

projects for the nineties, including the launching of a domestic communications satellite, and the introduction of Community Antenna Television (CATV) and a host of local and international data communications services.

Switzerland

The Swiss telecommunications industry realizes an annual turnover of about C\$4.4 billion. With the introduction of progressive telecom legislation, Switzerland has created fair market conditions in a liberal environment. With the exception of voice transmission, any and all telecommunications services may be provided by third-party suppliers. Opportunities exist for suppliers of high-tech telecom equipment, data processing equipment, and software. This is particularly so for companies

with new and sophisticated technologies who are willing to consider joint ventures or co-operative agreements with Swiss partners.

Finland

Telecommunications technology in Finland is highly advanced; in addition to offering good sales potential for leading-edge Canadian products, Finnish networks can serve as a platform for further product development to enhance the competitiveness of Canadian suppliers. Finland is also advanced in terms of telecommunications liberalization; network connections, data-communications, equipment for ISDN and GSM (global standard for mobile communication), voice processing equipment, asynchronous transfer mode (ATM) technologies and LAN equipment

are a few examples of systems and services that have good market prospects.

Finnish IT firms, in particular telecommunications companies and operators, are expanding into the former Soviet Union markets, including the Baltic states.

The Netherlands

Following deregulation of the Netherlands-PTT in 1989, the Dutch telecom sector, estimated at between US\$1.2 billion and 1.4 billion, offers excellent potential for outside suppliers, although many telecom products need to undergo conformance testing to ensure compliance with local technical requirements. Electronic Data Interchange (EDI), mobile datacom equipment and ISDN-related systems are growth areas. ✻

IT Trade Fairs Pay Off for Canadian Firms

Many successful Canadian exporters got their start at trade shows like CeBIT '94.

ATI TECHNOLOGIES INC. of Thornhill, Ontario, found that exhibiting at CeBIT has expanded business enough to warrant the opening of a dedicated German office providing sales and marketing support for all of Europe. Says company spokesperson Andrew Clarke, "it was really the opportunity presented by the Canadian government to participate at CeBIT that enabled us to get started in Europe. And the results speak for themselves. What began as a two-person office now has a staff of 12 and continues to grow."

EVERGREEN INTERNATIONAL TECHNOLOGY INC. of North Vancouver has recently begun to exhibit at international trade fairs, and is more than pleased with the result. Says spokesperson John Kostiuik, "We participated with the government at Comdex in the Fall of 1993, and developed several very promising leads with large international companies. The event

certainly exceeded our expectations, and we should do even better at *CeBIT '94*, where we expect to capitalize on the interest that has been shown in Europe for our products certainly exceeded"

Mr. Boutaleb-Joutei, President of **PROTEC MICROSYSTEMS INC.** of Pointe-Claire, Quebec, shares this view of the importance of international trade fairs: "In the context of an increasingly global economy, I would strongly recommend and encourage small and medium-sized companies looking to export their products or services to benefit from the international tradeshow programs organized by the Department of Foreign Affairs and International Trade. It is in no small part thanks to these programs that Protec Microsystems today exports over 60% of its products."