

- There is a strong tendency toward open architectures and the incorporation of UNIX equipment.
- In terms of data base software there is a marked preference for Oracle and Informix.

## 5.2. Business Opportunities

Business opportunities for Canadian companies in this industry are related to the following aspects:

- 5.2.1. Characteristics of the Chilean software industry
- 5.2.2. Identification of software demand
- 5.2.3. Entry Strategy

### 5.2.1. Characteristics of the Chilean software industry.

The software sector in Chile may be considered a strategic industry in the sense that it has ties with other industries, for example, through programming of custom software or database management; it holds attractive market opportunities; it is technology intensive and it offers high value-added services.

Chile has an attractive environment for this industry, because it has an entrepreneurial problem-solving culture, with low cost rents and labor, with management commitment and understanding.

Also, there is intellectual property protection, with great progress being made in educating end users about the need to guarantee property rights by purchasing and registering software.

The country provides a cheap source for off-shore software development and foreign firms look towards Chile as a base in Latin America.