

ASIA-PACIFIC (cont'd):

Singapore: As with Japan, Singapore is very proactive in seeking partnerships with North American companies. The high level of business skills in the Singapore community plus excellent existing networks formed by Singapore entrepreneurs in the ASEAN and other Asian countries make this a prime target for partnerships for the Canadian sectors.

Taiwan: Taiwan has a good economic infrastructure and is actively seeking relationships with Canadian software developers. Point of Sale (POS), development tools, utilities, CAD/CAM and Graphics applications are of high interest. Taiwan also has a strong IT industry association with resources to help Canadian companies seeking business relationships.

South Korea: South Korea is becoming one of the most industrialized nations in this region. Next to Japan it is probably the second market of interest to many Canadian software exporters in the Asia/Pacific region. The business culture of Chaebols can be bewildering to companies first visiting here. Just as in Japan, Canadian companies need to invest much time to establish a firm relationship.

Australia: Although Australia is in a severe recession, it is a good market for quality software products. Australian companies strongly advocate reciprocal agreements or what they call "synergistic partnerships," in that they represent Canadian products in the Asia-Pacific region for representation of their products in North America. If a comfortable partner is found, this type of strategic relationship could be ideal for small Canadian software companies seeking access to the Asia Pacific markets.

The PC Trade Shows held in Sydney each March and Melbourne each August are excellent regional events to meet potential Australian partners.