

THE AMERICAS (cont'd):

TIER B:

Chile: The software study commissioned by the Canadian Embassy in October, 1991 shows a significant growth in software sales (25% per year) since the introduction of intellectual property legislation in 1989. High growth areas are in oil, mining, banking, production control, communications, software development tools, and GIS. The report also shows that the escalating use of work stations versus mainframes is producing a high demand for Unix applications and development tools in all industry sectors.

Argentina: Since 1989, the Argentine software market has been experiencing an unprecedented growth rate. Annual rates of 100% or more have become usual in several market areas. Most growth is in PC software. Sales of PCs increased in 1991 by 70% to over 340,000 units. LAN and Windows based software are current hot products. A downsizing trend is creating a high demand for LAN and Peer-to-peer solutions. Restructuring of the government has created needs for office automation and training products. High growth niche markets are in industrial plant automation, robotics, warehouse automation and SCADA. Fast growing industrial sectors are the beverages industry, insurance, oil, petrochemical and the car industry. Argentina is also reported to be a good location for localization of products to Spanish and Portuguese.

The Caribbean: Interviews with IBM Jamaica, NCR Jamaica, ICL Jamaica and a major Jamaican distributor by a Trade officer in 1989 showed a good if limited market for quality software products. The Jamaican government has significant needs in the modernization (automating) of basic services. However, government funds are very limited and without external financial assistance the process will be very slow. Information on the rest of the Caribbean countries is too limited to categorize individually.

Venezuela: Recent trade events in Venezuela show a potential market for GIS, Educational Software, Courseware, Plant Automation, POS, Banking, Utility Company applications and UNIX. Spanish versions and literature are imperative and a local representative necessary. The Inforven Trade Show in Caracas each October is attracting many international exhibitors.

Columbia, Costa Rica: Although these posts identified Computer products as a priority in 1991 there is no market intelligence available to identify specific needs or niches.