

SECTOR: Advanced Technology Products, Systems and Services

SUB-SECTOR: COMPUTER HARDWARE/SOFTWARE, INFORMATICS, DATA PROCESSING,
OFFICE AUTOMATION Officer: G.H. Willows

U.S. Market Opportunities: In one decade, the PC has grown from being the preserve of a small group of hobbyists to threaten the existence of mainframe and mini-computer systems. The worldwide PC market in 1991 should exceed \$93 billion, almost double the market for mainframe/mini systems. The market for personal computer hardware and software in the United States alone should top \$US 35 billion this year despite the sluggish economy. Expenditures on PCs are expected to rise by approximately 8% in the USA and 15% worldwide next year.

Industry analysts forecast MS-DOS/Windows to continue its dominance with a minimum 50% share of total market. Unix and OS/2 are expected to gain share to an aggregate of 40% split evenly while Apple will retain 10%.

The major market areas reflect demographic trends as PCs continue to be universally accepted. Hot product areas are projected to be multimedia, notebooks, enterprise computing, and the Windows environment.

Canadian Capabilities: The clients of the programme are small-to-medium sized makers of hardware, software, peripherals, and accessories. Products range from motherboards to anti-glare anti-static screens to ergonomic furniture. The heart of Canadian capability in this sector is software, particularly graphics, retail and networking solutions aimed at the business market. Reflecting the market, most product development remains oriented towards the MS-DOS/Windows platform, although the industry has strong capabilities in both the UNIX and the Apple/MacIntosh environments.

The industry employs an estimated 60,000 people and exports 80% of its \$10 billion production. Despite the slowing domestic economy, this sector remains buoyant and well managed and focused firms continue to experience real growth.

Strategy: - To introduce new exporters to the marketplace and enhance regional penetration through the use of specifically focused regional market development programs and to strengthen efforts of medium/large firms through displays at major national shows.

- Promote U.S investment and strategic alliances in the sector in order to attract high technology-based firms to Canada.