

market in the EU. It is an extremely challenging market, in part because of its cultural duality, which allows the exporter to experience the differences in business practices that are found among different cultural groups. A comprehensive market study on the Belgian telecom environment is available at the Canadian Embassy in Brussels.

Norway

Norway has one of the most advanced IT markets in Europe and, with its openness towards new technologies, is also well suited as a test market for European distribution.

The Norwegian IT market was estimated at about C\$3 billion in 1992. This is about 2% of the total Western European market, a substantially larger proportion than its population of only 4 million might indicate. The penetration of PCs is particularly high, with 230 000 sold in 1993. Software for Windows and multimedia software and hardware offer the best prospects within the PC environment. There is also great demand for datacommunications equipment, especially for LANs. The client/server market is also promising, as is the market for good Unix solutions.

Sweden

Sweden, too, is a highly computerized society and offers good opportunities for Canadian IT companies, particularly in the areas of data and voice transmission, data storage equipment, and special application and niche software. Canadian capabilities are well recognized in Sweden, and all the major Swedish IT players will be at CeBIT '94.

Hungary

Hungary's IT sector came into its own in the mid-eighties; its contribution to the country's GDP was 10% in 1982, 13% in 1986, and 17% in 1990.

The gross value of fixed assets owned by corporations and institutions in the IT sector is about C\$6.57 billion. In 1992, Hungary

had about half a million computers in use by governments, corporations and private users; their total value was about C\$630 million. In the same year, Hungary had about 10 700 active IT companies, or 28% of its total active companies.

As privatization of the Hungarian IT sector continues, opportunities will develop for investment by foreign companies, particularly in the "language industries" (e.g., education, publishing, film production, etc.). Opportunities also exist in public and business administration systems and in alliances for software development and production.

Israel

Israel has a steadily growing, diverse and dynamic IT sector. Its security needs and the challenges posed by a relatively small yet highly

sophisticated economy have given the communications and IT industries unique momentum. Total sales in 1992 reached \$1.4 billion, of which about \$750 million (54%) were exports. Technical skills and R&D are strong, too, with numerous major IT companies worldwide (including IBM, Digital, Motorola, Intel, Microsoft and others) establishing joint projects and R&D centres in Israel.

Israel will have one of the largest participations outside of Europe at CeBIT '94, demonstrating the importance placed on exports by the Israeli IT sector. The approximately 100 Israeli companies at the fair will seek to develop bi-lateral relationships such as marketing agreements for Israeli and Canadian products, outsourcing and contract programming, and joint ventures. 🌱

TRADE MISSIONS TO CeBIT '94

In addition to the strong contingent of Canadian companies, government and other agencies at CeBIT '94, a number of Trade Commissioners and Commercial Officers from Canadian embassies and missions around the world will be bringing delegations of buyers and other interested IT contacts to CeBIT, and will be available for consultation at the fair:

PARIS:	Gary Luton and Musto Mitha
MADRID:	Alonso Herrero
DUBLIN:	John Sullivan
ROME:	John Picard
STOCKHOLM:	Maria Spetz
ALGIERS:	John Morrow
MILAN:	Pierangelo Ponzoni
BERN:	John Schwartzburg and Marianne Burkhard
WARSAW:	Lynda Watson and Hanna Mroz
BRUSSELS:	Freddie Dutoit
COPENHAGEN:	David Horup
LONDON:	George Edwards
HELSINKI:	Karita Huotari
BONN:	Don Butler
TEL AVIV:	Sara Hradecky
BUDAPEST:	S.B. Gyonyor

To get in touch with these Department of Foreign Affairs and International Trade representatives, contact the Trade Information Booth at the Canadian stand in Hall 6 at CeBIT. Tel.: 895-3546.