and satellites, telephone exchanges and equipment and equipment to switch and transfer data, voice and images (ATM, Internet and EDI networks).

To establish successfully in Chile, Canadian companies must achieve a local presence by forming a strategic partnership, obtaining the services of a representative or opening an office in the country. Penetrating this market requires frequent contacts with the major buyers, aggressive marketing and a clear commitment. Contacts and familiarity are essential when equipment and services are offered under contract, and customers must have an assurance that the supplier firmly intends to provide after-sales service and supply the required spare parts and equipment.

However, the behaviory's various subsectors have not yet matured and display some shortcomings with regard to regional coverege which will require size to adjust. The ratio of micphones to population is still too law (14.32 bires for every 100 Children) compared with the developed countries and there is a major difference to the ratio between the urban centres and the regions. The Santtago metropoletical area has always enjoyed a monopoly over the other tegions with regard to insultation of telephones that most of the planes between the urban centres and the regions, therefore not readiation of telephones that most of the planes barrenes from are located there. It is dependent to insultation of telephones that most of the planes barrenes from are located there. It is therefore not participate to that most of the planes barrenes in the meaning up to the year 2000 will be made in that cost of the planes of interacements in the meaning of the

The same application the cellular sector, whose rathe is only 1% and the calife sector, which covers 11% of the total market (extension at 3,4 million households) and 30% of the potential market (carently 1.3 million). Despite these low penetration rates, prospects for growth are positive; the calinitar growth rate is estimated at 30% per year and the cable ratio will reach 50% by the and of the century.

As regards specialized communications equipment like ATM, the Internet and EDI, the sector is consumencing a measurable inputs. Growth rates of 20% a month have been recorded in these sectors, which are insportent for improving the quality of communications in business firms, expectally for companies with dealings alread.

Croite apperts as its restance telecommunications equipment, orginity from Causala, the United States and Jogen, Athentals there are no local manufacturers, foreign compenies mare agreements with iterat companies to represent them on the Chilean market, Other compenies, such as BellSouth, have preferred to establish themselves fully in the market, at say up joint ventures with iteral limits, as to use case of Motorola and SouthWestern Hell.

The Considers and providenties that supply equipment and services to the teleconstitution formation to matter are making their provide increasingly felt on the Chileso market. The most promising a scale are trued telephone services interactive relevision, scalifies (wavicas) intervision, PCS, and primiting, design and angineering of (childar and telephone) services services have relevision for the most products. He most products for most products, the most products for most products.