

The Information and Communications Technology (ICT) market in Sweden accounts for 6 per cent of GNP, making Sweden a highly computerized society. Products emphasize ergonomics, environmental concerns, and worker safety.

with 40 per cent of which were international. Over 10 per cent of banking customers do their banking on the Internet, while 25 per cent of stock trades are taking place on-line. The goal is to effect 95 per cent of public procurements through electronic data

wireless LAN, third-generation wireless, and exploitation (both platform and content) of Internet, multimedia and virtual reality.

Other opportunities exist in integration of geomatic solutions — remote sensing, global positioning system (GPS) and geographic information system (GIS) — in the exploitation of broadband and digital TV, as well as tools and utilities that can offset professional shortages, and aid small and medium-sized enterprise growth.

Major Canadian presence

Established Canadian firms in Sweden include Ad Opt, Arkipelago Interactive, Cognos, Corel, Critical Mass Productions, CRS Robotics, Datamirror, Devtek, FastLane Technologies, Groupe Informission, Hummingbird, JetForm, Leitch Technology, Mitel, Moore Paragon, Newbridge Networks, Nortel, Perle Systems, SR Telecom, Technor, and Telecom Advanced Systems.

Dozens more Canadian companies have some market presence through direct sales, agents or distributors.

For more information, or to obtain full market reports, contact Robbin M. Battison, Business Development Officer, Canadian Embassy, Sweden, tel.: (011-46-8) 453-3013, fax: (011-46-8) 24-24-91, e-mail: robbin.battison@dfait-maeci.gc.ca Internet: www.canadaemb.se *

Sweden Informatics and Telecom

Market Overview

As English is widely used in the world of business in Sweden, Canadian companies can easily navigate the business culture. Sweden is not only a good test market, with a tradition of accepting the latest high-technology products, but it has always been an early adapter of high technology, and devotes 3 per cent of GNP to R&D.

ICT is an expanding market in Sweden, with recent annual revenue increases of over 25 per cent, and recent profit increases of over 40 per cent. With more than 60 per cent of the country's ICT production being exported, Swedish companies are very open to partnerships with complimentary companies, and Sweden often acts as a marketing and services hub for Scandinavian and Baltic markets.

Market profile

Sweden has a very liberal, competitive telecom market, with one of the lowest tariffs in the world. Some 34 per cent of Swedes use the Internet — 15 per cent over the age of 50 — while 30 per cent use mobile phones.

Purchases over the Internet amounted to \$400 million in 1998,

interchange (EDI) by year end 1999.

Sweden also possesses a strongly evolving technical capacity in cryptography, multimedia and virtual reality.

Opportunities

Sweden offers opportunities for Canadian companies in many domains, including legacy-based solutions, industrial automation, EDI and e-commerce, mobile Internet and wireless application protocol (WAP),

New Site of Canadian Consulate in Düsseldorf Officially Opened



Official ribbon-cutting ceremony (left to right): Canada's Ambassador Gaëtan Lavertu, Canada's Minister for National Revenue Martin Cauchon, and the Mayor of the city of Düsseldorf, Joachim Erwin.

Canada's Minister for National Revenue, Martin Cauchon, Canada's Ambassador to Germany, Gaëtan Lavertu, and Joachim Erwin, Lord Mayor of the City of Düsseldorf, participated in the official opening of the new premises of the Canadian Consulate in Düsseldorf.

With the reorganization of post responsibilities in Germany, the Düsseldorf Consulate now covers the following sectors: health, plastics,

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