

## AFRICA/MIDDLE EAST:

### REGIONAL ASSESSMENT:

There is no reliable market intelligence available for African countries including the Middle East. It is known by informal reports that in most of this region intellectual property protection is virtually unknown and most often not understood within the local cultures.

#### **TIER A:**

Apart from possibly South Africa in the near future, none of the other African or Middle East countries could qualify as a Tier A country for software products. This is due mainly to the doubtful copyright situation as well as lack of market intelligence.

#### **TIER B:**

**South Africa** South Africa will be a most important market for Canadian software exporters. There have been many inquiries from South African visitors at Canadian government information booths at several major international trade shows. At this time, a market intelligence exercise identifying high demand products and meaningful contacts would be apropos considering the imminent acceptance of South Africa back into the world trading fold.

#### **TIER C:**

**Egypt, Algeria, and Ivory Coast:** Computers and Software are identified as top priority in these Post Plans. However, as far as software is concerned, informal reports show that intellectual property rights are totally unprotected and business practices questionable in these areas. Until more market intelligence is available, software marketing activities should be conducted cautiously.