

WESTERN EUROPE (cont'd):

TIER A:

Germany: Germany is the dominant attraction in Europe to Canadian software producers at this time. Germany has the highest sales in Europe, a high growth rate and a high demand due to the reunification of East and West. The CeBIT show in Hannover each March is an ideal event to introduce new products to Germany and Europe. The Systems Trade Show every other October in Munich is also an excellent event for software companies.

Austria: A good stable market with particular interest in CIM and industrial graphical applications. Austria also has current advantages of close ties with Hungary and Czechoslovakia and can provide Canadian companies with good access to and market intelligence on the Eastern European market.

United Kingdom: Apart from being the second largest market in Europe, the common language and culture links make this the first market many Canadian companies look to for strategic relationships for entry to Europe. Despite the current recession the UK is a good local market for quality software products as well as excellent potential for entry to the EC.

Ireland: Although not a significant domestic market, Ireland has excellent potential for Canadian companies seeking partnerships for the EC. Ireland has a very high skills base, lower costs than most of the EC countries, a common language and similar business culture. The Irish government also has attractive tax incentives and grants for companies establishing a presence there. Microsoft, Oracle, IBM, Lotus, Borland, Ingres and Siemens/Nixdorf are among the world leaders that have established development centres in Ireland.

France: Although France has the third largest sales in Europe, apart from the annual exposure at CeBIT (which attracts many French visitors) there has been difficulty in focusing on an event within France to promote Canadian software products. Past history of exhibiting at the French expositions has not proved to be of great benefit in market access. The recent study of the Software Market in France may prove to be of assistance in developing a program to help Canadian companies in accessing this very large market. The PC Forum in Paris each February is the most popular PC trade event in France.