

TABLE OF CONTENTS

MANAGEMENT SUMMARY	8
INTRODUCTION	10
METHODOLOGY	12
1 THE DANISH SOFTWARE MARKET	13
2 THE EUROPEAN PC SOFTWARE MARKET	15
3 SELECTING A EUROPEAN PARTNER	16
3.1 Europe and the Rest of the World	16
3.2 "Do Your Homework!"	16
3.3 Selection of Distribution Channels	17
3.31 Distribution Channels: A Question of Risk vs Control	17
3.311 Original Equipment Manufacturers (OEMs)	17
3.312 Value Added Resellers (VARs)	17
3.313 Distributors	18
3.314 Independent Sales Agents or Representatives	18
3.315 Direct Sales	18
3.32 The Economics of a Local Presence	18
3.33 Can Exclusive Distribution Be Offered?	18
3.34 What Marketing Support Can Be Offered?	19
3.35 How Will the Adaptation to Local Needs Be Made?	19
3.36 How Will the After-sale Service Be Organized?	19
3.37 What Pricing Policies Apply to the European Market?	19
3.371 Translation and Local Adaptation	20
3.372 Cost of Sales	20
3.373 Currency Hedge	20
3.374 Extra Profit	20
4 THE EUROPEAN COMMISSION'S SOFTWARE COPYRIGHT DIRECTIVE	21
4.1 The Content of the Copyright Directive	21
4.2 Exceptions to the Copyright	21