

ASIA-PACIFIC:

REGIONAL ASSESSMENT:

Japan and S.E. Asia comprise the third most active geographic region for Canadian software companies, and will be the largest world market for software products in the very near future. Japan and the Four Tigers (Korea, Hong Kong, Taiwan and Singapore) have become very aggressive in recent years acquiring packaged software products and forming strategic relationships with North American software developers. Statistics for software sales or usage in this region are not readily available.

Recent software missions to Japan, Korea, Hong Kong, Taiwan and Singapore have shown a great potential for Canadian software companies in those markets. The Softworld Forum hosted by the Information Technology Association of Canada (ITAC) with ISTC and EAITC funding, focused primarily on the Pacific Rim countries. Results showed a high interest by the Canadian software sector in these markets.

TIER A:

Japan: A top priority market for computer software. Japan has broken from its "home developed" policy and is aggressively acquiring software products and strategic relationships with North American companies. Although confirming a relationship in Japan can be a difficult challenge requiring time and effort, Canadian companies succeeding here have had very good results. The Information Technology Association of Canada (ITAC) and the Japanese Information Systems Association (JISA) concluded cooperative action agreements during 1990. Canadian software companies should take advantage of the current partnering philosophy in Japan.

Hong Kong: Hong Kong is an ideal focal point for business in SE Asia, and an ideal springboard for access to the potentially large PRC marketplace. Canadian companies are quite active in the Hong Kong area. The CeNIT Trade Fair each sept/oct. is an excellent event for software companies to expose their product to this region and make initial contact with potential partners.