WESTERN EUROPE:

REGIONAL ASSESSMENT:

Western Europe is a top priority market for software products. Europe has the fastest growing sales in software. This is not surprising as the migration to end-user computing from the mainframe host computing concept was much slower in Europe than North America. In 1990 European PC software sales increased 59% to over CDN$1.7 billion.

A study on the software market in Denmark quotes the following breakdown for European PC Software sales in 1990:(It should be noted that these represent about 50% of the total software sales)

PC Software Sales - Europe 1990

	Germ/ Aust	UK/ Ire.	Frnce	Scand	Benlx	Italy	Spain -Port.
US$-Vol/ sales	430m	389m	334m	213m	150m	73m	68m
%Growth:	67	39	66	55	49	70	198

The same report shows that Microsoft Windows application sales in Europe grew 327% in 1990 making Windows the second largest software format in Europe behind MSDOS. Unix applications are also in high demand in Europe as the user communities are very multi-user oriented and conscious of the OSI standards.

Canadian software developers should be aware of the urgency to establish a presence in Europe and need to be much more pro-active in this marketplace. Promotional programs for Canadian software exporters should be a priority in Europe over the next two years.