TIER B:

Portugal: A country with great needs in the general area of IT. Portugal's high illiteracy rate and low economy do not make it a prime market for software exporters. Most Canadian software developers (as with other countries) do not rate conversion to Portuguese (not a simple language) as a priority compared to French, German and Spanish. It is a good long term market for well-established Canadian companies willing to sacrifice short term gains for a longer term relationship. Portugal's current focus on upgrading its tele and data communication networks provides a market for communication software. Similarly, the great need for education "catch-up" provides a market for educational and training products.

Greece: Very similar assessment as Portugal. Growth in the computer market in Greece is recent, very small compared to other European countries and almost totally restricted to the private sector. The public sector controls 70% of the economic activity of the country and is ignoring the importance of computerization. In the private sector local agents and representatives are many and constantly looking for new opportunities. The enormous technology gap between Greece and the other EC members must be addressed by the government eventually, providing future opportunities for Canadian companies.