

# BUILDING THE *Information Highway*

## CANADA

## LENGTHENS ITS

## INFRASTRUCTURE

## LEAD

**F**or investors comparing the bottom-line advantages of different country locations, telecommunications infrastructure has become a critical and sometimes decisive factor.

And for good reason. The rapidly evolving technologies and services of the Information Highway provide efficient day-to-day management on a global scale, and clear the way for electronics-based strategies that impact on the bottom line — Just-in-Time inventory systems for instance, and statistical process control.

According to a study conducted by the MESA research group, Canada leads the world in these advantages.

MESA, a California-based organization, compared Canada

and six other countries: Singapore, France, the U.S., Japan, the U.K. and Germany, on ten key telecommunications factors. It placed Canada at the top of the list in telecommunications quality and service penetration and second in overall quality only to the island state of Singapore.

Although telecommunications leadership is a particularly relevant asset today, its roots in Canada go back a full century before the coining of the term "Information Highway." Faced with the challenge of knitting together a national community in an area that takes up seven per

cent of the earth's surface, Canada has used modern communications technology as an essential nation-building tool and, in the process, has registered a series of pioneering achievements going back to the 1870s

Today, Canada's fast-growing telecommunications infrastructure comprises 252 million km of public switched telephone and

### Access lines per 100 population in selected countries

Canada: 60

U.S.A.: 57

Germany: 52

France: 52

Japan: 44

U.K.: 43

Italy: 41