

Latin America

Wireless and Mobile T

Latin Americans have recognized that an improved telecommunications infrastructure is a vital component for future economic growth. Estimates of market size for telecommunications equipment over the next five years range from \$40 billion to \$70 billion. Changes in the economic environment, large-scale privatization of telephone companies and liberalization have created unprecedented opportunities for Canadian telecommunications equipment and service providers. Opportunities in mobile and wireless communications are particularly significant. The rural switching, transmission and distribution market alone is estimated to be worth over \$3 billion over the next five years. Why is this the case?

Firstly, recent regulatory changes now permit the full exploitation of modern technologies by private entrepreneurs. This includes paging and cellular, but also trunking and rural telephony concessions.

Secondly, due to an aging wire-based infrastructure and the five to ten years required to modernize it, wireless communications offer a cost-effective, convenient and immediately viable choice. In essence, wireless and mobile solutions are a way to bypass poor wireline networks. They offer high utility to the user and can be constructed very rapidly. In addition, largely as a result of deregulation and competition, private satellite networks are growing exponentially. In Mexico, almost all major banks have installed and are continuing to expand satellite-based networks. In Venezuela, 140 companies registered for private satellite networking within two months of the opening of the service. In Argentina, the country's first satellite company, Impsat, had secured contracts by the middle of 1990 for 500 VSAT (Very Small Aperture Terminal) and 180 interconnections to its high-speed digital network in Buenos Aires.

In Mexico, Venezuela, and other countries, cellular telephony is growing faster than those in developed countries. Opportunities exist in microwave projects, antenna arrays, and other solutions which are being developed in Canada. For example, high-powered trunking cellular telephony service previously available only in major cities is now following this trend and is in the process of being extended to rural areas. Another area of opportunity is in the provision of data services such as teletext, facsimile, and video transmission, coverage which is currently in place in most countries. Bidders should not restrict mobile technology designs and proposals to traditional models.

Because mobile technologies allow users to leapfrog alternative technologies, applications such as public pay cellular telephones may have great potential in Latin America, whereas in most industrialized countries this type of option is not an

development of wireless communications in the region.

Finally, the North American Free Trade Agreement will provide a cost advantage of 10 to 20 per cent for products going to Mexico and, in addition, serve as a springboard into Latin America. The moment has come to build strategic partnerships with Latin America in order to unleash its mobile and wireless communications potential.

Asia Telecom '93

Canada will have a national stand at Asia Telecom '93. This exhibition and forum is one of the region's largest and most comprehensive telecommunications events. Taking place in Singapore from May 17 to 22, 1993, the event will attract some 130 exhibitors from more than 30 countries. Sponsored by the International Telecommunication Union, Asia Telecom '93 will feature symposiums focussing on policy, technical, regulatory, and economic issues. At Asia Telecom, legislators, ministers and corporate leaders will set the course for the region's future direction in telecommunications development and opportunities.

In addition to Canada's national stand, several Canadian companies will have exhibits of their own. Companies wishing to exhibit at Asia Telecom '93 through the national stand are requested to contact EAITC's Asia Pacific South Trade Development Division (see contacts box).

CANADEXPORT (BPT)

External Affairs and International Trade Canada / Affaires extérieures et Commerce extérieur Canada

125 Sussex Ottawa K1A 0G2

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presence of the Minister of Industry, Science and Technology and Minister of International Trade, Michael Wilson, Minister Beatty and Minister Yang, representatives of DOC and the MPT signed implementing arrangements for the existing Memorandum of Understanding. These arrangements propose that a number of technical missions take place during 1993, including a rural telecommunications mission to China, a mobile communications mission to China and a spectrum management mission to Canada. The MPT would host the missions to China, arranging opportunities for Canadian participants and Chinese officials to exchange ideas on telecommunications technology.

capacity to meet these demands. On September 21, 1992, in the

Hanover, Germany

Canada to be a Partner Country at CeBIT '94

Canada has accepted the invitation to be the Partner Country at CeBIT '94, the world's largest regular exhibition of office, information and telecommunications technologies, taking place March 16 to 23, 1994, in Hanover, Germany. CeBIT is expected to attract 6000 exhibitors from 45 countries and more than half a million visitors. A global event, it attracts industry executives, buyers and researchers in this field from around the world.

In inviting Canada to become Partner Country, CeBIT organizers have acknowledged Canada's leadership in world-class information technologies, particularly telecommunications and computer hardware and software. According to Minister of Industry, Science and Technology, and Minister for International Trade, Michael Wilson, "CeBIT '94 provides an unparalleled opportunity to raise Canada's profile as a leading developer of information technologies and to encourage investment in this growing industry."

The lead up events during 1993 will be co-ordinated by External Affairs and International Trade Canada, the Department of Communications, Investment Canada,

Industry, Science and Technology Canada, and the Information Technology Association of Canada. In May a cross-country publicity tour will take place, arranged in conjunction with CeBIT organizers, to solicit industry participation.

The federal government, in consultation with industry, the provinces and other players, has begun preparations for Canada's presence at CeBIT. Plans have been set for a Canadian national stand with more than 60 companies exhibiting their products, a "Canada Inc." section promoting Canada as a place to do business, multimedia displays, cultural events for the opening ceremonies and partner country receptions. Canadian speakers will also be featured at the CeBIT Forum seminar program.

Your participation, suggestions and enquiries are welcome—please call EAITC's Advanced Technologies Division (see contacts box).