European companies such as Bull, ICL, Olivetti or Siemens are not particularly content with the present situation, especially as they see Japanese products beginning to enter the market; Fujitsu, for example, has just purchased ICL.

Concerning the software market, most of the large software development companies are seeking to set up subsidiaries in developing countries (India, and in countries in Eastern Europe, such as Poland or Hungary), taking into account the higher costs of development and the lack of high calibre programme developers in the western world.

CONCLUSION

If the 1970s were the years of IBM, and the 1980s the years of linkage between computers and telecommunications, this new decade should see the development of multi-media (pictures, text and sound). The principal challenge will be to manage coherently the progressive introduction of these new technologies. Not all that currently exists will be discarded, but it is necessary to adopt a rigorous attitude to what is new; will each new innovation be marketable? How will it be received and adopted by users? How will it be integrated in the global strategy of a company? There are many such questions for which answers will have to be found in this decade if one hopes to survive to see January 1, 2000.

ADDITIONAL SOURCES OF INFORMATION

Useful Addresses:

Syntec Informatique
3, rue Léon Bonnet
75016 Paris
Tel: (33-1) 45.24.43.53
Fax: (33-1) 42.88.26.84

SFIB (Syndicat National des Fabricants d'Ensembles d'Informatique de Bureautique et de leurs Applications Télématiques)
11, rue Hamelin
75783 Paris Cedex 16
Tel: (33-1) 45.05.71.09

Trade Fairs:

FIT (Forum Informatique Télécommunications)
Paris, October 1992

SICOB
Paris, October 1992

PC FORUM
Paris, February 1993