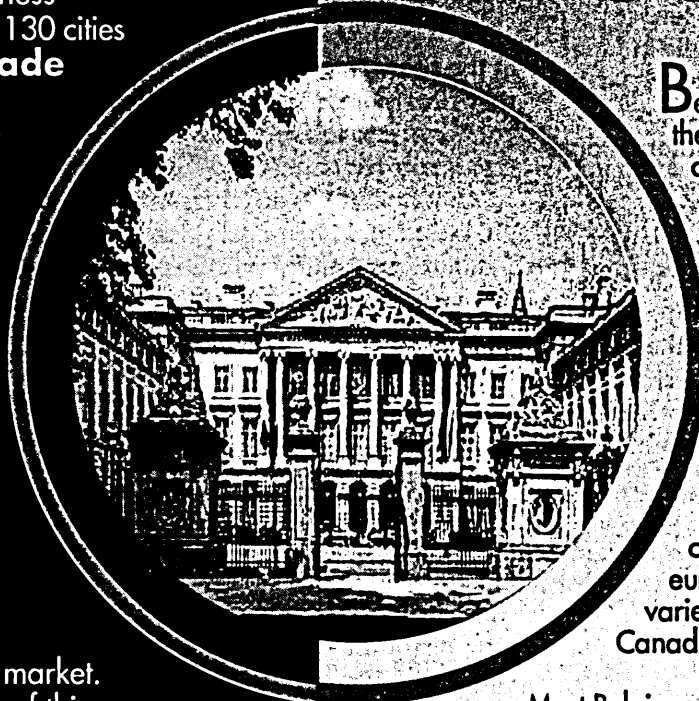


BELGIUM

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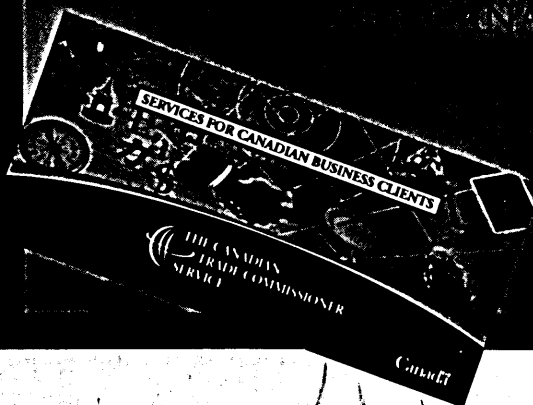


The Industrial Software Market

Belgium sits at the centre of the European Union (EU), and is the European headquarters of many multinational corporations. Although it has a small domestic market, Belgium has a potential customer base of 370 million consumers in the greater EU market. Besides Belgium's strength as a distribution centre, conversion to the euro currency is creating a variety of opportunities for Canadian software firms.

Most Belgians are technologically savvy and have a good understanding of English, resulting in minimal software localization costs. Belgian characteristics also tend to approximate the European average, making the country good testing ground for new products destined for the wider EU market. Most notably, Belgium's software market closely follows that of the United States.

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