

tatives, with the emphasis on introducing SMEs to the Japanese, and strengthening institutional ties. The Canadian Telecommunications Action Committee (CTAC), with representatives from industry and other associations, is actively involved in developing a strategy in the telecommunications sector in Japan. A major element of this strategy is enhancing relationships at the industry to industry level, and pursuing projects which are mutually advantageous. To this end, CTAC and the Communications Industry Association of Japan (CIAJ) have agreed to join together as associate members of each other's groups. Furthermore, National Wireless Foundation (NWF), based in Vancouver but with linkages to other Canadian groups through complementary alliances, has invited the Communications Industry Association of Japan (CIAJ) to be an associate member of NWF. CTAC, NWF and CIAJ are exploring ways to follow up on the Telecommunications Exchange.

III. The Action Plan for Software

1. Building Awareness and Market Knowledge

A pilot seminar "Developing Technology Partnerships in Japan", organized by Ottawa Carleton Economic Development Corporation, is scheduled late March 1994. Emphasis is on providing the tools for companies to use in building strategic alliances with Japanese software companies.

2. Adapting the Product for the Marketplace

Japan uses several incompatible software platforms and operating systems, including MS/DOS, UNIX, and NEC, resulting in fragmentation of the market. Approximately 58 per cent of the computers in Japan run on the NEC system. The market is shifting as consumers increase purchases of lower-cost imports, but in the short to medium term, Canadian software companies may need to consider conversion to the NEC standard to be successful in the Japanese market.

3. Promoting the Product in the Marketplace

Profiles of the top 170 software companies in Canada have been developed by Industry Canada. An edited version and a poster, translated into Japanese and distributed to leading Japanese companies and organizations, will increase awareness of Canadian capabilities and encourage strategic partnering in this growing market.

Selected software companies from Ontario that are targeting the Japanese market will visit Japan on a partnering mission in early 1994.