

divisions. An early example of the new approach is the private mobile radio network (D2) awarded to Mannesmann Mobilfunk, the first private operator in Germany. Mannesmann also received a license for its own microwave network. Another example is in the change (since July 1990) permitting customers to purchase terminal equipment from private retail stores, provided that the Telekom had approved this equipment for use. Prior to 1990, equipment could be obtained only through the Telekom. These examples are typical signs of the direct influence of the demands of the market on the liberalization process of the German telecommunication market.

The further development of the Single Market of the European Community should lead to common European standards for telecommunications equipment. For Canadian firms this should mean that equipment approved in one Member State will be accepted automatically in all other countries of the EC.

The following short list indicates the most promising sectors for Canadian companies in Germany. It is based on Canada's recognized expertise, and is not meant to be all-inclusive nor to exclude other product areas. Because of Canada's reknown in telecommunications, Canadian companies should be well-received in Germany.

- ° Data telecommunication
- ° Digital telecommunication products
- ° Mobile radio
- ° Satellite communication

Market Access

Due to the liberalization policy of the Deutsche Bundespost Telekom, the access to the German telecommunication market for Canadian companies is already less complicated than ever, even if the Bundespost Telekom will remain the major customer for telecommunication equipment in Germany. To be successful in doing business with Telekom, it is necessary to present your company and your capabilities to their technical headquarters (FTZ - Telecommunication Engineering Centre - for all equipment except mobile radio; ZFM - Central Office for Mobile Radio - for mobile radio); but as well to meet with the Telekom management at its headquarters in Bonn.

The approval process for all kinds of telecommunication equipment will be handled by the ZZF (Central Office for Approvals), which is no longer an authority of the FTZ, but a ministerial authority. Canadian companies can contact the ZZF directly to obtain information on the approval procedures. A newly established ministerial authority, the BAPT (Federal Office for Post and Telecommunication) is responsible for technical specifications and frequency allocations. To facilitate the approval process, especially for foreign companies and following EC regulations, private test laboratories will be licensed by the BAPT in the near future to do the approval testing. The ZZF would be responsible only for confirmation and certification.