

Chilean demand for data and text transmission, both electronic and voice-based, is also a function of robust economic growth. Data transmission is a growing necessity due to centralized decision-making in Santiago and far-flung operations. Banks with widespread offices are in particular need of data-transmission facilities and several have already developed their own networks (based on public and private telecom facilities). There is strong domestic competition for data services and CTC, Chilepac and VTR all offer data transmission services within Chile. Satel (a subsidiary of ENTEL), Iusatel and Chilesat (Telex-Chile) also provide dedicated satellite-based data transmission services to corporate clients.

Information Technology

The local computer market is completely open without barriers to international competition. All major global brands are available at competitive international prices. Chile's computer sector includes sales of software, hardware and post-sales services (including technical services, professional and training services). There are 5300 people that derive their work from this sector.

Chilean computer industry sales have increased from US\$375 million in 1992 to US\$902 million in 1995. Sales projections are expected to be US\$1 billion for 1996. In 1995, sales were broken down as follows: hardware plus professional services: 78%; software sold domestically and exported: 9.3%; technical services: 8.6% and training: 4.1%.

Equipment sales reached US\$410 million in 1994. The equipment market is divided as follows: PCs: 55%, peripherals 5% with the remainder mainframes and components. Major sales are from Acer, IBM, Apple and Compaq. In 1995, there were 158,772 units of PCs that were imported representing a 44% increase over 1994. The leading PC importers are Acer (22% market share), Compaq (21%), IBM (12%) and Apple (6%). Other importers include Digital, Epson, Unisys and Hewlett-Packard.

In 1993, 885 non-PC computers were imported into Chile of which 147 were IBM, 99 Synapsis, 85 Digital; 43 Cientec, 33 NCR, 32 Unisys, 31 Logica, 28 Sistemas Digitales, 26 Data General, 24 Olivetti, 17 Teknos and 14 Coasin. This represents a market of almost US\$300 million of which mini-computer, open platform workstations dominate.

In 1995, software sales were US\$55 million (US\$39 million originated from exports), an increase of 41% over 1994. Chile's main software export markets are Argentina, the United States and Peru. Major software exports are in the following areas: financial markets, services, administration and security. Estimated export sales for 1996 are US\$80 million while domestic sales may reach US\$96 million.