

services offered. Its main customers are the different levels of public administration.

Opportunities and Constraints

Canadian companies have competitive advantages in GIS/LIS due both to their experience in user-need studies and GIS business methodology, and to their background in applying GIS technology in the municipal sector, for utilities, environmental management, and transportation. Specialized Canadian expertise such as digital orthophoto mapping can also be exported to the region.

The marketing of software and hardware is most easily done through a dealership agreement. For GIS/LIS, this can be accomplished by incorporating a company staffed with local engineers, by developing a partnership with a local company, or by arranging some form of joint venture. Partnership with a local firm is usually a must. Undercapitalization remains a problem for many small- and medium-sized enterprises.

The Polish geomatics market for hardware, software, and services in 1996 was about US\$ 60 million with a growth rate of 15% per year last year. In the traditional areas of surveying and mapping, the bulk of the work will be carried out by Polish companies because of lower costs and their knowledge of local laws and standards.

Foreign competition in Poland is

represented by three main companies: Geodan of the Netherlands, Jason McKenzie of the USA, and Fin-Skog of Finland. Other European companies are actively searching for suitable Polish partners in geomatics. This has obvious implications for Canadian companies wanting to capture part of the market, as a sustained local presence is essential.

Objectives

- to encourage research and development links and promote cooperation between Canadian and Polish universities; and
- to provide thorough and useful information to companies wishing to explore the Polish geomatics sector.

INFORMATION TECHNOLOGIES

Overview

As in the rest of the world, the computer hardware and software market has experienced rapid expansion in the last few years. Reasons for this expansion include the development of dynamic economies, the need for private companies and financial institutions to upgrade their technology as they move to "real time" transactions and true national networks, and increasingly better telecommunications.

Information technology (IT) must often adapt its packages to take into account