To summarize what I have wanted to suggest in these reflections—the only aim of which is to stimulate a more positive debate on these matters than that which we have had up to now—what I have tried to do is the following: to accept that national development is the fundamental objective of the policy of development; second, to indicate that the fulfillment of the objective of reducing external dependence requires very important reorientations in traditional development strategy, particularly relating to agrarian policy, integration, foreign relations, and industrial policy; third, to indicate that in some countries of Latin America economic, social, and political changes and transformations have been occurring which seem to indicate the possibility that such new policies could be formulated and applied; fourth, to suggest that in these particular cases, the changes in the international situation would seem to have created conditions which are sufficiently tolerant and flexible to permit the application of policies of national development.

13. Speech Announcing the Enterprise for the Americas Initiative • George Bush

In this 1990 speech to administration officials and members of the business community, President Bush introduces his three-part plan to encourage a new economic partnership with the democracies of Latin America. This partnership, with its focus on “trade, not aid,” will bring hemisphere-wide, free-market reform to the countries of North, Central, and South America.

In the past twelve months every one of us, from the man in the White House to the man on the street, has been fascinated by the tremendous changes, the positive changes taking place around the world. Freedom has made great gains, not just in Eastern Europe, but right here in the Americas. We’ve seen a resurgence of democratic rule, a rising tide of democracy never before witnessed in the history of this beloved hemisphere. And with one exception, Cuba, the transition to democracy is moving toward completion. We can all sense the excitement that the day is not far off when Cuba joins the ranks of world democracies and makes the Americas fully free.

A new leadership has emerged, backed by the strength of the people’s mandate—leadership that understands that the future of Latin America lies

with free government and free markets. In the words of Colombia's courageous leader Virgilio Barco—President Barco: "The long running match between Karl Marx and Adam Smith is finally coming to an end" with the "recognition that open economies with access to markets can lead to social progress."

Back in February [1990], I met in Cartagena with heads of the three Andean nations. And I came away from that meeting convinced that the United States must review its approach not only to that region but to Latin America and the Caribbean as a whole.

All signs point to the fact that we must shift the focus of our economic interaction toward a new economic partnership because prosperity in our hemisphere depends on trade, not aid. I’ve asked you here today to share with you some of the ideas, some of the ways we can build a broad-based partnership for the 1990s to announce the new Enterprise for the Americas Initiative that creates incentives to reinforce Latin America's growing recognition that free-market reform is the key to sustained growth and political stability.

The three pillars of our new initiative are trade, investment, and debt. To expand trade, I propose that we begin the process of creating a hemisphere-wide free-trade zone; to increase investment, that we adopt measures to create a new flow of capital into the region; and to further ease the debt—the burden of debt—a new approach to debt in the region with important benefits to our environment.

I know there is concern that the revolutionary changes we've witnessed this past year in Eastern Europe will shift our attention away from Latin America. But I want to assure you all today, as I’ve assured many democratic leaders in Central and South America and the Caribbean and Mexico, the United States will not lose sight of the tremendous changes and opportunities right here in our own hemisphere. And indeed, as we talk with the leaders of the G-24 about the emerging democracies in Europe—I've been talking to them also about their supporting democracy and economic freedom in Central America. Our aim is a closer partnership between the Americas and our friends in Europe and in Asia.

Two years from now, our hemisphere will celebrate the 500th anniversary of an epic event, Columbus' discovery of America, our New World. And we trace our origins, our shared history to the time of Columbus' voyage and the courageous quest for the advancement of man. Today the bonds of our common heritage are strengthened by the love of freedom and a common commitment to democracy. Our challenge, the challenge in this new era of the Americas is to secure this shared dream and all its fruits for the people of the Americas—North, Central, and South.