POST PLANNING PRIORITIES:

Computer Hardware, Software and Services are categorized under the term "Computers" in most of the post plans. Although sometimes the geographic markets for these "sub" sectors are equal in prioritization, most often there is a significant difference in market potential between these three important sectors. For example - a market that is ripe for certain software products is not necessarily as good for professional computer services; or a market may not be attractive for software products due to a doubtful intellectual property environment but can be excellent for computer hardware products. It is difficult to expect any organization to identify market prospects without thorough market intelligence. During 1991 several useful studies on the European Software Market, as well as Mexico, Chile and Korea were completed by the relevant post/geographic.

56 posts out of 79 submitting Trade and Investment plans identified "Computers" as a priority market. Of these 46 have proposed events including software products within the 1992/93 Fiscal Year. Proposed events useful to software developers are spread geographically - 20 in USA, 11 in Europe, 9 in Asia Pacific and 6 in Latin America. Most of the events proposed are trade fair participation of some kind and a lesser number are focused trade missions.