



Industrial Application Software Market



Over 600 market reports
in 25 sectors available at:

www.infoexport.gc.ca

New products are announced within months of each other.

Market Snapshots

• Network Security Software:

The Belgian market for network security software is expected to show very strong growth through to 2005 (in the 54% to 60% range for the "Benelux region," which includes the Netherlands and Luxembourg). The Belgian market is not yet saturated, allowing plenty of opportunity to enter the market. Growth will be fueled by e-commerce, and by the Internet as a significant media channel. Privacy will continue to be the main thrust behind increasing demand for encryption software.

• General Financial Software:

There is potential for significant growth in Belgium's client- and desktop-based software market. The retail market is currently the largest vertical market for financial software.



• Enterprise Resource Planning (ERP) Software:

The Benelux region is one of the most stable ERP markets in Europe. Growth in the 29% to 30% range is expected through to 2004. The high-end market is

reaching maturity and a slow-down in growth is expected soon. Many top tier vendors are downsizing their products for the middle tier and vertical markets, with most vendors focussing on the vertical and supply chain markets.

• Banking Automation Software:

The Benelux banking automation software market is poised for continued growth in the 7% to 9% range.

• Accounting Software:

Significant growth is expected in this sector. More Belgian companies are adopting cost-based accounting techniques resulting in a preference for American and British software packages.

Opportunities

There are numerous opportunities for Canadian software manufacturers and resellers, particularly in network security, ERP, banking automation and accounting software. Many of these opportunities may be linked to the currency changeover. Accommodating the euro will

require companies to update their business systems, from payroll to purchasing. Canadian resellers may find it easiest to tap into euro business through Canadian multinationals operating in Belgium. Canadian companies may also find opportunities with Belgian brokerage houses in need of specialized e-commerce and encryption software.

See Potential?

To learn more about this market, read *The Industrial Application Software Market in Belgium* prepared by the Market Research Centre. You can access this report and hundreds of others free at the Trade Commissioner Service Web site:

www.infoexport.gc.ca

www.infoexport.gc.ca

Could this be your market?
Complete report at
www.infoexport.gc.ca

The Industrial Application Software Market

Access our market studies

CanadExport November 1, 2001
www.infoexport.gc.ca/canadexport