

All tenders of the Deutsche Bundespost Telekom are published in the official journal of the European Communities. Interested companies also can receive this tender information through an on-line service.

The Consulate General strongly recommends that Canadian companies cooperate with German companies to market their products in Europe's largest market. The use of such a German company is considered to be a necessity as the Telekom has a strong preference for working with a 'German' company, with people who speak German, are familiar with the Telekom in Germany, and are readily available for questions, consultations, etc. Canadian firms can partner themselves with existing German companies or can establish their own independent presence in Germany.

Companies seeking to market terminal equipment should enter into a cooperation agreement with regional distributors, always remembering that these German partners will expect marketing and technical support from the Canadian supplier.

Trade shows are an important element of marketing in Germany. There are a number of potential shows in Germany in the telecommunications sector; however, special attention should be drawn to CeBIT. All Canadian companies marketing and selling in Germany should participate in CeBIT, either independently, or with their local partners.

### The German Computer Market

#### Market Facts

The German market for computer hard- and software is the largest market in Europe and the third largest worldwide. As such it offers excellent opportunities for Canadian companies who have recognized products and are prepared to devote the required resources to marketing.

The German market for computer hardware and software can be presented statistically as follows:

#### Market size:

1991:	Germany (total)	\$Cdn	32000.00 million
	- hardware	\$Cdn	18000.00 million
	- software	\$Cdn	14000.00 million
1992:	Germany (total)	\$Cdn	38000.00 million
	- hardware	\$Cdn	20000.00 million
	- software	\$Cdn	18000.00 million