

MARKET PROSPECTS:

The following markets, grouped by region, represent a synopsis of global market potential for telecommunications. Each individual market within a region has not been identified, as this assessment is principally structured to reflect the trade plans submitted by posts abroad. Each noted market is rated in accordance with current marketing intelligence on the overall potential of this market compared to other markets within the region and also against other regions. These brief summaries are intended to provide a framework describing the overall telecom environment, and allowing a comparison of markets based upon their relative merits, i.e., attractiveness as direct export opportunities. Known successes of Canadian companies within specific markets, market access difficulties, funding availability and infrastructure development are also factored into the overall market assessment. Markets are categorized as follows:

- Tier A: Cash market in most cases, clearly defined market access procedures with few restrictions, interest and success of Canadian companies at a high level, an established infrastructure, and proven, relatively stable, growth potential for market. Financing is not routinely a consideration.
- Tier B: Emerging markets with proven interest in Canadian products, some degree of Canadian success, evolving infrastructure with capability to deal with most large development projects, and generally moderate-to-high level of interest from Canadian companies. Concessionary or commercially attractive financing is often a necessary factor for Canadian success.
- Tier C: Usually complete dependency upon concessionary financing, long decision cycles, complex business practices, often lacking necessary infrastructure to adequately support development projects, and usually not of great interest to Canadian manufacturing companies.