real Patrick*. Belgium, Denmark, the Netherlands, and Finland followed and can all be heard this summer and fall on PRI channels across the United States.

riching. And that is the crucial secondary level of the show.”

In Belgium, the listener goes to Chevtonias “which is the only monastery ever created to sing. It is a Catholic monastery that sings Eastern Byzantine chants. The idea was that if you sang this music, it will bring East and West together,” according to Davis. It is a haunting place with haunting music.

Moving on to Denmark, the listener hears Victor Borge reminisce about his musical debut in Tivoli 70 years ago and hear Michael Petri, Denmark’s best-known

classical musician, perform. Also, the listener is taken backstage at the Danish Radio Concert Hall for a talk with its conductor Leif Segerstam. We are also given a brief history of Hans Christian Andersen.

The program on Finland shows “a country dedicated to music.” There is a talk with Finnish conductor Esa-Pekka Salonen and Erik Bergman, Finland’s most venerated composer. And, of course the stunning music of Sibelius continues in the background throughout the program.

In the Netherlands, Davis explores the magnificent Concertgebouw, visits the renowned music festival in Utrecht, and stops by the Rotterdam Philharmonic. Listeners are also treated to the sound of bell ringers, a tradition that has existed in the Netherlands since the 14th century, and are taken on a visit to the remarkable Mechanical Instrument Museum.

“There is no lack of riches in Europe,” comments Davis. “Our programs attempt to provide a cultural picture of a particular country, painted in sound. I hope to give a small sense of a cultural journey to Europe in a short hour.”

Although it is obviously much better to travel to these countries in person, *On Holiday* offers the next best thing. Listening to this well-done series of radio programs allows would-be travelers to “experience Europe’s cultural wealth without even packing their bags.”

Bon voyage and good listening!

—Robert J. Guttman



BOOKS

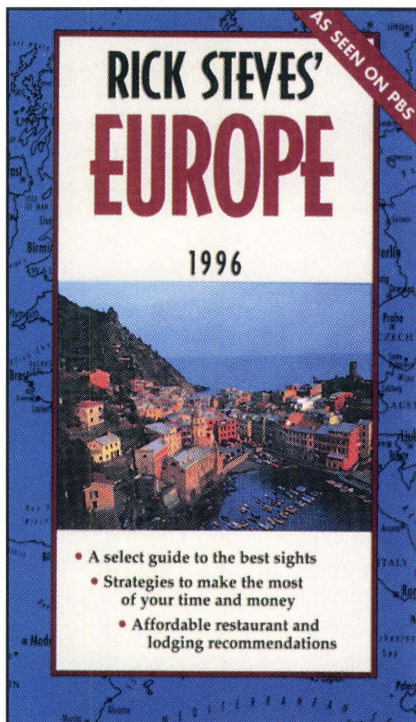
Travel Guide Roundup

Book stores are crowded with travel guides to help you hike, bike, drive, boat, and fly through Europe. The prospective Europe traveler, therefore, might end up with 10 different books. Each of them will promise you a European experience "off the beaten track." What a surprise when one bumps into enormous groups of fellow Americans fighting with you to catch a glimpse of the Mona Lisa or to race up the Eiffel Tower with you.

Nevertheless, some basic travel "bibles" should not be overlooked. One of them is *Let's Go; The Budget Guide to Europe 96* (St. Martin's Press, \$18). Equipped with city and subway maps, sections marked by country, and short descriptions of cities, restaurants, accommodations, and sights, *Let's Go* in some ways reads like a phone book. The guide's tips are useful because they focus on basic issues like currency information, travelers' checks, credit cards, and car rental services. Although *Let's Go* is geared toward the budget traveler (mainly students) and does not offer in-depth descriptions for the inexperienced Europe traveler, it is a good place to start.

Along the same lines is *Fodor's Europe 1996, The Best of 31 Countries with the Historic Towns, Great Cities and Scenic Coasts and Countryside* (Fodor's Travel Publications, Inc., \$20). This book is a great resource for the traveler who wants to find a hotel NOW, without much detail about

the atmosphere, history, or people of a particular place. Offering listings from cheap to expensive establishments,



Fodor's is useful for anyone who either already knows about a country's background or does not want to know about it. Both *Let's Go* and *Fodor's* produce what they promise: an easy to read, concise, heavy-to-carry travel guide.

In contrast, Rick Steves' *Europe 1996* (John Muir Publications, \$18) is a detailed travel guide highlighting 11 countries and describing, on average, three cities per country. Steves includes all the information a traveler might need, but the author gets a little carried away when he presents tiny hand-drawn maps of train routes and their fares. *Europe 1996* may be more in-depth than *Let's Go*, but it is not always targeted at the budget traveler. However, Steves' guide is solid advice for the not-so-adventurous, not-so-budget-oriented traveler. If this description fits you, Steves' book is a good investment.

For this traveling season,

the *Time Out Guide to Rome* (Penguin, \$15) is the winner. Filled with photographs, it divides featured accommodations, restaurants, bars, and sights according to price, atmosphere, and travel season. Additional sections include services (dry cleaning, video rentals), shopping, and night life. On top of all this information, *Time Out* offers a summary of Rome's historical events. Whether it is a description of the Via Appia or 20th century fascist architecture, the reader learns more about Rome than just where the next affordable pizzeria is located. One can also read about where famous personalities like Audrey Hepburn and Jean-Paul Sartre have stayed in the eternal city.

The Rough Guide

Special—First Time Europe by Louis CasaBianca (Penguin Group, \$10) is a before-you-travel-guide. The book focuses on the nuts and bolts of traveling, such as planning, saving money, and getting the most out of a trip. CasaBianca covers everything from when to get passports to how to handle European bathrooms. Some explanations are, perhaps, a little too basic. CasaBianca, for example, describes how to avoid having items fall out of carry-on luggage on an airplane. The guide is well-written and conversational, but the author definitely assumes that the reader knows nothing.

A terrific additional resource to any basic travel guide is *Festival Europe, Fairs and Celebrations throughout Europe* (Mustang Publishing, \$11). This guide gives an account of European celebrations that take

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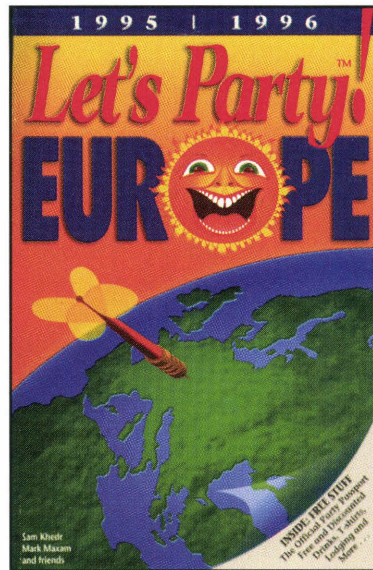
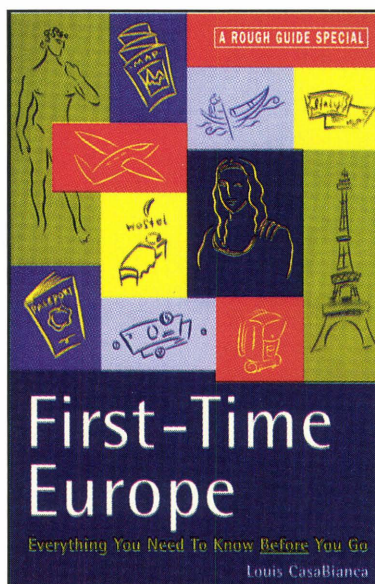
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place from June through October. Because this guide does not include any accommodations, restaurants, or pubs that are not part of a celebration, *Festival Europe* is not a self-sufficient guide (each chapter, however, does include contact addresses of tourist offices). *Festival Europe* describes medieval festivals, international bachelor festivals, cheese fairs, and much more. The short introductions to each new country contain recent historical facts and additional background. Another perk is that most of these festivities are free. Brian Butler's *Europe For Free, Hundred Things to Do in Europe* (Mustang Publishing, \$10) also describes free events in Europe.

The Music Lover's Guide to Europe by Roberta Gottesman (John Wiley & Sons, Inc. Publications, \$15) is a guide that lists each European opera, concert, or festival, first by month and then by alphabetical order. The book describes the significance and location of each event but frustratingly only provides the phone and fax numbers of some of them. The prices and reservation requirements are also not included. Gottesman includes a variety of musical festivities,



but focuses mainly on classical music.

Another specialized travel guide is *Mona Winks: Self-Guided Tours of Europe's Top Museums*, by Rick Steves and Gene Openshaw (John Muir Publications, \$19). The authors emphasize *Mona Winks* is not an art history book but a quick guide to Europe's major art collections. The guide introduces the reader to seven major cities and their most important art exhibits. The authors then briefly explain the significance of several works from each exhibit. A section is dedicated to the galleries' hours, admission prices, and locations of the exhibits (as well as a floor plan of the museums). The authors have also written a similar, but more in-depth, guide called *Europe 101, History and Art for the Traveler*.

On a different note is the guide *Take Your Kids to Europe* by Cynthia W. Harriman (Mason-Grant Publications, \$13). Accompanied by Bob Nilson's illustrations, the Harrimans and their two children's personal experiences make this travel guide both funny

and educational. From how to make a museum visit more interesting for your kids by encouraging them to search for a painting with sunflowers (the winner is rewarded) or how to buy a car in France without speaking French, *Take Your Kids to Europe* is a fabulous family resource. The book also gives advice on how to plan your trip and how to care for your home while you are away.

Let's Party! Europe (Vagabond Publishing, \$13) is more specific in its objectives. By Sam Khedr and Mark Maxam, this is the guide for the traveling party animal. *Let's Party!* focuses on nightclubs, parties, festivals, and establishments like the CIA (Cannabis in Amsterdam) coffee shop or the Sex Museum. It even recommends jocular ways to reach party destinations, such as the "night owl" train in Alicante, Spain, which connects several bars and discos in the area. Because cities are organized alphabetically (not by country), *Let's Party!* is occasionally hard to follow. The descriptions are short and entertaining but far from being as crazy as the title of the book suggests.

Off The Beaten Track, Ireland (The Globe Pequot Press, \$15) is an in-depth guide that might remain "off the beaten track" simply because it is so dense. Divided into nine sections, each chapter ends with a list of addresses, phone numbers, and operating hours of the places described. With the exception of a few highlighted names, its travel suggestions are written without bullet points or other visual aids. Although most travel suggestions are "off the beaten track," some are more conventional like Dublin, Belfast, and Cork. Each chapter is accompanied

by a history of the sights, a detailed map, and photographs that help the reader to orient him or herself. If one has the time and patience, this book is a great resource.

—Nadja Rogoszynski

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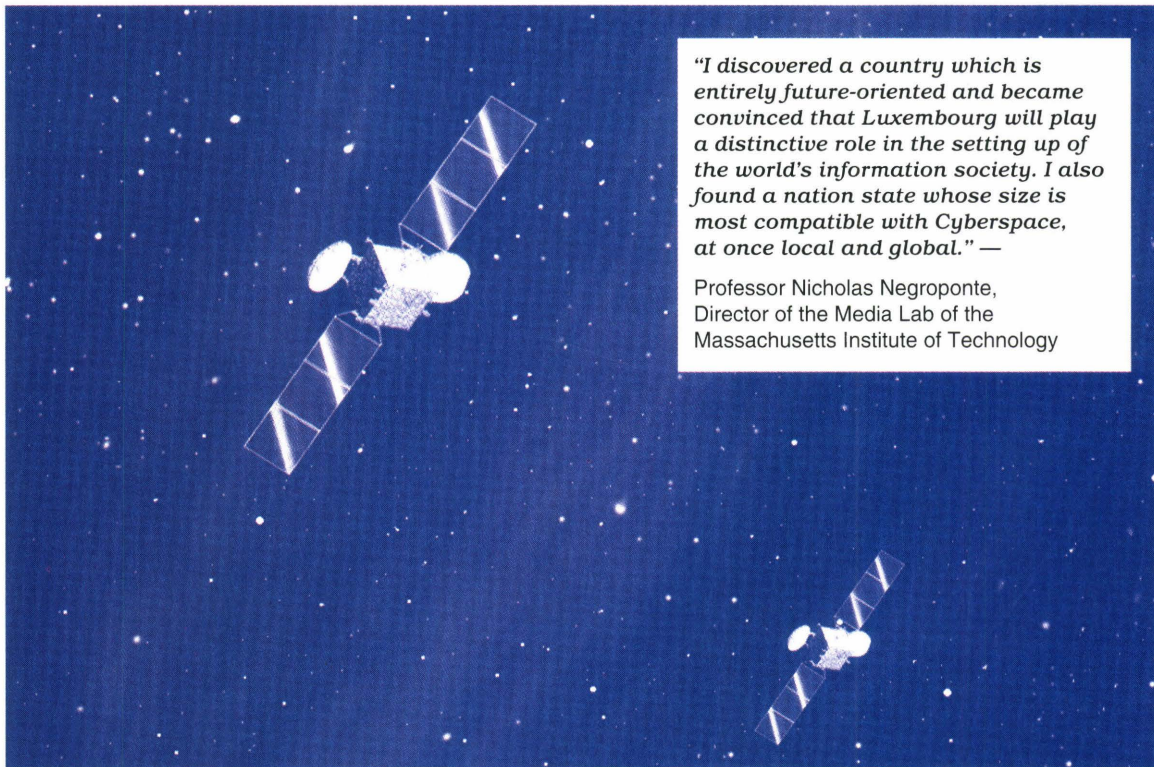


Danish pianist and humorist, Victor Borge, visits with host Robert Aubry Davis in Tivoli Gardens.

“On Holiday” is part of an on-going series of radio and television specials promoting cultural tourism to European Union Member States. For more information, call 703-998-2618.

Radio and television personality Robert Aubry Davis is a native Washingtonian and a well-respected leader of the area's cultural community. He is a frequent guest lecturer at arts and cultural institutions throughout Washington including the Smithsonian. Davis is moderator of WETA TV26's EmmyAward-winning weekly arts discussion program, “Around Town,” and has led cultural tours of European capitals for over ten years.

On Holiday: A Cultural Tour of Europe is funded by the Embassy of Belgium, the Embassy of Finland, the Royal Danish Embassy, the Royal Netherlands Embassy and the Delegation of the European Commission.



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