WESTERN EUROPE (cont'd):

Scandinavia/Finland: As in the UK/Ireland, the widespread use of English as the business language should be a benefit to Canadian companies. Judging from the high attendance of Scandinavians at CeBIT each year and the interest shown in the Canadian exhibits, this should be a comfortable market for Canadians. It is anticipated that the EFTA will merge into the EC market within a few years. Canadian companies well installed in this marketplace will benefit from this merger. Denmark's proximity and existing business networks to Germany can offer good access for Canadian companies to the German and other European markets.

The Netherlands: A good market and popular with Canadian software companies. The high level of English in the business community, a high technology level and a one flight trip from Toronto or Montreal are some points attracting Canadian exporters to form strategic relationships with Dutch partners. Cebit also attracts many Dutch visitors.

Belgium: As the centre of administration for the EC is in Brussels (as well as the existing NATO functions) Belgium can be a key market for specific exporters. As with Holland, Belgium also has a convenient strategic geographic location for access to the EC.

Italy: Along with Spain, the most explosive software markets in Europe and the most neglected by the Canadian software industry. Italy is among the top five countries in Europe in use of technology with a very high usage of PCs. Market intelligence shows quality application development and utility software products are of high interest. Intellectual Property control is more lax than other EC. countries.
The SMAU Computer Trade Shoe in Milan, each October is a good general product show and the Icographic Trade Show each March is a good regional exhibit for graphical products.

Spain: The urgency of the Spanish government to raise Spain's technological level to a competitive level with other EC members, the Olympics in Barcelona and the World Expo in Seville have created a general boom for Informatics products. As many of the Canadian software companies either have already translated or are in the process of translating their products to Spanish, this market is now a Tier A for this sector. The Informat Computer Fair in Barcelona each May/June presents an opportunity to access this market.