

## GLOBAL MARKET OPPORTUNITIES REVIEW

Draft

### PRIORITY SECTOR: SOFTWARE PRODUCTS

PURPOSE: To focus and enhance trade development in support of the computer software products sector.

### SECTOR DESCRIPTION:

- User Application Development Tools
- Communications Interface Software
- Project Management/Control Products
- Educational Aids/Professional Training
- Health Care Applications
- Computer Aided Design/Manufacturing (CAD/CAM)
- Office Systems
- DeskTop Publishing
- AI/Expert Systems
- Point-of-Sale (POS)
- Graphics Design
- Other Niche Products

**"Despite the worldwide recession - in 1990 World IT (Information Technology) sales grew 8.9% to \$US278.5 Billion ( \$US184 billion in North America). The top 100 North American IT suppliers grew their PC, mid-range, workstation, software and services at a healthy clip but the sellers of mainframes and datacom equipment hit the skids. Some PC software companies, which alone accounted for over \$US3 billion in 1990 sales, are growing at a rate of 25 - 30% per year."**

**(Datamation magazine, June 1991)**

As in most of the industrialized countries, software is the fastest growing sector within the Canadian Information Technology Industry. The rapid growth in the use of software products covers all communities - business, government, education, health, social services, manufacturing, research, construction, design and the home. Its use is growing in all aspects of daily life and some estimates put the global market at US\$1 trillion by the year 2000.