KEY PARTICIPANTS IN THE COMPUTER INDUSTRY ...

In 1988, IBM was number one in both the large and small scale categories. It was a close second to HP in the medium range.

Among microcomputers produced by local companies, Lingo and ALR are the most significant market players. They , however, have a market share of only 2% each.

The top three suppliers of computer software in Singapore are the US, Australia and Japan. Domestic suppliers are very few and largely restricted to value-added localization, customization, and installation.

The two local companies leading the software industry are ATS Computer and Computer Systems Advisors. Another local company, Far East Computers is planning to expand its operations through a joint venture with Oracle Corporation.

The current demand for Canadian computer products in Singapore is very small. The on-going changes in the market will however provide growing opportunities for Canadian companies in the near future. The leading Canadian participant is Cognos Pte Ltd which has been selling software products in Asia since 1980 through its distributor, Singapore Computer Services Pte Ltd.

They have recently set up a regional marketing office in Singapore to oversee and support their sales activities throughout Southeast Asia. Major products include data management software and software development productivity tools (4GL).

KEY CUSTOMERS IN THE SECTOR

The key customer for computer hardware is the Singapore government which accounts for 68% of total microcomputer sales. Other end-users include commercial institutions (12%), manufacturing establishments (8%), financial institutions (7%), construction services (2%) and others (5%). The major end-users for computer software are financial (30%), manufacturing (22%) and retail and wholesale institutions (22%).

CURRENT MARKETING TRENDS

The traditional means of distributing software has been through local software houses or hardware vendors. Most hardware vendors are directly present and sell both computer hardware and software. Third party vendors are either appointed dealers or distributors or an Original Equipment Manufacturer (OEM).

The use of free seminars to inform prospective customers of developments in the industry is a common means of sales promotion.

Marketing is also done through trade fairs and exhibits. One of the more recognized and supported trade shows is Informatics, sponsored by the Singapore Federation of the Computer Industry.