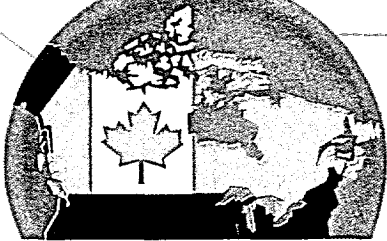


# CeBIT '94



Information Technology • March 16 - 23, 1994 • Hannover, Germany

## CANADA'S INFORMATION TECHNOLOGY SECTOR TAKES CENTRE STAGE

*Canada is playing a key role as Partner Country at CeBIT '94, the world's biggest information technology (IT) trade fair, taking place March 16 to 23 in Hannover, Germany.*

Whether yours is one of the nearly 100 Canadian IT companies exhibiting at CeBIT '94, whether you are planning to be among the estimated 700 000 visitors to the fair, or whether you are merely eyeing from afar the potential for exporting IT products and services to Europe and further afield, CeBIT '94 presents a unique opportunity for the Canadian IT sector to increase its penetration, not just of the German market, but of the IT marketplace worldwide.

Of course, any export strategy requires detailed knowledge of the specifics of the particular market you want to enter, which is why events such as CeBIT are so important. Knowing where to begin is an important first step; the following brief overview should give you some ideas on orientation, not only before and during this key IT trade show, but also in the crucial follow-up period afterwards. We'll be looking at opportunities in telecommunications, in hardware, software and services, and in the growing

markets of some of the smaller countries in Europe and elsewhere. First, however, a brief look at two large IT economies, those of the United Kingdom and Italy.

### United Kingdom

The United Kingdom is Canada's third-largest trading partner and one of the most popular entry points into Europe for Canadian IT companies. About 60% of Canadian investment in Europe

has been placed in the U.K., much of it in the IT sector, especially telecom. The U.K. has the most open telecom market in the European Union (EU) and is leading the world in combining cable TV and telephony services, with Canadian companies playing a prominent role.

The UK will be the largest EU exhibitor (excluding Germany) at CeBIT '94 and the fourth largest overall. The Canadian High Commission in London has produced a promotional diskette about Canada's CeBIT participation which has been circulated to more than 20 000 U.K. IT companies.

### Italy

Italy's IT sector continues to grow despite a lingering economic recession. With a 3% increase in total revenues in 1992 (C\$65 billion), Italian IT growth was second only to that of Germany in the EU.

Italy is going through a period of social, political and economic change. In this context, IT will assume an increasingly important role. Ongoing sectoral deregulation, reorganization and privatization will produce strong growth in services and consequently in demand for

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equipment and systems. Major areas of opportunity are multimedia, Geographic Information Systems (GIS), CAD/CAM, image processing, wireless communications, object-oriented programming, Integrated Services Digital Network (ISDN) equipment, etc. ☘