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would your distribution system in North America be useful for marketing their products? Will they be able to help you over the certification hurdle? Are exchanges of technological expertise in the offing?

France's Telecom Market

The French telecommunications market is going through rapid transformation, driven by consumer demand for new products (mobile telecommunications); by government programs (videotex and cable TV); by market liberalization (telephone terminal equipment); and by technological change (throughout the sector).

France puts much emphasis on establishing a comprehensive and efficient telecom infrastructure and is a world leader in many sub-sectors such as videotex and integrated services digital network (ISDN). With work, and appropriate products, it can be a market for Canadian firms.

For further information on standards, contact the Standards Council of Canada, 350 Sparks Street, Suite 1200, Ottawa, K1P 6N7. Tel.: (613) 238-3222. Fax: (613) 995-4564.

There also is an EC'92 report on *Telecom and Computer Products* that is available through InfoExport. (See box at bottom of page 16).

For further information on Canadian participation in European telecom trade shows and for sectoral reports on the French telecom area, contact Information Technologies and Electronics Division (TDE) EAITC's, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7558. Fax: (613) 996-9265.

An important guide for telecommunications exporters to France is *France Télécom: An Insider's Guide*, available for US\$25.00 from Telephony Books, Box 12401, Overland Park KS, 66212 USA. Tel.: (312) 922-2435. Fax: (312) 922-1408.

The Public Utilities Market in Singapore

According to a study prepared for the Canadian High Commission in Singapore, "there is tremendous room for growth" of Canadian public utilities equipment sales to that country.

This is one of the findings contained in *Sectoral Analysis-Singapore Public Utilities Industry* prepared last year by SRI International.

Despite Singapore's small domestic market, tremendous opportunities are still available for suppliers and contractors — Singapore's Public Utilities Board (PUB), the government body responsible for the supply of electricity, water and piped gas, has a S\$6.2 billion budget for the expansion and enhancement of electricity, water and piped gas over the ten-year period 1988-98.

Potential markets include:

- infrastructure for power generation, including power stations and substations;
- infrastructure for water reservoirs;
- equipment for natural gas distribution; and
- electricity, water and gas distribution equipment, including gas mains and service pipes.

With the continual upgrading of existing equipment, a potential also exists for more cost effective and efficient equipment and a replacement market for switchgears, generators, pipes and mains.

As Singapore is switching from fuel oil to natural gas, the country will require new types of high pressure distribution systems, including: polyethylene pipes, digging systems, SCADA (Supervision of Control and Data Acquisition) equipment for distribution control and process control.

With the expansion of its electricity system, Singapore will offer opportunities for contractors and suppliers of major equipment and process control equipment. In addition, the country will be looking for minicomputers in the areas of facilities and project management.

Singapore's main equipment supplier in 1988 was Japan, accounting for 33 per cent of the S\$4 billion worth of imports in that sector. Canada's Willowglen System Ltd. has not only provided the current SCADA system for gas distribution, but it also supplies the Ministry of Environment and the Housing Development Board with control systems for their sewerage system and lift maintenance.

Infrastructure and capital equipment contracts are open to foreign company bidding. The two basic ways of selling equipment for generation and distribution of electricity, water and piped gas are: direct sales through an appointed original equipment manufacturer, and sales through an agent.

As far as Singapore government regulations are concerned, imports of equipment used by the public utilities sector are free from customs duties. In addition, Singapore allows 100 per cent foreign ownership of companies in that country.

The study also gives a list of key industry and government contacts as well as a brief outline of tax incentives offered.

For more information on trade opportunities in Singapore, contact Louise Branch, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-5824. Fax: (613) 996-4309.