

Profile: Although Canadian software products have a high reputation with the specific "users," Canada as a country does not have a high international or domestic profile as a software producer. All opportunities to raise this profile should be exploited.

Future: Canada currently has a healthy competitive software sector. Unfortunately this situation does not have as healthy a prognosis for the future. The diminishing enrolment in and graduation from the computer science and technical universities and community colleges does not augur well for the short term and long term prospects for this sector. To ensure Canada's competitiveness, the image of computer technology in general, as well as a career path, needs to be promoted within Canada.

**Software Sector Campaign:** The Information Technology Industries Branch (ITIB) of Industry Science and Technology Canada (ISTC), has developed a Software Sector Campaign to accelerate and assist the growth in this important sector. This campaign is well founded on sound studies of Canada's software products industry commissioned by ITIB. These studies include detailed comparisons with the USA sector as well as an analysis of the successful strategies of Canadian software companies in the USA. The campaign, now entering Phase 3, will address most of the problems identified above, with an ultimate goal that at the end of Phase 3 ( within 5 years ):

- a) 30% of pre-threshold companies (less than \$2 million) will pass that threshold,
- b) 40% of threshold companies will have sales above \$10 million,
- c) 10 companies will have sales above \$100 million,

EAITC fully supports this initiative.