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MEMORANDUM

TO: Distribution
FROM: Bennett Katz
DATE: 13 May 1996
SUBJECT: **International Executive Committee Meeting
2 June 1996
Montréal, Canada**

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VISA INTERNATIONAL
EXECUTIVE COMMITTEE MEETING
Montréal, Canada
2 June 1996
1400-1800

AGENDA

1. **Approval of Minutes** ✓ 1400-1405 *Ellwood* (Resolution)
2. **CEO Report** ✓ 1405-1420 *Jensen*
3. **Review of All-Boards
General Session and
International Board
Agendas** *Jensen*
 - a) **Global Competitive** ✓ Assessment 1420-1450 *Hagadorn*
 - b) **Brand Strategy** ✓ 1450-1520 *Bennett
Gustafson*
 - c) **Electronic Financial** ✓ Services 1520-1550 *Tallman*
 - d) **Electronic Commerce** *CU to Board* Initiatives 1550-1610 *Loneragan*
 - e) **Enabling Digital** ✓ Certificate Services 1615-1620 *Loneragan* (Resolution)
 - f) **NetI** *CU to Board* 1620-1630 *Gustafson*
4. **Investment Report** *notes of
Carter* 1630-1645 *Cleveland*
5. **Amendments to Visa
Benefit Plans** 1645-1700 (Resolution)
6. **Executive Session** 1700-1730
 - a) **Personnel Matters** *Van Aken*
 - b) **Internal Audit Report** *McCloskey*
7. **Other Matters** 1730-1745 *Ellwood*

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Global Competitive Response

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International Executive Committee Meeting
2 June 1996

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Global Competitive Response



- American Express Strengths
- American Express Objectives and Strategies
 - Merchant Acceptance
 - Product Development
 - Member Distribution
- Potential Effect on Member Profit, Inter-brand Competition
- Recommended Visa Member Response
 - Regional Programs '96-'97
 - Promote International Traveler
 - T&E
 - ATM
 - '96-'97
 - Global Promotion of Commercial Products
 - Major Markets
 - Brand Awareness
 - Product Benefits
 - '96-'97

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Global Competitive Response



■ Three Resolutions:

- 1) Approval of '96-'97 Advertising/Promotion
 - US \$6.1MM
- 2) Approval of Commercial Product Principles
- 3) Approval of Multi-national Issuing Principles

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