

You've done your research and have targeted the market where you see the most potential. You are about to visit the market and ask our office abroad to identify the right people with whom to meet.

market and can't set up the appointments yourself, the TCS can help you find the best possible candidates to fulfill this role.

In most markets we have selected qualified third parties who will enter

ments for you, it is done on an exceptional basis (therefore you shouldn't expect more than a day's worth of appointments the next time, or from other posts).

For some markets, you may have difficulty setting up appointments directly with senior government officials and/or private-sector top executives. The TCS can troubleshoot on your behalf to enhance your chances of meeting with these people.

For more information on the Canadian Trade Commissioner Service, see the enclosed brochure. To find the list of third party service providers in your target market, visit our Internet site: www.infoexport.gc.ca

The Canadian Trade Commissioner Service Additional Services that Clients Find Useful but not Essential

Our office provides you with a Key Contact Search, which includes the contacts you should meet according to your needs. These people could be buyers, distributors, partners, agents, importers, government officials, or industry associations.

Now you must decide whether you need to set up an extensive set of meetings — say over a two-day period — or whether you only need a few meetings with one or two contacts. Once you decide which scenario best meets your business needs, these appointments can be set up by you or you can turn to The Canadian Trade Commissioner Service (TCS), for assistance.

If you require an extensive program of appointments in your target

into a contracting agreement with you to set up a series of appointments. These service providers are companies that we work with regularly and that we trust fully. Our role is to identify the best service providers to respond to your needs.

On the other hand, you may only require a few appointments, which, for some reason, you can't arrange on your own. Since a small business program would not be of interest to local service providers, the TCS can set up one or two appointments on your behalf. You should, however, understand that if we make a few appoint-



The Canadian Trade Commissioner Service (TCS) Core Services

- Market Prospect
- Key Contacts Search
- Local Company Information
- Visit Information
- Face-to-face Briefing
- Troubleshooting

Additional Services

- Appointments and Meetings
- Logistical Support
- Participation in Events
- Temporary Office or Display Space
- Business Support Services

Overview of Information and Communication Technology Opportunities in Norway

Although a small country with only 4.4 million people, Norway is among the world's advanced countries when it comes to information technologies.

According to the European Information Technology Observatory (EITO), Norway's total market for Information

and Communication Technology (ICT) products in 1997 reached US\$9.4 billion and US\$8.7 billion in 1998.

As a percentage of GDP the ICT sector accounts for approximately 5 per cent while 32 per cent of the population have PCs. About 500 000 PCs were sold in 1998 and about the same num-

ber was expected to be sold in 1999.

According to estimates approximately 40 per cent of the population have access to the Internet either at home or through work.

Norway has the highest ISDN penetration for private homes in Europe. About 60 per cent of the population have mobile phones, ranking number two in the world after Finland.

Wireless solutions and applications are very hot at the moment — both for mobile and Local Area Network purposes. There are also good oppor-

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